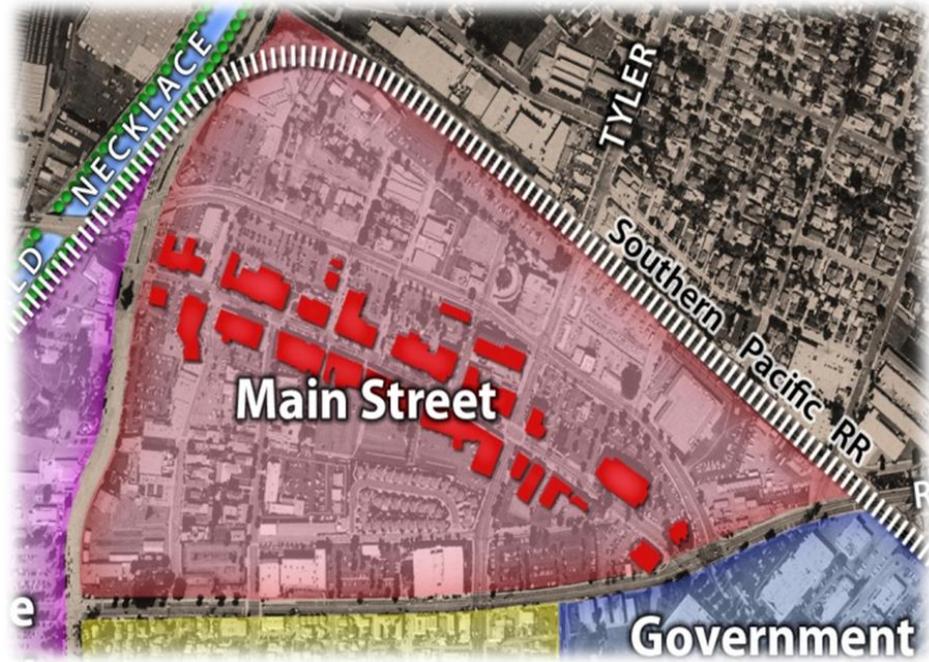




Vision El Monte... a community of beauty, with greenways, stands of trees, and flowers; a sense of place, with distinct and well-designed neighborhoods and districts; a community defined by and linked to its rivers, schools, parks, and the downtown through attractive paths and streets—a destination.



**CITY OF EL MONTE
ECONOMIC DEVELOPMENT DEPARTMENT
REQUEST FOR PROPOSALS
TO PREPARE THE
DOWNTOWN IMPROVEMENT PROJECT**

City of El Monte
City Hall West
11333 Valley Blvd.
El Monte, CA 91731

Proposals must be delivered no later than
Thursday, December 6, 2012 by 5:00 p.m.

PURPOSE OF DOWNTOWN IMPROVEMENT PROJECT

The City of El Monte realizes that it must initiate a vision to affect its future identity. The City aspires to recapture its rich legacy through the built environment and the Downtown Improvement Project is an integral step in achieving this goal. The City of El Monte wants to collaborate with a creative urban design team with the opportunity to facilitate the transformation of Valley Mall from its current status into a more multi-modal complete street that establishes the heart of the City of El Monte community (i.e., residents, business owners, and property owners). As presently envisioned, this transportation safety enhancement, beautification project, and Master Plan will encompass Valley Mall and its intersecting streets while creating positive synergies with the upcoming Gateway Master Plan and other adjacent land uses. The selected architectural/urban design firm will provide the City with architectural and engineering services under five phases. The intent of this Request for Proposals (RFP) is to establish the City's high expectations by clearly articulating the specifications, terms and conditions governing the selection of a highly qualified urban design firm that has completed at least three similar projects in other cities with a similar business mix found on Valley Mall.

COMMUNITY IDENTITY

What makes Downtown El Monte a special place to live, work, and play is its eclectic environment and unique sub-districts, each of which has a symbiotic relationship with the other sub-districts. Residential neighborhoods in and adjacent to Downtown provide a customer and job base for the Downtown.

Downtown El Monte is to be the mixed-use, mixed-income, cultural heart of El Monte that epitomizes pride and opportunity. Its historical role is augmented by new housing, retail, office, parks, and cultural facilities. The Downtown also takes advantage of transit-oriented development opportunities through access to the nearby Metrolink Train Station, and the new state-of-the-art Metro Bus Station, which is the largest bus modal transportation center in the western United States. The population is diverse, the architecture is human-scaled, and the character is authentic to El Monte. Downtown El Monte needs a more unified design to reach its potential with goals and policies that address tangible ways, from a design perspective, to enhance the vibrancy and character of the Downtown.

