

**REQUEST FOR QUALIFICATIONS (RFQ)  
CITY OF EL MONTE**



**PLANNING CONSULTING SERVICES**

**CITY OF EL MONTE 11333 VALLEY BOULEVARD  
EL MONTE, CA 91731**

**June 28, 2022**

**IMPORTANT DATES:**

RFQ ISSUED	June 28, 2022
REQUEST FOR INFORMATION DEADLINE: 5:00 PM	July 12, 2022
RELEASE OF INFORMATION REQUESTED	July 15, 2022
PROPOSAL DUE DATE/SUBMISSION DEADLINE: 5:00 PM	July 25, 2022

**REQUEST FOR  
PROPOSALS TO PROVIDE  
PLANNING CONSULTING  
SERVICES**

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## **1.0 – OVERVIEW**

The City of El Monte (“City”) is distributing this Request for Qualifications (RFQ) to seek qualified firms to submit a proposal for two (2) specific requests –

- **REQUEST #1** – Provide one (1) contract planner at the assistant and/or associate planner level, to work on-site at City Hall for up to 36 hours per week (Monday through Thursday). This is to temporarily cover for existing staff that will be on approved leave. The length of time for the assignment will commence in September or October 2022 and continue for approximately six (6) months to a maximum of one (1) year; and/or
- **REQUEST #2** – Provide one (1) contract planner at the senior and/or principal/manager planner level to provide project management for two (2) overlapping projects in the Flair Park Area. This includes a specific development project at a 16-acre vacant site (9400 Flair Drive) and an areawide plan (through new zoning standards or the establishment of a specific plan) for the 180-acre Flair Park Area. The planner will work on-site at City Hall for approximately 20 hours per week (Monday through Thursday); if additional hours of work are needed, they may be completed off-site. The length of time for the assignment will commence in September or October 2022 and continue for approximately one (1) to two (2) years. The planner may be asked to work on other planning related projects if the need arises.

Once the project descriptions have been defined, a separate Request for Proposals (RFP) will be issued for environmental work per the requirements of the California Environmental Quality Act (CEQA). Staff anticipates one (1) environmental document be completed for both projects.

A proposer may submit a proposal for one (1) of the requests or both of the requests bulleted above. Similarly, the City may select the same proposer for both requests or may select different proposers for each request.

This document outlines the requirements, selection process and documentation necessary to submit qualifications in response to this solicitation. All responses to this RFQ are due to the City **by 5:00 p.m. on Monday, July 18, 2022** (Submission Deadline).

## **2.0 – BACKGROUND**

### **City of El Monte**

Incorporated in 1912, the City of El Monte is located approximately 13 miles east of Downtown Los Angeles. It has a population of 109,000 and an area of 9.56 square miles it is ethnically diverse with 63 percent of the population being Hispanic/Latino and 30 percent of the population being Asian. The I-10 Freeway (San Bernardino) bisects the City and the I-605 Freeway (San Gabriel River) lies along the City’s eastern boundary. Railroad lines and two (2) rivers also cross the City. El Monte is also home to the San Gabriel Valley Airport.

Major commercial districts in the City include the Downtown (focused around Main Street and the El Monte Metrolink Station), Gateway Area (focused around the El Monte Bus Station), Auto Hub (the area near the I-10 Freeway, Valley Boulevard and Peck Road), Peck Corridor, Garvey Corridor and 5-Points (where Garvey Avenue, Valley Boulevard and Mountain View Road intersect).

Manufacturing uses are primarily located in the Northwest Industrial District. Areas in transition include Flair Park (bounded by the I-10 Freeway, Rosemead Boulevard and Rio Hondo River) and the Durfee Corridor. A wide variety of residential neighborhoods and housing types exist in the City, including single-family, equestrian, multiple-family, mixed-use, senior living and urban housing. Refer to Attachment 1 for additional information on the City of El Monte.

**Planning Division**

The City’s current General Plan was adopted in 2011, with some updates completed in February 2022. The City adopted a comprehensive update to its Zoning Code in June 2022. Recent projects completed or under construction include the Goodman Logistics Center (1.2 million square feet of industrial space), Hickson Campus (230,000 square feet of industrial space), Gateway Mixed-use (208 residential units and 25,000 square feet of ground floor retail), Santa Fe Trail Plaza (100,000 square feet of commercial), Sara Court (22-unit single-family subdivision), various market rate multiple-family housing projects (totaling 350+ units) and numerous affordable housing projects (totaling 430+ units).

