



City of Glendale, California  
Community Development Department

## REQUEST FOR PROPOSALS

### ***The Verdugo Wash Visioning***

offers a unique placemaking opportunity that would substantially influence the character of the City of Glendale. The City is seeking qualified firms with project expertise to assist in developing a high level vision, including but not limited to, conceptual design, programming, and integration of the Verdugo Wash into the existing and anticipated land use framework as a linear park and spine of the City's pedestrian and bicycle infrastructure.

**Issue Date: August 10, 2020**

**Submittal Deadline: September 9, 2020 5pm**

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## **NOTICE OF PROHIBITION OF COMMUNICATION WITH, AND GIFTS OR GRATUITIES TO, THE CITY AND OTHERS**

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- A. From the date the report to City Council recommending the issuance of this RFP is published until the date on which the City awards a contract, if any, a Proposer must not directly or indirectly give, furnish, donate, or promise any money, compensation, gift, gratuity, or anything of value to the Glendale City Council or any City employee for the purpose of, or which has the effect of:
1. Securing or establishing an advantage over other Proposers;
  2. Securing or recommending the selection of the Proposer's Proposal; or
  3. Securing or recommending a Contract award to any Proposer.

Violation of the forgoing prohibitions will constitute grounds for rejection of a proposal(s). Such rejection may be made within the sole and absolute discretion of the City of Glendale.

- B. As more specifically set forth herein below under "Submission Deadline and Requirements," the deadline for receiving proposals in response to this RFP is 5:00 pm on August 11, 2020. At all times following this deadline, and continuing until the City awards a contract, if any contract is awarded (the "Review Period"), all Proposers and their surrogates are prohibited from communicating in any manner with any Glendale City Council member and City employee involved in the RFP process unless expressly authorized by this RFP. This prohibition means that Glendale City Council members and City employees involved in the RFP process will not hold any meetings, conferences, or discussions via email, telephone, in-face, any form of social media or otherwise, with any Proposer during the Review Period. Provided, however, proposers and their representatives are not prohibited from making oral statements or presentations in public to one or more representatives of the City during a public meeting, and proposers may write to the City Council as a whole after City staff written recommendations are published in anticipation of a public meeting.



## REQUEST FOR PROPOSALS

### The Verdugo Wash Visioning

### Urban Design / Landscape Architecture Services

#### **Verdugo Wash Visioning**

The City of Glendale is seeking urban design and landscape architecture consultant services to create a design theme and vision for activating the Verdugo Wash as a linear park and nature trail (the *Verdugo Wash Visioning*). The scope of work should focus on a comprehensive design vision for the Verdugo Wash that thoughtfully considers this tributary's original path etched by nature starting in Crescenta Valley and running southeast along the base of the Verdugo Mountains then southwest until it converges with the LA River. In the 1930s the Verdugo Wash was encased in concrete as a flood control channel. The *Verdugo Wash Visioning* is a first step towards paying homage to the Wash's original path to the LA River and Griffith Park beyond and reimagining it to provide an extraordinary urban experience that connects pedestrians and cyclists to varied urban centers and City parks along an approximately 9.5-mile length via a linear park and nature trail.

Responses to this Request for Proposals (RFP) and letter of interest are due no later than **Wednesday, September 9, 2020 at 5:00 pm.**

The City intends to short-list firms for interviews based on the RFP responses. Proposers must present information regarding their understanding of the Project based on the attached documents, capabilities, and experience with similar projects, staff availability, project approach, and proposed schedules and fee structure. A total scope of work budget not to exceed \$240,000. has been established for this project. Interviews with selected firms are anticipated to occur during October 2020.

#### **Overview of Work**

The *Verdugo Wash Visioning* offers a unique place-making opportunity that would significantly reshape the urban framework and character of a major area of Glendale. The City is seeking qualified firms with project expertise to assist the City in developing a high-level vision, including but not limited to, conceptual design, programming, and integration of a reimagined Verdugo Wash into the existing and potential land use framework of the City that, where feasible, transforms the utilitarian design and use as a flood control channel into a significant contributor to the City's character and amenities.

#### **Planning Context**

##### **City of Glendale Background**

Over the past 100 years, Glendale has grown from a small community at the edge of Los Angeles into a dynamic cosmopolitan city as diverse in its culture as it is in opportunities. Today, Glendale is the fourth largest city in Los Angeles County and is surrounded by Southern California's leading commercial districts including Los Angeles, Pasadena, Hollywood, and Universal City. Incorporated on February 16, 1906, the City of Glendale spans approximately 30.6 square miles and has a current population of approximately 200,167 (2014 US Census –American Community Survey).

Glendale is consistently listed as one of the Safest Cities in America and contains abundant amenities, making Glendale a desirable place to call home for residents and businesses alike. Glendale is a full-service city offering first class amenities, with its own police and fire departments, a wholly owned municipal utility company offering water and power, a complete public works department to maintain infrastructure, libraries to provide programs for lifelong learning, and a variety of parks for quiet enjoyment, organized sports, or open space adventure. Glendale also offers its own bus service, the Beeline, with ten routes connecting customers to the Jet Propulsion Laboratory (JPL), the City of Burbank, and Metrolink Stations in both Burbank and Glendale.

In addition to its reputation for safety, Glendale is a vibrant commercial and cultural center, with a blend of large and small businesses, multi-national corporations, and special event venues such as the legendary Alex Theatre. Glendale's five small but unique neighborhood shopping districts offer convenience to bordering neighborhoods, while the Glendale Galleria and The Americana at Brand offer exciting regional shopping and entertainment options. Even with its bustling business culture, the City has retained its small-town appeal with quiet tree-lined neighborhoods, mountain ridges, wilderness reserves, and residential neighborhoods with distinctive and well-preserved period architecture. Glendale also boasts a large health care presence with three hospitals, with two being regional medical centers, within its borders.

