

# REQUEST FOR PROPOSALS

CONSULTING SERVICES

## HEALDSBURG STATION AREA SPECIFIC PLAN

### Solicitation: RFP-01-026

The City of Healdsburg is soliciting proposals from knowledgeable, qualified firms for consulting services to assist in the preparation of a Specific Plan and Programmatic EIR for Healdsburg's Priority Development Area, which includes both the half-mile radius around the Planned Healdsburg SMART Station and the Priority Site known as the South Entry Area.

All proposals must be received either by mail, courier, or hand-delivered to **401 Grove Street, Healdsburg CA 95448** by **4:00 PM PST, Friday, February 20, 2026**. The City will not accept proposals submitted by email or fax, nor will it accept proposals submitted after the specified deadline.



**PROJECT CONTACT:**

Scott Duiven, Community Development Director

[sduiven@healdsburg.gov](mailto:sduiven@healdsburg.gov)

# Request for Proposals



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## I. INTRODUCTION

### A. PURPOSE OF RFP

The City of Healdsburg seeks to prepare a Specific Plan for Healdsburg's Priority Development Area (Figure 1) which includes both the half-mile radius around the Planned Healdsburg SMART Station (located at the historic rail depot) and the Priority Site known as the South Entry Area. While Healdsburg is well-positioned to address the Metropolitan Planning Commission's (MTC) Transit-Oriented Communities (TOC) Policy requirements related to affordable housing production, preservation, and protection; a Specific Plan is needed to address the requirements related to minimum residential and commercial office densities, parking management, and transit station access and circulation. The plan will help Healdsburg align with the TOC Policy's standards by setting strategies to meet residential and commercial density targets, develop parking management solutions, and improve transit station access and circulation. The plan will integrate housing, infrastructure, and multimodal transit improvements, ensuring sustainable and transit-oriented growth around the SMART station and the South Entry Area. A programmatic EIR will be prepared allowing for future streamlining of development projects consistent with the Plan.

### B. PROJECT BACKGROUND

MTC's Transit-Oriented Communities (TOC) Policy (MTC Resolution 4530) was adopted in September 2022 and revised in October 2023. The TOC Policy seeks to support the region's transit investments by ensuring communities within ½ mile of transit stations and along transit corridors are places that not only support transit ridership, but are places where Bay Area residents of all abilities, income levels, and racial and ethnic backgrounds can live, work, and access services. The TOC Policy is rooted in Plan Bay Area 2050 (PBA 2050), the region's Long Range Transportation Plan/Sustainable Communities Strategy and addresses all four elements of the Plan including transportation, housing, the economy, and the environment. Compliance with the TOC Policy is voluntary for jurisdictions that want to advance the goals of PBA 2050 or to be eligible and/or competitive for some MTC discretionary funding such as the One Bay Area Grants (OBAG).

Four goals guide the TOC Policy and advance PBA 2050 implementation:

- Increase the overall housing supply in part by increasing the density for new residential projects and prioritize affordable housing in transit-rich areas.
- In areas near regional transit hubs, increase density for new commercial office development.
- Prioritize bus transit, active transportation, and shared mobility within and to/from transit-rich areas, particularly to Equity Priority Communities located more than ½ mile from transit stops or stations.
- Support and build partnerships to create equitable transit-oriented communities within the San Francisco Bay Area.

Healdsburg applied for an MTC TOC Policy Planning Grant seeking to prepare a Specific Plan for Healdsburg's Priority Development Area which includes the half-mile radius around the Planned Healdsburg SMART Station and the Priority Site known as the South Entry Area. While Healdsburg is well-positioned with its recently adopted Housing Element to address the TOC Policy requirements related to affordable housing production, preservation, and protection; a Specific Plan is needed to address the requirements related to minimum residential and commercial office

densities, parking management, and transit station access and circulation. The Plan will integrate housing, transportation, and infrastructure needs. A programmatic EIR will be prepared allowing for future streamlining of development projects consistent with the Plan.

Healdsburg has been granted \$1,130,000 in funding from the Metropolitan Transportation Commission’s (MTC) Transit-Oriented Communities (TOC) Policy program for the area surrounding the planned Healdsburg SMART rail station.

**C. PROPOSER REGISTRATION**

All Proposers who intend to respond to this solicitation must register as a prospective proposer by completing the Plan Holders List Registration Form. Prospective Proposers that obtained this solicitation from the City of Healdsburg website will have already completed this form prior to obtaining access to the RFP and related documents.

**D. AWARD DETERMINATION**

Consultant selection will be based upon weighted criteria as cited in the evaluation criteria section of this RFP document. The City reserves the right to reject any and all proposals, to waive formalities or to accept any proposal which appears to serve the best interest of the City of Healdsburg.

**E. RFP SCHEDULE**

Action	Date
RFP Posting	January 6, 2026
Questions (if any) Due	February 6, 2026
Proposals Due	<b>FEBRUARY 20, 2026 by 4:00 PM PST</b>
Minimum Qualifications Review	February 25, 2025
Proposal Evaluation	March 12, 2026
Preliminary Award Notification	March 30, 2026
Council Award	April 6, 2026
Anticipated Contract Start	TBD

**F. EXAMINATION/INTERPRETATION OF THE RFP DOCUMENTS**

Requests for interpretations or clarifications of the solicitation requirements should be made in writing and submitted via email to [sduiven@healdsburg.gov](mailto:sduiven@healdsburg.gov). The last day to submit questions is identified in the RFP Schedule section of this solicitation. Proposers shall be solely responsible for examining this solicitation, including interpreting any factors that could affect their Proposal. Proposers shall be solely responsible for their failure to examine the documents. If a Proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in the solicitation, the Proposer should immediately notify the City of the error in writing and request modification or clarification of the solicitation. The City will provide modifications or clarifications by addendum to all registered plan holders. The City will not be responsible for failure to correct errors.

