



FOR IMMEDIATE RELEASE
November 17, 2022

REQUEST FOR PROPOSAL

(RFP)

Comprehensive General Plan Update

Deadline for submission of proposals:

4:00 PM
Monday, January 23, 2023

City of Kingsburg
Community Development
Department
1401 Draper St
Kingsburg, CA 93631

INTRODUCTION & BACKGROUND

The City of Kingsburg is accepting proposals from qualified planning firms to prepare a comprehensive update of the City's General Plan and the corresponding Environmental Impact Report (EIR) to support the General Plan Update.

The City of Kingsburg is a diverse community of approximately 12,000 people located in an idyllic setting in Central California. The City combines historic character, natural beauty, and a vibrant downtown creating an ideal quality of life for residents. Kingsburg is a charter city, encompassing over 2.8 square miles of land developed with a wide range of residential, commercial, industrial, public, and open space uses. The City's land use structure is typical of California cities, with a General Plan establishing land use designations for each parcel within the City and a zoning ordinance that implements General Plan land use designations.

The current General Plan was adopted in 1992 with several updates and amendments to various elements completed over the years. The Housing Element was certified as part of the Fresno County Multi-Jurisdictional Housing Element (5th cycle), and Kingsburg is currently part of the same multi-jurisdictional effort for the 6th cycle Housing Element update.

PROJECT OBJECTIVES

The General Plan Update will require substantial investments of community time and City resources. A detailed scope, technical expertise, innovative community outreach plan with an open and inclusive process, a schedule that maintains momentum and participation, and a creative policy vision will be crucial to the success of the Update.

A key component in Kingsburg's success in creating a quality community is the commitment to comprehensive planning including establishing a community vision; assessing the natural and built environment; identifying community strengths, weaknesses, and needs; creating a progressive General Plan; and investing in efforts to implement the Plan over time. The City views a well-crafted General Plan as an important communication tool that can provide fairness, transparency, and certainty for citizens, property owners, and those interested in investing in the community.

Issues that the City believes are important to the community and which will need to be addressed in the General Plan update include the following:

- Balance between tourism-based growth and the needs of local citizens
- Review of remaining zones in our SOI for compatibility with community goals
- Traffic circulation
- Reuse of underperforming commercial sites
- Residential infill development, including mixed use commercial/residential opportunities
- Public safety
- Recreation and open space

The City is interested in addressing these and other issues that emerge from a robust and thoughtful public process.

The City anticipates the General Plan Update to be completed within approximately 18 months from the start of work as outlined in the Project Schedule.

A copy of the General Plan can be found here:

<https://www.cityofkingsburg-ca.gov/DocumentCenter/View/1815/City-of-Kingsburg-General-Plan>

SCOPE OF WORK

The City is requesting that the consulting team prepare a comprehensive General Plan Update, not to include the Housing Element. It is anticipated that the existing Housing Element will be incorporated into the new General Plan Document. However, the City understands that changes to Land Use as related to Housing may require minor modifications to the Housing Element. While the General Plan Update will include all nine required elements (Noise, Safety, Circulation, Land Use, Open Space/Recreation, Conservation, Air Quality, Housing, and Environmental Justice), the City is more concerned that the Plan is organized around specific issues facing the City and community, not simply a template of state law. Additional Elements may also be considered which would reflect the Strategic Goals of the City.

In addition, the City is requesting an additional work task to update the North Kingsburg Specific Plan. This plan, adopted in 2005, has successfully guided development and will need some updating to reflect current community vision. A copy of the North Kingsburg Specific Plan can be found here:

<https://www.cityofkingsburg-ca.gov/DocumentCenter/View/187/North-Kingsburg-Specific-Plan-PDF>

Please include this task as a separate estimate in your proposal.

Regarding the final General Plan Update document, the City expects the document to be prepared in a format that is:

- User-Friendly – Engaging, easy to read & understand, incorporates graphics, and does not rely on user guides and external reference material.
- Succinct – Efficient use of materials, small but large in impact.
- Action-Oriented – Focuses the user’s attention on feasible strategies and attainable goals that can be monitored for effectiveness during implementation.

The following describes specific components that should be incorporated in the scope of work. The City is open to suggestions other than those listed here which would be of value to producing a General Plan Update that reflects Kingsburg’s unique characteristics as a quality residential community and growing commercial city.