The Community and Economic Development Department includes five (5) Divisions. They include Planning, Economic Development, Neighborhood Services (Code Enforcement and Animal Control), Building and Housing. The Planning Division currently consists of a deputy director, two (2) senior planners, an associate planner, two (2) assistant planners, (2) part-time planning technicians, one (1) account clerk and one (1) part-time administrative assistant. The Planning Division is located in City Hall West, 11333 Valley Boulevard, El Monte, California. City Hall West business hours are Mondays through Thursdays from 7:30 am to 5:30 pm. Planning Division counter hours are Mondays and Wednesdays 7:30 a.m. to 12:30 p.m. and Tuesdays and Thursdays 7:30 a.m. to 5:30 p.m. City Hall is closed on Fridays.

**Flair Park Area**

The 180-acre Flair Park Area was originally intended for industry, manufacturing and commerce. The housing and industrial boom of the 1950s and 1960s created a home for a growing aerospace industry in El Monte. For 50 years, many of the parts for space shuttles and rockets were designed or built in El Monte. In recent decades, Flair Park has become an office district, with a high concentration of employment in government, finance and business services. Major institutions such as Cathay Bank, East West Bank, Wells Fargo, and Los Angeles County have rediscovered the park. Land assets remain significant, with large parcels available for development. However, professional offices have become an unstable land use type. While the area will continue to support professional uses, it may also be host to hospitality, creative/incubator, work-live and other uses. The current vision for Flair Park calls for the following subareas:

- Finance/Hospitality Row. The freeway frontage that spans the length of the park will be home to high-rise professional office uses and major financial institutions, hotels and other hospitality uses and regional commercial attractions. The frontage will present a striking iconic skyline to the I-10.
- Midway District. At the convergence of Rosemead Boulevard and Telstar Avenue, this District will signal the western entrance into Flair Park, with low- to mid-rise buildings transitioning to the taller buildings along the I-10. Uses may include office, creative/incubator and research/development space.

- Riverfront District. Flanking the southern edge of Flair Park will be the riverfront district, an area occupied by smaller scale land uses that provide a transition from the residential neighborhoods south of the river to the more intense uses to the north. Uses may include office, creative/incubator, institutional and work-live residential units.

Staff has commissioned a consultant firm to complete an economics analysis for the Flair Park Area. The report is anticipated to be finalized in July 2022. Staff will use the report to assist in establishing an updated vision for Flair Park. Refer to Attachment 1 for additional information on the Flair Park Area.

### **3.0 – SCOPE OF SERVICES**

#### **REQUEST #1 – Assistant and/or Associate Planner Contract Services:**

The services that a successful proposer would provide include, but are not limited to the ability to perform the following:

- 1) Provide public counter services, answer phone calls and reply to emails regarding the zoning and land use designation of properties, Zoning Code development standards and permitted land uses, General Plan policies and objectives, permit history for properties, application submittal requirements, etc. This will be for a range of project types including single-family, multiple-family, commercial, office and industrial projects.
- 2) Analyze projects for compliance with the City's General Plan, Zoning Code, Subdivision Ordinance, Comprehensive Design Guidelines and any applicable Specific Plan. This may be done at a preliminary level at the public counter or through the formal submittal of an Initial Plan Review application.
- 3) Review and process ministerial applications and reviews including Zoning Clearances, Administrative Permits, Sign Permits and Building Construction Plan Checks.
- 4) Review and process discretionary applications such as Minor Use Permits, Minor Variances, Minor Design Review, Conditional Use Permits, Design Reviews, and Tentative Maps.
- 5) Write letters, staff reports, resolutions and conditions of approval; ability to give oral presentations to the Planning Commission.
- 6) Attend public hearings (typically on Tuesday evenings).
- 7) Analyze projects for CEQA compliance.
- 8) Conduct site visits as necessary.
- 9) Review projects and provide comments within timelines specified by the Permit Streamlining Act and the City (shorter timelines may be required for certain projects).