G. COUNCIL AWARD

No award shall be made prior to City Council approval.

H. SOLICITATION MODIFICATIONS

The City reserves the right to change the RFP schedule or issue addenda to amend the solicitation at any time. The City also reserves the right to cancel or reissue the solicitation. All such addenda shall be documented in writing and will become part of the solicitation. Any addenda for this solicitation will be posted on the City website project page and emailed to any registered prospective proposer.

II. **SCOPE OF SERVICES**

A. OBJECTIVES:

Preparation of a Specific Plan for Healdsburg's Priority Development Area consistent with MTC's Transit-Oriented Communities Policy.

1. Community Involvement: Extensive public outreach and engagement.
2. Density: Increase residential and commercial densities in the area near transit station.
3. Housing: Prioritize affordable housing production and preservation.
4. Parking: Adjust minimum and maximum parking ratios and pursue transportation demand management policies.
5. Access and Circulation: Prioritize active transportation and shared mobility within and to/from areas within ½ mile of the future SMART rail station.
6. Infrastructure Plan: Address the lack of public services (water, sewer, stormwater) for the area east of the Healdsburg Memorial Bridge.
7. Programmatic EIR: Prepare a programmatic EIR allowing for future streamlining of development projects consistent with the Specific Plan.

B. TYPICAL LIST OF TASKS (AT A MINIMUM) FOR INCLUSION IN PROPOSED SCOPE OF SERVICES:

**Task 1 – PROJECT INITIATION AND MANAGEMENT**

A kickoff meeting to include a discussion of overall project goals, opportunities and constraints, provision of relevant background information and documents for the existing conditions analysis, arrangement of informational meetings with relevant AGENCY staff members, development of the community engagement strategy, and project management.

**Task 2 – COMMUNITY ENGAGEMENT STRATEGY**

Engagement efforts shall include participation of residents of all incomes, races and ethnic backgrounds, employees of local businesses, community- and faith-based organizations, and staff from public agencies providing services in the area.

The main goals of the strategy are to:

- Engage as many of the residents, businesses, and property owners in and around the Specific Plan area as possible; and
- Provide information to the community regarding the goals and policies of the existing

General Plan, Housing Element, Central Healdsburg Avenue Plan, TOC Policy, and recent changes in State housing law; and

- Provide information to the community regarding the purpose of the Specific Plan and clearly describe the impacts and benefits and timing of its implementation; and
- Provide opportunities for community members and other key stakeholders to plan for the future of their community, including seeking input on the vision for the area, development of land use and circulation alternatives, and development of the final preferred alternative.

The strategy shall include a broad spectrum of engagement techniques to ensure that people who are not generally aware of or interested in planning related issues, and/or who do not generally attend community meetings, will participate. The techniques will also address outreach to residents who are low income or are non-English speakers.

The strategy anticipates contacting all business and property owners and residents within the plan boundary and up to 500-feet beyond. English and Spanish versions of the community meeting notice(s) and any meeting materials will be prepared. Meeting materials will include renderings, viewshed analyses, and photographic simulations and community feedback will be incorporated into the draft plan.

The community engagement strategy will identify and engage stakeholders including property owners, business owners, community members, local organized groups, seniors, youth, non-English speaking persons, city staff, and elected and appointed officials. The strategy shall engage the maximum number of persons not only within the plan area but city-wide. Community engagement may include attending meetings of local organizations, one-on-one meetings, focus groups, surveys, attendance at local events, and informational brochures. At least three community workshops shall be held.

Two committees will be formed as part of the community engagement strategy as described below. They will meet independently to review and comment on the outreach and engagement strategy; existing conditions report; land use and circulation alternatives; the preferred land use and circulation alternative; infrastructure plan, and the draft specific plan.

#### Community Advisory Committee

A Community Advisory Committee (CAC) shall be formed to provide the Healdsburg community a voice in the planning process. The CAC will include property and business owners in the plan area, members of the development community, members of local organized groups, and Healdsburg residents and business owners outside the plan area.

#### Technical Advisory Committee

A Technical Advisory Committee (TAC) shall be formed to provide technical information and review work products for technical accuracy. The TAC will include technical experts from AGENCY departments and any associated agencies, including Sonoma-Marín Area Rail Transit (SMART), MTC Project Manager, and the Sonoma County Transportation and Climate Authority (SCTCA), to ensure plan concepts can be achieved.

#### Translation Services

Spanish translation services is required for all notices, public meetings, and project website.

### Project Website

A website shall be developed to provide information about all aspects of the Healdsburg Station Area Specific Plan. Healdsburg will host the website, which shall be in English and Spanish and compliant with Americans with Disabilities Act requirements.

### **Task 3– EXISTING CONDITIONS REPORT**

#### Existing Conditions & Opportunities

An existing conditions and opportunities map and report will be developed. The existing physical and regulatory conditions in the plan area will be evaluated. Potential information to be included: existing land use, including the number of existing affordable and market rate dwelling units; physical conditions, including structures in poor or deteriorating condition; environmental conditions, including areas of known soil or groundwater contamination; urban form; pending and approved development projects; planned public and private improvement projects; circulation network; transit use; historic resources; market conditions and development potential. Based on analysis of existing conditions, opportunities in the plan area shall be identified, along with potential constraints. This information will also form the basis for the CEQA project baseline.

