

**CITY OF ROHNERT PARK  
DEVELOPMENT SERVICES**

**REQUEST FOR PROPOSALS**  
for  
**General Plan Update  
2020**



City of Rohnert Park  
Development Services  
130 Avram Avenue  
Rohnert Park, CA 94928  
(707) 588-2253

Distribution/Advertisement: December 4, 2017  
Pre-Proposal Conference (optional): December 19, 2017, 10:00 A.M. (City Hall)  
Deadline for Submittal of Proposal: ~~January 15, 2018~~ (**changed to January 16, 2018, for MLK day**) due by 5:00 P.M.

The City of Rohnert Park invites you to the following opportunity:

## **CITY OF ROHNERT PARK GENERAL PLAN UPDATE**

### **1. INTRODUCTION**

The City of Rohnert Park desires to retain the services of a consultant team experienced in the preparation of General Plans, fiscal/economic development planning, and environmental review to prepare a strategic update of the City of Rohnert Park General Plan and accompanying Environmental Impact Report.

The last comprehensive update of the Rohnert Park General Plan was completed in 2000. The goal of this project is to respond to changes in the community and in circumstances that affect the future direction of the city. The General Plan serves as a blue print to achieve the community's vision for the future of Rohnert Park. This General Plan Update is not envisioned to be a wholesale rewrite, but rather a refresh of the 2000 General Plan. Staff assumes that the vision, goals and a majority of policies of the 2000 General Plan remain valid and that only a strategic update is needed. The updated General Plan will include all mandatory General Plan elements, an update to the Community Design Element and include a new focus area addressing economic development. In addition, Sonoma County and participating cities have completed regional climate protection strategies that should be incorporated into the General Plan as appropriate. Goals and policies related to sustainability will be incorporated into existing elements. The updated General Plan will be based upon the results of a comprehensive visioning process and public engagement program to ensure that all facets of the community participate fully in shaping Rohnert Park's future.

In 2014, the City received notification from California Department of Housing and Community Development (HCD) that the City of Rohnert Park's updated Housing Element was in compliance with State housing element law. The Housing Element is included as Chapter 9 of the General Plan, 8th Edition. Minor updates to this element may result through the General Plan update process.

The City of Rohnert Park has relied upon the creation and adoption of planned developments and specific plans to ensure that growth of the City, infrastructure and services occur in a deliberate, guided, and intentional manner. The current General Plan focuses planned growth within Specific Plan and Planned Development areas. The majority of these planned areas have been approved. Construction has begun and is on-going in several of the planned areas. It is important that proposals acknowledge the existing planning efforts and concentrates on areas which are expected to undergo significant changes in the next twenty years.

The current General Plan includes a strong growth management approach. The City does not envision deviating from this approach, but updates will be needed to reflect current growth trends and expected development activity.

The following background documents and references are available that responding to this RFP:

Rohnert Park General Plan  
Central Rohnert Park Priority Development Area Plan  
Approved Specific Plans and Planned Developments

## Rohnert Park Zoning Ordinance

These can be found on the City's website at:

[http://www.rpcity.org/city\\_hall/departments/development\\_services/planning/](http://www.rpcity.org/city_hall/departments/development_services/planning/)

The City looks forward to receiving creative and well-thought-out proposals from consultants who specialize in General Plan Updates.

## **2. BACKGROUND**

The City of Rohnert Park, located in Sonoma County, was established in the 1950s as a master-planned community on the former site of the Rohnert Seed Farm located along the Northwestern Pacific railroad right-of-way. The original 1954 master plan was modeled on the neighborhood unit concept of clustering single-family homes around local schools and parks. The master plan featured eight neighborhoods, each with 200 to 250 homes, a 10-acre school, and a five-acre park. Commercial areas were planned on the periphery of each neighborhood unit, placing commercial uses farther away from homes and making access to community shopping areas by automobile more convenient. The City was developed without a central downtown; thus, commercial shopping centers within the plan area have served as de facto meeting places for the community.