#### **REQUEST #2 – Senior and/or Principal/Manager Planner Contract Services for the Flair Park Area:**

- 1) Provide ongoing project management for two (2) overlapping projects in the Flair Park Area. This includes a specific development project at a 16-acre vacant site (9400 Flair Drive) and an areawide plan (through new zoning standards or the establishment of a

specific plan) for the 180-acre Flair Park Area (bounded by the I-10 Freeway, Rosemead Boulevard and Rio Hondo River).

- 2) Work with City Staff in developing a long-range vision for the Flair Park Area. The number and mix of uses may include industrial, office, institutional, high-density residential, student housing and work/live housing. Staff anticipates the development standards and permitted uses may vary for different areas of Flair Park (e.g. along the freeway vs. along the river).
- 3) Analyze the two (2) overlapping projects (i.e. the specific development project and the areawide plan) for compliance with the City's General Plan, Zoning Code, Subdivision Ordinance, Comprehensive Design Guidelines, any applicable Specific Plan and the Flair Park Economic Study (anticipated to be complete by the end of July 2022).
- 4) Project management of the review application materials and construction drawings for the specific development project from entitlement through building permitting process review; identify missing or incomplete information and provide recommendations to the project's site plan, floor plans, architecture/elevations, materials, colors, landscape plans, signage, etc.
- 5) Manage and process various entitlements that require Planning Commission recommendation and City Council approval including General Plan Amendments, Zoning Code and Map Amendment, Specific Plan Amendment, Conditional Use Permit, Tentative Parcel Map and Design Reviews.
- 6) Ability to write staff reports, resolutions, ordinances, conditions of approval, and give oral presentations to the Planning Commission and City Council.
- 7) Attend public hearings (typically on Tuesday evenings) and community meetings as necessary.
- 8) Analyze projects for preliminary CEQA compliance.
- 9) Conduct site visits as necessary and attend meetings with other City staff, property owners, stakeholders, applicants and perspective tenants.
- 10) Ability to review projects and provide comments within timelines specified by the Permit Streamlining Act and the City (shorter timelines may be required for certain projects).
- 11) Ability to work on other planning related projects if the need arises. The level of complexity would be similar to that outlined for Flair Park.

#### **4.0 – PROPOSED FORMAT**

The cover should clearly display the title of this RFQ, "City of El Monte Planning Consulting Services". All proposals shall include the following information and comply with the associated page limit restrictions. Note that the front side of an 8.5 by 11-inch sheet of paper for the cover does not constitute a page.

- 1) **Cover Letter** – One (1) page cover letter signed by an officer of the firm, binding the proposer to all of the commitments made in the submittal. The letter shall include name, address and phone number of the person authorized to represent the proposer and shall include the following Statement:

I HAVE READ, UNDERSTOOD AND AGREED TO ALL STATEMENTS IN THIS

REQUEST FOR QUALIFICATIONS AND ACKNOWLEDGE RECEIPT OF ALL ADDENDUMS/ AMENDMENTS AS WELL AS TO THE TERMS, CONDITIONS, AND ATTACHMENTS REFERENCED.