The first series of outreach meetings will occur after completion of the Existing Conditions Report. Meetings of the Community Advisory Committee, the Technical Advisory Committee and the community shall be held at this time, along with broad outreach as outlined in the Community Engagement Strategy in order to understand the community's vision for the area, along with preferences for uses, in order to develop land use and circulation alternatives.

#### Community Assessment

An assessment of the planning area and surrounding communities, both as unique places and as locations within the greater Bay Area and surrounding subregion, shall inform the Plan. Assessments must address equity, affordable housing and jobs, mobility, community assets and infrastructure, and resilience and climate adaptation.

#### Market Demand Analysis

The densities required to comply with the TOC Policy are not currently well represented in Healdsburg. Additionally, the potential for reinvestment in commercial properties within the Plan Area will be influenced by regional competition and shifts in consumer spending driven by the remote work, changing demographics, and other factors. A market and development feasibility analysis will be critical in shaping the Specific Plan, optimizing land use, and establishing effective policies, incentives, and public investment strategies.

Key to achieving higher density housing and commercial revitalization will be analyzing the financial feasibility of various housing types and forecasting when market conditions will support construction. The market demand and development feasibility analysis will include:

- Residential Market Analysis: This task will evaluate market potential for multifamily housing, drawing on demographic and socioeconomic trends to estimate demand for both market-rate and affordable housing types. Analysis will also reference existing housing needs assessments prepared by the AGENCY and other relevant studies to address the ongoing need for affordable housing (available to households earning less

- than 120% of median household income).
- **Commercial Market Analysis:** Demand for commercial, industrial, and institutional uses in the Station Area will be assessed by tracking economic and employment trends in Sonoma County, analyzing current commercial inventories, rents, vacancies, and emerging opportunities tied to SMART transit service. Best practices for retail repositioning will also be reviewed to address challenges facing traditional retail spaces.
- **Land Use and Employment Forecast:** The feasibility analysis will forecast development potential and absorption through the planning period's horizon year. This effort will integrate land-use capacity data from the Specific Plan effort, government agency forecasts, private sector trends, and historical data. Insights into multifamily and commercial demand will inform when pricing and rents may reach levels necessary to support development.

Affordable Housing and Anti-Displacement Strategy

Taking into account the findings of the existing conditions and opportunities analysis, a strategy to provide existing and future Plan area residents with a range of housing options that are affordable to households at all income levels consistent with the City of Healdsburg's Inclusionary Housing Ordinance will be developed. This Strategy will identify policies and actions to meet this need, including potential Specific Plan recommendations such as zoning changes or incentives to address any obstacles to providing affordable housing.

To limit or prevent displacement in the Plan area, this Strategy should identify how non-subsidized affordable housing units in or near the Plan area may be impacted by the Specific Plan build-out. This Strategy should describe existing preservation policies to maintain neighborhood affordability, including acquisition and/or rehabilitation of existing affordable housing units, and additional zoning changes or policies needed.

TAC Meeting

Discuss technical opportunities and constraints. Input will guide alternatives analysis.

CAC Meeting

Review community feedback on opportunities and constraints direction of land use and circulation alternatives.

Community Meeting

Includes meeting notices, facilitation, and summaries in English and Spanish.

**Task 4 – LAND USE AND CIRCULATION ALTERNATIVES ANALYSIS**

TAC Meeting

Conduct a meeting to review community input and technical implications of initial alternatives.

CAC Meeting

Facilitate a brainstorming session with the CAC on alternative strategies.

Building Prototype Testing & Feasibility Analysis

- **Prototype Testing:** Develop six building prototypes illustrating land use mixes, densities, heights, and planning-level cost estimates for key scenarios.

- Feasibility Analysis: Analyze economic viability using proforma models to assess pricing thresholds, adaptive reuse challenges, and development incentives. Results will be summarized in a memo.

#### Alternatives Report

Two land use and circulation alternatives will be prepared incorporating public input, revitalization strategies, and development opportunities. Multimodal circulation, transit access, and active transportation improvements will be evaluated. Transportation impacts, including VMT, LOS, and multimodal effects, with a focus on buildout conditions, will be assessed.

#### Informal Community Outreach

Pop-up events and workshops will be hosted in diverse settings to gather community input on alternatives. An outreach toolkit will be created. Events will be bilingual and aim to drive attendance at Community Meeting.

#### Community Meeting

An interactive bilingual workshop to gather feedback on alternatives will be facilitated. This meeting will include small-group discussions, display materials, and summaries to inform the Preferred Plan concept.

#### **Task 5 – Preferred Plan**

Specific recommendations to be included in the Station Area Specific Plan will be developed, including a preferred land use and circulation plan; a multi-modal access and connectivity strategy; an accessible design strategy; and a parking analysis and strategy. Along with the affordable housing/anti-displacement strategy developed in Task 3, establish the framework for the Plan and a strategy for implementation.

#### TAC Meeting

Technical concerns and opportunities shaping the Preferred Plan will be discussed. Input will guide key components.

#### CAC Meeting

Community feedback on alternatives to define the Preferred Plan’s direction will be reviewed. This includes Meeting notices, facilitation, and summaries in English and Spanish shall be provided.

