

City of Lakewood, California

August 19, 2024

A REQUEST FOR PROPOSAL TO PROVIDE CONSULTANT SERVICES FOR
UPDATE OF THE CITY OF LAKEWOOD GENERAL PLAN AND THE
RELATED ENVIRONMENTAL ASSESSMENT



Important RFP Dates

RFP issued on: August 19, 2024

Deadline to submit general questions and information requests: September 6, 2024

Responses to questions posted by: September 12, 2024

Due date to submit proposals: September 26, 2024

Proponent interviews to begin (anticipated): October 15, 2024

Contract awarded (anticipated): November 12, 2024

Begin consulting services (anticipated): November 18, 2024

Project completion date (anticipated): December 30, 2026

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I. Introduction

A. Overview

The City of Lakewood, hereinafter referred to as the “City”, is requesting submission of proposals (RFP) from firms or individuals, hereinafter, referred to as “Proponent,” to provide planning consulting services to the City.

The City seeks to update its Land Use, Circulation, Conservation, Open Space, Noise, and Safety elements, as well as prepare a new Environmental Justice element and possibly a new Wildlife Connectivity element. The Local Hazard Mitigation Plan is currently being updated. After it is approved, it will provide most of material for updating the Safety Element. Lakewood’s 6th cycle Housing Element was adopted on August 9, 2022.

B. City Profile

The City of Lakewood is located in the greater Los Angeles metropolitan area, approximately 25 miles southeast of the Los Angeles civic center. Lakewood is contiguous to the jurisdictions of Long Beach, Bellflower, and Cerritos, which are to the north, La Palma and Cypress to the east, Hawaiian Gardens and Long Beach to the south, and Long Beach to the west.

Incorporated on April 16, 1954, the City of Lakewood is known for its “Lakewood Plan.” The new city needed to immediately provide municipal services such as police, fire, sewer, water, and street maintenance. To accomplish these goals, Lakewood's decision-makers decided on an innovative technique called the "contract system for municipal services," which has since been entitled, "The Lakewood Plan." By contracting with the County of Los Angeles and private businesses, "The Lakewood Plan" allows the City to offer superior, cost effective municipal services. "The Lakewood Plan" has served as a model for many cities throughout Los Angeles County and the State.

According to the Southern California Association of Governments (SCAG), the population of the City of Lakewood was 81,179 in 2018 (<https://scag.ca.gov/data-tools-local-profiles> select Los Angeles County, then Lakewood). Lakewood’s environment, both locally and regionally, is primarily urban. Lakewood is 9.5 square miles in area.

City’s Vision Statement - To be a welcoming and thriving community where everyone can live, work and play in a safe and healthy environment.

City’s Mission Statement - To enhance the quality of life of the Lakewood community by providing efficient public services that are responsive and fiscally prudent and with a commitment to legendary customer service.

To read about the City’s Values Statements and Goals, visit:
<https://www.lakewoodcity.org/Government/Vision-Mission-and-Values>

C. Existing General Plan

The City's current General Plan was adopted in 1996 and includes the following elements: Land Use, Housing, Circulation, Conservation, Open Space, Noise, Safety, Air Quality, Economic Development, and Recreation and Community Services. This will be the first comprehensive update of the General Plan since 1996.

D. City Expectations

I. To ensure that this General Plan update remains relevant and useful the City expects this update effort to result in a comprehensive planning document that reflects the City's Mission, Vision, and Value Statements. To further define the City's Vision, Mission, and Values statements, overall Goals and Outcome Statements were developed and are the means through which the City of Lakewood translates its vision into practice. The General Plan update shall evaluate the relevance of the existing goals, policies, and implementation programs, and include a new, integrated hierarchy of broad community goals, policies, and implementation programs, that also utilize the City's overarching goals listed below and their related Outcome Statements as principles for preparing the General Plan's goals.

1. Safe Community
2. Recreation and Leisure Opportunities
3. High Performing Government
4. Equity, Diversity, and Inclusion
5. Fiscal Responsibility
6. Well Maintained Infrastructure
7. An Informed and Engaged Community
8. Economic Health and Prosperity

II. The General Plan update shall be easy-to-read and include maps, tables, and diagrams that describe and illustrate key topics.