The City is also home to Glendale Community College, a fully accredited institution which currently serves approximately 25,000 day and evening students, and approximately 10,000 others who participate in adult education and specialized training programs. Glendale's primary and secondary schools also have a long-standing reputation for excellence. Operating out of 31 schools and instructing approximately 27,000 culturally diverse children with innovative educational programs, the Glendale Unified School District is committed to achieving the highest standards on campuses.

Glendale is served by several major freeways (Interstate 5 and 210 and State Routes 2 and 134), and its proximity to downtown Los Angeles, Bob Hope Airport (Burbank), and many recreational facilities make it a desirable place to live.

### **Verdugo Wash Background**

The Verdugo Wash, a tributary of the LA River, is located entirely within the City of Glendale. From its origin in the Crescenta Valley just south of Interstate 210 it takes a southeasterly course skirting the base of the Verdugo Mountains before turning in a southwesterly direction through the city towards its confluence with the LA River and Griffith Park beyond. In the 1930s the County of Los Angeles transformed the tributary from its natural form into its present man-made utilitarian form as a flood control channel encased in concrete and open to the sky (except for the free-flowing stream inside the Verdugo Wash Debris Basin Dam). Though the community is accustomed to its presence, the wash often presents itself as a structural and visual disconnect between differing parts of the city, the downtown, and even between neighborhoods and neighbors along its approximately 9.5 miles of length. The reimagined Verdugo Wash would be transformative in character – a new urban linear park energizing the existing urban framework and fabric of Glendale with seamless connections and visually pleasing experiences. It would create a walking / cycling haven with access to business and entertainment venues while enjoying nature, people, places, and culture as it interweaves several important city centers, services, and a multitude of neighborhoods that make up a large core of Glendale. The visioning is the opportunity to embrace and advance an urban

design experience that will create memorability and recognition as a ‘must visit’ urban experience. As envisioned it would make a significant contribution towards furthering the City’s recognition as a unique and livable community. On its 9.5 mile course the wash passes through diverse contexts or “segments” that each have the potential or predisposition to possess a unique identity. In defining each segment, people and place should remain a guiding principle by establishing a character and sense of destination that attracts activity and visitors. As such the City requests that the chosen consultant(s) will assist to:

- Advance a vision of the Verdugo Wash as a pedestrian and cyclist oriented linear park/nature trail.
- Develop a unifying design strategy that reaches beyond the defined Verdugo Wash to connect people, places & culture in other corners of the city along its path.
- Envision a new, bold, and innovative landmark statement for a significant piece of infrastructure within the City.
- Aspire to achieve the kind of place-making and identity seen in landmark features such as the Atlanta BeltLine, the Chicago River Walk, the San Antonio River Walk, (Cherry Creek) Denver, the Underline (Miami), Railroad Park (Birmingham, AL) and the Indianapolis Culture Trail.

### **SCOPE OF WORK**

The Verdugo Wash Visioning project should be designed to further the City’s goal of providing a unique and livable community. The Verdugo Wash follows a 9.5-mile path through diverse urban, park, residential and commercial contexts that connect several important public spaces, services, and a majority of neighborhoods that make up the core of Glendale. The Project should be designed to provide a memorable place-making contribution to the City’s urban fabric that unifies and respects these diverse environments.

In its present utilitarian form as a flood control channel the Verdugo Wash both physically and visually disrupts the connectivity and continuity between many parts of the City, the downtown, neighborhoods and even neighbors as it makes its way through the City to merge with the LA River. A reimagined Verdugo Wash should find a balance between these public and private spaces, and the natural and man-made forms that better integrates the urban framework and fabric of Glendale to allow seamless movement and a visually pleasing landscape for pedestrians and cyclists, while ensuring public safety during storm events where the Verdugo Wash continues to perform the important function of ensuring storm water runoff is safely conveyed.

#### **A. Within the foregoing context, the selected Consultant(s) shall:**

1. **Create an overall urban design vision** for the Verdugo Wash that extends from its northernmost origin to its confluence with the LA River and Griffith Park beyond.
2. **Establish identifiable segments of the path** and create unique visions, themes, or environments for each of the proposed segments.
  - Identify how each identified segment will integrate into the urban fabric of the City. Include varying opportunities for interfacing at multiple points given grade changes, functionality constraints and unique connectivity opportunities.
  - Identify how each segment of the Verdugo Wash will relate and identify with the other segments and their visions.

3. **Incorporate new pedestrian and cycling trails** into the existing network of trails including but not limited to the Citywide Pedestrian Plan and Bicycle Transportation Plan. Identify connection points to the City's existing and future bicycle and pedestrian infrastructure.
4. **Identify opportunities for parks** over the Verdugo Wash and adjacent to the wash.
5. **Capitalize on existing elements** along the Verdugo Wash such as business districts, cultural & entertainment venues, the downtown, city parks & open space, and nearby Griffith Park.
6. **Identify opportunities for fixed or temporary uses** along the Verdugo Wash to promote civic & social engagement using urban design and art implementation strategies.
7. **Identify early and easily implementable strategies** that can allow the vision to take shape sooner rather than relying on long term strategies.
8. **Utilize innovative experiential urban design, landscape architecture, art, and place-making tools** to create an aesthetically interesting and interactive urban space. This may include but is not limited to: paving materials, landscape palette, art installations, wayfinding, and other unique design strategies that will create an identifiable vision.
9. **Identify environmental remediation measures** including an urban reforestation strategy to counter the effects of climate change and support habitat restoration.
10. **Identify opportunity parcels** or those that could be subject to acquisition that the City should consider purchasing for the betterment of the overall vision.