#### Preferred Plan Development will include the following elements:

- Land Use: Refine the land use diagram, focusing on urban design, density, and historic character considerations.
- Multimodal Access: Conduct a traffic impact analysis, including VMT and LOS under various scenarios, ensuring alignment with regional growth and safety standards.
- Placemaking: Develop strategies to enhance public spaces, walkability, and community assets through inclusive engagement.
- Accessible Design: Ensure accessibility for all users, including guidelines for universal design in new developments.
- Parking Analysis: Assess parking demand, recommend shared parking solutions, and propose policies to promote transit-oriented development consistent with the TOC Policy.

### Affordable Housing/Anti-Displacement

Neighborhood composition and impacts of revitalization will be analyzed. Affordable housing objectives will be advanced through targeted programs and development agreements.

### Community Outreach

Informal outreach via pop-ups and events will be conducted to gather feedback. Outreach toolkits will be prepared. Findings will be summarized and presented to AGENCY's Planning Commission and City Council.

### Planning Commission & City Council Meetings

The Preferred Plan will be presented for feedback and refinement prior to drafting the Station Area Specific Plan.

## **Task 6 – INFRASTRUCTURE DEVELOPMENT AND SERVICES PLAN**

The area east of the Healdsburg Memorial Bridge currently lacks public services (water, sewer, stormwater). Working with the City Public Works and Utilities staff, a conceptual Infrastructure Development and Services Plan will be prepared to determine infrastructure needed to support land uses and improvements identified in the preferred alternative, and adequate to meet the needs of CEQA. The analysis shall describe infrastructure conditions and improvements needed to support the plan in terms of water, wastewater, storm drainage (including low impact development), electricity, gas, cable, telephone service, internet/fiber, transportation, greenways, and parks. Distinction shall be made between improvements needed for existing versus future development so future costs can be appropriately attributed. In addition, increased demand for public services such as transit, schools, police, and fire required to serve the Plan area will be identified.

### Infrastructure and Service Needs and Costs

High-level utility demand forecasts will be prepared based on the land uses outlined in the preferred development alternative. This task includes identifying the need for utility infrastructure upgrades, recommending any additional studies required, and forecasting future capacities. Major proposed utility infrastructure onto existing utility maps will be overlaid to create updated maps for the preferred alternative. These deliverables will be provided in AutoCAD or GIS formats to ensure compatibility with other users. Additionally, necessary improvements to support forecasted capacities and provide high-level preliminary cost estimates for construction of future utility infrastructure will be evaluated and described. These findings will support the development of an infrastructure financing plan.

### Implementation and Financing Plan

#### 1. Municipal Services and Revenue Analysis

An assessment of the municipal service demands and associated costs for the Specific Plan Area in relation to offsetting revenues will be developed. A fiscal analysis ("fiscal screen") will be applied to the proposed land use alternatives to identify measures that ensure a net-positive fiscal impact. Potential measures may include:

- Special taxes and/or assessments
- Utility rate surcharges (e.g., wet utility improvements)
- Identification of regional, state, or federal grants

## 2. Infrastructure Financing Strategy

Include a detailed inventory of required capital improvements and identify funding mechanisms such as area impact fees, land-secured financing (CFDs), citywide fee revenues, and tax increment financing.

Existing funding mechanisms will be evaluated, new financing opportunities will be identified, and actionable steps to fund required infrastructure improvements will be recommended. This evaluation will include innovative mechanisms such as Enhanced Infrastructure Financing Districts (EIFDs) and expanded use of grants from regional and state sources. The proposal should also consider the economic implications of proposed funding mechanisms, ensuring that financial burdens on new developments remain within market feasibility limits to avoid deterring growth.

### **Task 7 – DRAFT STATION AREA SPECIFIC PLAN**

A comprehensive Station Area Specific Plan, integrating key substantive content developed during earlier tasks, will be prepared.

#### Administrative Draft

The Plan will incorporate updated content informed by assessments and findings from prior tasks, including the PDA Profile and essential Plan components. The Specific Plan should be organized to provide, at a minimum, the following chapters (subject to adjustments based on AGENCY staff input):

- Vision: Overview of the Plan written in plain language including the structure and intended outcomes of the Plan, a summary of the area’s history and planning process, and future actions to advance the Plan
- Land Use and Housing: Updated land use designations, use mixes, and development intensities, including development potential for market-rate and affordable housing, population and job projections. This chapter will include design standards for pedestrian- and transit-oriented
- development, as well as the affordable housing/anti-displacement strategy developed in earlier tasks, with specific provisions for accessible housing near the station.
- Community and Equity: Policies to integrate equity and inclusion into the development projects and public works associated with the Plan, including, at a minimum, affirmatively furthering fair housing, ensuring equal access to people of all physical and mental abilities, addressing climate impacts on vulnerable populations, and equity metrics for development projects and public works
- Transportation: Recommendations for multi-modal circulation, parking strategies, and integration with citywide transit. This includes:
- Multi-Modal Access and Connectivity: Proposals to adjust transit routes and improve pedestrian and bicycle networks to align with land use and density goals, ensuring well- designed connections to the SMART station.
- Parking Strategy: Analysis of parking requirements, demand, and inventory, including potential reductions and strategies for managing transportation demand in the area consistent with TOC Policy.
- Public Realm Standards: Objectively verifiable standards applicable to improvements to existing public rights-of-way and to the design of new public rights-of way and public spaces. Public realm standards will include right of way design standards, a circulation network diagram to which the right-of-way design standards apply, public

space design standards, and a public space network diagram to which these standards apply.

