



Finance Department
Purchasing Division

REQUEST FOR PROPOSALS (RFP)
Specification No. 15-10885-C
FOR
ADELINE CORRIDOR SPECIFIC PLAN
PROPOSALS WILL NOT BE OPENED AND READ PUBLICLY

ADDENDUM "A"
August 28, 2014

Dear Proposer:

Questions received from proposers during the pre bid meeting and emailed to the Project Manager along with answers are attached.

Proposals/bids must be received no later than 2:00 pm, on Tuesday, September 9, 2014. All responses must be in a sealed envelope and have "**ADELINE CORRIDOR Specific Plan**" and **Specification No. 15-10885-C** clearly marked on the **outer most mailing envelope**.

Mail or Hand Deliver To:
City of Berkeley
Finance Department/General Services Division
2180 Milvia Street, 3rd Floor
Berkeley, CA 94704

Proposals/bids will not be accepted after the date and time stated above. Incomplete bids that do not conform to the requirements specified herein will not be considered.

Thank you for your interest in working with the City of Berkeley for this service. We look forward to receiving your response.

Sincerely,

Henry Oyekanmi
General Services Manager

Addendum "A"

Questions and Answers for Specification No. 15-10885-C ADELINE CORRIDOR SPECIFIC PLAN

The City of Berkeley has received questions from some potential respondents regarding **Specification No. 15-10885-C, ADELINE CORRIDOR SPECIFIC PLAN**. In an effort to provide the same information to all, listed below are the questions received to date, with responses from City staff.

1. Q. Will compliance with the Living Wage Ordinance and Equal Benefits Ordinance apply to this project?
 1. A. Yes, both the living wage and the EBO will apply to this contract.

2. Q. Do sub consultants need to complete all of the same forms?
 2. A. No, but the prime is responsible for making sure that they comply with all requirements. Sub consultants are required to submit the following federal forms: 10-K, 10-P, 10-Q (if applicable), and 12-E Attachment C.

3. Q. Are applicants required to register as a vendor before submitting?
 3. A. No. When selected, prime consultant is required to complete a City of Berkeley Vendor Application and obtain a Berkeley Business License.

4. Q. Where can we go to get interpretations of conflict of interest issues?
 4. A. We will provide general answers in this Addendum. See also: http://www.ci.berkeley.ca.us/Clerk/Home/Conflict_of_Interest_Code.aspx

You should disclose any possible conflicts in your submittal.

If there are specific facts to evaluate, email to Carol Johnson (cjohnson@cityofberkeley.info), and we will get back to you directly after conferring with our City Attorney.

5. Q. Page limits – resumes, project description, and management approach in 2 pages seems too tight. As does a 10 page scope. Will you entertain flexibility with regard to page limits?
 5. A. Resumes do not count towards page limit, and should be grouped at the end of the proposal. A condensed biography highlighting specific skills and experience relative to the proposal is the specific information to be provided under "Qualifications and Experience" of key staff.

The schedule can be provided on two 8-1/2"x11" pages or one 11"x17" page, and does not count towards the 10-page limit for the scope of work.

A scope of work longer than 10 pages is acceptable, as long as the overall limit of 20 pages is met.

The management process should address how you will coordinate with your team and does not need to be extensive, but rather convey that you have a system and experience communicating internally and will be able to stay on schedule and budget.

The relevant project experience can be a list of projects and highlights of key aspects of those projects that are relevant to this proposal.

