



2600 Fresno Street, Room 2156-02  
Fresno, California 93721-3608  
(559) 621-8350  
www.fresnoez.com

May 19, 2009

**NOTICE  
REQUEST FOR QUALIFICATIONS  
FOR CONSULTING SERVICES**

THE CITY OF FRESNO IS INVITING CONSULTANTS TO SUBMIT  
"STATEMENTS OF QUALIFICATIONS" FOR:

**FULTON CORRIDOR SPECIFIC PLAN AND  
DOWNTOWN NEIGHBORHOODS SPECIFIC PLAN**

The City of Fresno Downtown and Community Revitalization Department (City) is requesting Statements of Qualifications (SOQ) from qualified Urban Design and Planning firms (Proposers) for the following services:

1. To create a Specific Plan and related Environmental Impact Report (EIR) for a 400 to 567+/- acre area (Fulton Corridor Plan Area) that focuses around the "Fulton Corridor" extending from Divisadero to the north, SR 41 to the south, roughly M Street to the east, and either the Union Pacific Railroad tracks or SR 99 to the west (see Attachment A). The Specific Plan will establish an overall identity, which maximizes the area's potential and guides future development.

These areas are among the oldest, most diverse, and most densely developed in the City of Fresno. The Fulton Corridor can trace its history back to the city's founding in 1872 as a stop on the Central Pacific Railroad. The plan area encompasses the Fulton Mall, the nation's second downtown pedestrian mall planned by architect Victor Gruen. In addition, the plan area is a proposed location for one (1) of America's first high speed rail stations.

Some of the City's key objectives in creating this Specific Plan include a form based code and design guidelines for the four (4) districts in the plan area - Cultural Arts District, Central Business District, South Stadium area and potentially Chinatown. The City desires to return the Fulton Corridor to its historic role as a vibrant, mixed use, 24-hour entertainment hub for the San Joaquin Valley.

2. To create a Specific Plan and related Environmental Impact Report (EIR) for the “first ring” of residential growth around downtown Fresno (Downtown Neighborhoods Plan Area), (see Attachment B for general project boundaries). These are pre-WWII neighborhoods of concentrated poverty with a preponderance of homes of historic character.

In “Katrina’s Window,” a 2005 Brookings Institution report, Fresno was found to have the highest rate of concentrated poverty of any major American city. When urban poverty is “concentrated,” low-income residents face the additional burden of limited resources available in their community as well as within their households. Brookings’ Alan Berube found 49.1% of residents living below the federal poverty level in Fresno’s extreme-poverty neighborhoods, while only 17.6% of people were living below poverty in all other Fresno neighborhoods. The federal poverty level was defined in 2004 as income below \$15,219 for a family of three.

The proposed Downtown Neighborhoods Specific Plan will encompass many of the neighborhoods identified as having high rates of concentrated poverty. Of the thirteen census tracts partially or completely included in the Specific Plan focus areas, all but one had a poverty rate of 40% or above in the 2000 Census. Overall approximately 49% of residents of these census tracts were living in poverty.

The Specific Plan will establish an overall vision and identity, which maximizes the area’s potential and guides future development, focusing on the historic character of these neighborhoods. Some of the City’s key objectives in creating this Specific Plan include a form based code and design guidelines for these neighborhoods. The City desires to restore the historic neighborhoods that encircle downtown Fresno into healthy, mixed-income communities that are desirable for their quality of life and their proximity to a revitalized city center. The City is open to an equivalent work product that addresses the aforementioned issues and assists in the revitalization of the project area.

The City encourages Proposers to be innovative in their approach to any combination of the requested services, as long as the end result is achieved and a clear case is presented. The City will be looking for creative and proven approaches to the revitalization of downtown Fresno and the surrounding neighborhoods. These planning efforts shall be community-led and the Consultant will work in conjunction with a 21-member community advisory committee for each plan area, along with the general public. Proposers are encouraged to include local firms on the project team.

The City will be notifying the top five (5) to seven (7) Proposers on June 26, 2009. Those top Proposers will be eligible to receive the Request for Proposals (RFP) for the

aforementioned services. At that time, the top five (5) to seven (7) Proposers will be solicited to provide fee proposals and detailed scopes of work.