- **Public Services:** Assessment of schools, parks, and other community facilities, as well as public infrastructure improvements, including those necessary for implementing the station area policies.
- **Objective Design Standards:** Objectively verifiable standards applicable to proposed development projects in the Plan area. Quantitative standards presented concisely in text, tables, and diagrams establishing districts to which standards apply and specify permitted uses, share of required affordable housing, parking, building design, site design, and project approval process. ABAG's Objective Design Standards Handbook for Residential and Mixed Use Projects and related technical assistance shall be referenced in preparation of objective design standards.
- **Access and Connectivity Plan:** Strategy to promote multi-modal connectivity, particularly between housing, commercial areas, and key transit nodes.
- **Implementation and Financing Plan:** A detailed outline of estimated costs, potential funding sources, and responsible agencies.

#### Public Review Draft

A Public Review Draft Plan will be prepared based on AGENCY staff feedback and consolidated comments.

#### Community Advisory Committee (CAC) Meeting

The Community Advisory Committee will review the Draft Plan and provide input.

#### Informal Community Outreach

Community feedback will be gathered through pop-up workshops and other methods. Outreach will take place in English and Spanish at venues such as farmers' markets, schools, and community events. A summary of feedback will be presented to AGENCY's Planning Commission and City Council.

#### Community Meeting – Public Review Draft

This open-house style meeting will allow participants to review maps and visual materials and provide feedback. The effort includes event planning, noticing, facilitation, and summarization in English and Spanish.

### **Task 8 – GENERAL PLAN AND ZONING AMENDMENTS**

Amendments to relevant sections of AGENCY's ordinances, as well as any other regulatory or planning polices, necessary to achieve consistency with the contents of the Plan, including zoning, General Plan, and any relevant public right-of-way design standards or development review standards. Prepare all necessary documents and changes at the time of Plan adoption to allow for Plan implementation to commence immediately.

#### General Plan Amendment Identification

Identify the necessary amendments to the General Plan to maintain alignment with the Station Area Specific Plan. AGENCY staff will be responsible for making the actual revisions to General Plan maps, figures, and text.

#### Zoning Amendments

Develop use tables and design/development standards tailored to the districts and uses outlined in the Preferred Plan/Draft Specific Plan. This work will build on the Building Prototypes Analysis and will support the implementation of the desired intensities and character of development. The standards will address key elements such as floor area ratio (FAR), height, parking, open space or coverage requirements, massing, articulation, and transitions, among other critical regulations and design features.

### **Task 9 – ENVIRONMENTAL ANALYSIS**

Environmental analysis will be conducted and, if necessary, mitigations sufficient to eliminate the need for project-specific review of development proposals consistent with the Plan will be identified.

A comprehensive environmental analysis for CEQA compliance and support projects aligned with the Station Area Specific Plan will be performed. An Initial Study to identify potential impacts of the Draft Plan and determine the appropriate level of CEQA review will be developed, utilizing prior work and the existing EIR to streamline the process.

#### Initial Study

After AGENCY approval of the Preferred Plan, an Initial Study will be prepared to identify potential significant impacts. The study will include specialized analyses on land use, transportation, air quality, noise, biological resources, public services, and more, in accordance with CEQA guidelines.

#### NOP/Scoping

A Notice of Preparation (NOP) will be prepared and filed, outlining key characteristics and potential environmental effects. A scoping meeting will be held for input from agencies and the community. Comments will be summarized after the meeting.

#### Admin Draft EIR

An Admin Draft EIR will be prepared, addressing identified impacts, with mitigation measures where applicable. The draft will include an analysis of alternatives and significant impacts.

#### Public Review Draft EIR

Comments on the Administrative Draft will be addressed, finalize the Public Review Draft EIR, and distribute copies to the State Clearinghouse and AGENCY staff for public review.

#### Final EIR

After the public comment period, the Final EIR (FEIR) will be prepared, including responses to comments and a Mitigation Monitoring and Reporting Program (MMRP). The FEIR will be finalized and distributed to relevant agencies.

### **Task 10 – PUBLIC REVIEW AND ADOPTION OF FINAL SPECIFIC PLAN**

The public review process for the Station Area Specific Plan and required environmental review will be conducted. Following adoption, the Plan will be revised to reflect AGENCY's City Council's direction.

#### Planning Commission Hearing

The Specific Plan will be presented to AGENCY's Planning Commission for review and approval. A staff report and a PowerPoint presentation for the Station Area Specific Plan will be prepared and presented at up to two Planning Commission meetings.

