City of Compton
Community Development Department
Request for Proposal
Preparation of the 2040 General Plan and Environmental Impact Report

INTRODUCTION and PURPOSE
The City of Compton is seeking a qualified firm to prepare a comprehensive General Plan update and associated Program Environmental Impact Report. The existing General Plan was prepared in 1991 and is now obsolete. The City desires a completely new General Plan incorporating all of the new land Use, housing, environmental, traffic and circulation laws, policies and best practices related to all various elements of a General Plan. To that extent, the city is releasing this RFP to retain a planning firm experienced in the preparation of General Plans and EIRs.
CITY OF COMPTON OVERVIEW

The City of Compton is a vibrant suburban community with a growing population of approximately 100,000 residents located in the center of Los Angeles County, the City covers approximately 10.2 square miles and is centrally located within the boundaries of five freeways (SR-91, I-105, I-710, I-110, and I-405). Additionally, the Metro Light Rail Blue Line has two rail stops within the City limits referred to as the Compton Station and the Artesia Station. The City of Compton has a diversified economy, comprised of strong industrial and manufacturing sectors and thriving retail districts and an array of housing options from single-family homes to newly built town-homes and condominiums.

The City of Compton was incorporated in 1888 and was built out by 1950. A significant amount of our housing is over 50 years old and a few homes that are nearing 100 years old.

For more information about our great City, visit our website at www.comptoncity.org

PROJECT OBJECTIVES

The project is to prepare an updated General Plan and Program Environmental Impact Report for the City and the unincorporated areas within its sphere of influence. This RFP is for the complete update of the current 2010 General Plan adopted in 1991.

As part of the comprehensive update, the City will engage the community and stakeholders for their input, as well as analyze current and future trends, including advancements in technology. This analysis will help the City make policies and recommendations that will best meet the future needs of the community. The final draft of the General Plan shall be comprehensive, internally consistent, and conform to state law requirements. As approximately 60% of the City's population speak Spanish in the home, the General Plan document will also be provided in a Spanish language edition.

The completed General Plan 2040 update shall at a minimum address following areas:

Vision and Guiding Principles

The new General Plan will include a Vision for the future of Compton created by the community. The Community's Vision will be presented to the City Council at the beginning of the process for their review and confirmation of the direction for the new General Plan.

Authenticity

The updated General Plan will identify, evaluate and highlight the physical, social, and cultural identities and community assets of Compton's neighborhoods and provide policies to enable these to stay true to its spirit, culture and roots.

Community Enhancement Strategies

This General Plan update allows for consideration of specific needs experienced by existing neighborhoods.

The General Plan shall prepare a Community Involvement Strategy. The community involvement strategy will be a key, integral part of the General Plan process. Outreach methods will be customized to ensure maximum participation, and will include innovative strategies to reach people who do not typically get involved in this type of a process. Input will be sought from residents,
business proprietors, property owners, neighborhood groups, community and faith based organizations, the development community, non-profit organizations, the Compton Junior College. Special effort to include minority, low income, youth, renter, non-English speaking populations, and the disabled community will be made. The engagement strategies must include virtual and well as in person, written and other methods and approaches to solicit input from stakeholders.

**Fiscal and Economic Development Analysis**

The City of Compton is committed to responsibly fostering Economic Development through economic and fiscal analyses of existing and projected conditions; the draft General Plan shall enhance economic development activities, business attraction, retention and expansion. The analysis shall optimize the mix, amount, types, and location of land uses with the goal of achieving the highest possible quality of life and best future fiscal and economic health for the City. Identifying underutilized commercial and industrial land and developing several redevelopment strategies will be key in this analysis.

**Growth, Intensification and the Sphere of Influence Analysis**

The City's existing jurisdictional and Sphere of Influence boundaries do not coincide. Several large developed county residential areas either are within the City or abut the City. This General Plan update shall consider growth strategies, which may include the potential for Sphere of Influence amendments along with intensification through density increase and infill within the City's current boundaries. This analysis must consider the City's Regional Housing Needs Allocation and available sites for future residential development.

