



Request for Proposal

City of Imperial Rezone, Up-zone, and General Plan Amendments for various sites to be determined within the City of Imperial

Important Dates

Release Date:	September 25, 2020
Proposal Due:	October 16, 2020 at 5:00 P.M.
Questions Due:	October 8, 2020 at 9:00 A.M.
Award of Contract:	November 4, 2020
Project Completion:	July 1, 2021

City of Imperial
Planning Department
400 South Imperial Avenue
Suite 101
Imperial, CA 92251
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1. Overview

The City of Imperial, California invites professional firms to submit proposals to prepare the identification and rezoning of certain R-1 (Residential Single-family) zones to R-A (Residential Apartment), up-zoning Commercial zones to include residential uses in order, and General Plan Amendments to accelerate housing production.

The City is seeking the services of a professional consulting firm ("Consultant") to perform data collection, analysis, and provide the technical expertise necessary to complete the identification of R-1 sites that would best fit for rezoning to R-A, up-zoning commercial zones to allow for residential uses and the preparation of the General Plan Amendments tied to the zoning changes, that are needed to accelerate housing production. The Consultant will be responsible for all steps necessary to prepare and adopt the document, including community outreach, public hearings, California Environmental Quality Act (CEQA) preparation and filing and policy recommendations. Interested firms should have the reputation for outstanding service to its clients and a proven track record of successfully completing planning documents on time and within budget.

2. Background

The City of Imperial is located in Imperial County in California's southeastern desert. Incorporated in 1904, the City of Imperial is the oldest city in the region, and it is currently the fastest growing city in the Imperial Valley with an estimated population of 19,372, according to latest population estimate from the State Department of Finance.

The City is a predominantly agricultural and residential community situated 13 miles north of the US-Mexico border and adjacent to the northern boundary of the City of El Centro. The California Mid-Winter Fairgrounds (Imperial Valley Expo), the Imperial County Airport, and the Imperial Irrigation District Headquarters are major land uses in the City of Imperial.

A number of annexation projects and residential development proposals are currently under various levels of review and the City expects to continue to grow.

The City of Imperial originally adopted its current General Plan in December 1992, and the Housing Element was most recently adopted during February 2019 with certification from the State Housing and Community Development Department on June 2019.

3. Scope of Work

The City of Imperial is soliciting proposal for the identification of sites best fit to rezone R-1 (Residential Single-family) to rezone to R-A (Residential Apartment), to up-zone Commercial Zones to allow for Residential Uses, and the General Plan Amendments tied to the zoning changes, in efforts to expedite housing production.

In preparing a response to this Request of Proposal (RFP), the Consultant shall address the following specific components that should be included in the scope of work. The final scope of work will be coordinated with City staff and the selected Consultant.

Task 1. Preparation of Document

Provide all aspects of work required to prepare the identification and rezone of R-1 to R-A, the up-zoning of Commercial Zones to allow for Residential uses, and general plan amendments tied to the zoning changes that are accurate, complete, understandable, and meet all requirements of applicable State/Federal Laws and Codes. This task will include but not be limited to the following items:

- a. Incorporate the current Housing Element needs into the identification, rezoning, up-zoning, and general plan amendments of sites to determine the progress effectiveness and appropriateness of its goals, objectives, policies and programs;
- b. The Consultant will be responsible to identify the parcels that are best fit to be rezoned and up-zoned and Complete Site Inventory and provide maps of the sites that are going to be rezoned from R-1 to R-A and the commercial zones that will allow for residential uses;
- c. The consultant must prepare all public hearing notices, newspaper notices, mailouts to stakeholders and residents, documents and technical studies related to the California Environmental Quality Act (CEQA) and complete the filing process for CEQA.
- d. All exhibits included in this zone change and general plan amendment project shall be provided in ArcGIS and AutoCAD format.

Task 2. Public Outreach

Organize and conduct a community outreach program consistent with State and Federal laws. The Consultant should include a minimum of two (2) community meetings and three (3) public hearings. One of the community meetings should be held early as part of the process to identify the sites that are going to be proposed to undergo the rezone process. Public Hearings will be conducted before the Planning Commission and the City Council. The Consultant will assist City Staff in preparing all Staff Reports, notices, and respond to any public or agency comments.

Task 3. Environmental Compliance

Upon approval of an administrative draft of the rezone map sites and staff reports, the Consultant shall prepare and process all applicable environmental documents in compliance with the California Environmental Quality Act.

Task 4. Other Meetings

The Consultant may need to attend up to five (5) meetings with City Staff. These meetings can be in the form of a conference call. In addition, the Consultant should plan on attending up to three (3) local meetings with other pertinent stakeholders. Consultant shall provide the City with bi-weekly status updates via e-mail.