Creating a distinct community identity is fundamental for El Monte and is the theme of the recently adopted General Plan. This can have many different meanings, each reflecting individual perceptions regarding neighborhoods, safety, aesthetics, parks, and other amenities. Although El Monte's identity means different things to different people, it is shaped by common influences. Some of the more notable influences are its people, their history and cultures, the physical and natural environment, and the City's collective vision of the future.

El Monte's identity dates back to the Tongva, who were sustained by the San Gabriel and Rio Hondo Rivers. Later Spanish settlements, pioneers, and a thriving agricultural industry defined its 19th and 20th century and was the impetus for its diverse population. Rapid industrialization and suburbanization, including the channeling of the Rio Hondo and San Gabriel Rivers and construction of its transportation infrastructure, has left its imprint on El Monte. Today, the City's image is uniquely diverse.

To shape a new identity for El Monte, the General Plan Vision builds on the core strength of the community - its people and their commitment. Thus, the goal of the Downtown Improvement Project, through the implementation of a wide variety of physical and governance improvements, is to create a vibrant, safe and walk able Downtown that respects its historical and cultural diversity and strives to provide a high quality of life through well-designed physical improvements, amenities, and providing a healthy environment.

El Monte is forging a unified community identity by restoring key features of its past, revitalizing strategic areas, and positioning itself for the next (20) twenty years. The City will draw upon its multiple strengths to enhance the image and identity of Downtown - its indigenous roots, pioneer spirit, agricultural heritage, suburban growth, and environmental legacy. These efforts are intended to revive and improve Downtown's unique identity and image to residents, visitors, and the business community. The following graphic illustrates the location of each Downtown sub-district.



DOWNTOWN EL MONTE

El Monte's Downtown has always been its heart and the gateway to the region. In the late 1800s, Valley Boulevard was the only road through the area and served as the Butterfield Stagecoach stop between Los Angeles and San Bernardino. This early main street gradually evolved into an outdoor shopping district. Today, the Downtown encompasses an area of 200 acres, bordered by the Rio Hondo River, Interstate 10, and Valley Boulevard.

The El Monte Downtown (the "Downtown") today contains five (5) sub-districts that serve distinct functions—civic, business, transit, residential, or other uses. Although all five sub-districts are integral to the fabric of the City's Downtown, this RFP will specifically focus on the Main Street sub-district – aka Valley Mall.

Main Street: Main Street covers an area bounded by the railroad tracks, Santa Anita Boulevard and Ramona Boulevard. The sub-district is anchored by a traditional outdoor shopping street, known as Valley Mall. The street currently known as Valley Mall was actually known as Main Street at one time. In fact, the City is considering re-branding Valley Mall as "Main Street" as part of the Downtown Improvement Project. With several blocks of street-facing frontage and tree-lined sidewalks, it connects the civic center to the transit station. The following graphics represent the Main Street district (Valley Mall) as it appears today:



South side of Valley Mall looking east from Tyler Avenue



Northwest corner of Valley Mall and Center Avenue looking north



South side of Valley Mall looking east



South side of Valley Mall looking west

Government Center: The government center is the eastern gateway to the Downtown and serves as the governmental core of El Monte. This area is anchored by the El Monte City Hall offices, Los Angeles County Superior Court, educational uses, and police station. Other governmental and public uses also extend into other districts.

Cultural District: The cultural district is the heart of the community and is home to the El Monte Community Center, Historic Society Museum, Jack Crippen Senior Center, Aquatic Center, Tony Arceo Memorial Park, and El Monte High School. It is a well-known place for street fairs, concerts, and community gatherings.

Neighborhoods: The Downtown has an eclectic mix of housing projects and small distinct neighborhoods, south of Ramona Boulevard or along Tyler Avenue north of Downtown. The fabric of this area is well established, but could benefit from common design treatments, housing rehabilitation programs, and infrastructure improvements.

El Monte Gateway: The El Monte Gateway Project is a groundbreaking effort to create a 60-acre, regionally significant, mixed-use community that integrates public transit, housing, parks and open space, retail, business and entertainment. The El Monte Gateway will be a key activity center, linked with the Emerald Necklace.

