



City of Santa Clara

The Center of What's Possible

October 3, 2016

REQUEST FOR PROPOSAL (RFP)

El Camino Real Precise Plan

**PROPOSALS DUE:
Monday October 31, 2016 at 3:00 PM**

City of Santa Clara
Planning Division
1500 Warburton Avenue
Santa Clara, CA 95050

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A. INVITATION

The City of Santa Clara is seeking proposals from qualified consultants to provide professional services for the development of the El Camino Real Precise Plan (refer to map on page 26). The City is seeking an experienced and innovative planning firm (along with a multidisciplinary consultant team) with demonstrated knowledge and experience in the preparation of innovative land use policy and zoning documents to promote transit-oriented development, conduct of community engagement and participatory community planning processes (with experience in partnering with local community organizations and government agencies), and urban design and planning best practice principles. The consultant team should also have expertise in public infrastructure engineering, transit planning, traffic circulation and parking analysis, economic and market analysis, environmental review, and computer graphics. The selected consulting firm will produce the El Camino Real Precise Plan (ECRPP) under staff direction with participation from Santa Clara residents, businesses, property owners, and community leaders.

B. BACKGROUND

To support the transformation of land uses along El Camino Real to support a multi-modal transportation facility, the City of Santa Clara, with support from the Santa Clara Valley Transportation Authority (VTA), has been provided grant funding to develop a Precise Plan and Environmental Impact Report for El Camino Real within the City of Santa Clara. The Precise Plan will build on three supporting plans: the Grand Boulevard Initiative - a regional, multi-jurisdictional effort to transform El Camino into a multi-modal corridor, VTA's plans for Bus Rapid Transit (BRT) along El Camino Real which will bring dedicated bus lanes, improved bus stops, and bicycle and pedestrian infrastructure to the corridor, and the City's 2015-2023 General Plan Vision which envisions El Camino Real as a tree-lined, pedestrian and transit-oriented corridor with a mix of residential and retail uses.

The City of Santa Clara 2010-2035 General Plan, adopted November 2010, designated Focus Areas throughout the City to support and foster the City's diverse economic and cultural base. The General Plan includes three timing phases for future development of the city. Phase II of the General Plan (2015-2023) identifies, Focus Areas, such as the El Camino Real Corridor, that will support community vitality through the development of new master planned neighborhoods. To realize the General Plan's vision for the El Camino Real Focus Area, a Precise Plan is a critical implementation tool to provide guidance for future development projects.

Development along El Camino Real is currently comprised of a mix of small-scale auto-oriented commercial uses and services and mid- to large-scale strip mall developments. A wide, high-speed right-of-way, coupled with inconsistent landscaping and narrow sidewalks, discourages pedestrian accessibility. Building heights are generally one story, with surface parking located towards the street edge and buildings located behind the parking. Many of the properties within the Focus Area are relatively shallow lots and

close to single-family neighborhoods, potentially limiting the potential for high-intensity development.

The City's General Plan vision for El Camino Real is to transform the Focus Area from a series of automobile-oriented strip malls to a tree-lined, pedestrian- and transit-oriented corridor with a mix of residential and retail uses. Larger properties, designated as Regional Mixed Use and located at key intersections, are expected to provide the primary catalyst for this transformation. These properties provide opportunities for the development of new commercial and transit destinations, with an emphasis on mixed-use and higher-intensity uses. The City's goals are that: pedestrian-oriented retail at these locations provide services for surrounding neighborhoods; higher-density residential at appropriate locations and enhanced streetscape design will encourage pedestrian movement and transit use; pedestrian pathways will foster walkability and improve access to transit, stores, restaurants and neighborhood schools and that increased connections to surrounding neighborhoods will also encourage additional neighborhood activities.

C. PROJECT LOCATION

Study Area

El Camino Real is the City's most visible and identifiable commercial corridor. As a primary east-west route and State highway, it is central to, and provides commercial services for many of the City's residential neighborhoods. The corridor is bounded by Benton Street running parallel to the south and Warburton Avenue to the north (refer to map on page 24). El Camino Real is also bounded by commercial and residential mixed-use developments to the north and south. The focus of this study would be on the mixed-use developments, streetscape, and accessibility potential within the El Camino Real Focus Area, especially on parcels that front on to El Camino Real.

D. PROJECT GUIDELINES

The El Camino Real Precise Plan should include the land use planning elements required for development of the area. Specifically, the plan should define both the land use plan for the area as well as the policies, zoning, design guidelines, parking policies, streetscape design, open space standards etc., to implement the plan vision. In addition the plans should outline infrastructure needs and a financing strategy. The primary objectives to be achieved through the plan are:

- Establishment of a land use plan and policy framework that shall guide future development and redevelopment activities within the area toward transit supportive uses and improvements.
- Improvement of vehicular, pedestrian, bicycle and transit connectivity between the station site and existing and future adjacent commercial and residential areas.
- Development and implementation of urban design standards for streets, streetscapes, buildings and open space, which promote walkable and livable environments within the project area.

- Preparation of a program level environmental impact report (EIR including technical studies for traffic, air quality, and infrastructure).
- Engaging the public about transit-oriented design concepts and the El Camino Real Precise Plan Planning process through a comprehensive community involvement strategy.

The selected consultant, with assistance from City of Santa Clara staff, shall conduct public workshops that will engage community members in the project planning process. Participation of property owners, community groups, and interested residents will be an important element of the project. A comprehensive public outreach plan shall be developed to engage and educate the public about the El Camino Real Precise Plan process, provide opportunities for the public to discuss issues openly and participate in the formulation and selection of preferred concepts. The plan shall include methods to include community groups and minority, low income, youth, renter, and non-English speaking populations.

The project shall include the formation of a stakeholder steering group comprised of property owners and developers. This group will advise City staff on technical aspects of the plan, including land uses, densities, connectivity, and other objectives of the draft plan. The stakeholder group meetings will serve as the primary outreach meeting for affected property owners in the El Camino Real Focus Area.

The project shall also include the formation of a Technical Advisory Committee (TAC) to involve other public agencies (VTA, City of Sunnyvale, etc.), technical experts (consultant team), and staff from various departments in the City of Santa Clara (Planning & Inspection, Public Works, Water & Sewer Utilities, Parks & Recreation, Electrical Utility, etc.). The TAC's role is to advise on the concept and guide the project through the work tasks described more fully below.

E. PROJECT DESCRIPTION

The 2015-2023 Phase of the General Plan has designated the area for a combination of Community Mixed Use (generally on the smaller, shallower parcels), and Regional Mixed Use (on the larger, deeper parcels). The following section describes in detail the specific tasks that are expected to be completed to create and finalize the Precise Plan of the area.