III. Prepare an Environmental Impact Report (EIR) suitable for tiering other future CEQA documents. The EIR may take the form of a Program EIR and shall include analyses for air quality, greenhouse gas emissions, transportation impacts (including LOS and VMT), and noise. The EIR shall include thresholds of significance so that impacts for future projects may be properly evaluated and mitigated as necessary.

II. Scope of Work

The General Plan update shall comply with current State and Federal laws as applicable to general plan updates. The Proponent will coordinate with the Community Development Department and the General Plan update is subject to review and recommendation of the Planning and Environment Commission to the City Council.

A. Project Schedule

1. The Proponent will develop a timeline schedule with milestones beginning with the review of the City's existing General Plan through adoption of the General Plan update to be completed no later than December 30, 2026. The project schedule shall include all stages of the project, including, at a minimum:
 - a. A kick-off meeting with City staff to discuss and refine the scope of services;
 - b. Identification of major milestones, meetings, and work products;
 - c. A minimum of three (3) community meetings and/or workshops, a public outreach strategy, conduct at least one scoping meeting with the Planning and Environment Commission and attend a combination of not less than a four (4) meeting of the Planning and Environment Commission and the City Council;
 - d. Delivery of analysis and findings during assessment and development of the required updates;
 - e. Milestone dates to meet with City staff as tasks are completed;
 - f. Delivery of the draft and final draft element; and
 - g. Public hearings (Planning and Environment Commission and City Council).
- B. Initial Preparation
 - a. Review existing General Plan and 2021-2029 Housing Element
 - b. Prepare master mailing list
 - c. Data collection: GIS layers, City Traffic Census reports, 2023 Sewer Study, SCAG City Profile, SCAG Connect SoCal 2024
- C. Background Studies
 - a. Commence technical studies for air quality, greenhouse gas emissions, transportation (including LOS and VMT), safety, and City-wide noise impacts.
- D. Public Outreach Strategy. The Public Outreach Strategy may take the form of in-person meetings, live on-line meetings, and/or on-line surveys.
 - a. The Proponent will coordinate with City staff to prepare an on-line survey. The survey will collect public opinion on certain topics of City-wide interest.
 - b. The Proponent will coordinate with City staff to conduct a Visioning Workshop where residents, stakeholders, and others will examine the comments from the public survey and translate those comments into meaningful vision statements that align with the City's overarching vision of a welcoming and thriving community where everyone can live, work and play in a safe and healthy environment.
 - c. Third community workshop – refine opportunities and develop alternatives.
- E. Opportunities and Constraints Analysis
- F. General Plan update
 - a. Introduction
 - b. City Profile
 - c. Update/Prepare Elements: Land Use, Circulation, Conservation, Open Space (pursuant to SB 1425), Noise, Safety, Environmental Justice, and Wildlife Connectivity (pursuant to AB 1889).
 - d. Develop goals, policies, and implementation programs.
- G. Prepare EIR
 - a. Prepare, post, distribute, circulate, and file all the appropriate environmental documents in compliance with the California Environmental Quality Act

(CEQA) and as required by AB 52 (Tribal Cultural Resources) and SB 18 (Tribal Consultation).

- b. Prepare the Initial Study and Notice of Preparation
- c. Prepare the screen-check EIR
- d. Prepare the Draft EIR
- e. Prepare and submit the Notice of Completion to OPR
- f. Response to comments
- g. Final EIR
- h. Develop Mitigation Monitoring Program, as applicable
- i. Statement of Overriding Consideration, as applicable
- j. Submit the Planning and Environment Commission/City Council-approved environmental documents and updated elements to the Department of Housing and Community Development (HCD) and/or the Governor's Office of Planning and Research (OPR) as required by law.