**Market Demand and Economic Opportunity Analysis.**

A market demand and economic opportunity analysis will be conducted to assess the supply and demand for employment and land development in the city. The analysis should consider trends, opportunities and market factors, as well as long-range employment forecasts and buildable land inventory related to residential, commercial, and industrial uses. Projected absorption of dwelling units and nonresidential square footage shall be included, (Can be combined with Fiscal development analysis).

**Affordable Housing and Anti-Displacement Strategy.**

The Housing Element shall contain an affordable housing strategy that identifies the current and projected need for affordable housing in the City, including very low to moderate middle-income housing (30% to 120% AMI); analyze the financial feasibility of providing needed affordable housing in the City, and set forth strategies for development of such housing. It will also address whether displacement of existing residents is an issue and how existing market-rate yet affordable units will be preserved. Policies and strategies to minimize displacement will be included.

The anti-displacement policy should also consider the maintenance and enhancement of small businesses and services that serve lower income residents. Finally, the comprehensive update to the Housing Element will evaluate the City’s new Regional Housing Needs Allocation (RHNA) requirements and strategies for meeting those needs.
Pedestrian Public Sphere Analysis.
The plan will include policies to integrate a welcoming public sphere design into the vision of the plan area. Policies will address protecting and increasing access to open space, parks and developing and connecting sidewalks, trails and paths, streets and nearby services to encourage physical activity such as walking and bicycling. Policies will also identify creating and enhancing community gardens, farmers markets, and access to healthy foods in nearby shopping areas. Additionally, the plan shall address the safety of those living and working in the area through enhanced street lighting, creating opportunities for “eyes on the street”. The City is interested in maximizing the public use of the Compton Creek trails, the SCE Right of Way along Greenleaf Corridor and green space along the Alameda Train Corridor.

Policy Goals for the General Plan Process:

• Full engagement of residents, property owners, business owners and other stakeholders Citywide and at the neighborhood level to envision and plan for their community in the future through an innovative public outreach strategy.

• Establishing a land use and policy framework to guide future development in the City toward providing enhanced commercial development, housing for all, transit supportive land uses, and jobs/housing balance.

• Preparing a comprehensive environmental document for the General Plan that will identify feasible measures to protect and improve environmental quality within the City, avoid or minimize potentially significant impacts to the environment, and facilitate and streamline environmental review of future projects within the City.

• The City and consultant will establish a Community Advisory Committee to participate at key junctures of the preparation process. Collaboration with non-profits and faith-based groups will be important to reach community members as well.

PROJECT MANAGEMENT
The Planning Division of the Community Development Department will manage the consultant contract. The consultant will be required to maintain close communication with the city staff.

SCOPE OF SERVICES
Prepare a complete General Plan update of all elements and PEIR. The consultant and City staff will meet to review and finalize the work scope and project schedule. The meeting will include a discussion of project goals, opportunities and constraints, provision of relevant background information and documents for the existing conditions analysis, arrangement of informational meetings with relevant City staff members, development of the community involvement program, and project management.

A Spanish translation will be necessary for all notices, informational brochures, project websites, and workshops/meetings, including all meeting materials and summaries, as well as all information gatherings and attendance at local events.
Executive Summaries
A seven to ten page maximum summary for all technical studies/documents will also be needed, which will be translated into Spanish. The general plan consultant will work with City staff to ensure that all appropriate documents are translated.

Website and Project Branding
The consultant will develop with City assistance a project brand with colors and graphics that will be used throughout the GPU and host the website for the duration of the project. The website will be provided in both English and Spanish.

Existing Conditions and Market Demand Analysis
An Existing Conditions Report of the City shall be developed. The report shall include, but not be limited to: population; age, ethnicity, language spoken, place of birth, disability, household characteristics, employment, place of work, income, travel mode to work, existing land uses by type, park acres, recreational amenities, schools, and services.

Information should also include: existing land use, including the number of existing affordable dwelling units, supportive housing, and homelessness; commercial/industrial space utilization, physical building conditions, including structures in poor or deteriorating condition; environmental conditions, including areas of known sensitive habitats, soil or groundwater contamination; urban form; pending and approved development projects in City (including unincorporated areas within the sphere of influence); planned public and private improvement projects; circulation network; transit use; historic resources; market conditions and development potential. Building on the report, existing conditions maps will be developed in both hardcopy and digital formats.