TASK 1: PROJECT INITIATION, DATA AND DOCUMENT COLLECTION, AND REVIEW

The consultant shall coordinate with the City and ABAG to identify, collect and review studies that pertain to the project. This task also includes collecting data from state and federal agencies, information for base maps, and interviews with utility providers and local jurisdictions. Information to be collected and reviewed includes, but is not limited to:

- GIS and/or Auto CAD data, such as aerial photographs, boundary and parcel information, physical site features, and circulation patterns;

- the City's General Plan, Zoning Code, Design Guidelines, the El Camino Real Focus Area, and other relevant regulatory and policy documents;
- Traffic data and local and regional traffic, transit, and bike and pedestrian studies;
- Housing data, including Regional Housing Needs Allocation, and information in the City Housing Element such as Opportunity Sites (incorporating Draft materials if Element has not yet been adopted).
- Data needs with respect to EIR;
- Utility, infrastructure and community facilities maps and capacity studies;
- Demographics and social-economic indicators;
- Natural hazards data;
- Local and regional market studies, including an analysis of retail, commercial, and office uses; and
- Environmental impact reports for the General Plan and other relevant environmental studies or assessments.

Information regarding existing and planned land use, circulation, access transportation, infrastructure and community facilities, economic or market analysis, and environmental resources is intended to inform the development of the tasks that follow.

TASK 1.2: BASE MAP PREPARATION

The consultant shall prepare base maps for the PDA, using GIS and Auto CAD data, originating from the City and ABAG. Consultant shall prepare overlays of the existing utility infrastructure on aerial topographic and planimetric surveys provided by the City and others.

TASK 1.3: PROJECT-KICK-OFF MEETING

The consultant shall convene a kick-off meeting with the City, ABAG, MTC, and VTA, and other transit operators as appropriate and key members of the team, the work program, schedule, key milestones, and the project's vision, goals, and expectations. The approach of the Community Involvement Plan shall be confirmed, including identifying key stakeholders and technical advisors and their roles in the planning process and the team's vision for collecting broad-based community input.

Task 1.1 Deliverables:

Work program, schedule, and budget, within 10 days of the first kick-off meeting.

Task 1.2 Deliverables:

Base maps.

Task 1.3 Deliverables:

Meeting summary notes from kick-off meeting and site tour.

TASK 2: PRIORITY DEVELOPMENT AREA PROFILE

The consultant shall prepare a memorandum that provides an overview of the project context and any known issues in the PDA that shall need to be considered or addressed in the planning process.

TASK 2.1: PRIORITY DEVELOPMENT AREA PROFILE REPORT

The PDA Profile Report shall provide the background, describing the existing conditions and characteristics of the project to the extent possible with available data, including information on the following minimum plan elements:

- Context of the PDA in relation to the surrounding region;
- Demographic and socio-economic characteristics to include, but not limited to: population, household, age, ethnicity, language, households, employment, income and poverty status, household tenure and costs, place of work, travel mode to work, vehicle availability, and travel time to work;
- Housing conditions, including existing restricted and unrestricted affordable housing sites;
- Relationship to community facilities;
- Travel and circulation patterns;
- Existing Infrastructure capacity; and
- Land use and physical characteristics.

The greatest emphasis in developing the profile shall be placed on the area immediately surrounding the El Camino Real Focus Area. Data sources for this report should draw from the US Census, American Community Survey, Local Employment Dynamics, and other available data from earlier studies. The PDA profile report shall summarize any planning, design, and regulatory issues to be addressed in the planning process. The PDA profile also requires an inventory of the physical landscape: housing, jobs, social services, and neighborhood amenities, including parks, schools, playgrounds, retail, and activity nodes. This task assumes inventory of these features in a community amenities map and in an opportunities and constraints diagram and table documenting known issues, opportunities, and constraints.

Task 2.1 Deliverables:

- A. PDA Profile Report describing the existing planning conditions and major planning, policy, infrastructure, and regulatory issues surrounding the development of the site.**
- B. A community amenities map and opportunities and constraints graphic that depicts the PDA and its surroundings, elements that affect the property's land use and circulation, and areas that may constrain or influence land use and/or development decisions.**
- C. Results and known issues from the multi-modal transportation analysis and existing infrastructure capacity studies conducted by the consultant.**

TASK 3: COMMUNITY INVOLVEMENT PLAN

A collaborative and broad-based community involvement process is necessary to the success and implementation of the PDA Plan. As a first step in this process, a Community Involvement Plan shall be developed, based on the approach that follows.

TASK 3.1: DEVELOPMENT OF A COMMUNITY INVOLVEMENT PLAN

The Community Involvement Plan shall outline the process for engaging stakeholders, leaders, community groups, minority populations, and other interested citizens in crafting the vision and alternatives for the PDA in El Camino Real Focus Area. It shall identify stakeholders, the best methods for communicating and soliciting comments from diverse stakeholders, groups, and interests in the community at key points of the planning process; describe the tools for ongoing project communication and noticing of public events; and a schedule for when these activities should occur.

The Community Involvement Plan shall:

1. Identify specific methods of engaging with underserved and economically disadvantaged segments of the community, including identifying community-based organizations and community places (e.g., religious institutions, social clubs, and businesses) connected to these groups; and proposing one or more outreach efforts and/or community meetings targeted to these groups.
2. Where appropriate, providing alternative language translation at public meetings and of key documents (notices, report summaries, meeting notes, etc.).
3. Proposing methods by which community stakeholders will be identified from community-based organizations and interested or affected segments of the community. The stakeholder group should include representatives of underserved and economically disadvantaged segments of the community, neighborhoods within and surrounding the plan area, local businesses, and plan area property owners, among others.
4. Identifying the key points in the process for solicitation of public and stakeholder input, such as at public workshops; opportunities and challenges in the plan area, and how these shall inform alternative plan concepts and the plan vision (Task 5); and desired features of the plan to meet both the City and ABAG/MTC FOCUS program objectives for mixed-use, transit oriented development connected to the surrounding community (such as potential mix and location of desired uses, multimodal and ADA accessibility, and potential economic and environmental benefits).

TASK 3.2: PROJECT COMMUNICATION, TOOLS, AND PUBLIC NOTICING

The consultant shall recommend strategies for project communication and public noticing, including outreach to under-represented community groups. The consultant shall suggest both conventional and new media techniques with greatest potential for engaging the community to share information and reach out to a broad audience, including through the City's project website, newspaper, email, public flyers, comment cards, and/or social media sites that can be accessed through the City's website.

Project Mailing List

The consultant shall establish a project mailing list comprised of both postal and email addresses, as well as a database to track outreach activities. The mailing list should include community organizations, social service organizations, businesses and business associations, community leaders, and media contacts.

Project Website:

Information on the project, including a description of the planning process, upcoming public workshops and events, information and summaries from public workshops, and public documents shall be prepared by the consultant and maintained on the City's project website.

Public Noticing:

The consultant shall maintain contact and meeting attendance lists. The consultant shall prepare workshop and event notifications and informational that shall be sent to stakeholders, property and business owners, local neighbors, affected agencies and community organizations and posted on the City's website; and released to the media for publication or public announcements.