- 2) **Firm Qualifications** – Maximum four (4) page qualifications on the proposer and its area(s) of professional expertise relevant to this RFQ, with emphasis on contracting services which are similar to those listed under 1.0 Overview and 3.0 Scope of Services, above.
- 3) **Qualifications and Experience of Proposer's Personnel** – Maximum six (6) page summary of the relevant experience, work history, training, education and special certifications of the proposer's personnel who will be performing the professional services contemplated under this RFQ on the proposer's behalf. Briefly discuss the Consultant team's qualifications and experience with projects of a similar magnitude and nature. The summary shall also include the office location of key personnel proposed to work on this contract. Relevant experience can include your firm's overall experience, experience with similar services for other cities and the experience of individuals on your proposed team. Show how your experience relates to the demands of this RFQ.
- 4) **Proposed Personnel** – Maximum two (2) page resume for each planning consultant which may be providing the contract services. Resumes for corporate leadership should not be included unless said individuals will be providing contract services. There shall be a designated primary contact with the City during the contract period and shall function in that capacity while employed by the firm. In addition, the City must approve changes of personnel.
- 5) **References** – Each proposal must include at least three (3) public agency references going back not more than five (5) years from the issuance of this RFQ in which the proposer was engaged to provide services similar to those requested under this RFQ. References should place an emphasis on past projects in which the personnel to be used by proposer for this project were deployed. The references should include the name, title and contact information of the public agency officer or employee responsible for overseeing the proposer's work.
- 6) **Cost** – This should include payment expectations, hourly rates, anticipated hours of work, and other miscellaneous costs as applicable. Please provide rates for the following planner levels: Assistant Planner, Associate Planner, Senior Planner and Principal/Manager Planner.
- 7) **False Claims, Debarment and Civil Litigation History** – Each proposer shall be required to complete and submit along with their proposal the certification forms relating to false claims, debarment and civil litigation history which are attached here to as Attachments 2, 3 and 4 respectively.
- 8) **Conflict of Interest Disclosure Statement** – Each proposer shall complete the Conflict-of-Interest Disclosure Statement attached hereto as Attachment 5. City reserves the right to disqualify any proposer who fails to submit and/or sign the Conflict of Interest Disclosure Statement. Proposers are directed to be reasonably thorough and detailed in listing and describing the nature of any relationship the proposer has with a Conflicted Consultant or a Potentially Adverse Client, as those terms are defined under the Conflict of Interest Disclosure Statement. Similarly, proposers are directed to be reasonably thorough and detailed in describing what measures the proposer has taken to avoid, neutralize or mitigate a potential conflict.

The City reserves the right to delete specific task(s).

## **5.0 – EVALUATION CRITERIA**

Each proposal shall be evaluated on the basis of the proposer's expertise, experience and training and the expertise of its key personnel along with prior contracting history, approach to the project, cost, proposed schedule and compliance with the RFQ requirements including the terms of the attached PSA. Each such factor shall be weighted by the City as follows. Note: a proposer may receive different scores for any of the criteria listed below for Requests #1 and #2:

- 1) **Expertise, Experience & Training Plus Prior Contracting History (40%)** – The expertise, experience and training of the proposer and its key personnel and previous experience with similar work in similar fields and qualifications and depth of the staff that will perform the work on this project. This factor includes evaluation of the proposer's prior contracting history, including the review of the proposer's certifications relating to false claims, debarment and civil litigation.
- 2) **Project Approach (20%)** – The proposer's responsiveness in addressing the City's specific needs.
- 3) **Fee/Rate Schedule (30%)** – The proposed compensation structure (inclusive of hourly rates of compensation, pass through costs and sub-consultant costs) for the performance of the Scope of Service as outlined in Section 3.0.
- 4) **Compliance with RFQ (10%)** – The ability of the proposer to comply with all instructions set forth under this RFQ as well as the proposer's ability to agree to all of the terms and conditions of the attached PSA without modification, particularly as relates to indemnification, insurance requirements and standards of care.

## **6.0 – SELECTION CRITERIA**

A Selection Committee, comprised of City staff, will review the proposals. Proposals will be ranked on qualifications and the Selection Committee may choose to interview several of the top ranked proposers. However, at its sole discretion, the Selection Committee may dispense with interviews and proceed with a selection. The City may select the same firm for both requests or may select different firms for each request.

## **7.0 – PROPOSAL REQUIREMENTS**

Proposals must be submitted using the following methods:

Three (3) printed copies and one (1) electronic copy of the proposal must be received prior to the Submission Deadline. Proposals shall be submitted to the following address:

City of El Monte  
Community and Economic Development Department – Planning Division  
City Hall West  
11333 Valley Boulevard  
El Monte, CA 91731-3293

Attention: Jason C. Mikaelian, AICP, Deputy Director  
Subject: RFQ – PLANNING CONSULTING SERVICES

Proposals may be submitted via personal delivery, overnight courier (e.g., FedEx or UPS) or U.S. Mail. Proposals must be received by or before the Submission Deadline. Proposals that are deposited with an overnight courier or post marked prior to the Submission Deadline but received after the Submission Deadline will not be considered by the City.