1. Conduct necessary background research and analysis related to the General Plan Update.
2. Prepare a detailed work program for the General Plan Update. It is the desire of the City to complete the process within eighteen months from the start of work.
3. Prepare a Strategic Visioning/Priority Setting Strategy to guide the community participation program and policy development process.
4. Establish working relationships with the City Council, Planning Commission, General Plan Advisory Committee (GPAC), City staff, and others as may be necessary. The City Council, Planning Commission, and GPAC will provide major policy direction and required review and approvals at critical decision points.
5. Facilitate an innovative public input process that is expected to include, but is not limited to, community opinion surveys, outreach to community organizations, community workshops, video and other similar media, and formal public hearings.
6. The General Plan Update should be a bold statement of the community's vision for the future and serve as a guide to achieving that vision. Strong facilitation abilities and excellent communication skills, including outreach to Kingsburg's Spanish-speaking communities, are essential to the success of this project.
7. Formulate goals and policies that reflect the City's policy direction in a clear, concise, manner compliant with applicable laws.
8. Prepare a comprehensive General Plan Update. All existing elements are proposed to be updated and required elements added, except potential minor modifications to the Housing Element.
9. Review current implementation ordinances and make any appropriate recommendations for key revisions needed to harmonize the Zoning Ordinance, Subdivision Ordinance, Form Based Code for the downtown area and other major implementing regulations with the approved General Plan Update. The Consultant is not expected to prepare actual revisions to these regulations as part of this Scope of Work.
10. Prepare an Administrative Draft, Draft, and Final EIR and conduct all public reviews in accordance with CEQA to create thorough and defensible CEQA documentation. In proposals, consultants should indicate whether use of a Program EIR or other form of EIR should be considered for the General Plan Update. The City is interested in exploring the possibility of a General Plan EIR that will assist in streamlining and exempting future projects from CEQA with the idea that the General Plan EIR can be used for such exemptions when projects are consistent with the General Plan.
11. Working with City staff, organize and make presentations to local community groups, City Council, Planning Commission, and GPAC, including preparation of displays, graphics, videos, and PowerPoint presentations.
12. Maintain reasonable costs for preparation, review, and completion of any necessary documentation related to the General Plan Update and EIR preparation.
13. Integrate all elements into one General Plan Update document (including maps) with uniform text layout and format that can be displayed electronically on the City's website and readily accessible on other electronic devices and printed inexpensively.
14. Prepare an implementation strategy that identifies all tasks necessary to implement the General Plan Update.

PROJECT MANAGEMENT

The City's Community Development Department will manage the Consultant contract. The Consultant Team will be required to maintain close communication with City staff to ensure the City's objectives are met, including cost and schedule. The Consultant will be required to designate a primary Project Manager who will coordinate the Consultant Team and serve as the principal liaison to the City staff and lead the Consultant Team at meetings.

The City is a unified team consisting of community members, elected and appointed officials, and staff as directed by the City Manager.

Community Members – The basic foundation of a General Plan is that it is a statement of the community's vision for the future and a guide to achieving that vision. Community member involvement is essential to the successful preparation of a General Plan. The City envisions that a variety of methods be used to ensure that every person in the community who wishes to participate has the ability to do so. The public engagement processes should be streamlined and efficient, to include utilizing non-traditional methods beyond public meetings and workshops.

General Plan Advisory Committee (GPAC) – A City Council appointed Advisory Committee will serve as a community sounding board for the General Plan process and make recommendations to Staff and the City Council. The GPAC will be comprised of a broad and diverse membership of the community and will assist in refining the community discussions and comments to identify issues and opportunities and help shape the policies of the new General Plan. The GPAC will meet on key timeframes to correspond with specific milestones of the project schedule.

City Staff – The Community Development Director and the Project Manager of the General Plan Update will function to coordinate City staff, the GPAC, and oversee the preparation of the General Plan Update. Staff will work closely with the Consultant Team and take a strong role in the preparation of the General Plan.

- The Consultant should include time for meetings and work sessions with staff.
- City staff will have a role in all public forums, workshops, meetings, and hearings. The Consultant should expect that staff will be part of all presentations made and will take part in question-and-answer sessions.
- City staff will carefully read and may extensively edit all written materials prepared by the Consultant.
- City staff will take the lead in the use of the City's website updates and use of social media as part of the communications during the General Plan Update.