#### **B. Specific Consultant tasks:**

1. **Participate in a kick-off work session & site tour** (possibly a bike tour) with City staff to review the context and unique segments. City staff and consultants will discuss the approach to the Project. City staff will provide all available background and existing conditions information, including relevant studies and initiatives.
2. **Identify relevant precedents** of comparable urban places, including best practices, and provide a brief summary of each including successes, challenges, comparable scenarios, and unique elements.
3. **Review requirements of associated agencies** such as the State of California Department of Transportation (Caltrans), the State of California Division of Flood Management, the US Army Corps of Engineers, City of Los Angeles and/or the Los Angeles County Flood Control District to identify any potential constraints associated with concepts and objectives of the Verdugo Wash Visioning.
4. **Establish identifiable segments of the path** and create unique visions, themes, or environments for each of the proposed segments.
5. **Evaluate the alternatives** relative to land use adjacencies to enhance opportunities to better interface with future development. The evaluation should include an analysis of the potential benefits and impacts on mobility, parking, and public safety to the communities alongside the Project.
6. **Identify and evaluate opportunities** to strengthen the vision of the Verdugo Wash through:
  - Conceptual improvements to existing pedestrian facilities and network;
  - Conceptual improvements to existing bicycle facilities and network;
  - Programmatic improvements to the environment through engagement and activity;
  - Programmatic improvements that will enhance the Verdugo Wash as a place of

gathering or social interaction, and attract and engage users through innovative urban design features and a strong public art component.

7. **Prepare presentation materials** and ideas for community outreach.
8. **Facilitate community outreach** event(s) to present initial concepts to the public and receive feedback.
9. **Generate alternatives** based on City objectives, community feedback, and consultant expertise; and meet with City staff to review these alternatives.
10. **Develop alternative unifying themes.**
11. **Prepare presentation graphics of alternatives** to adequately convey the concepts.
12. **Participate in presentation of alternative concepts** and community feedback at public hearings.
13. **Refine the preferred alternative(s)** concept incorporating City Council, Commissions, community and staff review feedback.
14. **Summarize each alternative:**
  - A written summary describing the vision, important programming elements, and the substantial changes that would need to occur to advance the vision and implementation.
  - Illustrative depiction of the Verdugo Wash in its entirety as well as detailed images of each segment identified.
  - Written summaries for each segment identified including the proposed theme, design strategies, significant infrastructure improvements, and cost analysis.
15. **Coordinate with existing and concurrent planning** efforts including the Circulation Element of the General Plan, the Bicycle Transportation Plan, the Safe & Healthy Streets Plan, the Citywide Pedestrian Plan, the Downtown Specific Plan, the Citywide Education Initiative, the Safe Routes to School program, and the Public Art Master Plan.

## **Deliverables**

The Consultant will provide support services and materials to City staff related to the following general tasks. Refined alternatives will require more detail to be produced including illustrative scenarios / modeling.

### **A. Analysis / Recommendation Development**

To support discussion and feedback from the community, City Council and staff, examples of comparable projects or precedents are required. The precedents should explain the aspirations, transformative qualities, amenities, and pros and cons of the solution.

#### **Project Precedents (minimum of 2):**

- Identify the project and its location.
- Provide a context site plan or aerial view of the project.
- Provide a description of the project including scope of work.
- Document the size/area of the project, construction cost, and date of completion.
- Identify Project Team.
- Provide images that convey the context before and after, its character, theme, urban design strategies such as art installations, signage/branding, and materials.
- Provide written summaries for each precedent that include the proposed theme, design strategies, and significant infrastructure improvements.



Documentation of existing conditions is required in order to provide an understanding of the Project context and changing conditions or characteristics that may represent unique segments, significant features of influence, or other factors.

**Existing Conditions:**

- Provide a plan of the Verdugo Wash in its entirety.
- Document significant context features relative to development of the plan such as but not limited to commercial centers, neighborhoods, landmark features, and pedestrian/biking trails.
- Provide images where necessary to illustrate existing conditions.
- Provide a written summary to describe special considerations and opportunities and any impediments.

Each alternative and identified segment will result in the following analyses and deliverables:

**For Each Alternative (minimum of 2) & Identified Segments provide the following:**

- Detailed site plans of the wash in its entirety and detailed plans of each identified segment.
- Sectional studies of all significant transitional areas and segments to describe the proposed conditions.
- An illustrative depiction of the wash in its entirety. This should include a summary illustrative graphic depicting context. (minimum of 2)
- An illustrative depiction of each unique segment identified. (minimum of 2 per segment)
- Imagery to convey the sense of framework, theme, landscape features, general character, activities, materials, and urban design elements to aid in visualizing the alternative/segment.
- A written summary and description developed for each alternative that describes the design qualities, vision, important programming elements, and the substantial changes that would be needed to implement that vision.
- A written summary for each segment identified. Summaries should identify the unique qualities of the segment, proposed theme, design strategies, significant infrastructure improvements, and cost analysis.

**Comparison/Discussion:**

Provide a written presentation that describes the advantages and disadvantages, including an assessment of the ease of implementation and outcomes for each of the identified alternatives. Within that comparison:

- Note advantages and disadvantages of each alternative,
- Describe the outcomes of each alternative,
- Identify challenges associated with accomplishing each alternative,
- Identify 'early wins' for each alternative to assist in advancing the vision in the short term, and
- Provide a cost and constructability analysis of finalized alternatives.

Following City Council's review of the alternatives and recommendations, as well as staff, stakeholder, and public input, a preferred alternative and its supporting documentation/illustrations should be refined and prepared for presentation in a final report to City Council. For final documentation, the location of illustrations shall be determined in consultation with City staff.

**Final Report:**

Prepare, for review by City staff, a final draft report containing illustrations and supporting text that:

- Provides a summary of the relevant precedents and comparable urban projects,
- Provides documentation of the context and existing site conditions,
- Describes the planning context including elements related to the project background, planning principles, planning process, and the relationship between the Verdugo Wash and the overall study area,
- Provides a recap of all alternatives and segments considered,
- Describes and conveys the identified preferred alternative,
- Provides construction cost estimates,
- Identifies potential funding sources for the design and construction costs, and
- Refines the report into final form, responding to City staff review comments on the final draft of the report.

**Anticipated consultant deliverables:**

- Electronic and print-ready illustrations, electronic models, reports, and other medium depictions of the proposed alternatives for presentation to the public, the City, and its elected officials.
- Submit electronic records of all materials prepared pursuant to the PSA, including memorandums, reports, and individual graphics of precedents and graphics representing design alternatives and concepts

**B. Consultant Meeting / Strategy Session Participation**

Participate in approximately three (3) internal workshops and strategy sessions each approximately 3-hours in length. Depending on the nature of each session, other members of the Consultant team will also attend. Sessions are expected to coincide with the major tasks and deliverables.