### **Minimum Mandatory Requirements for Proposers**

- Proposers must have ten (10) years of experience, within the last fifteen (15) years, of conducting successful community-based design charrettes.
- Proposers must have ten (10) years experience with downtown revitalization and creation of specific plans.
- Proposers must have five (5) years experience with creation of form based zoning codes.

### **SOQ Requirements**

If your firm meets the minimum mandatory requirements and is interested in this project, please submit 6 copies of a Statement of Qualifications (SOQ) that includes the following:

- **Cover letter.**
- **Description of Approach.** Up to (2) pages including a statement as to what services the Proposer is interested in providing - choose one (1) or more of the following:
  - Fulton Corridor Specific Plan
  - Fulton Corridor Specific Plan EIR
  - Downtown Neighborhoods Specific Plan
  - Downtown Neighborhoods Specific Plan EIR

This statement should also include the Proposer's approach to the requested services, major tasks to be completed, and schedule for project completion. The Proposer should indicate how any combination of services could affect project cost and planning outcomes.

- **Team Expertise.** Brief description of general qualifications; the multi-disciplinary nature of the team assembled for this project, including a list of all proposed sub-consultants; specific relevant experience – **including how the Proposer meets the above minimum mandatory qualifications**; and a listing and resumes of key personnel that would be available to work on the project, including their respective duties. Resumes should include education, relevant past project experience, and sources of expertise on conditions local to Fresno.
- **Comparable Projects.** Summary of at least two (2) specific plans with design guidelines and/or form based code projects in progress or completed within the last five (5) years. Please provide the following information for each plan/code:
  - Reference name, with current contact information; including client

- type (public or private sector)
- Current status of specific plan and/or form based code (drafting in progress; drafting completed; adopted)
- Nature of public involvement in plan and/or code formation
- Size and scale of geographic area for project
- **Sample Documents.** Please provide two (2) plan and/or code sample documents of comparable projects. If the sample document is the document that was originally proposed by the Proposer, please also include the document that was adopted by the municipality and a brief explanation of differences between the two.
- **Built Results.** Please provide two (2) examples of built environment projects that exist as a result of or in conformance with plans that the Proposer has prepared. Please provide photos of designed or built projects, along with a description of the project and its specific relationship to the plan (i.e., new construction, adaptive reuse, etc.).
- **Conflict of Interest.** Provide a statement of conflict you, your firm, and/or other key staff may have regarding these services. The statement should not only include actual conflicts, but also any working relationships that may be perceived by disinterested parties as a conflict. If no potential conflicts of interest are identified, so state in your proposal. In addition, please complete and return Attachment C – Disclosure of Conflict of Interest as part of the SOQ.

The SOQ should be concise and must not exceed 25 single-sided pages. Failure to submit in accordance with this RFQ's requirements and procedures may be cause for disqualification.

#### **Proposed Schedule:**

The anticipated schedule for hiring and engaging the Consultant is as follows:

- SOQ's submitted to City by June 8, 2009 – 4:00 pm
- Notification of top Proposers to receive RFP and issuance of RFP – June 26, 2009
- Interviews of candidates – week of August 10 – 14, 2009
- Selection of a Consultant firm for the Project – August 21, 2009
- Window for City Council to Approval Contract – August 24 – September 11, 2009

#### **Additional Information**

Consultant selection for award of a contract shall be in accordance with City's consultant selection policy. Selection will be based on qualitative analysis and cost. Any award of a contract shall be on the basis of the criteria specified above, and made to the consultant whose fee proposal (under the separate RFP) and qualifications is judged as providing the best value in meeting the interest of the City and the objectives

of the project. The City reserves the right to make the selection of a consultant based on any or all factors of value, whether quantitatively identifiable or not, including, but not limited to, the anticipated initiative and ability of the consultant to perform the services set forth herein.

This solicitation for SOQs does not commit the City of Fresno to enter into a contract or to pay any costs incurred in the preparation of the SOQ. The City of Fresno reserves the right to accept or reject any SOQs, and to negotiate with any qualified consultant, or to cancel in part or in its entirety this solicitation for SOQs.

### **Professional Liability Insurance**

Professional liability insurance (errors and omissions) with limit of liability of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, and commercial general liability of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate will be required for this project. The City's standard contract will be used, which includes a conflict of interest statement and completion of a statement of economic interest. Copies of the City's Standard Contract and Consultant Selection Policies are available on request. Any contract exceeding \$50,000 shall be subject to the approval of the City Council in accordance with the Fresno Municipal Code.