Planning Commission and City Council – It is anticipated that the Planning Commission and City Council will be actively involved in the overall process of development of the General Plan Update through initial workshops, meetings, and public hearings. The Planning Commission and City Council will receive regular written updates on progress, including identification of key issues, work progress, policy issues, and questions and it is anticipated that there will be periodic updates at public meetings.

Consultant Team – Developing a successful General Plan Update requires a combination of technical knowledge and building the right partnerships between all levels of the Project Team. The City values creativity, expertise, professionalism, team experience, economic value, availability, and a healthy exchange of innovative issues and ideas. As outlined in the Submittal Requirements, please identify the qualifications of the individuals on the Consultant Team rather than a list of projects completed by the firm.

PROPOSAL SUBMITTAL REQUIREMENTS

To demonstrate qualifications, ability to perform the services described in this RFP, and proposed method for performing these services, the Consultant shall submit three (3) hard copies and one (1) electronic copy (on a flash drive or email) of a proposal containing the following information in the format indicated below. Incomplete proposals and proposals not organized according to this format may be rejected. Faxed proposals will not be accepted.

1. Cover letter, completed, signed, and dated by the Consultant.
2. Table of Contents.
3. Project Understanding. The proposal should include a brief synopsis of the Consultant's understanding of the City's needs and how the Consultant plans to meet these needs.
4. Scope of Work. The Consultant shall include in its proposal a detailed scope of work and understanding of the process to undertake such projects and complete it in compliance with all applicable rules, regulations, standards, and requirements. The scope of work shall indicate the tasks/actions the Consultant expects the City to perform, and the schedule shall show critical path items that are dependent of the City's actions. The Consultant shall describe an overall approach to the project work program for accomplishing the project objectives and specific techniques to be used.
 - a. A schedule of the amount of time and staff to be expended for each task of the project.
 - b. A description and percentage of work to be performed by subcontractors.
 - c. Include potential issues or challenges which may arise based on the Consultant/subcontractor's work experience with other agencies.
5. Project Schedule. A project schedule illustrating each task, milestone, and critical dates shall be provided. Please specifically address the Scope of Work above. The proposal shall indicate a logical breakdown of the project and indicate all milestones and the critical path necessary to meet each milestone.
6. Information About the Firm. Provide an outline of your firm's background, qualifications, and ability to perform the services required as well as an outline for all subcontractors. Provide a resume of the Consultant's expertise in preparing a General Plan and an outline of your firm's methodology that was used to successfully complete similar projects.
7. Qualifications. Include a list of all key personnel and anticipated supporting personnel, including those of the subcontractor(s), who will be assigned to

perform services pursuant to the contract or be employed on the project. Resumes of the project manager key personnel and subcontractors shall be included as related to this project, their roles in the project, and a synopsis of their experience relevant to these roles. Also include a description of their responsibilities and identify a designated Project Manager with full authority to administer the contract and bind your firm to a contract with the City.

8. References. Provide five public agency references for past similar General Plan Updates completed by the Consultant, including the relationships of the Consultant's subcontractors.
9. Budget. The proposed budget shall be broken out into separate increments involving all activities and work products as described in this RFP corresponding to the proposed schedule to include a Gantt chart, resulting in the preparation and ultimate approval by the City of the final General Plan.

QUESTIONS & RESPONSES

For questions regarding this project, please contact:

Holly Owen
 Community Development Director
howen@cityofkingsburg-ca.gov
 559-897-5328 ext. 1103

Email is preferred.

SELECTION PROCESS

Proposals will be reviewed by City staff for completeness and responsiveness. Each submittal will be reviewed in accordance with the Scope of Services previously described and ranked based on the Consultant Team's qualifications, comparable experience and cost, local knowledge, and Consultant's availability to undertake the project, complete the tasks timely and deliver a high-quality work product. The City will, at its discretion, select a short list of firms to participate in an interview process prior to final selection. A recommendation resulting from the review will be forwarded to the Kingsburg City Council.

PROJECT SCHEDULE

1. Issue RFP – Thursday, November 17, 2022
2. All questions must be submitted by email no later than 4:00PM on Friday, January 6, 2023.
3. Proposals Due – 4:00PM, Monday, January 23, 2023
4. Consultant Interviews – February 14-15, 2023
5. Completion of Scope & Fee Negotiation – February 28, 2023
6. Award contract by City Council – March 15, 2023
7. Start of Work – TBD 2023