A market demand and economic opportunities analysis should be conducted to assess existing and future market conditions for residential, commercial, and industrial development as related to employment growth in the plan area, taking existing conditions, current trends (including commercial/industrial space utilization), and long range potential into consideration. The projected absorption of dwelling units (Market and Affordable) and non-residential square footage uses, the potential for housing of various types and at increased densities at all levels of affordability, The non-residential analysis will assess trends in retail, office, and industrial development in the area as well as potential by land use type.

The consultant will develop process/survey/exercises, using a web-based public engagement tool, to understand community preferences regarding the plan area. What do residents like about their neighborhoods? What would they like to change? The use of preference surveys, photo simulations and development prototypes to help identify preferences should be employed.

A meeting of the Community Advisory Committee should be conducted, along with a Community Meeting, and other techniques such as web surveys, and Social Media (Facebook and Instagram) accounts as appropriate, to understand community interests and to receive ongoing feedback which will help in the development of three land use and circulation alternatives.
Study sessions with the City Council and Planning Commission, should also be utilized to receive feedback and understand the City’s elected and appointed officials’ preferences. The first meetings of the CAC and the community, as well as the first Vision outreach efforts at local events and community groups, will occur after completion of the existing conditions analysis and prior to any study session. The purpose of the meetings will be to understand the community’s vision of the City and solicit input on opportunities, issues, and hopes for the area.

The meetings will also provide input regarding community interests that will help in the development of land use and circulation alternatives. The consultant will facilitate and lead all of these meetings.

Land Use and Circulation Alternatives
Following the initial meetings and outreach, the consultant shall develop the land use and circulation alternatives. The scenarios should be developed to support increased housing development and economic vitality as well. Alternatives should promote development of healthy, walkable neighborhoods and enhance opportunities for residents to easily access transportation, and public services and facilities. The alternatives should consider information prepared through the planning process and from outreach:

- Achievement of a mix of housing units, meeting the State’s RHNA requirements, with proximity to daily services;
- Distribution and quantification of proposed new uses, including dwelling units by type and non-residential square footage by type and associated jobs;
- Multi-modal circulation;
- Evaluation and analysis of the existing VMT and LOS information for the City to determine whether the potential GPU land use and circulation changes will require modification in VMT information for the City as well as LOS mitigation strategies and policies;

A traffic analysis shall be prepared for each land use alternative and compare how each addresses connectivity to services, schools, and transit. The analysis shall also include Vehicle Miles Traveled (VMT) and LOS analysis for each alternative for motor vehicles and an analysis of transit, bicycle and pedestrian modes. The findings of the study shall be summarized in a technical memorandum and utilized as appropriate in the alternatives report described below. A report and maps describing and analyzing the alternatives will be prepared to quantify development potential in terms of housing units, non-residential floor area, population and employment. Project population and jobs for each alternative shall be included. The report and maps should be easy to understand and clearly differentiate between the alternatives.

Presentation of Land Use and Circulation Alternatives
The consultant will present the alternatives to the CAC for review, feedback, and possible refinement prior to presentation to the Planning Commission and City Council. At these meetings, the consultant shall utilize fun and interactive techniques to understand participants’ preferences. This may result in a clear preference for one alternative or in a hybrid concept, that combines components of each.

Preferred Alternatives
Based on input received at the CAC and Community Meetings, as well as input received from other methods of community outreach, the consultant, in consultation with City staff will develop a single preferred land use and circulation alternative which will serve as a basis for the draft General Plan
update. The preferred alternative may be refined for presentation to the Community the City Council, and the Planning Commission. The consultant shall present the preferred land use and circulation alternative at each of these meetings/gatherings. The community will be asked to respond to the preferred plan. Input received shall be used to refine the alternative and develop the draft General Plan Update.