H. Deliverables

1. Prepare and submit two (2) reproducible copies, one (1) electronic copy in Microsoft Word format, and one (1) Portable Document Format (PDF) of the screen-check General Plan update for City staff to review and comment upon in accordance with the project's schedule. The Proponent shall coordinate with the Community Development Department to develop a Style Guide to ensure a consistent design of the General Plan update (including text, font, charts, graphics, tables, figures, and picture placement).
2. Revise the screen-check General Plan update to incorporate all of staff's comments and submit two (2) reproducible copies, one (1) electronic copy in Microsoft Word format, and one (1) Portable Document Format (PDF) of the draft Element to City staff for distribution to the Planning and Environment Commission, and the City Council, and to the general public for review and comment;
3. Prepare, post, circulate, and file the appropriate environmental documents for compliance with the California Environmental Quality Act (CEQA), including the Initial Study, Notice of Preparation, screen-check Draft EIR or other CEQA determinations as applicable Notice of Completion, Response to Comments, Mitigation Measures, Mitigation Monitoring Program, and NOD.
4. Prepare addendum and revisions to all draft documents both in response to comments. The Proponent shall utilize the Microsoft Word's Track Changes feature for all revisions and corrections.
5. Prepare Final Draft General Plan update in response to comments from responsible agencies, City staff, the Planning and Environment Commission, City Council, and the public.
6. The Proponent shall submit one (1) bound copy, two (2) reproducible copies, one (1) electronic copy in Microsoft Word format, and one (1) electronic copy in Portable Document Format (PDF) of the Final Draft General Plan update for distribution to the Planning and Environment Commission and the City Council for final adoption at corresponding public hearings;
7. Attend, present, and participate in Planning and Environment Commission meetings, City Council meetings, informational workshops or study session meetings, City staff meetings, and public hearings as required by the City;

8. Prepare public meeting presentation materials, memos, letters, and other documents as in coordination with City staff;
9. Provide regular e-mail progress reports to City staff;
10. Assist in the preparation of staff reports and exhibits for the Planning and Environment Commission and the City Council as necessary;
11. The Proponent shall provide and maintain an Internet-based folder for all project materials accessible to City staff and the Proponent. The Internet-based folder shall remain accessible for ninety (90) calendar days following adoption of the General Plan update by the City Council.
12. Upon adoption of the General Plan update, the Proponent shall prepare a final adopted version with the date of adoption prominently displayed on the front cover and throughout the document to distinguish it as the official document from other versions of the element. The Proponent shall provide ten (10) bound copies, one (1) electronic copy in Microsoft Word format, and one (1) electronic copy in Portable Document Format (PDF) of the General Plan update for distribution to HCD, OPR, responsible agencies, the public, and other stakeholders.

III. Proponent Information

A. Proponent Selection Timeline.

The following table is the City’s tentative schedule for selecting a Proponent, preparing and completing the General Plan update:

Activity	Due Date
RFP issued	August 19, 2024
Deadline to submit general questions and information requests	September 6, 2024
Responses to questions posted by City	September 12, 2024
Due date to submit proposals	September 26, 2024
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B. Proponent Interview.

Proponents considered most qualified to provide the required services may be requested to participate in an oral interview at the City's discretion. Applicants will be notified in writing of the time and place for the interview. It is expected that key members of the engagement team (owner, partner, manager, senior personnel, and/or project manager) be present for the interview process. Failure to appear for the oral interview may be cause to disqualify the Proponent from further consideration.

C. Travel Expenses.

The City shall not reimburse awarded Proponent for local travel related expenses; therefore, any such costs must be included in the rates set forth in the fee schedule. However, the City may, at its own discretion, provide reimbursement for reasonable pre-approved by the City for travel out of area to and reimbursement shall be

limited to airfare and hotel expenses only. Proponents submitting expense reimbursement requests to the City shall include on their invoices detailed information including description, date of the expense, business purpose and amount prior to such travel date. Travel related expenses shall be reimbursed at direct cost, but not to exceed the Federal per diem rate as established by the U.S. General Services Administration (www.gsa.gov/perdiem), plus applicable taxes. Proponent shall attach supporting documents substantiating all expenses such as itemized receipts, paid invoices, or paid credit card statements (if description has sufficient detail). All requests for travel-related expense reimbursement shall be pre-approved by the City Manager or his/her designee.

IV. Instructions for Submitting Proposals

A. Submit Proposal and Fee Schedule.

It is the responsibility of the Proponent to ensure the proposal is delivered on time to the Director of Community Development. Any proposal received after the deadline will be disqualified and will not be considered. Proposals sent via facsimile, email, or hard copies will not be accepted.

B. Examination of the RFP Content.

By submitting a proposal, the Proponent represents that it has thoroughly examined and become familiar with the contents of the RFP and that it is capable of performing quality work to achieve the City objectives. The submission of a *signed* proposal shall be considered an agreement to all the terms, conditions, and specifications provided in the RFP.