SCOPE OF WORK

Phase 1 – Site Planning

The City is in a position to significantly upgrade Valley Mall with this capital improvement project by retaining a qualified architectural/urban design firm that will maximize this unprecedented opportunity for the El Monte community. This phase shall consist of collecting and analyzing relevant site data including images, adjacent land usage, access, parking, utilities, sun orientation, and other factors to establish optimal relationships between activities and utilization of the project site. The new streetscape, landscaping and enhancements will focus on creating a “complete streets” approach for Valley Mall and its intersecting streets. The concept of complete streets includes designing public streets that are safe, attractive, and offer comfortable access and travel for all users, including pedestrians, bicyclists, motorists, and those using public transportation. The selected consultant will provide professional design services for new streetscape, landscaping, safety and beautification enhancements on Valley Mall between Ramona Boulevard and Santa Anita Avenue. Specifically, enhancements and considerations shall be made, at a minimum, to the following project features:

1. Sidewalks, curb ramps, bulb outs, and other pedestrian friendly improvements;
2. Transit Stops;
3. Rest areas;
4. Comprehensive landscape planning including trees;
5. Median islands;
6. Street and pedestrian lighting;
7. Improvements to underground utilities where applicable;
8. Crosswalks, decorative and otherwise;
9. Accent nodes;
10. Downtown entry, exit and way finding signage;

11. Traffic signals;
12. Traffic signposts;
13. Business signs and billboards;
14. Public art;
15. Public plazas and public gathering spaces;
16. Public parking improvements;
17. Outdoor dining areas; and
18. Re-branding of Valley Mall to “Main Street.”

This phase will include the following crucial steps:

1. Issues Identification

This phase is meant to develop a full understanding of the design and development issues facing the Downtown area. This phase will involve a review of existing area conditions and development review procedures by the consultant, as well as meetings with City staff, interviews with stakeholders and workshops with community groups to review issues of concern within the City. This phase will also include a tour of the Downtown area, with the selected consultant expected to conduct additional fieldwork to document and become familiar with the character of various neighborhoods throughout the area.

2. Background Research

Background research of documents, procedures, and built environment encompassing a systematic review of:

- a. The City’s General Plan and the various elements affecting design and the physical environment, Zoning Ordinance, land use policies, and general area characteristics to identify elements that act as design guidelines, standards, or otherwise affect building and site design;
- b. A sample of case files representing typical development applications;
- c. Procedures used to evaluate and process design aspects of development applications;
- d. Field conditions, including area visits, photographic documentation of recently completed projects, geographic information systems mapping, and other methods; and

3. Public Input

Leadership and facilitation of up to three task force meetings with community stakeholders and City staff soliciting input about the built environment organized by land use and building type or other relevant criteria

❖ Expected Tasks:

- a. Review the new General Plan, existing ordinances, policies, and specific plans;

- b. Document field conditions by land uses and by building types, this would include a photographic, and/or graphic documentation and maps; and
- c. Lead and facilitate up to three (3) taskforce meetings with community stakeholders and City staff to gather community concerns.

❖ Expected Products:

- An existing conditions report which, at minimum:
 - ✓ Describes and documents design issues of existing prototypical development;
 - ✓ Identifies current development standards, policies and procedures that affect the built environment;
 - ✓ Documents public concerns regarding the design of existing prototypical development; and
 - ✓ Provides additional, supplemental graphics and materials suitable for presentation at public meetings and hearings.

Phase 2 – Conceptual Planning

Use the data, input and lessons learned from Phase 1 to initiate a project concept and strategy. Explore synergies, public and property owner needs and other considerations described in Phase 1 to synthesize what will eventually drive the final design.

1. Solution Development

This phase involves a continuation of the public outreach and public participation process. Through this forum, based on a thorough understanding of existing conditions, and consistent with professional judgment, provide recommendations for conceptual Downtown design plans best suited to conditions in the City.

An important component of this phase will be to recommend updates to current development standards, such that the updated standards are consistent with and complementary to the Community Design Guidelines (from the General Plan) while respecting existing desirable qualities within local context. The recommendations should be in textual and graphic form to make the information conveyed “user friendly” and easy to understand. The actual updates to the development standards would be conducted through a Specific Plan as described in Phase 3. Extensive public and community input will be of utmost importance during this phase as it is imperative that a community believes in a project by taking an active part in the design process.