Task 5. Deliverables

- a. All text documents shall be delivered to the City in Microsoft Word format, and all graphics shall be provided to the City in an electronic format.
- b. Public information and outreach materials shall be prepared by the Consultant.
- c. The Consultant shall provide six (6) print copies and an electronic copy of the Administrative Draft of the Site Maps, Staff Reports of the rezone and the CEQA findings/studies.
- d. The Public Review Drafts shall be provided to the City as one (1) unbound reproducible original, one (1) electronic copy, and six (6) print copies.
- e. For each Public Hearing (Planning Commission and City Council), the Consultant shall provide the City with one (1) unbound reproducible original, one electronic copy, and ten (10) print copies of the site maps of the parcels being rezoned, the staff reports regarding the rezone, environmental documents, and supporting documents.

4. Proposal Content

Proposal responses must adhere to the requirements outlined in this section. The original proposal and each subsequent copy must be submitted on paper, properly bound, appropriately tabbed and labeled in the following order:

1. **Introduction:** Provide a cover letter and introduction including the name and address of the organization with the name, address, telephone and fax numbers, and e-mail address of the contact person who will be authorized to make representations for the organization. A one- to two-page Executive Summary shall be provided with an overview of the proposal, its highlights, and the approach to successfully completing this project.
2. **Scope of Work and Schedule:** Discuss each task outlined in Section III above with a cost estimate and cost proposal for the project including a breakdown of costs by

each task. Include a scope of work and schedule of completion that demonstrates how the Consultant will meet the following key events:

- a. Administrative Draft of the Site Maps Identifying the Rezone and Up-zoned Parcels, the General Plan Amendments for the tied to the zone changes, Staff Reports regarding the rezoning, up-zoning, general plan amendments, and environmental documents.
- b. Public Outreach meetings and review period for the rezones, up-zones, general plan amendments, and environmental documents for the project sites.
- c. Public Notice to property owners of the rezoning, up-zoning, and general plan amendments being processed and review of CEQA documents.
- d. Identification of sites best fit to undergo the zone changes and creation of the site map of the parcels proposed to be rezoned.
- e. Public Hearings before the Planning Commission and City Council
- f. City Council approval of the rezone and site maps.
- g. CEQA documents and clearance.

3. Qualifications and Personnel: Describe the firm's resources, experience and capabilities as follows:

- a. Provide an outline of the firm's background, qualifications, and ability to perform the scope of services required. Identify any sub-contractors proposed for the project.
- b. Provide a list and/or organizational chart to identify the person(s) who will be primarily responsible for contact with the City.
- c. Identify all key project personnel, their relationship to the project, relevant qualifications and experience, and their level of effort toward completing all needed tasks. Include a description of specific projects similar to this request and the specific tasks performed by the project personnel.
- d. Provide a brief outline of the firm's current workload, staffing and ability to meet the schedule and deadlines described in this RFP.

4. References: Identify at least 5 successfully completed projects of a similar nature, preferably with direct involvement of municipal governments in California. Each project listed shall include the name of the agency, project manager, phone number, and description of work performed. Consulting projects currently underway may also be submitted for consideration.

5. Additional Data: This section will be limited to five (5) pages. Proposals may include any other information the Consultant deems essential to the evaluation of the qualifications and proposal statements.

5. Proposal Submittal

To be considered, please submit three (3) copies of your proposal by Friday, October 16, 2020 at 5:00 P.M. to:

City Clerk's Office
City of Imperial
420 South Imperial Avenue
Imperial, CA 92251

All proposals shall be submitted in sealed envelope(s) and shall be clearly marked:

“SEALED PROPOSAL FOR REZONE TO ACCELARATE HOUSING PRODUCTION R-1 to R-A – DO NOT OPEN WITH REGULAR MAIL.”

Proposals received after the due date and time will be returned unopened. Faxed and emailed proposals will not be accepted. Hand carried proposal will be accepted before the response due date during normal business hours.

Questions regarding this Request for Proposal may be directed to Lisa Tylenda, Planner, City of Imperial Community Development Department, 400 South Imperial Avenue, Suite 101; Imperial, CA 92251 or via email at ltylenda@cityofimperial.org. Questions should be submitted in writing and all prospective consultants will receive copies of the questions and responses. The deadline for the City to receive written questions is October 8, 2020 at 10:00 A.M. The answers to the questions will be made available by October 13, 2020 at 11:00 A.M.

6. Review and Selection Procedure

A proposal evaluation committee comprised of City Staff will review each proposal. The following evaluation criteria will be used in selecting a Consultant:

1. Experience with similar efforts;
2. Relevant qualifications of key personnel;
3. Familiarity with applicable State and Federal laws;
4. Ability to provide a local presence during the process;
5. Cost of proposal;
6. Proposed schedule and ability to meet applicable deadlines; and
7. Overall responsiveness to this RFP.

The City of Imperial reserves the right to reject any or all proposals for any reason. Minor irregularities of the proposal may be waived at the discretion of the City.

Please note that the ability of the Consultant to complete the overall project within the anticipated completion period will be considered in the selection process.