The Rohnert Park Community Services District was founded in 1956. By 1957, the first homes had been constructed and the segment of US 101 from Petaluma north past Cotati was completed, making Rohnert Park more easily accessible from points throughout the region. In 1962, at the time of incorporation, Rohnert Park had a population of 2,775, and the City limits encompassed 1,325 acres (approximately 2.1 square miles). The City grew quickly as the Bay Area economy continued to grow, and the demand for housing increased. During that same time, the California Legislature approved funds for Sonoma State University (SSU), which was located within Rohnert Park until moving to its current site in 1966 adjacent to the City's eastern edge.

By 1980, urban uses extended from US 101 in the west to Snyder Lane in the east. The 1980s saw growth extend west of US 101. Growth in the 1990s was slower because of limited availability of vacant land within the City limits. In 1999, at the time of preparation of the current General Plan, the city had a population of about 41,000 and an area of nearly 4,400 acres (6.9 square miles), with nearly half the land dedicated to residential uses. In conjunction with residential growth, Rohnert Park also attracted commercial and industrial development and acquired a sizeable job base of almost 22,000 employees by 1999. Commercial and industrial uses are concentrated west of the railroad tracks and north of Copeland Creek.

Due the economic recession and lack of needed infrastructure, new development in the City has been limited since the preparation of the current General Plan. Several proposed development projects undertaken during this time have started construction. The current (2016) population of Rohnert Park is estimated to be 42,622. According to City's existing General Plan, the year 2020 build-out for the City is estimated at 51,332.

## **3. KEY ISSUES TO BE ADDRESSED**

A variety of issues are worthy of mention as specific topics to be addressed in the General Plan, including the following:

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West of Highway 101 Land Use Focus – The west side of Highway 101 has seen a variety of development, including the construction of the Graton Rancheria Casino and hotel (outside of the city limits on tribal land), the approval of the Wilfred Dowdell Specific Plan, Northwest Specific Plan and the Stadium Lands Master Plan, development of multi-family residential projects, hotels and new and re-purposed commercial land uses along the Redwood Drive corridor. There are several potential redevelopment sites. The west side land uses lack cohesion and the General Plan update should evaluate uses to provide an overall strategy for area buildout, including an evaluation of needed services.

Community Enhancement Strategies – This General Plan update allows for consideration of specific community needs, improvements or projects that could be incorporated into potential General Plan implementation measures. Public workshops and meetings should include opportunities to identify enhancement strategies.

Vision and Guiding Principles – The new General Plan will include the Vision created by the community and a set of Guiding Principles that establish key strategies to guide the General Plan towards achieving the community's vision. The Community's Vision will be presented to the City decision makers at the beginning of the process for their review and confirmation of the direction for the new General Plan.

Fiscal and Economic Development – The City of Rohnert Park is committed to responsibly fostering economic development. The current General Plan does not include a separate Economic Development Element. The City will work with the consultants to create such an element in the new General Plan. Through economic and fiscal analyses, the goal will be to understand and optimize land uses for the purpose of achieving the highest possible quality of life and protection of the environment, as well as the best future fiscal and economic health for the City. This means identifying the right mix, amount, types, and location of land uses; and a population level that would yield the best possible development scenario, with a realistic jobs/housing balance goal. The fiscal/economic component of the new General Plan process will seek to explore a number of key land use and economic development issues, including:

- Do we have an adequate supply and mix of employment-generating and residential land?
- Is the pattern of land uses appropriate to achieve other City objectives?
- Are there land use types in our community that we need to plan for, such as educational, medical, and/or multi-family residential?
- What are realistic expectations for these and other land uses, e.g., future retail, office, and business park demand, and how should we plan for that?
- Do land uses and policies promote local tourism and active vacation destination opportunities in the City?

The Economic Development Element will serve as a guide for City policies, investments, and partnerships and create focus for the City's economic development efforts.

Incorporation the Climate Action planning – The City is a participant in Sonoma County Regional Climate Protection Authority's Climate Action 2020 and Beyond plan. The consultant will need to coordinate with this effort to ensure that climate action planning is properly integrated into the updated General Plan.