❖ Expected Tasks:

- Up to four taskforce meetings or community meetings with community stakeholders to discuss draft Community Design Standards and the recommended development standards that respond to issues identified during Phase 1 information gathering;
- Facilitate a Design Charette as an open and collaborative forum where the project’s program, assumptions, goals and requirements are reviewed. This will enable the consultant, staff, community, and stakeholders to interact, propose

ideas, share, discuss and envision, in a dynamic process. For the community and stakeholders it is an empowering process that enables them to take ownership of the project.

- Employ conceptual sketches, rough physical models and/or 3 dimensional digital models to communicate the ideas and forms that the design may bring about.
- Facilitate up to five meetings before the Development Ad Hoc Committee, Planning Commission and the City Council to provide progress updates and to solicit input;
- Create conceptual designs, plans, and exhibits for the Downtown Improvement Project.

Phase 3 – Master Planning

Provide a comprehensive long-range plan to implement Phase 1 (Site Planning) and Phase 2 (Conceptual Planning). Include analysis, recommendations, and proposals to accomplish the goals and objectives of the General Plan and to re-brand the City’s Downtown. Recommendations shall be based on public input, surveys, planning initiatives, existing development, physical characteristics, and social and economic conditions.

Adoption and Implementation

- Adoption: The consultant would be expected to attend and to present information at up to two (2) public hearings before the Planning Commission and up to two (2) public hearings before the City Council for the adoption of Master Plans. Additional public meetings may be necessary, on a time-and-materials basis.
- Implementation: This is meant to ensure that training and support materials are developed and provided to Planning Division staff to ensure that the adopted Master Plans are implemented.

Phase 4 – Specific Plan

Although the activities of Phase 3 will result in a Master Plan for the project site, another product of Phase 3 will be the creation of a Downtown Specific Plan. A Downtown Specific Plan will include the following components to guide future development of the project site.

❖ Expected Products:

- A Downtown Specific Plan which includes the following:
 - ✓ Elements to implement Phase 1 (Site Planning), Phase 2 (Conceptual Planning) and Phase 3 (Master Planning);
 - ✓ Identifies new development standards, policies and procedures to achieve the desired built environment;
 - ✓ Includes a Land Use Matrix to achieve the proper mix of desired land uses to achieve a vibrant, pedestrian friendly, and economically active Downtown; and
 - ✓ Includes Sign Guidelines specific to the City’s Downtown.

Adoption and Implementation

- **Adoption:** The consultant would be expected to attend and to present information at up to two (2) public hearings before the Planning Commission and up to two (2) public hearings before the City Council for the adoption of the Specific Plan. Additional public meetings may be necessary, on a time-and-materials basis.
- **Implementation:** This is meant to ensure that training and support materials are developed and provided to Planning Division staff to ensure that the adopted Specific Plan is implemented. Also, the consultant will be expected provide staff with recommendations for updates to development standards in the City's Zoning Ordinance so that the Specific Plan is consistent with and complements the Community Design Guidelines and the adopted Comprehensive Design Guidelines.

Phase 5 – Estimate of Improvements

The selected consultant will use the data collected from all phases of the project to formulate a line item cost estimate for all public infrastructure improvements in the Downtown core. The components included as part of the Capital Improvements Program include - sanitary sewers, storm drains, street curbs, gutters, sidewalks, lighting, pavement; bike paths, traffic signals, water distribution systems, undergrounding of electrical and phone lines, landscaping, streetscape, plazas, and other public gathering places.

OTHER INFORMATION

Please be advised that the Scope of Work outlined above has been provided as the City's anticipated work efforts involved with such preparation of the Downtown Improvement Project. Thus, consultants are encouraged to present their own creativity based upon their prior experience. Ultimately, the City looks forward to a proposal that outlines the most efficient and cost-effective way to perform the work and products described above. It should also be noted that it is the desire of the City staff to commence the public hearings for consideration of a Downtown Specific Plan to be adopted by June 2013. A copy of the City's adopted 2011 General Plan can be found on the City's web-site at: <http://www.ci.el-monte.ca.us>.

REQUIRED PROPOSAL CONTENT

All responses to this RFP must contain the following information:

- Cover Letter This should present the consultant's understanding of the project and the methodology that will be used. It should include the name, address, email and phone number of the person(s) to contact regarding the proposal
- Work Plan Describe the proposed approach and activities to be accomplished (i.e., scope of work, project schedule, deliverables, etc.). Describe what strategy you would use for

community outreach and public participation. The primary efforts should be directed toward consolidation of information and presentation in a clearly understandable format. Include response to creating a document that is web friendly and interactive.