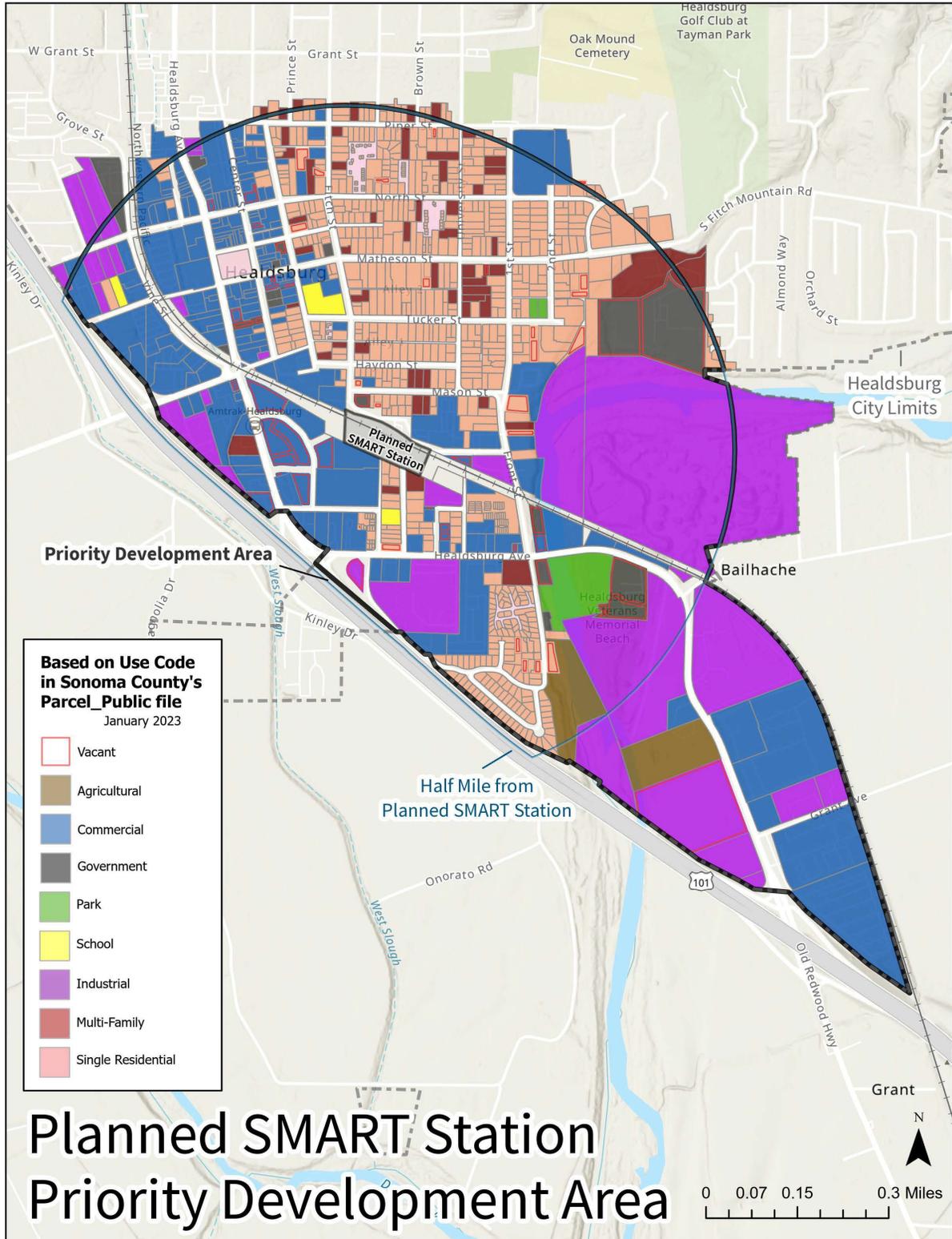
City Council Hearings

The Specific Plan will be presented to AGENCY's City Council for final approval. A staff report and a PowerPoint presentation for the Draft Specific Plan will be prepared and presented at up to two City Council meetings.

Final Station Area Specific Plan

After City Council adoption, the Draft Specific Plan will be revised to incorporate any text and diagram changes as directed by AGENCY's City Council.

**FIGURE 1**



### III. PROPOSER ELIGIBILITY REQUIREMENTS

The City will appoint an individual to verify that the Proposer meets the eligibility requirements of this section. If the apparent awardee fails to meet the qualifications, the City appointee will move to the second ranked Proposer and so on until an award may be made.

#### A. PROPOSERS' CERTIFICATIONS

Proposers must complete, sign, and submit with their proposal the *Proposer Information and Certifications Form (Attachment 2)*, agreeing to comply with the requirements of this solicitation for their Proposal to be deemed responsive.

#### B. PRIMARY CONTRACT REQUIREMENT

A qualified consultant and/or consultant team that can meet the project objectives by providing high quality service.

#### C. REQUIRED EXPERIENCE

No Proposal will be accepted from, or agreement awarded to, a Proposer who has not successfully performed on projects of similar character and scope. The proposer must have a minimum of 5 years' experience performing the services of this solicitation. The proposer shall provide examples of a minimum of three (3) relevant past projects implemented in California within the last 5 years, including references and their contact information.

Proposals that include projects implemented for municipalities are preferred. These examples should include a brief summary of each project. References should include the names of person(s) who may be contacted, title of the person, addresses and phone numbers. Experience must be verifiable when the City representative reviews the Proposer's References (Attachment 3).

Resumes of the key members of the proposed consultant team, including subconsultants, shall be included with Attachment 3. The resumes shall include relevant experience related to the work requested in this RFP.

The Proposer may be required, before the award of any agreement, to show, to the complete satisfaction of the City, that it has the necessary facilities, ability, experience, and financial resources to provide the services specified herein in a satisfactory manner. Generally, Proposer history and references are required at a minimum. The City may make reasonable investigations deemed necessary and proper to determine the ability of a Proposer to perform the work, and Proposer shall furnish the City all information requested for this purpose.

#### D. PREVAILING WAGE REQUIREMENTS:

This agreement **is not** subject to prevailing wage requirements. The Proposer shall be familiar with and adhere to the Department of Industrial Relations prevailing wage requirements if applicable.

#### E. LEGAL REQUIREMENTS AND PERMITS:

The Proposer agrees to fully comply with all local, city, state and federal laws, regulations and ordinances governing performance of contractual services required hereunder, and it will be the responsibility of the Proposer to obtain any and all necessary permits, licenses and/or clearances prior to initiating an agreement. The Proposer shall, if requested by the City, supply certification and evidence of such compliance. Prices quoted shall not include Federal Excise Tax. California

Sales Tax will be paid on material discretely priced in accordance with the agreement payment schedule. Proposals shall be for the total net price including all applicable taxes and charges, delivered F.O.B., City of Healdsburg.