General Plan Update
The consultant shall prepare a draft General Plan Update in compliance with State law. The General Plan will serve as the City’s long range, comprehensive land use, circulation, and implementation plan for guiding development within the City through 2040. The General Plan shall contain and address, at a minimum, the following components and specific issues:

1. Land Use and Housing.
   - Provide an updated Land Use Element with a description of land use designations, including number of units, FAR, square footage of non-residential uses, mixed use, and employment generating land uses.
   - Include population and job projections.
   - Provide in the updated Housing Element the latest RHNA requirements, as well as other changes to State housing law, including, but not limited to compliance with SB 828 and AB 686 related to RHNA and fair housing, AB 1397 related to housing element site inventory, and SB 1333 related to charter cities.
   - Include goals and policies to address achieving development at all levels of affordability, including middle-income housing as well as special needs populations, including persons experiencing homelessness.
   - Increase the maximum densities and discuss housing products not discussed in the current General Plan in all multi-family residential land uses to address changing housing needs.
   - Address the land use impacts of ADU’s as well as the impacts to utilities and public safety services.
   - Provide a list of potential annexation sites, and any necessary policy language, for future California Environmental Quality Act (CEQA) streamlining.
   - Take a comprehensive look at the location of the City’s existing Retail and Business areas. Reconsider the locations and definitions through a market analysis that considers both the existing market conditions, as well as projected market changes through 2040.

3. Transportation, Access and Connectivity.
   - Comprehensively address the existing and proposed circulation patterns and connections, including identifying new streets, paths and connections.
   - Include policies regarding complete streets along with illustrations.
   - Address Vehicle Miles Traveled (VMT) and LOS through new goals and policies including policies related to VMT and LOS reduction strategies.
   - Address traffic, circulation and on street parking impacts related to the increased development of Accessory Dwelling Units (ADUs).
   - Address access to activity centers, major transit stops, by walking, bicycling, driving, and transit for these modes throughout the City, as well as design for disabled and elderly persons should be a component of this section.
4. **Public Services and Infrastructure.**
   - Include information about services and infrastructure needed to implement the General Plan, and considerations for how needed infrastructure improvements will be paid for.
   - Include specific policies regarding undergrounding utilities, increased public safety, parks, educational facilities, libraries, and cultural facilities.
   - Provide goals and policies to specifically address public safety and public services related to potential environmental disasters.
   - Address small cell wireless telecommunications and electric vehicle (EV) charging stations as part of the goals and polices related to public infrastructure.
   - Analyze existing water and sewer system capacity in conjunction with land use intensity to ensure adequate service capacity will be maintained.
   - Analyze levels of public safety using national standards.

5. **Green House Gases**
   Integrate an analysis on GHG and develop goals and policies for the land use element to reduce GHG production.

6. **Other Elements.**
   Ensure that all other elements are incorporated and comprehensively updated as necessary, including Urban Design, Open Space, Parks and Conservation, Public Facilities, Economic Development, Historic Preservation (New), and Noise and Safety. An administrative draft GPU shall be prepared for review by City staff and the CAC. Comments received shall be incorporated into the public review draft General Plan Update. An administrative summary of the draft GPU shall also be prepared in both English and Spanish. The consultant shall conduct CAC and community meeting following the preparation and release of the draft GPU and EIR to present the plan and receive public comment.

The consultant shall prepare a Program Environmental Impact Report (PEIR), which will thoroughly and adequately assess the impacts of the General Plan update, including three alternatives, and comply with the provisions of the California Environmental Quality Act. The consultant shall also prepare responses to comments received during the public review period, a mitigation monitoring program, CEQA notices, Tribal notices, findings of fact pursuant to CEQA, and statement of overriding considerations, as necessary.

The project consultant will attend and facilitate an EIR scoping meeting and all public hearings on the Draft PEIR. The consultant shall prepare all CEQA notices and file them with the County Clerk. Consultant shall coordinate the printing of the Final EIR.

*Presentation and Adoption of Draft General Plan*

The consultant, with staff participation, will present the draft GPU at public hearings before the Planning Commission (2) and City Council (2). Consultant shall make any final revisions to the General Plan based on changes adopted by the City Council. Consultant shall coordinate printing of the adopted General Plan.

The project consultant and City staff will evaluate properties within the project boundaries to determine which sites need to be rezoned and/or pre-zoned for consistency with the Compton General Plan 2040. Existing Compton zoning districts will be utilized unless other General Plan land uses are developed in the program that would require the creation of new zoning districts.
All properties within the City will be evaluated to ensure Zoning District consistency with the draft General Plan 2040 land use designation.

The consultant and City staff will evaluate the Compton Zoning Code to determine if amendments will be necessary for consistency with the General Plan. If amendments are necessary, City staff, in consultation with the project consultant, will draft the proposed zoning amendments.