The proposal shall contain all of the following components:

1. Sample Agreement: A Sample of Standard Agreement is attached (Exhibit A) for the purpose of informing the Proponent of the fixed, predetermined, standard contract provisions with which they will be required to comply. These provisions are subject to revision by the City at any time prior to the signing of the agreement;
2. Exceptions: If the Proponent suggests alternatives or states exceptions to any term or condition in the Agreement, or to any provision or recurrent of the RFP, such alternative or exception shall be clearly stated and identified in the submitted proposal. Otherwise, the successful Proponent will be expected to sign the Agreement upon award of the contract. Any alternative proposal must satisfy all minimum qualifications specified in the RFP. The City expressly reserves the right, in its sole discretion, to (1) reject a proposal containing any exception or alternatives as non-conforming, or (2) accept any proposal alternative or exception and to award a contract based there on if determined to be in the best interest of the City;
3. Additional Information and Services. The City reserves the right, where it may serve the City's best interest, to request additional information or clarifications from Proponents. The scope of services describes the minimum work to be completed. Upon final selection of the Proponent, the Scope of Work may be modified and refined during negotiations with the City.

4. Proposal Signature: The Proposal shall include an original cover letter signed by an official authorized to bind on behalf of the Proponent. The cover letter shall include the Proponent's business name, mailing address, telephone number, and e-mail address of the Proponent's point of contact. The cover letter shall contain the printed name and title of the official signing on behalf of the Proponent. The cover letter shall contain a statement that the Proposal shall remain valid for no less than 120 calendar days from the date the Proposal is received by the City. If the Proponent is a corporation, the official signing the Proposal must be empowered by the Proponent to do so. A copy of the corporate resolution or minutes authorizing the official to sign on behalf of the corporation shall be submitted with the Proposal;
5. The cover letter shall identify the Proponent's principal or project manager within the Proponent's firm who will have direct and continuous responsibility for this project. The principal or project manager shall be the contact point for City staff for all matters related to this project and shall oversee all day-to-day activities for the project. The Proposal shall include the expected percentage of involvement of the principal or project manager and other Proponent staff will have in carrying out the scope of services. A resume for the principal or project manager and each Proponent staff shall be included in the Proposal;
6. The Proposal shall contain a list of any and all subcontractors who will be hired by the Proponent as part of the project. A summary of key personnel, experience, and qualifications of the subcontractor shall be submitted with the Proposal;
7. The Proposal shall contain a description of the Proponent's firm, organizational structure, location of the principal office, and other pertinent information;
8. The Proposal shall contain a not-to-exceed cost, with the total amount clearly indicated, and an itemized cost estimate for each component of the project broken down by staff level and required staff hours. The Proposal should contain all costs for preparation of an Environmental Impact Report. Attendance at all public meetings, workshops, and hearings identified in this RFP shall be included in the Proposal;
9. The Proposal shall include hourly rates for all Proponent staff and subcontractors assigned to this project, a sample invoice, methodology for addressing billing disputes, and whether overhead costs are factored into hourly rates or charged in addition to hourly rates;
10. The Proposal shall include a list of public agencies for which the Proponent has successfully completed a General Plan update within the past five (5) years. The name of the public agency, contact person, address, and telephone number for which that General Plan update was prepared shall be included in the Proposal;
11. The Proposal shall include an Internet link to a General Plan update prepared by the Proponent within the past five (5) years; and
12. Any questions, interpretations, or clarifications about any portion of this RFP must be requested in writing (by the deadline indicated in the RFP Proposal Timeline). All written questions will be answered in writing and

conveyed to all Proponents in writing via the City website. Oral explanations or instructions shall not bind the City;

C. Proposal Withdrawal.

Proponent agrees that failure on its part to list all cost components related to the service will not be accepted by the City as an acceptable justification to re-quote the proposal. Proponent acknowledges that the original proposal and costs provided stand. However, Proponent has the option of withdrawing a proposal at any time until a final Contract is awarded. The City reserves the right to not consider any re-submitted proposals that had previously been withdrawn.