Conformance to New State Legislation and Regional Plans – The combination of several significant new state laws and resulting regional plans provides another key focus of the

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General Plan, to both ensure conformance to, and maximize the opportunities provided by AB32, SB375, SB 1000, the Complete Streets Act, One Bay Area Plan and others. As mentioned above the General Plan update should incorporate provisions of the Climate Action 2020 and Beyond Plan, regional efforts to comply with the Sustainable Groundwater Management Act and other applicable plans.

Urban Growth Boundary and Sphere of Influence – Sonoma County Community Separators, preserving open space, are located along the majority of the city limits or City's Sphere of Influence. The Sphere of Influence is not expected to expand during this General Plan update, however, the updated General Plan should consider if Sphere of Influence boundaries need adjustment to correspond to tribal lands on the western edge of the City or Community Separators. Please note that an Urban Growth Boundary approved by voters will expire in 2020. The Urban Growth Boundary and the Sphere of Influence vary somewhat on the eastern limits of the City.

#### **4. OVERALL PROJECT DESIRED SCOPE OF SERVICES**

##### **A. Community Engagement Process**

The community engagement process will incorporate a number of elements intended to ensure comprehensive input from the community throughout the General Plan process. City staff expects to play a key role in the implementation of the community involvement process. The term "community" refers to the diverse range of interests affected by the General Plan, including residents, workers, visitors, businesses, educational institutions, civic, community service, non-profit organizations, religious, social, cultural and ethnic communities and public agencies.

Below is a summary of the anticipated components:

- *Visioning Process* - The goal of a community visioning process is to engage the community in discussions at the beginning of the General Plan process to help establish a clear set of values and priorities upon which to base the overall direction of the new Plan. The Visioning process will culminate with City Council review and consideration of the community.
- *Public Workshops*: Public workshops will be held at key stages throughout the process including vision development, background reports, land use map alternatives, and goals and policy development, and draft General Plan. Workshops could include neighborhood meetings to identify unique issues and opportunities.
- *Public Study Sessions*: City Council and Planning Commission input and direction will be sought at major milestones during the General Plan process. These will be public meetings or study sessions that are open to the public.
- *Technical Agency Coordination* – Obtain input from appropriate City Departments and outside agencies (e.g., Sonoma County Transportation Authority (SCTA), Sonoma County Water Agency (SCWA), Pacific Gas & Electric (PGE)), as necessary, to provide guidance and feedback throughout the General Plan update process.
- *Outreach Tools* – Utilize the following outreach tools to inform and promote community

engagement throughout the update process:

- *Website* – The consultant will design and administer a project website and propose methods to use this technology to the fullest extent throughout the General Plan process.
- *Additional Community Input Tools* – the consultant should consider use of other innovative tools to elicit community input including surveys, participation at community functions, organizing “pop-up” events, and use of social media and other “smart technology” to include in the engagement process. In addition, outreach tools designed to contact and solicit input from community members without access to computers and smart technology should also be included.
- *Sonoma State University Engagement* – Sonoma State University is located on the eastern boundary of the City. The University Geography, Environment and Planning Department has a substantial land use planning program. The City seeks consultant recommendations for incorporation of planning student involvement in the General Plan update process.

#### B. Project Initiation

The consultant will meet with staff to refine the scope of work, discuss expectations for the schedule, process and work products and availability of background data and reports. The scope of work will be presented to the City Council in conjunction with the Council approval of consultant selection. Following execution of the contract between the City and the consultant, a project kick-off meeting will be held to finalize the project scope and begin the project.

#### C. Prepare Existing Conditions Background Report

This task involves data collection, growth and economic trend analysis and mapping of the City’s physical characteristics and service areas. The Existing Conditions Background Report also identifies future opportunities and constraints, and where appropriate, lays the groundwork for policy development on the full range of environmental, land use and public service issues. The Background Report will also be used as the Existing Setting section of the EIR. The sections of the report will include: land use, population, employment and housing, circulation and transportation, biological resources, cultural resources, economics, infrastructure, public services, noise, air quality, climate action planning, safety and hazards, geology, hydrology and water quality.

#### D. Visioning (Identify Issues, Opportunities and Constraints)

The objective of this step is to utilize the information compiled in the Existing Conditions Background Report to inform and support development of the new General Plan and provide a basis for creating sound policies and implementation programs. The General Plan Vision and Guiding Principles will form a key basis of this step and will guide the development of the General Plan.