The City of Fresno hereby notifies all consultants that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation, ethnicity, status as a disabled veteran or veteran of the Vietnam era.

### **Regulated Communication in City Procurement Process Ordinance**

The Regulated Communications in City Procurement Process Ordinance (Article 6, Chapter 4 of the Fresno Municipal Code) became effective May 7, 2004. With certain specified exceptions, the Ordinance provides that no Respondent, Bidder, Proposer (as the case may be) shall initiate, engage in, or continue any communication to or with any City elected official concerning or touching upon any matter which is the subject of this competitive procurement process.

Any Respondent, Bidder, Proposer or elected official (as the case may be) who initiates, engages in, continues in, or receives any regulated communication shall file the written disclosure required by the Regulated Communications in City Procurement Process Ordinance.

Any Respondent, Bidder, or Proposer violating the Regulated Communications in City Procurement Process Ordinance may be disqualified from participating in this

procurement process and/or determined to be non-responsible. Additionally, the City may set aside the award of a contract, prior to its execution, to a party found to have violated the Ordinance.

Note: The full text of Fresno Municipal Code Chapter 4, Article 6 may be obtained by logging on to the City's website at <http://www.fresno.gov>. Under "Related Online Resources" on the bottom right portion of the home page click on "Fresno Municipal Code." Or view the Fresno Municipal Code directly at <http://www.municode.com/Resources/gateway.asp?pid=14478&sid=5>.

### **Debarment**

A Proposer who has been determined by the Council to be non-responsible may be debarred from bidding or proposing upon or being awarded any contract with the City or City of Fresno Redevelopment Agency, or from being a subcontractor or supplier at any tier upon such contract, in accordance with the procedures in Resolution No. 2003-130 adopted by Council on April 29, 2003. The initial period of any such debarment shall not be less than one year or more than three years. A Proposer may request a hearing, in accordance with Resolution No. 2003-130, upon receipt of a notice of proposed debarment from the City Manager or his/her designee. A copy of the Resolution may be obtained from the City Clerk's Office, 2600 Fresno Street, Fresno, California 93721.

**If your firm is interested in the consulting services for this project, please submit six (6) bound hard copies (in 8 1/2 " x 11" format) of a SOQ proposal by June 8, 2009, at 4:00 pm to the following address:**

**City of Fresno Downtown and Community Revitalization Department  
Attn: Wilma Quan, Urban Planning Specialist  
2600 Fresno Street, Room 2156-02  
Fresno, CA 93721**

Responses should be marked: **SOQ – Fulton Corridor Specific Plan and Downtown Neighborhoods Specific Plan – Attn: - Wilma Quan, Urban Planning Specialist, Downtown & Community Revitalization Department.**

**Late responses will not be accepted. Faxed or emailed proposals or modifications will not be considered. More than one (1) proposal from an individual, firm, partnership, or corporation under the same or different names, will not be considered. Any proposal found to be illegible or incomplete shall be considered for rejection.**

**Top Proposers will be eligible to receive a copy of the Request for Proposals (RFP) for the aforementioned services. The City will be utilizing a Standard City**







**Attachment C**

**DISCLOSURE OF CONFLICT OF INTEREST**

		<b>YES*</b>	<b>NO</b>
1	Are you currently in litigation with the City of Fresno or any of its agents?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do you represent any firm, organization or person who is in litigation with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
4	Are you or any of your principals, managers or professionals, owners or investors in a business which does business with the City of Fresno, or in a business which is in litigation with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
5	Are you or any of your principals, managers or professionals, related by blood or marriage to any City of Fresno employee who has any significant role in the subject matter of this service?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do you or any of your subcontractors have, or expect to have, any interest, direct or indirect, in any other contract in connection with this Project?	<input type="checkbox"/>	<input type="checkbox"/>
* If the answer to any question is yes, please explain in full below.			

Explanation: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_  
 Signature  
 \_\_\_\_\_  
 (name)  
 \_\_\_\_\_  
 (company)  
 \_\_\_\_\_  
 (address)  
 \_\_\_\_\_  
 (city state zip)

Additional page(s) attached.