- Firm Qualifications (please note that it is not necessary to include extensive marketing materials). Describe the firm’s experience in managing projects similar in nature to the proposed Downtown Improvement Project. This should include a description of prior experience in working with public agencies, including working with City staff and policymakers, and preparing and presenting materials at public workshops and hearings. The proposal shall include a list of other similar projects. This shall include the following information:
 - a. Project name and location;
 - b. Brief description of project and firm’s responsibilities;
 - c. Consultant’s project manager;
 - d. Preparation date;
 - e. Budget; and
 - f. Contact name, address, and phone number for client
- Project Team Provide a resume of the project manager, who shall be a full-time employee of the firm, including a description of experience relevant to the project. Also provide resumes of key personnel who will be assigned to the project.
- References Provide three (3) business-related references for the firm, and two (2) of which are familiar with the project manager. This shall include the name, company, contact information and business relationship to the firm.
- Samples Provide three (3) samples of recently completed assignments for Master Planning for the firm, including one (1) sample recently completed by the project manager.
- Schedule Provide an estimated schedule to complete each of the tasks. This should include the amount of time required to complete each individual task, and the time to allow staff to review and respond to the submitted material.
- Cost This should include payment expectations, hourly rates, anticipated hours of work, and costs for meeting attendance, printing, and other miscellaneous costs as applicable. Also include a not-to-exceed amount for completing the entire project.

PROJECT BUDGET

The Economic Development Department has established a budget for the preparation of the requested Downtown Improvement Project. Consultant budgets should be adequate but not excessive, and consideration will be given to the proposal that outlines the most efficient and cost-effective approach to perform the scope of work and work products requested. Additionally, respondents should be mindful of the City’s budgetary constraints and should understand that there may be a need to amend the scope of work or to break the Downtown Improvement Project into phases, for instance Phase 1 (Site Planning), Phase 2 (Conceptual Planning), and Phase 3 (Master Planning). Therefore, respondents are encouraged to provide “not-to-exceed” budgets for individual components in order to allow for such flexibility.

SUBMITTAL

Eight (8) bound copies and one (1) duplicable copy on a CD or DVD of the proposal shall be submitted and identified as “Downtown Improvement Project.” All proposals must be received by **5:00 PM on Thursday, December 6, 2012**, postmarks will not be accepted. Hand deliver or send proposals to the address below.

Damien R. Arrula
Economic Development Director
City Hall West
11333 Valley Boulevard
El Monte, CA 91731

If additional information or clarification is needed regarding this RFP, please contact Joe Lambert at (626) 580-2064 or via email at jlambert@elmonteca.gov.

IMPORTANT DATES

The RFP Review Committee, consisting of the Economic Development Director, Assistant Economic Development Director, and Contract Senior Planner will review all of the submitted RFPs. The Review Committee will recommend the top three firms for consideration by the Development Ad Hoc Committee. The recommendation of the Development Ad Hoc Committee will be forwarded to the City Council for final approval.

RFP Issued:	Monday, November 5, 2012
Request for Clarification Deadline:	Monday, November 19, 2012
Proposal Due Date:	Thursday, December 6, 2012
Proposal Review Period	December 6 to December 13, 2012
Consultant Interviews:	Tuesday, December 18, 2012
Anticipated Award Date:	First City Council Meeting of January 2013

EVALUATION CRITERIA

The Economic Development Department will evaluate all proposals based on, but not limited to, the following criteria and will be assigned a score with a maximum of 100 points:

- Professional qualifications and capabilities of the firm and its project management personnel (10 points maximum).
- Past experience of the project manager to successfully manage such a project (20 points maximum).
- Relevant experience of the firm with similar types of projects (15 points maximum).
- Results of reference checks (20 points maximum).
- Overall quality of the proposal, including clarity of content (10 points maximum).
- Demonstration of a clear understanding of the project (10 points maximum).
- Cost related to the level of work proposed, and time schedule for completion (15 points maximum).

The City of El Monte reserves the right to require an oral interview of any and all respondents prior to the final scoring and selection. In the event an oral interview is required, the respondents will be provided with a minimum advanced notice of one (1) week.

RIGHT TO REJECT PROPOSALS

The City of El Monte reserves the right to reject any and/or all proposals submitted. No guarantee is made hereby that any contract will be awarded pursuant to the Request for Proposals, or otherwise. All costs incurred in the preparation of the proposals, in the submission of additional information, and/or in any other aspect of a proposal prior to the award of a written contract will be borne by the respondent(s).