6. Q. Will City staff prepare the Specific Plan, as suggested on page 4, or will the consultant?
6. A. As stated on page 4, “The City will prepare the Specific Plan for the Adeline Corridor by retaining the services of consultants...” [Emphasis added]. The consultant team will execute the scope of work resulting in a draft Specific Plan which staff will then take through the public hearing process. The consultant should propose the adoption schedule and allocate hours for at least one member of the team to attend the specified number of public hearings. The City considers this to be a team effort, and has allocated the equivalent of at least one full-time position to this effort.
7. Q. Will the City handle general plan and zoning changes?
7. A. Yes, they will be identified as part of the Specific Plan project, but City staff will bring forward those changes after the Specific Plan is adopted.
8. Q. Under Price Proposal, on page 5, you ask for a copy of the prime and sub’s Indirect Cost Rate Schedules. Are Certified Public Accountant Indirect Cost Rate Audit Reports also required for the prime and sub? If so, how recent?
8. A. Not as a part of the proposal, but if you are selected and already have CPA-audited reports available, you are required to submit them, as this may simplify Caltrans’ review. The same requirement applies to any sub consultants on your team.
9. Q. Was the South Shattuck PDA area always included in the Adeline Corridor Study or was it added later, and if so, why?
9. A. South Shattuck PDA was always a part of the study process. The historic basis for these areas being originally designated as two separate PDAs was not documented, and the City would like the relationship between the two PDAs reexamined. Within the study area it is anticipated that there may be several “character areas.” The issue to be examined is whether the differences between the two PDAs, if there are any, go beyond what would typically be considered a character area and rise to the level of separate and distinct PDAs.
10. Q. There is a focus on public spaces, streetscape, and landscape improvements, more so than land use development intensity. Was that intentional? Is that where you want proposals to focus their efforts? Do you anticipate changes in intensity in the area?

10. A. The City seeks to learn more about the area as part of the visioning process and through market studies to determine whether or not changes in zoning are necessary to accommodate additional development intensity.

Along the corridor, several large public space areas are underutilized. Those existing resources could be considered for place making opportunities, public art venues, etc.

The early public meeting made it clear that there is a strong interest in what can be done in the public realm along the Adeline Corridor. The project will need a robust exploration of what could be done and what level of development would be needed to support and fund those kinds of changes, such as how changes in density could fund and support substantial beautification and improvement of the public space.

11. Q. Status of the Housing Element? In-house?

11. A. The City of Berkeley intends to submit a streamlined update to HCD. The project is currently about half-way through completion, and no significant land use changes or changes in zoning are necessary to accommodate our RHNA. To that end, because of the existing City efforts regarding affordable housing, that won't be a major focus of this planning effort.

12. Q. What role do you anticipate for BART?

12. A. They will be on the Technical Advisory Committee (TAC). The City has had a preliminary meeting with BART planning staff. They are interested in development in the area around the Ashby station to support their own ridership. The City has successfully engaged with BART on the Ed Roberts Campus in the past.

13. Q. Will BART be on the selection panel?

13. A. No.

14. Q. Who do you anticipate on the TAC?

14. A. The TAC will be comprised of representatives from internal departments and external agencies who have an interest in the PDA planning elements, such as BART and Alameda CTC.

15. Q. Are you looking for bidders to propose the sequence and timing of those TAC and CAC meetings?

15. A. The TAC meetings should shadow the CAC meetings. The CAC should be incorporated into the scope for the community engagement element. The CAC will be made of five to seven members of the community who have yet to be identified.

- 16 Q. In the alternatives analysis, do you want to see proformas of the alternative for feasibility testing? The affordable housing component suggests some feasibility testing at some point.

16. A. This will be informed by the visioning process. We are looking for suggestions as part of your scope of work. The alternatives analysis could be kept at a very high level, reflective of the community vision. We may drill down into sub-alternatives once the vision is established.

Because we have a number of different demographic groups in an area that is changing, a substantive visioning process is a critically important to identifying goals for analysis in the alternatives.

Proformas will be necessary when analyzing alternatives developed around the BART station itself. There should be capacity within the proposal for additional work to determine, perhaps on an opportunity site basis, what level of development is needed to support the changes that come out of the visioning process.

17. Q. Do you need subsurface infrastructure analysis?

17. A. The biggest subsurface infrastructure element in the area is the BART right of way. There are no known subsurface infrastructure needs in the area.

On the surface, lighting is a concern. The emphasis on public amenities/place making reflects a desire to use public infrastructure to help integrate new growth into the neighborhood.

18. Q. Has there been recent community outreach in the neighborhood?

18. A. The Office of Economic Development has taken the lead on outreach with the Lorin Merchants Association, which has a regular meeting of 12-25 people and a larger email list. There are active neighborhood groups on both sides of the corridor, some of their leadership has been skeptical about development. Many in the area are excited about the possibilities.