TASK 3.3: TECHNICAL ADVISORY COMMITTEE MEETINGS AND CITIZEN ADVISORY COMMITTEE MEETINGS

The consultant shall recommend the composition of a Technical Advisory Committee (TAC) and Citizen Advisory Committee (CAC) and assist the City in identifying participants who should participate in each group at key points in the planning process. The consultant team shall meet with City staff and both the TAC and CAC to review the progress of the work and plan specifics; discuss issues needing review, direction, or input; and provide project updates.

Four meetings in El Camino Real Focus Area, with the following foci, shall occur during key intervals or milestones in the planning process and will require both or either the participation of the TAC and/or CAC, as identified below.

- TAC and CAC Meeting #1: Project vision, indicators, and range of concepts for alternatives
- TAC and CAC Meeting #2: Plan alternatives and second community workshop
- TAC and CAC Meeting #3: Community input, preferred alternative, and third community workshop
- CAC Meeting #4: Comments on Draft El Camino Real Precise Plan

TAC meetings shall be scheduled to precede CAC meetings on the same meeting day to encourage task and scheduling efficiencies and allow information exchange. Brief conference calls shall be scheduled with the CAC or TAC on an as-needed basis. Meetings shall be held in El Camino Real Focus Area at mutually convenient times that are critical to the efficient and successful outcome of the Plan. The consultant team shall prepare meeting agendas, facilitate and lead discussions, present technical materials, and take summary notes.

TASK 3.4: STAKEHOLDER/FOCUS GROUP INTERVIEWS

The consultant shall assist the City in identifying key community stakeholders, including local residents, business and property owners, transit agencies, neighborhood associations, non-profit groups, community organizations, and other potential project partners.

The consultant shall have focus group interviews to gather early input and opinions on the development of the Plan and identify key issues, opportunities, and challenges. Input and information from these interviews shall inform the Project Team and contribute to the development of a viable and supportable Plan. Interviews shall be conducted in a one- or two day session, either as one group or with rotating smaller groups at a venue provided by the City.

The consultant shall contact stakeholders to be involved in the interviews. The consultant shall prepare materials for and facilitate the stakeholder group session. The consultant shall prepare a summary memo of the results of the session.

TASK 3.5: PUBLIC WORKSHOPS

The consultant shall schedule three public workshops to seek public input on the opportunities and challenges in the plan area, focused on both development concepts and issues that may not have been previously anticipated. Public workshops shall be designed to be interactive, combining presentations with opportunities for facilitated small group discussions and written public comment responses.

Public Workshop #1 shall introduce the project; summarize the public outreach process for the plan; gather public input on the goals, principles, vision, preferences for Plan area development concepts, and potential issues or project indicators that should be used in evaluating project alternatives; and confirm the scope of issues that should be addressed in the Plan's Environmental Impact Report. A presentation with context-sensitive focus area development examples and sketches shall be presented for gauging community preferences, with results posted on the project website.

Public Workshop #2 shall present the results of stakeholder and community feedback from Workshop #1; introduce the project conceptual alternatives and indicators used to evaluate the alternatives; and collect public input and reaction on the alternatives, indicators, and features that are desired in a preferred alternative.

Public Workshop #3 shall summarize the outcomes of earlier plan processes and present the preferred alternative for public input.

Task 3.1 Deliverable **Community Involvement Plan.**

Task 3.2 Deliverables:

- A. Graphics and other content to be used in developing public notifications.**
- B. Descriptive content on the project to be included with materials, project website and web-based project notifications.**

C. Summary of public comment provided through the project website, social media and other means.

D. Project mailing list (postal addresses and email addresses)

Task 3.3 Actions and Deliverables:

TAC and CAC meeting agendas, meeting materials, and summary meeting notes.

Task 3.4 Deliverables:

Stakeholder list, materials for Stakeholder/Focus Group Interviews, memorandum summarizing interview results

Task 3.5 Deliverables:

Public workshop attendance lists, summaries of participant comments.

TASK 4: VISION AND ALTERNATIVES ANALYSIS

TASK 4.1: ALTERNATIVES DEVELOPMENT AND ANALYSIS

The consultant shall facilitate TAC Meeting #1 and CAC Meeting #1 to discuss the comments articulated by stakeholders and the public in Public Workshop #1, including the range of issues, project recommendations, and potential drivers and project indicators for the development and evaluation of site alternatives. These considerations shall lead to the development of a project vision statement, project indicators, and preliminary bubble diagram concepts that start to establish the range of project alternatives. This discussion and exercise shall serve as a starting point for the development of draft plan alternatives.

The consultant shall develop three draft alternatives of the PDA, illustrating conceptual alternatives for land use, density, corridor connectivity, public spaces, community facilities, site development and reuse, urban design concepts, and other elements identified by the TAC and CAC, expressed as a series of site plan diagrams, text and tables for the Plan Area Focus. Outside the Focus area, alternatives shall be expressed as generalized land use options for different mixes and densities of land use, similar to a specific plan land use diagram. These alternatives shall be based on the work of earlier tasks and input received throughout the planning process. Alternatives shall explore land use mix and site development strategies and determine approximate development yield using a FAR multiplier and the input of market studies or analysis and stakeholders to ensure the alternatives studied are viable and realistic. Potential locations for key public facilities (e.g. libraries, schools, community centers) shall be included in the alternatives. The draft alternatives shall be accompanied by appropriate maps, tables, and graphics.

The consultant shall present the conceptual alternatives at TAC Meeting #2 and CAC Meeting #2 and work closely with both groups to refine the plan alternatives to best meet project goals and the issues and concerns expressed by the public. The consultant shall analyze and compare land use mix, development intensity, design characteristics within the Focus area, circulation and access, environmental constraints, greenhouse gas implications (to be fully analyzed as part of the project EIR), and other project indicators

that have been identified by the public or address issues which have arisen through the planning process.

To develop alternatives, the consultant shall incorporate input from stakeholders and the public related to challenges, opportunities, and other issues of concern (pedestrian safety, access to community services, affordable housing, etc.). The consultant shall assess existing multi-modal transportation conditions and analyze the multi-modal impacts and benefits of different alternatives. The methodology for this analysis shall be developed in greater detail in response to transportation analysis guidelines adopted by the State pursuant to SB743.

The consultant shall use the results of the multi-modal analysis to inform the development of project alternatives, including implications to the design of future roadway systems and opportunities for multimodal access. Emphasis shall be placed on establishing strong pedestrian linkages between the corridor and surrounding neighborhoods, commercial centers, opportunity sites, and transit facilities, including provision of specific improvements needed at roadway crossings to better balance the needs of pedestrians and bicyclists with auto users. Key connectivity issues shall include overcoming the barrier effects created by both El Camino Real and Bus Rapid Transit (BRT). The consultant shall develop appropriate circulation improvements intended to provide access to opportunity sites and parking facilities, addressing both regional and local multi-modal access to the corridor.

The consultant shall establish up to four indicators used to differentiate the circulation differences among alternatives, such as total estimated auto travel for each alternative, as adjusted to account for transit-oriented development and mode shifts to walking, bicycling, and transit, estimated total parking demand created by new uses and the effectiveness of connections to BRT for pedestrians, bicyclists, drivers, and transit.