**DISQUALIFICATION OF RFP’s**

More than one (1) proposal for the same work from any individual, firm, partnership, corporation, or association, under the same or different names will not be accepted. Reasonable grounds for believing that any proposal has been prepared in collusion with other RFP’s, will likewise be sufficient cause for rejecting any or all RFP’s, and the participants in such collusion may be barred from any future RFP.

**RIGHT TO WAIVE INFORMALITIES**

The City has the right to waive informalities or irregularities in any RFP proposal, provided said informalities or irregularities do not materially affect the RFP.

**REJECTION AND ACCEPTANCE OF RFPS**

The City reserves the right to reject any or all proposals, or any part of any proposal, to waive minor technicalities, or to solicit new proposals on the same project, or on a modified project, which may include portions of the originally proposed project the City may deem necessary in its interest. Proposals may be rejected for any alterations of form, or additions not called for, incomplete proposals, or irregularities of any kind.

**NOTIFICATION OF WITHDRAWN**

Proposals may be modified or withdrawn prior to the time and date specified for proposal submission by formal written notice from an authorized representative of the consultant. Proposals submitted will become the property of the City after the proposal submission deadline and may be released as public documents after that time.

**COST OF PREPARATION OF PROPOSAL**

The City of Compton will not pay any costs incurred in the preparation, printing, interview, or contract negotiation process. All costs associated with preparing and presenting proposals shall be borne by the proposing consultants.
**THIS REQUEST FOR PROPOSALS IS NOT A COMMITMENT**

This Request for Proposals is not a contract or a commitment of any kind by the City of Compton and does not commit the City to award a contract or to pay any costs incurred in the submission of a proposal. All proposals will become the property of the City of Compton.

**CITY BUSINESS LICENSE**

A City of Compton business license will be required for the consultant and any subcontractors selected along with liability insurance coverage at the time the contract is signed. Professional liability insurance will also be required at the time of contract signing.

**QUESTIONS FROM INTERESTED RESPONDENTS**

The City anticipates that a number of questions will arise as consultant’s research and write their proposals. In order to ensure that all proposers have access to the same information, the City will use the following procedure to respond to your questions:

All questions must be submitted to Robert Delgadillo, Senior Planner, via email at rdelgadillo@CityofCompton.com. The City will post all questions and the answers on the City’s web site as soon as possible. The City’s web site is www.Comptoncity.com

**RESPONSE TO RFP: SUBMISSION REQUIREMENTS**

Please follow the following format requirements for all Proposals submitted to the City for the General Plan Update.

**Executive Summary**

A summary of the proposal shall be included which incorporates a clear description of your understanding and interest in the project and total cost of services presented in the proposal.

**Project Understanding and Approach**

This section shall describe your understanding of the project and the approach to be used to complete the project effectively with input from City staff, the community, and property/business owners. Innovative ways to gather and effectively combine City staff, community, and business/property owners input will be a key component of the project approach.

It will be critical to demonstrate your understanding and illustrate with your past experience how your team will successfully:

- Engage the property owners and business owners Citywide and at the neighborhood level to envision and plan for their community in the future through an innovative public outreach strategy
- Prepare a comprehensive General Plan update, including a full update to all of the current General Plan elements.
Prepare a comprehensive environmental document for the General Plan that will identify feasible measures to protect and improve environmental quality within the City, avoid or minimize potentially significant impacts to the environment, and facilitate and streamline environmental review of future projects within the City.

**Detailed Scope Of Work**

Expand upon the scope of work outline and the tasks included in the RFP. This section shall present a detailed consultant proposed scope of work, including:

- The tasks involved and timeline for completion.
- Suggestions for an expedited timeline are encouraged.
- The number of staff reviews assumed for each document prepared by the consultant.
- The personnel assigned to these tasks, with billable rates, including identifying tasks which City staff shall undertake.
- The proposal shall prepare a budget detailing these tasks along with the hours proposed per person and task and the total cost of all tasks proposed.

**Size Limitations:**

1. Ten (10) printed double sided, physical copies, one unbound copy and one (1) CD/flash drive version of the Proposal must be submitted by the deadline shown in this Request for Proposals (RFP). Proposals must contain the following items and comply with page limits. The City requires consultants follow this format to make the City’s review of submitted proposals consistent and fair.