F. **SEVERABILITY AND LEGALITY:**

If any provisions of this agreement shall be held to be invalid, illegal or unenforceable, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

IV. **PROPOSAL FORMAT AND SUBMITTAL REQUIREMENTS**

A. **PROPOSAL FORMAT**

All prices and proposals must be in ink or typewritten. No pencil figures or erasures are permitted. Mistakes may be crossed out and corrections inserted adjacent thereto and must be initialed, together with the date of correction, in ink by the person signing the proposal.

B. **REQUIRED PROPOSAL DOCUMENTS**

Proposer must submit all required documents listed below to be eligible for award. No exceptions will be made for missing documents.

1. **Proposer Information and Certifications (Attachment 2) (Requires Signature)**  
The Proposer Information and Certifications (Attachment 2) signed by the Proposer or authorized representative to bind the proposing firm contractually. Proposers that deviate from this format may be deemed non-responsive.
2. **Cost Proposal**  
The Proposer must complete the attached Cost Proposal Form (Attachment 1). At no time will rates or costs be considered confidential. Proposers that deviate from this format may be deemed non-responsive. Proposals will be ranked based upon qualifications and the quality of their proposal. Cost will not be used in ranking proposals. ***The cost proposal shall be provided in a separate sealed envelope.***
3. **References**  
The Proposer must complete the attached Proposer References Form (Attachment 3).
4. **Narrative Proposal**  
The Proposer must submit a narrative proposal addressing their approach to completing the scope of work including a schedule of activities. Proposers are encouraged to review the evaluation criteria to ensure that their proposal addresses each criterion.

C. **METHOD AND LOCATION OF PROPOSAL DELIVERY**

Proposals must be submitted under sealed cover to the City of Healdsburg City Manager's Office located at: City Hall, 401 Grove Street, Healdsburg, CA 95448. Proposals need to be submitted by the date and time indicated in the Proposal Schedule earlier in this solicitation. Proposers accept all risks of late delivery of mailed proposals regardless of fault. Please provide two (2) hard copies and one (1) electronic copy (thumb drive) of the proposal. The electronic copy shall have 2 PDFs, one for the proposal and the other for the cost proposal.

## V. PROPOSAL EVALUATION AND AWARD PROCESS

### A. PROPOSAL EVALUATION PROCESS

Proposals will be evaluated and scored based on responses to the information requested in this solicitation and on any other information available, such as on past performance of City agreements. To evaluate Proposals, the City will organize an Evaluation Committee that consists primarily of City staff. The Evaluation Committee may use technical expert reviewers to provide an analysis of Proposals. It is the intent of the City to award a cost-plus fee with a not to exceed agreement to the most responsible, responsive Proposer. All Proposers acknowledge that they have made themselves familiar with the scope of work, frequency, and location of the areas where services are required.

In determining and evaluating the best proposal, the prices will not be controlling, but quality, efficiency, utility, general terms, delivery, suitability of the service offered, and the reputation of the service in general use will also be considered with any other relevant factors.

Proposals will be evaluated in two stages:

#### 1. Stage One: Proposal Screening

The City will screen Proposals for compliance with the Screening Criteria in Section F of this Part. Proposals that fail any of the screening criteria will be rejected. The City may conduct optional telephone Clarification Interviews with Proposers during the screening process to clarify and/or verify information submitted in the Proposal. However, these interviews may not be used to change or add to the content of the original Proposal. Proposers will not be reimbursed for time spent answering clarifying questions.

#### 2. Stage Two: Proposal Scoring

Proposals that pass Stage One will be submitted to the Evaluation Committee for review and scoring based on the Scoring Criteria in Section F of this Part.

- The scores for each Proposal will be the average of the combined scores of all Evaluation Committee members.
- Clarification Interviews: The Evaluation Committee may conduct optional telephone interviews with Proposers during the evaluation process to clarify and/or verify information submitted in the Proposal. However, these interviews may not be used to change or add to the content of the original Proposal. Proposers will not be reimbursed for time spent answering clarifying questions.

### B. RANKING, AND NOTICE OF AWARD

#### 1. Ranking

Proposals will be ranked based on the final score with the highest score ranked first.

#### 2. Tie Breakers

In the event of a tie after the application of preferences, the award will go first to a Proposer with their primary business located in the City of Healdsburg. If a tie breaker is still required, the City will flip a coin to determine the winner.

#### 3. Notice of Proposed Award

The City will post the Proposal Summary on its website and will email it to all entities that submitted a Proposal. Proposed awards must be approved by the City Council.

4. Debriefings:

Unsuccessful Proposers may request a debriefing after the release of the Proposal Summary by contacting the City contact listed in Part I. A request for debriefing must be received no later than 30 calendar days after the Proposal Summary is released.

5. In addition to any of its other rights, the City reserves the right to:

- Allocate any additional funds to passing Proposals, in rank order; and
- Negotiate with successful Proposers to modify the project scope, schedule, project team entity that will receive the award, location and/or level of funding.

**C. AGREEMENTS**

1. Agreements

The highest rank Proposal will be developed into a proposed agreement to be considered at a City Council Meeting. Consultant may provide goods and/or services only after full execution of the agreement (i.e., approval at a City Council Meeting and signature by the Contractor and the City).

2. Agreement Development:

The City will send the Consultant an agreement for approval and signature. The agreement will include the applicable terms and conditions and will incorporate this solicitation and the Proposal by reference. The City reserves the right to modify the award documents (including the terms and conditions) prior to executing any agreement.