19. Q. Who will be the public face of the project, staff or the consultant?

19. A. We are awaiting input from the elected officials, but anticipate a mixture of officials, the consultant team, and staff working in partnership in terms of public speaking and interacting with the community. The consultant team needs to have someone with strong facilitation skills comfortable in a high conflict environment. We are looking for a robust and inclusive outreach process that uses a variety of approaches including an online presence, surveys, and low tech methods, in order to reach all segments of the community. The City wants to provide a process that allows participants from the community see how their ideas are captured and synthesized. Optional Spanish translation services should be identified. The community engagement component of this project will more significant compared to other projects of this size.

20. Q. Is there a preferred method or platform for online engagement?

20. A. This City is looking for suggestions. There may need to be an external hosted web presence. It is important that any suggested approaches be appropriate for the demographics of the area and include low tech alternatives.
21. Q. What level of involvement do you anticipate with the flea market?
21. A. They are likely to be the most skeptical about the process. The plan and process should engage with them to identify issues and propose alternatives.
22. Q. Do you expect city-wide interest?
22. A. Yes.
23. Q. Will you notify the whole city?
23. A. No, we will follow the legally required notification process.
24. Q. Do you expect needing traffic counts?
24. A. Yes, for the major intersections. We do not have recent counts in the area.
25. Q. What level of involvement do you expect from the other Boards and Commissions and City Council?
25. A. Regular check-ins with the Planning Commission; other commissions on a topic-specific basis, primarily managed by Planning staff. Key members of the consultant team should be available for meetings that will be further identified with the selected consultant during the contracting phase.
26. Q. Price proposal/budget is not a part of the selection criteria, is that correct? Is the grant award amount the size of the budget?
26. A. This is not a fee-based selection. The grant amount is the budget. Other than the required matching funds, there have been no other monies programmed for this project. However, if there are critical elements that fall outside of the budget, they should be identified and the City will determine whether it is possible to fill the gap. One purpose of the budget is to help staff understand the level of effort being proposed for the various tasks of the project.
27. Q. Will the City's matching money that exceeds the grant amount fund an additional FTE (i.e. in addition to you as the PM and Carol or other existing staff)? Is additional matching money allocated to things like project materials or labor, or is it currently unprogrammed?
27. A. The City's cash match is currently unprogrammed. Staff support is anticipated to be the equivalent of at least one full time staff person.
28. Q. Can you say more about the anticipated need for traffic counts? (in support of the EIR and/or planning process)?
28. A. We will need counts for the EIR in order to evaluate traffic impacts resulting from any land use changes proposed by the Plan. As far as traffic counts to support the planning process, we are anticipating the possible roadway/ROW alignment

changes as an eventual outcome of this planning process. We expect the Plan to discuss those changes at a conceptual level in order to identify community goals for future study. However, current traffic data for the intersections identified for future study will be necessary in order to allow a realistic evaluation of options and adequate environmental review.

29. Q. Is there any Permeable Pavers on this project?

29. A. No, this is a planning project.

30. Q. Can you provide clarification regarding the City's expectations regarding community engagement?

30. A. The City anticipates that at least 20% of the project budget will be allocated for community engagement; however, the focus should be on the quality of the community engagement plan and its execution rather than the percentage of overall budget. If it is determined that additional resources outside of the project budget are necessary to fully complete the identified scope of work for this task, please provide a separate fee proposal and identify this as an additional/optional service. As noted on page 3 of the RFP, outreach and community involvement is the number one priority among the required planning elements. The City is prepared to provide additional support in order to realize a successful community engagement process.

31. Q. What level of traffic analysis is expected A) to support the EIR, and/or B) to support the planning process? This can greatly impact the overall budget depending on the City's needs. I think Farid mentioned the need for some additional traffic counts but we weren't sure how to interpret that.

31. A. Please see #28.

32. Q. Should/can the proposal have supplemental qualifications (project sheets, etc) in addition to the 20-page main proposal?

32. A. Yes, the proposal can have supplemental project sheets in addition to the 20-page main proposal. Limit project sheets to those included in the List of Similar Projects under III.2, Qualifications and Experience of Project Team. Please limit project sheets to 5 pages (double sided).

33. Q. Does the City have an anticipated or expected route for addressing CEQA analysis? Is tiering off the General Plan possible?

33. A. The City does not expect to use tiering off of the General Plan EIR because it was prepared over 10 years ago. There may be recent EIRs prepared for projects in the area that can provide background data.