TASK 4.2: PREFERRED ALTERNATIVE

Based on stakeholder input, the results of the alternatives analysis, information from market and affordability studies, and overall project goals, a preferred alternative and program shall be developed. The resulting alternative shall include more refined circulation and parking patterns, intensity of development, and location of site amenities and features. The preferred alternative shall include, but may not be limited to, land use diagrams, multiple modes of circulation, open space, and development examples. Conceptual massing studies focused on key plan features shall be provided.

Task 4.1 Deliverables:

Three draft alternatives and accompanying descriptions, diagrams, development tables, pros and cons comparison, and summary of the effectiveness of each alternative in meeting project goals and indicators or addressing significant issues project issues.

Task 4.2 Deliverables:

A preferred alternative plan and accompanying graphics, tables, and plan views for inclusion in the Precise Plan and PowerPoint presentation for Public Workshop #3. Local and regional market studies, including an analysis of retail, commercial, and office uses.

TASK 5: STRATEGY MEMOS

The Precise Plan planning process will focus on two major components: an urban design/land use component to address redevelopment and a transit component to address “first mile-last mile” transit access. The consultant shall prepare strategy memos/whitepapers, based on the preferred alternative developed in Task 4, and form a significant framework for the Precise Plan chapters. Each of these memos, described below, shall inform the development of a chapter of the Precise Plan.

TASK 5.1: LAND USE AND ZONING

In consultation with the City, the consultant shall address land use and regulatory issues needed to implement the vision for the Preferred Alternative. A Land Use Plan and recommended land uses and development standards shall be recommended for the PDA. The Land Use and Zoning Strategy Memo shall identify detailed standards for development, such as landscaping and open space requirements, parking and circulation standards, building intensities, setbacks, relationships to neighboring properties, incentives and other policies to support housing production for households with a range of incomes, and categories of permitted, conditionally permitted, and prohibited uses in the PDA; identify potential opportunity sites for redevelopment in the Plan Area that were examined in greater detail in Task 4; and recommend planning and zoning strategies to create a vibrant transit-oriented corridor for the City that is sustainable, connected, addresses affordability, promotes mixed-use, high-density infill development, and creates a robust mixed-use corridor along El Camino Real.

TASK 5.2: URBAN DESIGN

In consultation with the City, the consultant shall outline the components and strategy for design standards to augment the Precise Plan, based on the proposed land uses for the PDA, in order to enhance the street character of El Camino Real and develop a unifying design, providing a distinct aesthetic standard for the corridor. The consultant shall develop design guidelines and strategies for the redevelopment or rehabilitation of properties along El Camino Real. Design strategies shall include, but are not limited to: public realm-oriented streetscape design and improvements; landscape design treatments adjacent to open space corridors; building and site design; typical frontage treatments and street furniture, along with special features and transition areas of the PDA; and site development and parking strategies for multi-modal access, redevelopment and reuse.

Example images shall be provided, including images illustrating land use, circulation, density and form, along with maps, strategies for infill, and supporting graphics, as required.

TASK 5.3: MULTI-MODAL CIRCULATION AND CORRIDOR CONNECTIVITY

The consultant shall conduct a multi-modal transportation analysis to identify improvements and policies that may be required to support development of the Plan. The scope of the analysis shall be developed in greater detail in response to CEQA transportation analysis guidelines adopted by the State pursuant to SB743, including the use of transportation models and variety of potential multi-modal improvements considered.

Existing transit service in the study area shall be described, including summaries of transit headways, operators, routes, and destinations served. Information regarding existing bicycle facilities shall be obtained from the City's Bicycle and Pedestrian Plan and confirmed in the field, and reproduced in a figure.

The consultant shall evaluate ways to successfully interface feeder bus routes with the corridor, including the establishment of safe and effective pedestrian and bicycle facilities linking transit to the surrounding area. Specific improvements intended to enhance multimodal connectivity with the Precise Plan area shall be identified, with particular focus placed on the ability for pedestrians to safely and conveniently travel in all directions along El Camino Real.

The consultant shall prepare a Circulation and Corridor Connectivity Strategy Memo that summarizes the multi-modal analysis findings, describes the recommended street configurations for corridors within the Plan area and how they relate to current the City practices and plans, identifies and describes improvements to the pedestrian and bicycle networks, including crossing treatments at key areas, and outlines strategies for enhancing the interface and operation along the BRT. The consultant shall prepare a circulation map as well as graphical cross-sections and standards for street and path facilities in the PDA.

The consultant shall identify traditional and multi-modal circulation routes within the Plan area, in addition to a land plan that responds to various modes of sustainable transportation. Using the El Camino Real as an east/west axis and understanding where the El Camino Real Focus Area shall be located, the consultant shall study sites to be redeveloped and how they can connect to the overall Plan area as well as immediately adjacent streets, parcels, or significant land uses. Modes of travel shall accommodate motorists, cyclists, and pedestrians and be presented as Class 1, 2, or 3 with appropriate supporting graphics.

TASK 5.4: ACCESSIBILITY PLAN

The consultant shall prepare plans and diagrams to support an Accessibility Plan for people with disabilities, traveling and using the transit corridor and surrounding areas of the PDA. With the consultant's accessibility compliance experts as a resource, all routes contemplated within the Plan area shall accommodate accessible design standards and shall be consistent with the City Public Works standards. The consultant shall further prepare standards to include improvements along El Camino Real in between BRT stops and at connections from El Camino Real to other nearby destinations, such as schools, trails, civic buildings, and medical facilities. Through field work, community walking and biking tours, outreach to the Bicycle and Pedestrian Advisory Committee, bicycle and pedestrian advocates, nearby schools, seniors, the disabled community, and other stakeholders, the consultant will identify barriers to pedestrian and bicycle safety, comfort, and convenience. The consultant shall develop solutions which may include new policies, education, or enforcement programs, and infrastructure improvements. Analysis will consider ADA accessibility of routes to transit or other major destinations, gap closure, safety and security, vehicle conflicts and collisions, directness of route, comfort, and quality of the environment for walking and bicycling.

TASK 5.5: PARKING POLICY AND MANAGEMENT

The consultant shall prepare a Parking Policy and Management strategy memo that considers current and future development potential within the core of the PDA along the El Camino Real. The memo shall evaluate future parking demand, outline potential parking policies and strategies intended to support transit-oriented development. The consultant shall work with the City and development team to craft a set of parking policies and parking management strategies that both reflect the character of Santa Clara and achieve MTC's goals of reducing parking demand within PDAs and the focus areas, which should be included in the Precise Plan.

TASK 5.6: INFRASTRUCTURE AND COMMUNITY SERVICES

The consultant shall obtain, organize, and review available existing base maps (sanitary sewer, water, storm drainage, and joint utility trench) and any capacity studies provided by the City, Silicon Valley Water District, Silicon Valley Power, Pacific Gas and Electric, Federal Emergency Management Association (FEMA) maps and other utility providers. Based on this information, the consultant shall perform an on-site review of the existing conditions and identify visually observable opportunities and challenges. Information obtained during this review shall be shared through an initial analysis of critical conditions.