3. Failure to Execute an Agreement:

If the City is unable to successfully execute an agreement with a Proposer in a timely manner, it reserves the right to cancel the pending award and use the funds elsewhere, such as to fund the next highest-ranked, eligible proposal.

**D. REJECTION OF PROPOSALS:**

The City reserves the right to reject any or all proposals, to waive any minor informalities or irregularities contained in any proposal, and to accept any proposal deemed to be in the best interest of the City.

Proposals that do not pass the screening stage will be rejected. In addition, the City reserves the right to reject a Proposal and/or to cancel an award for any reason.

**E. STAGE ONE: APPLICATION SCREENING**

<b>SCREENING CRITERIA</b>	<b>Pass/Fail</b>
<i><b>The Application must pass ALL criteria to progress to Stage Two.</b></i>	
1. <b>The Proposal is received by the by the due date and time specified in the “RFP Schedule” earlier in this solicitation and is received in the required manner.</b>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail
2. <b>The Proposer Information and Certifications (Attachment 2) is signed where indicated.</b>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail
3. <b>The Proposal Cost Bid Form (Attachment 1) is complete.</b>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail
4. <b>The Proposal does not indicate that any contents are proprietary or confidential in nature.</b>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail
5. <b>The Proposal is not timed to expire.</b>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail

6. <b>The Proposal does not contain false or intentionally misleading statements or references that do not support an attribute or condition contended by the Proposer.</b>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail
7. <b>The Proposal does not contain caveats that conflict with the solicitation, and the variation or deviation is material.</b>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail
8. <b>The Proposer has not included a statement or otherwise indicated that it will not accept the terms and conditions, or that acceptance is based on modifications to the terms and conditions.</b>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail

**F. STAGE TWO: PROPOSAL SCORING**

Proposals that pass ALL Stage One Screening Criteria and are not rejected as described in Section V.D. will be evaluated based on the Scoring Criteria on the next page and the Scoring Scale below. Each criterion has an assigned number of possible points and is divided into multiple sub-criteria. The sub-criteria are not equally weighted. The Proposal Narrative must respond to each sub-criterion, unless otherwise indicated.

**1. Scoring Scale**

<b>% of Possible Points</b>	<b>Interpretation</b>	<b>Explanation for Percentage Points</b>
0-10%	Not Responsive	Response does not include or fails to address the requirements being scored. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
10-40%	Minimally Responsive	Response minimally addresses the requirements being scored. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
40-60%	Inadequate	Response addresses the requirements being scored, but there are one or more omissions, flaws, or defects or the requirements are addressed in such a limited way that it results in a low degree of confidence in the proposed solution.
60-80%	Adequate	Response adequately addresses the requirements being scored. Any omission(s), flaw(s), or defect(s) are inconsequential and acceptable.
80-90%	Good	Response fully addresses the requirements being scored with a good degree of confidence in the Proposer's response or proposed solution. No identified omission(s), flaw(s), or defect(s). Any identified weaknesses are minimal, inconsequential, and acceptable.
90-95%	Excellent	Response fully addresses the requirements being scored with a high degree of confidence in the Proposer's response or proposed solution. Proposer offers one or more enhancing features, methods or approaches exceeding basic expectations.
95-100%	Exceptional	All requirements are addressed with the highest degree of confidence in the Proposer's response or proposed solution. The response exceeds the requirements in providing multiple enhancing features, a creative approach, or an exceptional solution.

## 2. Evaluation Criteria and Weighting

WRITTEN PROPOSAL – PART 1 (required)	MAXIMUM POINTS	REVIEWER SCORE
<b>Introductory Letter</b> - Reflects project understanding and summarizes critical issues, challenges, milestone tasks, and appropriate resourcing.	5	
<b>Project Team</b> - Team organization, qualifications and experience of the consultant, project manager, team, and sub-consultants on similar projects.	15	
<b>Availability</b> - Key personnel are available and committed to the project with no substitutions	5	
<b>Work Plan</b> - Assignment, understanding, and organization of tasks, understanding of interrelationship of critical tasks, time commitment to each task, and deliverables.	20	
<b>Quality Control</b> - Consultant’s internal controls, communications with City are adequate and timely, and provide assurance for complete submittals.	5	
<b>Schedule</b> - adequacy and reasonableness of schedule and deadlines.	5	
<b>Cost</b> – Cost proposal is realistic and addresses scope of project.	5	
<b>SUBTOTAL FOR SHORTLISTING</b>	60	
<b>References</b>	10	
<b>SUBTOTAL TO INTERVIEWS</b>	70	
<b>INTERVIEW – PART 2 (if necessary, as determined by City)</b>		
<b>Presentation by PM</b> - project understanding, critical issues, innovation, and solutions.	10	
<b>Presentation by team</b> - experience, roles and responsibilities, communication and coordination between team members, agencies, and City.	10	
<b>Q&amp;A</b> - response to panel’s questions.	10	
<b>SUBTOTAL WITH INTERVIEWS</b>	30	
<b>TOTAL</b>	100	
<b>RANKING OF CONSULTANT (assigned after completion of scoring)</b>		

VI. ADDITIONAL ATTACHMENTS AND INFORMATION

ATTACHMENT 1 COST PROPOSAL FORM

ATTACHMENT 2 PROPOSER INFORMATION AND CERTIFICATIONS

ATTACHMENT 3 PROPOSER REFERENCES AND RESUMES

ATTACHMENT 4 DRAFT CONTRACT