#### E. Alternatives Analysis

The majority of land within the City is planned and/or developed. There are potentially two future annexation areas requiring specific plan approval as well as several entitled specific plans and planned developments. The consultant will prepare up to three land use alternatives for the unplanned, undeveloped and/or underutilized areas within the City to address key issues identified throughout the process. Potential alternatives will include at least one that focuses on the west side of Highway 101. The alternatives may potentially address the land use mix, development options for key sites, approaches to commercial corridors, circulation options and interactions between land use and transportation systems. They will be formulated and analyzed in a manner that meets CEQA requirements for alternatives analysis in the GP EIR. This will include preparing transportation model analyses for each alternative and a specified number of additional model runs, as required to address proposed land use/transportation scenarios. The project budget should identify the cost for each additional model run.

Each of the alternatives will be analyzed for their potential implications. Based on this analysis, a preferred land use/transportation alternative will be developed. While the preferred alternative may be one of those presented, it is more likely that it will comprise a hybrid of components from more than one alternative. The preferred land use/transportation alternative will be presented to the public and to the Planning Commission for input and recommendation. The City Council will provide final direction regarding the preferred alternative.

#### F. General Plan Goals and Policies Development

This task will include review of the existing General Plan and recommendations on which goals, policies and implementation measures should be retained, modified or deleted. New elements, goals, policies and implementation measures will be developed to address issues identified during the General Plan process and may include new focus areas, e.g., economic development. The consultant will then prepare an Administrative Draft General Plan for internal review by TAC/staff and a preliminary Draft General Plan for review by the public. At the same time, the consultant will prepare an implementation plan that outlines measures to implement the goals and policies identified in the Plan and include a schedule for each project and the responsible party. The plan will assist the city in developing future budget and work programs for infrastructure and services to high priority projects identified in the new General Plan.

#### G. Draft EIR

An environmental impact report pursuant to the CEQA will be prepared. This task will be conducted in parallel with the General Plan. Plan policies that serve as mitigation measures will be identified, so the need for additional mitigation should be limited. An Administrative Draft EIR will be prepared for review by City staff. The Draft EIR will be prepared and published for a 45-day public comment period. Following the 45-day EIR public comment period, the Final EIR will be prepared, including responses to comments and any necessary changes to the Draft EIR. A Notice of Determination, and mitigation monitoring and reporting program will also be prepared.

#### H. Preparation of Draft General Plan

All documents shall conform to all State, City and other legal requirements and to the most current General Plan Guidelines prepared by the State Office of Planning and Research. Each draft Element shall contain text, diagrams and documentation material sufficient to demonstrate its scope and intent and shall be internally consistent with the balance of the General Plan.

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Goals, objectives and policies shall be stated clearly and in a manner easily understood by the general public. A Table of Contents shall be provided for the whole of the document and for each element that includes a comprehensive list of tables, figures, maps, etc.

Textual data provided in each element should be supplemented with graphics consisting of maps, drawings, charts and tables. Use of color for the graphics should be minimized, and all color graphics should be usable when reproduced in black and white. All data sources utilized to prepare the Plan text and graphics shall be documented, referenced and made available to the City in a usable electronic format. The final work plan shall identify the types of graphics to be provided in the General Plan, as well as the types of large scale colored exhibits to be prepared for workshops and public hearings (e.g., opportunities and constraints map, circulation plan, and summary map(s) which address vacant lands, open space, parks, public facilities and infrastructure, topographic features, noise footprints, seismic, tectonic and flood hazard areas and other appropriate illustrations of the General Plan).

The consultants are encouraged to propose an overall format and design for the document that meets the above objectives while maximizing visual interest and ease of use.

#### Updated Maps

The City's existing General Plan Land Use and Transportation Diagrams and other illustrations in the General Plan will need to be updated. The City maintains the maps in GIS format and the consultant team will be expected to coordinate with City GIS staff. The consultants should make maximum use of GIS and other mapping and graphic techniques to provide clear, understandable presentation of data and information throughout the General Plan process and in the creation of the new General Plan.