The consultant shall compile a series of exhibits and background data that shall illustrate the locations of the infrastructure within and serving the PDA. The consultant shall perform on-site review of existing conditions and identify visually observable opportunities and challenges posed by the conditions.

Through technical memoranda the consultant shall:

- Describe the capacity of existing infrastructure and community services, serving the PDA;
- Develop an assessment of existing conditions that identifies the major utility infrastructure services that serves the PDA, their suitability for reuse, and their physical constraints for alternative development, including strategies for coordinating the utility infrastructure with proposed streetscape improvements (specifically street trees);
- Determine additional community services and infrastructure improvements needed to support the PDA, including parks, schools, fire, and police.
- Identify opportunities for resource-conserving technologies and measures applicable to future infrastructure improvements and infrastructure associated with development projects, referencing SB375, CalGreen, and other guidelines that can provide a basis for expediting project approval.

An Infrastructure and Community Service Strategy Memo shall outline the recommendations for the PDA.

TASK 5.7: REAL ESTATE MARKET CONSIDERATIONS

Once the Preferred Alternative is identified, the consultant shall review the development program, scan real estate market conditions and trends within the PDA and the larger surrounding market area, and develop an assessment of the economic challenges to creating the desired development pattern. This work shall include:

- Reviewing projected citywide population and employment growth rates
- Collecting information on local residential, retail, and office real estate market conditions
- Reviewing local planning documents and planning department records on approved, planned and proposed development projects, as well as opportunity sites within the PDA identified in the City's Housing Element.
- Assessing the potential competitiveness of the Priority Development Area in capturing sufficient demand to support a reasonable build-out in the time-frame proposed for the Preferred Alternative
- Evaluating the extent to which there may be challenges to financial feasibility, given available information about required infrastructure upgrade costs, development costs associated with targeted density of development, range of affordability, or other factors.

Based on the findings from the work above, the consultant shall develop a set of recommended short- and medium-term strategies that the City and other PDA development stakeholders can take to overcome the identified challenges. These recommendations shall be based on readily available report, data, stakeholder interviews, and other documents that provide information on local market conditions.

TASK 5.8: AFFORDABLE HOUSING

Drawing upon the results of the market analysis in Task 5.7, the consultant shall identify obstacles to meeting the City's housing targets for the PDA (e.g. build-out of Housing Element opportunity sites) and develop a set of recommended strategies to meet this target. The consultant shall also consider strategies and zoning or policy changes to help maintain neighborhood affordability, and avoid displacement of existing residents, businesses, and services. Policies addressing affordability and displacement informed by the strategies shall be included in the Precise Plan.

TASK 5.9: IMPLEMENTATION PLAN AND FINANCING STRATEGY

The consultant shall prepare a capital improvement financing and implementation strategy that identifies available funding sources, timeline and phasing of necessary infrastructure and improvements, and recommended additional funding sources or mechanisms to be used to pay for planned public improvements within the PDA, such as recommendations for the timing of new public facilities, formation of local districts, and/or creation of a local development fee program. The consultant shall also identify state/federal resources eligible to the project area that could finance public improvements identified in the Precise Plan.

As part of this task, the consultant shall prepare utility demand forecasts and water and wastewater calculations for the PDA, based on the land plan (single alternative) for the Precise Plan. Based on the demand, the consultant shall make recommendations to

improve utility systems or identify future studies that may be needed to model, analyze, evaluate, and determine impacts to the systems.

Task 5.1 Deliverable:

Land Use and Zoning Memorandum, in electronic PDF form.

Task 5.2 Deliverable:

Urban Design Memorandum, in PDF form.

Task 5.3 Deliverable:

Circulation and Corridor Connectivity Memorandum, in PDF form.

Task 5.4 Deliverable:

Accessible Plan Memorandum, in PDF form.

Task 5.5 Deliverable:

Parking Policy and Management Memorandum, in PDF form.

Task 5.6 Deliverable:

Land Infrastructure and Community Services Memorandum, in PDF form.

Task 5.7 Deliverable:

Real Estate Market Considerations and retail/commercial/office analysis Memorandum, in PDF form.

Task 5.8 Deliverable:

Affordable Housing and Anti-Displacement Memorandum, in PDF form.

Task 5.9 Deliverable:

Implementation Plan and Financing Memorandum, in PDF form.

TASK 6: PRECISE PLAN DEVELOPMENT

TASK 6.1: FIRST ADMINISTRATIVE DRAFT PRECISE PLAN

- The Precise Plan shall consist of goals, policies, implementation measures, and design guidelines to ensure that the vision for the PDA can be implemented, while minimizing the potential for adverse environmental impacts. The consultant shall compile the information and recommendations from previous tasks and work with the City to develop the Precise Plan, as described below. The Precise Plan shall contain the following parts:
 - Introduction and Site Context.
 - Vision and Summary of the Plan.
 - Land Use and Zoning Standards, identifying major land use strategies and revised land use and zoning designations and defining the location of affordable housing units in the PDA, consistent with the City's affordable housing policy and State Code.

- Development Standards and Urban Design Strategies that address Floor Area Ratios (FARs), heights, setbacks, bulk and massing; site, building, and landscape design strategies; parking standards; and opportunities for resource conservation. Urban Design strategies shall illustrate and define the urban design concepts for the site, including relationship and linkages to surrounding land uses and areas, community connections, conceptual corridor development strategies, and transportation and landscape features envisioned for the site.
- Transportation, Circulation, and Parking, identifying site access, travel modes, and parking to ensure the safe and efficient circulation of vehicles, transit, bicycle, pedestrians, and emergency vehicles through the project area. The consultant shall assist in developing a circulation network for the Precise Plan that serves all modes of travel.
- Resource Management, identifying the characteristics and natural resources on-site that may need to be preserved or mitigated and identifying opportunities or strategies for resource conservation that can be incorporated into development projects.
- Infrastructure and Community Services, describing and addressing the provision of infrastructure and services (roads, sewer, stormwater treatment, water, etc.), and opportunities for resource conservation to serve development of the Preferred Alternative within the PDA. The consultant shall review the Administrative Draft Precise Plan for consistency with information developed in the Strategy Memos.
- Implementation and Administration, describing the steps required to implement and administer the plan including financing mechanisms, phasing recommendations, steps required for plan adoption, and amendment.

TASK 6.2: SECOND ADMINISTRATIVE DRAFT PRECISE PLAN

Based on comments, the consultant shall refine the Administrative Draft Precise Plan, and produce a Second Administrative Draft Precise Plan for review.

TASK 6.3: PUBLIC DRAFT PRECISE PLAN

Following any comments or revisions from ABAG/MTC, the consultant shall prepare a Public Draft Precise Plan for distribution in print and electronic format to the public. This document shall be considered a final document. The consultant shall document public comments received on the Draft Precise Plan.