V. Selection Process

Issuance of this RFP and receipt of Proposals to this RFP shall not be construed the City will award a contract or pay costs incurred in responding to this RFP. The City reserves the right to accept or reject the combined or separate component of Proposals in part or in entirety and waive any informality in any submittal. All submittal requirements contained in this RFP must be fulfilled and completed and, any omission must be identified and explained, otherwise the submittal may be rejected. The City reserves the right to postpone the review of the Proposal for its own convenience or to accept or reject any or all proposals received in response to the RFP or to award a contract based on the proposal that best meets the City's needs.

1. **Proposals are due on or before Thursday at 5:00 PM, September 26, 2024.** The city reserves the right to reject late submittals. Proponents shall submit one (1) original and five (5) copies of the Proposal to:

Mr. Abel Avalos, Director of Community Development
City of Lakewood
5050 Clark Avenue
Lakewood, CA 90712

2. Proposals are to be evaluated by the City of Lakewood's staff members.
3. Interviews will be held with those firms whose Proposals most closely match the City's Expectations and the content of the RFP.
4. Staff will recommend the final selection to the City Council, which will review and approve a contract for professional services (the Agreement).
5. No oral, telegraphic, electronic mail, facsimile, or telephonic proposals or modifications will be considered unless specified. The City shall not be responsible for any delays in mail or by common carriers or by transmission errors or delays or mistaken delivery. Delivery of proposals shall be made at the office specified in this Request for Proposal. Deliveries made before the Submittal Deadline, but to the wrong City office, will be considered non-responsive unless re-delivery is made to the office specified before the Submittal Deadline. All proposals shall become the property of the City.

VI. Disclosures, Insurance, and Indemnifications

The Agreement between the selected Proponent and the City must include insurance and indemnifications. Insurance limits will be provided to the Proponent prior to the award of the contract. Proof of insurance is not required with the submittal of the Proposal but will be required prior to the award of the contract.

1. The City will provide to the Proponents, prior to execution of the Agreement, the contract insurance requirements for Commercial General Liability, Automobile Liability, Workers Compensation, Professional Liability and Endorsements.
2. The Proponent shall notify the City in writing when the Proponent seeks to change key personnel identified in the Proposal. The Proponent shall not change subcontractors without prior written approval from the City. The City reserves the right to reject any and all changes to key personnel and/or subcontractors. The City reserves the right to renegotiate the Agreement for these services if there are any changes to key personnel or subcontractors.
3. Provide a list of any and all litigation, including personal and property, involving the Proponent's firm in the last five (5) years.
4. The Proposal shall disclose any conflict of interest, or any matter they may be perceived as a conflict of interest, that the Proponent may have in carrying out the services described in the Agreement.
5. Any evidence of agreement or collusion among Proponents, acting illegally to restrain freedom of competition by agreement to propose a fixed price, or otherwise, may render the Proposal of such proponents void.
6. The selected Proponent shall obtain and maintain a business license from the City of Lakewood for the entire duration of the Agreement.
7. The Proponent shall comply with all existing State and Federal labor laws. The selected Proponent shall be responsible for compliance with all applicable OSHA standards and requirements. The Proponent shall be responsible to ensure that all of its subcontractors comply with the requirements as stated in this RFP and the Agreement.
8. All responses, proposals, and information submitted by the Proponent shall become public record upon contract award. Proposals shall not be marked as confidential or proprietary. Regardless of any materials submitted by the Proponent marked as confidential, proprietary, or another term of similar meaning, information in Proposals shall become part of the public record and subject to disclosure without further notice to the Proponent. The City shall not be liable for the disclosure of any such materials or records.
9. The Proponent shall not, in any way, be considered to be an officer, agent, or employee, of the City.
10. All documents, records, drawings, designs, specifications, development by the Proponent shall become the property of the City, but may used by the Proponent as a portfolio reference.

VII. Availability of Background Information

Links to the City's General Plan, including the 6th cycle Housing Element, General Plan, and the Lakewood Municipal Code are available on the City's website at www.lakewoodcity.org.

VIII. General Questions and Information Requests

All general questions and/or information requests should be directed to Paul Kuykendall, AICP, Senior Planner via e-mail at pkuykendall@lakewoodcity.org or via U.S. Mail to:

City of Lakewood
Paul Kuykendall, AICP, Senior Planner
5050 Clark Avenue
Lakewood, CA 90712

All requests for information and/or general questions shall be submitted in writing no later than September 6, 2024.