**Public Hearings & Community Outreach**

Consultant shall attend and participate in public hearings as required. Consultant shall also participate and facilitate community workshops using creative and innovative means to engage the public. The possibility exists that these will be conducted as virtual meetings/workshops. Currently these sessions are envisioned to include:

**Anticipated consultant deliverables:**

- Provide display materials and other illustrations as appropriate, depicting existing conditions and potential solutions, including precedents and comparable design solutions for use at public workshops.
- Provide display materials of developed visions of the Verdugo Wash in its entirety/segments.

- Provide support materials and graphics appropriate to each meeting.
- Coordinate with City staff prior to each meeting to determine roles and approach to meeting discussions.
- Refine the preliminary preferred alternative into a final recommendation.
- Follow up with City staff to determine objectives and next steps.
- Consultant will be tentatively required to attend:
  - Team Workshops (3)
  - City Council Meetings (2)
  - Planning Commission Meeting (1)
  - Parks, Recreation, and Community Services Commission (1)
  - Transportation & Parking Commission Meeting (1)
  - Community Workshops / Outreach (2)

### **C. Coordination and Communication**

The Project is being administered and integrated in a coordinated manner through multiple City departments including Community Development, Public Works, and Parks and Recreation. CDD Project Managers will manage Professional Services Agreement. Consultant and City staff will confer via phone, email, and or meetings as necessary to ensure effective Project coordination and communication.

#### **Anticipated consultant deliverables:**

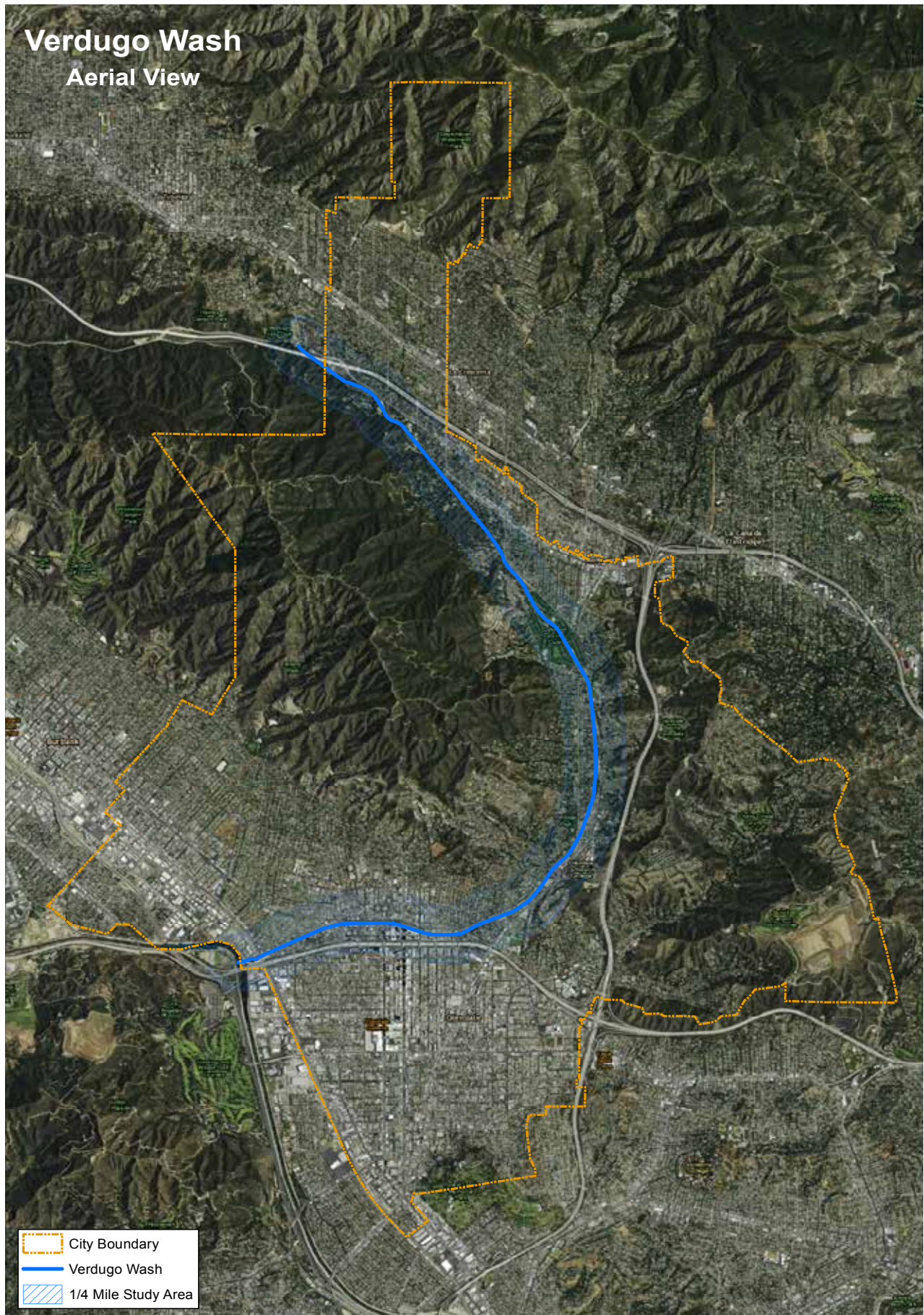
- Phone conversations, email communication, meetings with City staff as appropriate (anticipate brief bi-weekly calls for progress updates / coordination which could be via Zoom, WebEx, or other virtual platform)

#### **Attachments**

- Verdugo Wash Aerial View
- Verdugo Wash Location Map
- Verdugo Wash Zoning
- Verdugo Wash Existing Conditions
- Characteristic Images of the Verdugo Wash
- Conceptual Timeline