#### Draft General Plan, Products Expected:

- Report(s) containing policies and recommendations
- Draft General Plan Elements
- Draft Goals and Objectives
- Implementation Program
- Large-scale exhibits for workshops and public hearings.
- Small-scale exhibits for use as handouts and inclusion in reports
- Copies of all digital files (intermediate(s) and final(s)) used to create General Plan document.
- All materials shall be provided in both MS Word and PDF format

#### I. Final Documents

Preparation of final General Plan, incorporating all changes adopted by the City Council.

#### Final Documents, Products Expected:

- Adopted General Plan in hardcopy paper format -100 copies
- Adopted General Plan in Microsoft Word, and in digital PDF file formats suitable for (1) posting on the City of Rohnert Park website, (2) for printing at any commercial reprographics service provider, such as KINKOS, and (3) distribution on common 650 MB CD-R media (consultant will supply 100 CD's containing the Plan.)



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- Color Land Use Element Exhibits (sizes and scales to be determined), but largest paper size to allow output at any commercial reprographics service provider. -100 copies
- Interactive web-based General Plan
- All intermediate and final maps and GIS data, graphics, and page layout files will be prepared using industry standard file formats. The Planning maps and GIS data shall be a turnkey finished product and presented in a form compatible with the City's computer system

(Note: Number of required copies is preliminary and may be adjusted as necessary).

J. Public Hearings

The objective of this task will be to assist Staff in taking the Draft Plan and the Draft EIR through the public meetings and hearings leading to adoption of the new General Plan. The Draft General Plan and Draft EIR will be subject of public hearings before the Planning Commission and City Council.

Following adoption, the final version of the General Plan will be prepared.

**5. SUBMITTAL REQUIREMENTS**

A. Proposal Format

Proposals should be structured as outlined below. Proposals not following this format will be deemed non-responsive and eliminated from further consideration.

Preparation of a work plan identifying and describing in detail: tasks, meetings, products, Development Services staff commitment needed, key personnel involvement, length of time to complete tasks, and budget.

Proposals are to include:

- A cover letter, signed by an individual authorized to negotiate on behalf of the firm and must be binding for a term of 90 days from date of submittal to the City.
- An introduction, conveying a clear and concise understanding of project issues, understandings and objectives.
- The proposal shall specifically indicate what procedures and methodologies the consultant intends to utilize in undertaking each phase of work and how such work will be incorporated in the new General Plan. The descriptions shall be in sufficient detail to permit evaluation of the relative merits of the analysis and procedures.
- A description of the consultant team, detailing the names and resumes (including references) of all key personnel who will be assigned to perform services pursuant to the contract. The Consultant shall include the percentage of project effort to be spent by each key personnel member. In addition, the proposal shall identify a designated project manager with full authority to administer the contract, including monitoring of the project budget. Any proposed substitutions of personnel are discouraged and must be approved

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*in advance by the City. The City reserves the right to verify each key person's experience and /or education and call upon references.*

- The identification of each proposed subcontractor, if any, its tasks, schedule, costs, etc, shall be included. The form and content of all subcontractor provided products shall be described in detail. Subcontracts must also meet all requirements requested of the selected Consultant and be approved by the City.
- A scope of work, outlining sequential specific tasks required to complete the project, describing how each task is to be accomplished, and identifying team members responsible for completion of specific products that will be produced.
- A project schedule shall indicate the logical breakdown of project tasks and completion deadlines. It should be designed to provide time for staff input. The Consultant should specify all scheduled meetings with staff. The schedule shall indicate all milestones, the critical path necessary for the project, and the anticipated completion timeframe upon notice to proceed.
- Consultants are requested to submit Proposal Costs in a "menu" format to permit item by item cost identification. The costs shall be presented in a format that allows identification of total costs for the new General Plan and EIR. The budget should contain all cost assumptions including the number of hours for each team member, hourly billing rates, estimated costs of other items (travel, printing, etc.), subtotal of fees by task and a grand total (labor and direct costs) to complete the scope of work. If costs are based on a fixed number of public meetings, cost of additional meetings should be itemized. The cost for preparation of the General Plan and EIR shall be separately identified. The proposed costs shall be submitted in a separate sealed envelope identified as such.
- Related experience and references – the material submitted in the response to the Request for Qualifications will be reviewed in conjunction with the review of the proposals and need not be provided again, unless updated information is available.