2. A one (1)-page Cover letter, which includes a signature line, with name and title of signatory, firm, address, and telephone number.

3. A maximum Five to Seven (5 - 7) page statement of Understanding and Project Approach, which outlines the consultant team’s understanding of the relevant issues, which are to be addressed in the preparation of the General Plan Update, and how they will be addressed. This portion of the proposal should illustrate (through a combination of relevant or similar experiences) how the consultant has successfully dealt with similar projects.

4. A maximum ten (10)-page statement of information on the firm’s or team’s Qualifications and Experience in preparing General Plans and environmental documents. The information should be brief and include the following: a. Identification, qualifications, and experience of all persons to be assigned to the project, particularly the project manager and contact person; b. Identification of available support resources; identification and qualifications of any subcontract consultants, including resumes or qualifications of individuals or the firm as applicable.

5. A one (1)-page Commitment statement that the consultant team particularly the project manager(s) shall remain in place for the duration of the draft General Plan update program.

6. A maximum two (3)-page statement of any assumptions the consultant has made in preparing the proposal.
7. A maximum Seven (7)-page detailed Scope of Services, providing general and detailed information on all of the work tasks the consultant proposes to complete as part of the General Plan Update. This Scope of Services should be written in such a way that it can be inserted as a contract exhibit representing the full description of work effort.

8. A Schedule showing the total length of time necessary to prepare the General Plan and the timing of significant milestones during the preparation period. The City seeks completion of the General Plan and EIR within 36 months or less.

9. A detailed Budget showing costs for each task shown in the Scope of Services, including the cost of any reimbursable items (printing, mileage, etc…). Please include billing rates, and provide a breakdown of the assignment of work by staff for each task. The proposed budget must be shown as either a fixed fee or as a fee based on actual work with a maximum cap.

INVOICES
The City will require the submission of three separate invoices for this project due to different funding sources. Separate invoices will be required for all work performed on the Land Use Element and Housing Elements and third invoice should be submitted for all other work on the remaining general plan elements, community outreach and the PEIR.

EVALUATION/SELECTION PROCESS

EVALUATION CRITERIA
The City of Compton is utilizing the RFP process to select a qualified firm to provide the services requested by this RFP. The City shall review only the proposals submitted in response to this RFP.

Preparation of proposals in reply to this RFP, and participation in any future presentation is at the sole expense of the organization or firm responding to this RFP.

This solicitation has been developed in the “Request for Proposals” (RFP) format. Accordingly, organizations should take note that the City will consider multiple criteria in selecting the most qualified firm.

The City of Compton will review each response to the RFP and may meet with some or all of the respondents. The City may request a firm to clarify, supplement or modify some of the information submitted. Submittals shall be evaluated according to the following criteria:

1. Completeness of the proposal and responsiveness to the RFP.
2. Demonstrated professional skills and credentials of the firm and staff to be assigned to the project.
3. Evidence that the respondent understands all aspects of the project, including coordination and communication with different entities involved.
4. Experience and capacity to work collaboratively with a multi-disciplinary team.
5. A clearly defined approach to performing the scope of work and timeline.
6. The total cost of the proposal.
7. Reference check and verification
8. Cost for services

AGREEMENT

A contract between the City and the selected firm will be required and will define the scope of work and extent of services to be rendered. The City will require an agreement incorporating the requirements within this RFP, including all necessary attachments, and the selected firm’s proposal will be executed by all parties.

The City reserves the right to reject any proposal for noncompliance with contract requirements and provisions, or to not award contract because of unforeseen circumstances or if it is determined to be in the best interest of the City.

SUBMISSION DATE:

In order to be considered a proposal must be submitted to the City Clerk no later than by Thursday 5:00 p.m. on April 15, 2021. Postmarks and copies sent via facsimile will not be considered. Please send your firm’s proposal to:

City of Compton - City Clerk
RFP General Plan 2040 and Environmental Impact Report
205 S Willowbrook Avenue.
Compton, CA. 90220

If you have any questions regarding this RFP, please contact Robert Delgadillo, Senior Planner at rdelgadillo@comptoncity.org or call 310-605-5526.