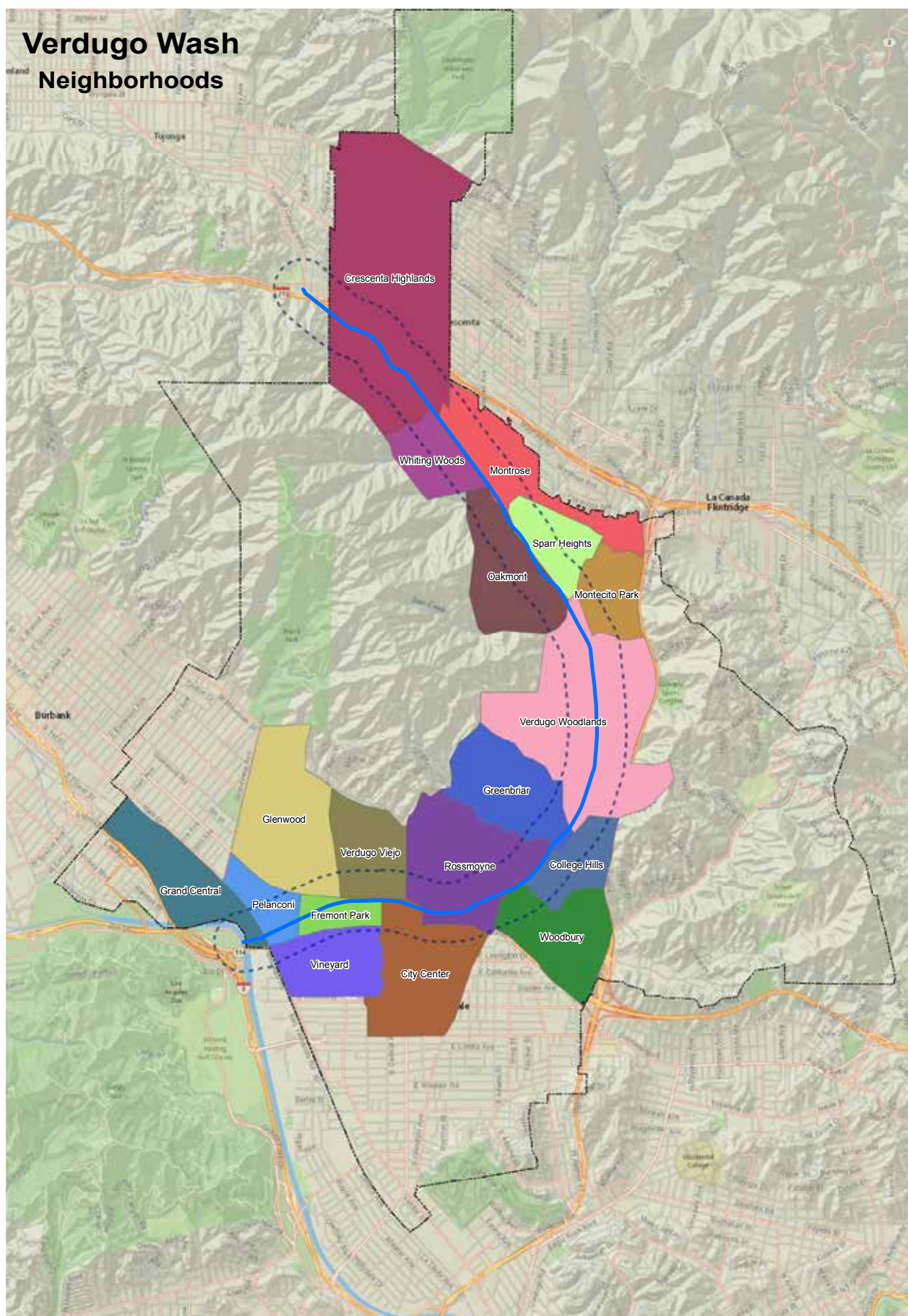
# Verdugo Wash

## Aerial View



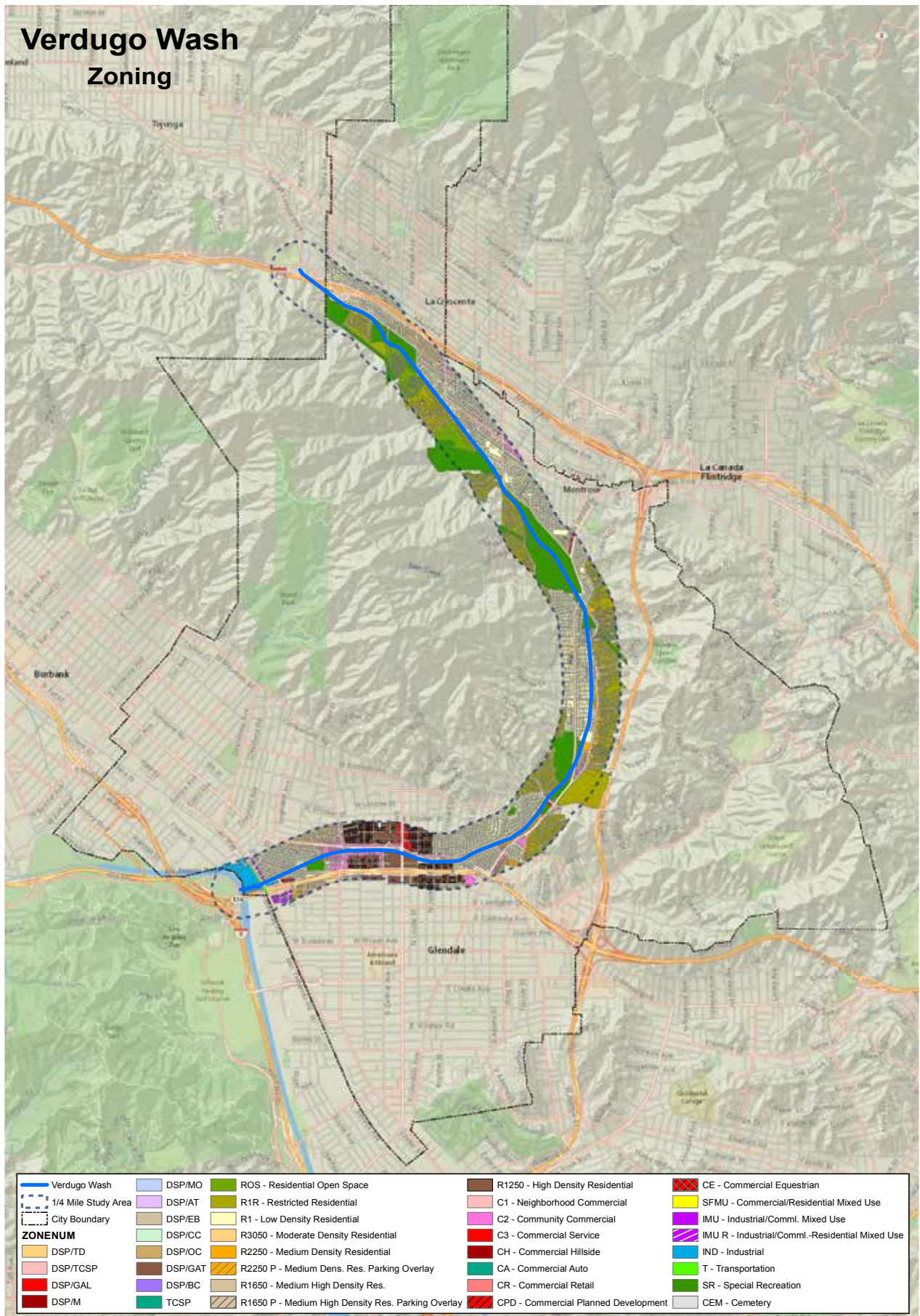


# Verdugo Wash Neighborhoods

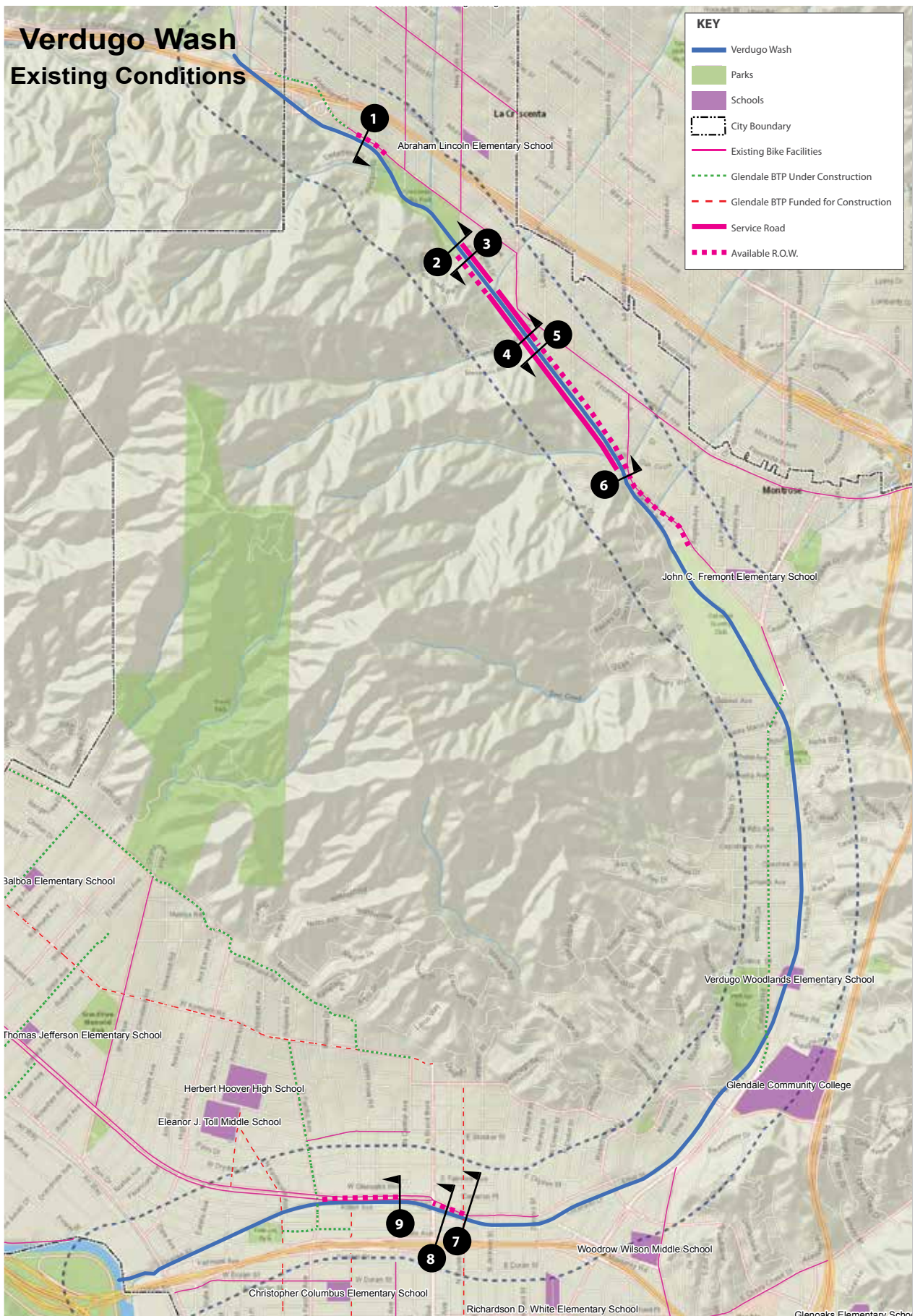




# Verdugo Wash Zoning







## Verdugo Wash

### Characteristic Images





# Verdugo Wash Visioning

## Timeline



## SUBMITTAL REQUIREMENTS

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### A. Qualifications

To qualify for a potential interview and possible selection, the Proposer must possess/demonstrate the following qualifications:

- Strong expertise, knowledge and/or experience in requested service(s).
- Experience developing and delivering presentations and gaining consensus from the general public as well as from technical staff, managers, commissioners and council members.
- Strong written, verbal, and interpersonal communication skills.