Task 6.1 Deliverables:

First Administrative Draft Precise Plan for review by the City, ABAG/MTC, and technical project advisors in PDF format.

Task 6.2 Deliverables:

Second Administrative Draft Precise Plan for review by the City, ABAG/MTC, and technical project advisors in PDF format.

Task 6.3 Deliverables:

- A. Draft Precise Plan and a digital copy in PDF format.**
- B. Record of public meetings and comments on the Draft Plan.**

TASK 7: PROGRAM-LEVEL ENVIRONMENTAL IMPACT REPORT

The consultant shall prepare a program-level CEQA document pursuant to CEQA Guidelines Section 15168 for the Precise Plan, ensuring consistency between the Plan and the CEQA evaluation. In order to provide the most efficient and cost-effective approach, the consultant shall review and make extensive use of existing technical analyses, CEQA documentation, the City's Greenhouse Gas Emissions Reduction Plan, and other relevant documentation, incorporating relevant setting and impact analysis by reference (pursuant to CEQA Guidelines Section 15150). The consultant shall discuss with the City other strategies to streamline this environmental review through tiering (CEQA Guidelines Section 15152), SB 375 streamlining, and other avenues and shall advise the City on how best to prepare the Precise Plan EIR to optimize streamlining potential for subsequent projects consistent with the Precise Plan.

TASK 7.1: DEFINE PROJECT, REVIEW DATA, DETERMINE EXISTING CONDITIONS, AND DETERMINE CEQA STRATEGY

The consultant shall meet with the City and ABAG to discuss any data needs, and identify the preferred report format. This subtask shall include development of a final schedule for the EIR to be approved by the City and integration of the technical work that shall support the preparation of the EIR with the technical and planning work to support preparation of the Precise Plan.

The consultant shall confirm CEQA strategy with the City and ABAG/MTC, including:

Methods by which the consultant shall determine whether specific CEQA topics can be excluded from consideration;

CEQA thresholds consistent with the City's General Plan and EIR, CEQA Guidelines Section 15064; and guidance from BAAQMD, San Francisco Bay Regional Water Quality Control Board, and other regional agencies;

Consultation with Caltrans, representatives from Silicon Valley Transit Authority (VTA), and regulatory agencies that would have a stake in the Precise Plan process and/or permitting authority; and

The extent to which the Precise Plan EIR can rely on existing conditions information, impact analysis, and significance conclusions from other CEQA documents for projects and plans that are relevant to the Precise Plan area (Santa Clara 2010-2035 General Plan, Santa Clara Stationary Plan, Lawrence Station Area Plan etc.).

The consultant shall work with the City to verify the characteristics of the Precise Plan area, create assumptions on which to base a project description and CEQA alternatives, and identify discretionary local, regional, state, and federal approvals required for development to proceed within the Precise Plan area. The consultant shall compile information related to the environmental setting to serve dual purposes: to guide development of the Precise Plan and to document existing conditions for the purposes of the CEQA documentation. The scope of work accounts for two iterations of alternatives development (initial and revised) during preparation of the Administrative Draft EIR as technical studies are completed and more information becomes available regarding potential environmental impacts and feasible mitigation measures.

TASK 7.2: PREPARE NOTICE OF PREPARATION AND INITIAL STUDY AND CONDUCT SCOPING MEETING

The consultant shall prepare one draft and one revised Notice of Preparation (NOP) that incorporates an Initial Study, in accordance with Section 15082 of the CEQA Guidelines. The NOP shall describe where documents are available for review, where written comments on the scope of the EIR may be sent, and the deadline for submitting comments. The consultant shall deliver the NOP to the State Clearinghouse and distribute the NOP and Initial Study to the parties included on the City's distribution list. The consultant shall assist the City in identifying other agencies that should receive the NOP and Initial Study that are not on the City's distribution list and would not receive notification through the State Clearinghouse.

The Initial Study shall focus the EIR on those topics that have the potential to adversely affect the environment. The consultant shall also use the Initial Study to focus the environmental analysis in the EIR on impacts of the Precise Plan that were not analyzed in previously certified EIR and that would not be substantially mitigated by uniformly applied development policies or standards. Based on outcomes of the Initial Study, EIR topics shall include transportation, land use, visual quality, cultural resources, air quality, greenhouse gas emissions, noise, hazards, and utilities. The consultant shall review relevant CEQA and planning documents to identify uniformly applied development policies and standards that would substantially mitigate environmental effects attributable to the Precise Plan to take advantage of the streamlining strategy described in CEQA Guidelines Section 15183(f). Such "uniformly applied development policies and standards" may take several forms, including General Plan programs, General Plan EIR mitigation measures that have been adopted as some type of standard project conditions, permit requirements and conditions, code requirements, and others. The consultant shall recommend significance thresholds applicable in the Precise Plan area that the City can use to incentivize infill development, such as multimodal level-of-service, noise, and visual resources.

The consultant shall also prepare for, and facilitate an EIR scoping meeting designed to gather input from agencies, stakeholders, and the public regarding the scope of the Program EIR. The consultant shall prepare one draft and one revised presentation and handout outlining key questions relevant to the Precise Plan EIR to guide input. The consultant shall summarize comments offered at the scoping meetings, review meeting and NOP responses, and identify any comments that would suggest a revised approach in the Program EIR.

TASK 7.3: PREPARE ADMINISTRATIVE DRAFT EIR

The consultant shall summarize the Precise Plan as it may relate to environmental effects to create one draft and one final project description that shall also be used for the EIR. The project description shall include project objectives, which shall be critical for identifying EIR alternatives and ultimately supporting CEQA findings. The consultant shall collaborate with the City to develop project objectives to include as a part of the project description.

The consultant shall prepare one administrative draft and one screencheck draft Program EIR to address reasonably foreseeable impacts associated with implementation of the Precise Plan, pursuant to CEQA statutes and the CEQA Guidelines. With each draft, the consultant shall respond to one set of internally consistent comments.

Based on outcomes of the Initial Study, the Program EIR shall focus on transportation, visual quality, cultural resources, air quality, greenhouse gas emissions, noise, hazards, and utilities, as well as mandatory CEQA topics, such as alternatives, cumulative and growth-inducing effects, significant and unavoidable impacts. The consultant shall maintain close communication during the Initial Study and EIR process and bring forward for discussion any topics that relate to the scope of analysis for the Programmatic EIR.

The administrative draft EIR shall also include:

- A complete description of the project area setting in sufficient detail relevant to the CEQA topics to be addressed in the document as the basis for analyzing project impacts. The consultant anticipates that most of settings information shall be derived from the technical memos prepared in Task 5.
- Proposed Thresholds of Significance (to be listed prior to the impact discussion for each CEQA topic).
- Documentation of significant and less-than-significant environmental impacts and rationale for each impact conclusion. The consultant shall propose mitigation measures for significant impacts and the extent to which those impacts can be reduced to a less-than-significant level after mitigation. The extent of the discussion of impacts shall reflect the severity of the impacts and their likelihood of occurrence. The consultant shall also explain the rationale for our conclusions regarding impacts that can be reduced but not fully mitigated to a less-than-significant level. In a separate section of the EIR, the consultant shall document the incremental effects of the project and any impacts that are cumulatively considerable with respect to other known, relevant projects and plans. For significant impacts, the administrative draft EIR shall also include individually numbered impact statements and mitigation measures (described after each impact statement) for ease of reference and mitigation monitoring. The consultant shall format the mitigation measures to allow for ease of inclusion in later documents as conditions of approval. When more than one feasible measure is available that mitigates an impact to less than significant, the consultant shall describe the conditions under which each measure might be appropriate.