**B. Supplemental Questions**

Provide answers to the following supplemental questions:

- i. Describe procedures to be followed if changes to the scope, schedule or costs for the project are found necessary by either the City or consultants, e.g., additional meetings, unforeseen costs or schedule delays.
- ii. If one scope component is delayed, what procedures are in place to avoid or minimize delay of the overall project schedule?
- iii. What procedure will be followed if unavoidable changes in consultant team members occur?
- iv. What are the consultant's expectations of the roles and responsibilities of City staff and how will the necessary staff involvement be identified?
- v. Describe consultant's current workload and ability to meet proposed schedule.

**C. Selection Criteria**

The following criteria are among those that will be used to evaluate submitted qualifications:

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- A high level of professional competence and a proven track record in the preparation of General Plans.
- Experience of personnel assigned to the project.
- Experience with preparation of fiscal and economic analyses and strategic plans/elements.
- If a joint venture, the track record of team members' experience working together.
- Public facilitation capabilities and experience working with the public in formulating goals and drafting general plan Elements.
- Quality of the proposal. The proposal should clearly demonstrate the firms understanding City's overall objectives in the General Plan.
- Ability to produce a high quality document that is readable can be implemented, and with high quality graphics and that can utilize the City's GIS and internet capabilities.
- Schedule for preparation and completion of the project and ability to complete the project within the desired schedule.
- Innovativeness in approach and methodology.
- Review of references.
- Cost of preparing the General Plan in relationship to the services offered.

Submittals will be reviewed and rated by a panel consisting of City staff. Interviews may be scheduled with the top firm or firms as determined through the review and rating of the proposals. Interviews may be waived if, in the opinion of the City, a clearly superior submittal has been made.

After the interviews, references and industry sources may be contacted and previous projects and current commitments investigated.

Project costs will be reviewed after the proposals have been ranked. Of the proposals ranked acceptable to the City, the costs associated with the top ranked consultant team will be evaluated. Should reasonable costs not be negotiated, the City will evaluate the second ranked proposal.

**D. Award of Contract**

The selected firm will be required to enter into a written contract with the City of Rohnert Park in a form approved by the City Attorney. A standard City contract for consulting services is attached.

**E. Pre-Proposal Conference and Questions**

A pre-proposal conference will be held on **December 19, 2017 at 10:00 a.m.** at Rohnert Park Council Chambers, 130 Avram Avenue, Rohnert Park. The purpose of the pre-proposal conference is to answer questions on the information contained in the RFP. Consultant attendance is not required, but it is strongly suggested as additional information may be provided.

Questions regarding this Request for Proposal should be submitted in writing to Jeffrey Beiswenger at [JBeiswenger@rpcity.org](mailto:JBeiswenger@rpcity.org). The closing date for receipt of written questions is December 29, 2017 at 5:00 p.m. All questions and responses will be posted as an addendum to the RFP on the City's website.

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F. Proposal Submittal

A total of seven (7) bound copies, one unbound copy and one electronic copy of the proposal should be sent to:

Jeffrey Beiswenger, AICP  
Planning Manager  
130 Avram Avenue  
Rohnert Park, CA 94928-1180

**Proposals must be received no later than ~~January 15, 2018~~ (changed to January 16, 2018, for MLK day) at 5:00 p.m.**

The City reserves the right to reject all proposals if deemed unsuitable. Late or incomplete submittals will not be considered and the City reserves the right to determine the completeness of proposals. The City is not responsible for the costs of preparing or delivering the proposals.

G. Selection Schedule

The City anticipates the following tentative schedule will be used to evaluate submittals and select a consultant to negotiate a contract.

<u>Action</u>	<u>Date</u>
Proposals due	<del>January 15, 2018</del> (changed to January 16, 2018, for MLK day)
Interviews (as required)	week of January 29, 2018
Selection	early February
City Council selection action	early March

Attachment

Standard contract

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Attachment – Standard Contract