### B. Qualification Submittal Information

Each Proposer understands and agrees that the City of Glendale, its departments, their officers, employees or agents will not be liable for the following:

1. Any costs incurred by the Proposer in the preparation, delivery, or presentation of the qualifications and/or proposals;
2. Any costs incurred by the Proposer in meeting the criteria, as a result of making or submitting a proposal and/or entering into a formal agreement with the City of Glendale;
3. Any errors, inaccuracies or misstatements related to the information or data supplied to any Proposer by the City. The use of such information or data provided by the City, its officers, employees or agents is intended to be used at the sole discretion and risk of the Proposer in the preparation of the Request for Qualifications;
4. It is the Proposer's responsibility to carefully examine the requirements expressed in the Request for Qualifications and fully educate themselves with the quality and character of work required. All responses to the RFP will become the property of the City of Glendale and will be retained or disposed of accordingly;
5. The City of Glendale reserves the right, in its sole discretion, to reject any or all submittals and to modify the RFP and re-solicit submittals.
6. This RFP includes the City of Glendale's standard Professional Services Agreement (PSA). As part of Proposer's submittal package Proposer must review the PSA and inform the City whether or not Proposer can comply with the PSA terms, including insurance requirements, indemnity and termination provisions, and whether Proposer has any concerns about entering into this PSA,
7. The submittal of a proposal does not obligate the City of Glendale to accept or select any Proposer.
8. The submittal of a proposal does not constitute an agreement by the City of Glendale that it will enter into any contract with any Proposer.

### C. Insurance

The selected Proposer shall obtain and maintain certain insurance, at its sole expense, for the entire term of the PSA, in a form that is acceptable to the City of Glendale, as described in **Exhibit D** to the attached Professional Services Agreement, attached hereto as **Exhibit 1**.

#### **D. Execution of Professional Services Agreement**

Within fourteen days (14) after being notified that a Proposer has been selected as the Consultant, the selected Proposer is required to work with staff to fill in any information required in the PSA and to deliver three (3) fully executed originals of the completed PSA. The selected Proposer shall simultaneously provide all required insurance documents required by the PSA, including proof of commercial general liability insurance, automobile general liability insurance, workers' compensation insurance, and professional liability insurance.

By submitting a Proposal to the City in response to this RFP, each Proposer is deemed to have provided its unqualified approval as to form and content of the PSA. If, however, a Proposer seeks any modification to the PSA then the Proposer must specifically identify any proposed changes on the PSA and specifically identify the reasons for the proposed modification and state any other concern with the PSA.

Any proposed changes to or qualifications to the PSA are part of the evaluation of the Proposal and may cause a rejection of the proposal as non-responsive, in the City's sole determination.

After a Proposer is selected and provides the City with a fully executed PSA along with required insurance documents, the City will also execute the PSA and will return an original PSA to the selected Proposer. Work on any project will commence only after the PSA is fully executed and all required insurance documentation is provided and approved, and the City has issued a written commencement of work.

#### **E. Submittal Format & Submission Deadline**

Proposers shall prepare a comprehensive proposal with recommendations, actions, and procedures to accomplish the scope of work set forth in this RFP. The City will provide Proposers with relevant data that pertains to this RFP. The City assumes no responsibility whatsoever with respect to the sufficiency or accuracy of any information supplied. The Proposer shall be responsible for evaluation of all information supplied by the City.

1. **Proposer must submit a digital copy of the document, preferably through a share drive account (ex. Dropbox, FTP, OneDrive etc.) via email to:**  
[BCalvert@GlendaleCa.gov](mailto:BCalvert@GlendaleCa.gov)  
**Submissions may also be provided via email as a PDF.**
2. **In response to current COVID-19 conditions, the city asks that you do not mail physical copies to City Hall, and provide your response electronically as described above.**
3. **Proposals should be as concise as possible and limit responses to 50 pages.**
4. **Proposals must be submitted to the City no later than SEPTEMBER 9, 2020 BY 5 PM. Proposals received after this date and time will be rejected**

## G. City's Project Representative

Bradley Calvert, AICP Assistant Director Community Development  
Glendale Community Development Department  
633 E. Broadway, Room 103  
Glendale, CA 91206 Email: [BCalvert@GlendaleCa.gov](mailto:BCalvert@GlendaleCa.gov)

## H. Definitions

In this RFP, the following words and phrases have the meaning ascribed to them below:

- **City** The City of Glendale, California, a municipal corporation. Depending on the context in which it is used, the term *City* also may refer to:
  - The geographic area known as the City of Glendale; or
  - A person whom the City employs or uses and who is authorized to represent the City in matters concerning the Project.
- **City Project Manager** The City's designated representative for all issues related to the Project.
- **Contractor** The Proposer(s) to whom the City has awarded a Professional Services Agreement for the Project.
- **Professional Services Agreement (PSA)** The entire and integrated written agreement between the City and the Proposer that takes the place of prior negotiations, representations, or agreements, either written or oral.
- **Project** The entire scope of work and services described in this RFP. Services may refer to constituent parts or the whole of the Project.
- **Proposal** The documents and other items that a Proposer submits in response to this RFP.
- **Proposer** The person, entity, or organization that submits a Proposal in response to this RFP.
- **Request for Proposals (RFP)** This Request for Proposals and all of its attachments, including documents and other items from the City and relevant third parties.
- **Services** The work, labor, tasks, operations, activities, materials, supplies, equipment, deliverables, duties, and obligations:
  - Described in this RFP; and
  - Required by, and reasonably inferable from, the PSA—whether completed or partially completed.
- **Subcontractor** A contractor, supplier, vendor, person, entity, or organization whom Contractor hires, employs, or uses on Contractor's behalf to provide, perform, or fulfill a portion of the Services.