TASK 7.4: PREPARE DRAFT EIR, NOTICE OF COMPLETION, AND NOTICE OF AVAILABILITY

Following acceptance by the City of the Screencheck Draft EIR, the consultant shall prepare the Draft EIR for public release. The consultant shall also prepare one draft and one revised Notice of Completion (NOC) pursuant to CEQA Guidelines Section 15085 and deliver the NOC with an Executive Summary of the Draft EIR to the State Clearinghouse to initiate the public review period. The consultant assumes that the City shall distribute to other interested parties. The consultant shall prepare one draft and one revised Notice of Availability (NOA) pursuant to CEQA Guidelines Section 15087 for the City to post at the County Clerk's office and in the newspaper of record. The consultant

shall attend one Planning Commission and one City Council hearing to discuss the adequacy of the draft Program EIR for addressing impacts attributable to implementation of the Precise Plan.

TASK 7.5: PREPARE FINAL EIR, MITIGATION MONITORING AND REPORTING PROGRAM, AND NOTICE OF DETERMINATION

The consultant shall review written comments on the draft EIR and verbal comments from the public hearing. The consultant shall compile and number comments keyed to the list of comments for ease of reference. The consultant shall review comments and recommend any changes to the EIR to reflect what we assume would be only editorial revisions. The consultant shall prepare a response to each comment related to the adequacy of the EIR for addressing adverse physical environmental effects of implementation of the Precise Plan. The consultant shall meet with the City staff to discuss the approach to response to comments and whether additional time shall be needed, based on the volume and complexity of comments. The consultant shall also advise the City on the potential to respond to multiple, similar comments on a specific part of the EIR through Precise Responses. The consultant shall organize response pages to immediately follow comment pages to facilitate use of the document.

The consultant shall prepare one administrative draft and one revised Final EIR that includes an introductory chapter, enumerated comment letters and public hearing transcript comments on the draft EIR, responses to comments on the draft EIR, a summary listing of any necessary text revisions to the draft EIR, CEQA findings, Statements of Overriding Considerations, and a Mitigation Monitoring and Reporting Program. The consultant shall prepare one draft and one final Notice of Determination (NOD) and hand deliver to the State Clearinghouse.

The consultant shall attend one Planning Commission and one City Council hearing where certification of the Program EIR shall be considered and provide a summary presentation of the CEQA process, key environmental issues and mitigation strategies, and revisions embodied in the Final EIR. Following certification of the EIR and any project approval, the consultant shall prepare a Notice of Determination (NOD) in accordance with CEQA Guidelines Section 15094 and forward to the State Clearinghouse if it is determined the project requires approval from any state agency. The consultant shall also forward the NOD to the County Clerk for the required 30- day posting period which shall start a 35-day statute of limitations on court challenges to the project approval under CEQA.

TASK 7.6: EIR MEETINGS AND PROJECT MANAGEMENT

As noted above, the consultant shall facilitate the NOP scoping meeting, attend the Draft EIR public hearing, and attend the Final EIR certification hearing. The consultant shall also attend up to four meetings with the City staff during preparation of the Administrative Draft, Draft, and Final EIRs (which includes the kickoff meeting discussed and scoped in Task 1). Through the consultant participation in the community outreach, focus group interviews, and other stakeholder processes (Task 3), the consultant shall also note comments related to potential environmental impacts and proposed mitigation measures and respond to any questions about the CEQA process and content of the EIR.

Task 7.1 Deliverables:

Meeting summary notes from kick-off meeting reflecting discussion of EIR data needs.

Task 7.2 Deliverables:

Notice of Preparation (one draft and one final).

Task 7.3 Deliverables:

Administrative draft and Screencheck Draft EIR (four paper copies and one electronic version).

Task 7.4 Deliverables:

- A. Notices (one draft and one final): Notice of Completion
- B. Draft EIR (including necessary paper copies, an electronic version, including 15 copies on CD, and an Executive Summary for use by the State Clearinghouse)

Task 7.5 Deliverables:

- A. Notice of Determination (one draft and one final)
- B. Administrative Final and Final EIR (including Response to Comments, Mitigation Monitoring and Reporting Program, CEQA Findings, and Statement of Overriding Considerations, if applicable) (paper copies and an electronic version of all deliverables).

TASK 8: PREPARATION FOR AND ADOPTION OF FINAL PRECISE PLAN AND EIR CERTIFICATION

TASK 8.1: PREPARATION OF DOCUMENTS FOR PLAN ADOPTION AND IMPLEMENTATION

The consultant shall finalize the Precise Plan identify and draft necessary General Plan and Zoning Code amendments to allow implementation of the Precise Plan and certification of the EIR.

TASK 8.2: PLANNING COMMISSION AND CITY COUNCIL ADOPTION HEARING

The consultant shall attend and support staff in presenting the Precise Plan at public hearings to the Planning Commission and City Council to adopt the Plan. The consultant shall assist with supplying materials to support the meeting presentation.

Task 8.1 Deliverables:

Preparation of the final version of the Precise Plan, along with necessary General Plan and Zoning Code amendments to allow implementation of the Precise Plan and certification of the EIR.

Task 8.2 Deliverables:

Content for staff report and presentations at the hearings.

F. PROPOSAL CONTENT

The City discourages overly lengthy proposals. However, the proposal shall include the following information at a minimum:

1. Proposer's complete name, business address, and telephone number and the name, mailing address, and telephone number of person the City should contact regarding the proposal.
2. A description of the proposer's organization, including names of principals, number of employees, longevity, client base, areas of specialization and expertise and any other pertinent information in such a manner that proposal evaluators may reasonably formulate an opinion about the stability and financial strength of the organization.
3. A complete disclosure of any prior or ongoing incidents as to which it is alleged that proposer has defaulted or failed to perform which has led the other party to terminate the contract. Identify the parties involved and the circumstances of the default or termination. Also describe any civil or criminal litigation or investigation pending which involves proposer or in which proposer has been judged guilty or liable.
4. Names, qualifications, and experience of the proposed project team, including examples of projects of similar scope undertaken in the past three years.
5. Three references for whom the proposer has performed similar services of similar scope within the past three years. Include the organization name and address, the name and telephone number of a contact person, and a brief description of the services performed by the consulting firm.
6. A narrative statement that illustrates the proposer understands the project requirements.
7. A narrative statement that sets out the methodology proposer intends to employ and that illustrates how this methodology will serve to perform the described services.
8. A description of the management plan proposer intends to employ for the project and an explanation of how it will support all project requirements and logically lead to the required deliverables. The description must include the organization of the project team, including accountability and lines of authority.
9. A detailed project schedule for completion of the project. The City assumes consultant completion of the project by 2018 and the project schedule submitted should outline the completion dates associated with each task listed in the project description.
10. A detailed cost proposal (broken down by tasks) which shall be submitted in a separate, sealed envelope.