## BACKGROUND, AFFIRMATIONS, CERTIFICATIONS & STABILITY

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### A. Submittal Cover – Form A

1. The Proposal shall be signed by an individual authorized to bind the Proposer and shall state that the Proposal is a firm offer for a 120-day period.
2. A statement that Proposer has reviewed and understands the requested insurance coverage requirements as described in City's Attachment Form A to the RFP.
3. Proposer shall provide evidence of insurance coverage in the form of a certificate showing amounts of current coverage; or include an additional statement that Proposer currently has the necessary coverages or is willing to obtain them, at its sole cost. Please refer to the PSA for insurance certificate and endorsement requirements and read them carefully.

### B. Proposer Contact Information – Form B

1. Provide the indicated contact information for the primary contact person who will be authorized to make representations for the Proposer's firm. Provide information for the Proposer's secondary contact.
2. List all Subcontractors proposed for this project including type of work to be performed. Use additional sheets as needed.

### C. Statements & Agreements

This section should include the following certifications provided in **Exhibit 2**, each of which shall be fully executed:

Form C – Restrictions on Lobbying and Contacts  
Form D – Statement of Qualifications  
Form E – Proposer's Affidavit of Noncollusion  
Form F – Equal Opportunity/Affirmative Action Statement  
Form G – Hold Harmless Agreement  
Form H – Insurance Requirements Affidavit  
Disclosure – Campaign Finance Ordinance

### D. Information Regarding Debarments, Defaults, Claims, And Related Events

Each Proposer, including its joint venture members and general partners ("team members"), shall submit the information set forth below regarding past performance, activities, and projects. The information shall cover the 5-year period prior to the due date of the proposal.

1. Any instance where the Proposer or a team member defaulted on any public services contract.
2. Information concerning any bankruptcy or receivership of the Proposer or a team member.
3. Information concerning all adverse claims, disputes, settlements, or lawsuits between a public agency and the Proposer or a team member (including professional liability/errors and omissions claims) in which the claim, settlement, or judgment exceeds two hundred and fifty thousand dollars (\$250,000).

## **QUALIFICATIONS & TECHNICAL PROPOSAL**

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Proposers submitting a Proposal must be qualified to perform the stated scope of work. Proposals shall be as concise as possible without sacrificing clarity and completeness in the response. Proposers shall follow the format and qualification content below:

### **A. Introduction**

1. A cover letter/statement of interest indicating the Proposer's interest in offering these services.
2. History and philosophy of the organization. Include the type of organization (corporation, partnership, or individual-owned), number and type of employees, and the number of years the organization has been in business.
3. Description of work and services that Proposer's firm will provide as requested in the "Scope of Work".
4. Description of work and services that would be sub-contracted. Include names of Subconsultants.

### **B. Qualifications**

1. Overall capabilities of the organization, the organizational structure, and the number and type of licensed professionals including Subconsultants.

### **C. Project Team**

1. Project Team and Resumes: Provide an organizational chart and identify key management personnel that would be assigned to work on the various scopes of work. For each key personnel, please include title, licenses, office location, role and a brief description of their relevant experience.
2. Subconsultants: Identify key management personnel that would be assigned to work on the various scopes of work. For each key personnel, please include title, licenses, office location, role and a brief description of their relevant experience.

### **D. Experience**

1. Indicate the Proposer firm's recent urban design/landscape architecture or related experience for types of facilities and services relevant to the required scope of work. Include size and location of each project, year completed, Proposer firm role and scope of work, total project cost, and firm's total compensation.
2. Indicate the Proposer firm's recent experience on related federal, state and grant funded projects and municipal projects.

### **E. Project Schedule**

1. Indicate Proposer firm's anticipated schedule to complete the Consultant tasks as outlined in the RFP including all significant milestones and public engagement events.

### **F. Cost Summary**

1. Include a proposed fee schedule for the types of in-house services to be provided, including base fee, indirect, and other soft cost multipliers. The fee schedule should identify individual team member involvement at various stages of the Project with a breakdown of total hours and hourly billing rate.
2. The fee proposal should provide a breakdown of anticipated travel expenses.
3. The proposed cost shall be fixed for two (2) years.
4. Include costs for any material or equipment that will be used.

### **G. References**

1. Provide a minimum of (5) references for the projects listed in Item "D" above including the name, mailing address, and telephone number of the references.

## METHOD OF SELECTION

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### A. Evaluation Procedure

Proposals will be evaluated by the City Selection Committee. The Selection Committee will consider the completeness of the Proposal and how well the Proposals meets the qualifications reflected in the RFP. All Proposals will be evaluated based on ranking using a criteria evaluation process.

### B. Evaluation Criteria

Proposals will be evaluated based upon the responsiveness to this RFP. Evaluations will be based on criteria outlined herein, which may be weighted by the City in the manner the City deems appropriate in its sole discretion. Interviews will be held with selected Proposers based on how well the Proposal responds to the RFP.

Proposals will be evaluated based on the criteria listed below:

- Demonstrated Project understanding.
- Experience of firm and team members working on similar projects.
- Expertise of key personnel (prime and sub-consultants) to be used on the Project.
- Experience of firm and team on built versus conceptual projects.
- Level of creativity
- Quality of presentation graphics
- Completeness of response
- Fee proposal

### C. Time Schedule

Following is the City's anticipated schedule for the selection of the most qualified Proposer. The City reserves the right to alter any of the dates shown by written notice.

<i>Verdugo Wash Visioning</i> RFP Issued	August 10, 2020
Deadline for Submitting Questions	August 21, 2020 5pm
Response & Addenda Issued	August 28, 2020
RFP Submittal Deadline	September 9, 2020 5pm
Tentative Firm Interviews	October 7-8, 2020
City Staff Consultant Recommendation	Mid-October 2020

### D. Questions

Questions about the Project or this RFP should be submitted via email to:

Bradley Calvert, Assistant Community Development Director at:

[BCalvert@Glendaleca.gov](mailto:BCalvert@Glendaleca.gov)

***No phone calls please.***