11. Any exceptions taken to the proposed contract language (Attachment B). Exceptions to the City's contractual terms and conditions must be identified in writing as part of the proposal response. If no exceptions are noted, the proposer waives its right to make changes to the City's agreement.
12. The signature(s) of the company officer(s) empowered to bind the firm, with the title of each (e.g. president, general partner).

G. EVALUATION OF PROPOSALS

Proposals will be evaluated by a team of City employees. Points will be assigned based on the proposer's effectiveness and efficiency in supporting each item being rated.

<u>Criteria</u>	<u>Possible Points</u>
1. Adherence to the requirements of this Request for Proposals.	15
2. Depth of project team's experience and its relevance to the project described in this Request for Proposals.	30
3. Proposer's understanding of project requirements.	25
4. Proposed methodology and management plan for the project.	30
5. Proposed timeline for completion of services.	10
6. Amount of total work plan and comprehensiveness of each task proposed	20
7. Overall cost/value to the City	20
Total Possible Points	150

The City will evaluate proposals on the basis of each proposer's written submittal. The top-rated proposers will be invited to the City for panel interviews.

H. SELECTION PROCESS

The City's Planning Division will recommend to the Santa Clara City Council an award of contract based on the proposal that provides the best value to the City. The City's selection and evaluation timeline is as follows:

- RFP issued – October 3**
- RFP due date – October 31**
- Proposal review – November 1 – November 8**
- Notification of consultants – November 9**
- Consultant interviews – week of November 15**
- Contract negotiations – end of November**
- Council award of contract – December, 2016**

I. CONTRACT AND OTHER REQUIRED DOCUMENTS

The successful proposer shall submit the following documents to the Planning Division after award of the contract:

1. A Consultant Services Agreement executed in duplicate by the successful proposer. (A sample agreement is attached to this Request for Proposals, and its terms and conditions are incorporated by reference).
2. Evidence of the required insurance coverage.
3. A Santa Clara business license application and fee if proposer does not already possess such license.
4. A completed Internal Revenue Form W-9.

J. DEADLINE FOR SUBMISSION OF PROPOSALS

Proposer shall submit five (5) copies of its proposal to:

**John Davidson, Principal Planner
Planning Division
1500 Warburton Avenue
Santa Clara, CA 95050**

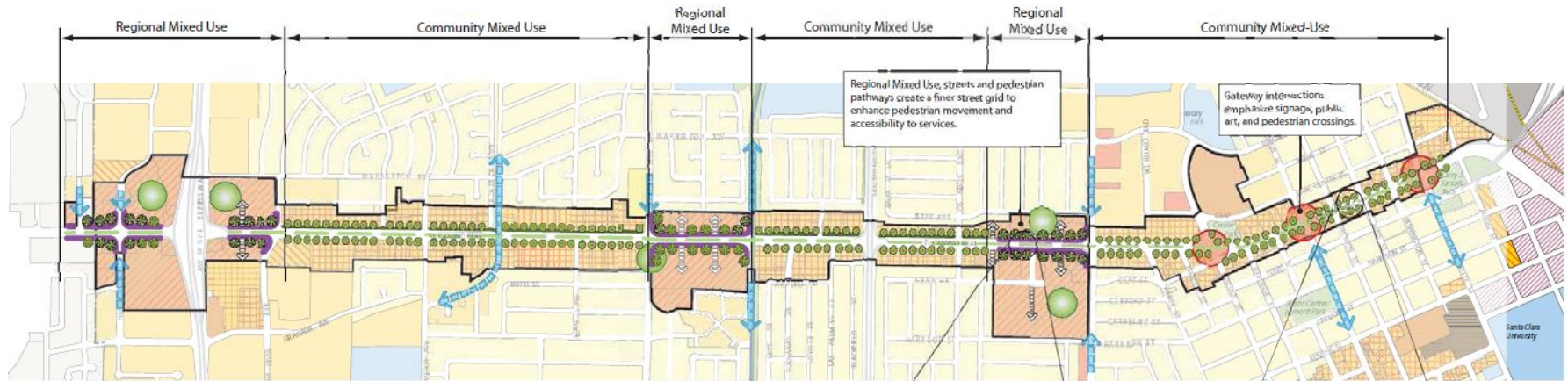
To be considered, proposals must be received at the address in the above paragraph by 3 p.m. on Monday, October 31, 2016. Late proposals will not be considered.

K. CONTACT PERSON

Inquiries relating to this Request for Proposals and/or the required services should be directed to:

**John Davidson, Principal Planner
Telephone: (408) 615-2478
j davidson@santaclaraca.gov**

El Camino Real Focus Area



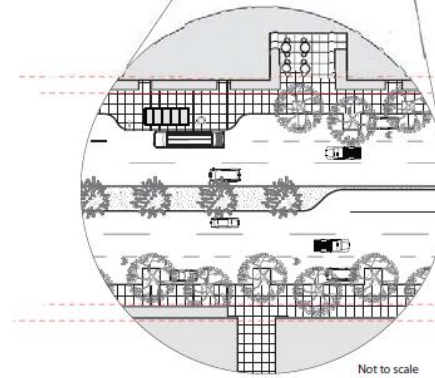
Legend

Land Uses Within the Focus Area

- Medium Density Residential
- High Density Residential
- Neighborhood Mixed Use
- Community Mixed Use
- Regional Mixed Use
- Parks/Open Space
- City Limits

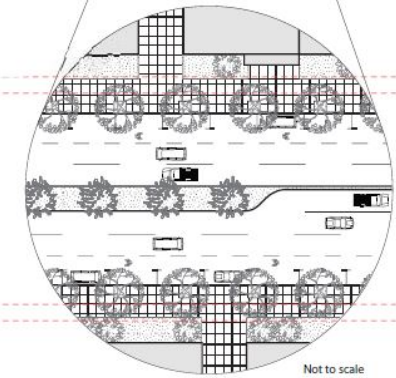
Urban Design Features

- Focus Area Boundary
- Potential Street
- Pedestrian Connection
- Pedestrian Orientation/Active Street Frontage
- Proposed Open Space (Not to scale)
- Tree-Lined Median
- Greenway
- Gateway Intersection
- Signature Streetscape
- Corridor Streetscape



Typical Streetscape for Regional Mixed Use Areas

Streetscapes are enhanced with street furniture, wayfinding signage, public art, a double row of street trees, bulb-outs and special paving at crosswalks. Plazas and public gathering spaces are located along the widened sidewalk.



Typical Streetscape for Community Mixed Use Areas

Streetscapes maintain an active street edge, a consistent street tree scheme and a consistent building-to-street relationships.