Submitted proposals shall be maintained as confidential records of the City up to the Submission Deadline. Proposers may withdraw, modify and/or resubmit a proposal prior to the Submission Deadline but not after. Proposers shall be bound to the terms of their proposal following the Submission Deadline, however, the City, in its sole and absolute discretion, reserves the right to accept post deadline modifications if it is determined that such modifications are in the best interests of the City. The City also reserves the right to waive minor non-substantive informalities or allow the proposer to correct them.

- 1) Proposers shall be solely and exclusively responsible for all costs incurred in connection with the preparation and submission of the proposals; demonstrations; interviews; preparation of responses to questions and requests for additional information; for contract discussions; or for anything in any way related to this RFQ. The City is not liable for any costs incurred by a proposer in response to this RFQ. Whether or not a proposer is awarded a contract pursuant to this RFQ, no proposer shall be entitled to reimbursement for any costs or expenses associated with the proposer's participation in this RFQ process.
- 2) Late proposals will not be considered.
- 3) The City reserves the right to reject any and all proposals received as a result of this RFQ. The City's potential award of a contract(s) will not be based on any single factor nor will it be based solely or exclusively on the lowest cost proposal. If a contract(s) is awarded, it will be awarded to the proposer who in the judgment of the City has presented an optimal balance of relevant experience, technical expertise, price, quality of service, work history and other factors which the City may consider relevant and important in determining which proposal(s) is best for the City.
- 4) The City reserves the right to cancel or modify this RFQ. There is no guarantee that the City will award the contract(s).
- 5) The City reserves the right to investigate the qualifications of any proposer under consideration including parties otherwise related to the proposer and require confirmation of information furnished by a proposer, or require additional evidence of experience and qualifications to provide the services or otherwise discharge the obligations required by this RFQ.
- 6) Following the Submission Deadline, the City, pursuant to the California Public Records Act (Govt. Code Section 6250 et seq.) reserves the right to make copies of all submitted proposals available for inspection and copying by any interested member of the public, except to the limited extent the City determines that any information contained in a proposal is legally privileged under the California Public Records Act. By submission of a proposal, proposers acknowledge and agree that their proposal and any information contained therein may be disclosed by the City to interested members of the public, including other proposers.

- 7) The City reserves the right to approve or disapprove of particular joint venture partners, or other proposed team members.
- 8) The City reserves the right to evaluate responses in terms of the best interests of the City, applying criteria provided in this RFQ and any other criteria the City, in its sole discretion, deems pertinent.
- 9) By the submission of a proposal, each proposer accepts and agrees to execute a written Professional Services Agreement (PSA) in the form attached hereto as Attachment 6. By submission of a proposal, each proposer agrees to execute a PSA with the City in the form attached hereto as Attachment 6, inclusive of all stated terms and conditions relating to indemnification, required insurance and standard of care requirements. If a proposer is unable to agree to any of the terms or conditions of the PSA in the form attached hereto, the proposer must identify the provision(s) in question and provide an explanation as to why the proposer cannot comply with such provisions. If a proposer's objection to a certain provision of the PSA is merely a question of added cost, the proposer shall indicate in the proposal the difference in cost associated with complying with the provision(s) versus the cost associated with the City's waiver or modification of the provision(s). The City shall be under no obligation to make modifications to the PSA after a contract has been awarded and proposers shall be deemed to have incorporated all costs associated with compliance with the PSA into their proposal. A proposer's inability to comply with one or more provisions of the PSA shall be a factor that will be considered by the City in determining which proposal will serve the best interest of the City when all other factors are taken into account.
- 10) All proposals must remain valid for a minimum period of 90 calendar days after the Submission Deadline. Responses may not be modified or withdrawn by the proposer during this period of time except in accordance with this RFQ and with written permission granted by the City.
- 11) All questions or requests for clarification shall be submitted via email to Jason C. Mikaelian at [jmikaelian@elmonteca.gov](mailto:jmikaelian@elmonteca.gov) by the REQUEST FOR INFORMATION DEADLINE. All questions received by this deadline will be addressed and posted on the City's website ([www.ci.el-monte.ca.us](http://www.ci.el-monte.ca.us)) by the RELEASE OF INFORMATION REQUESTED DATE.
- 12) If it becomes necessary to revise any part of this RFQ, an addendum will be posted on the City's website. It shall be the sole responsibility of the proposer to check for any addendums to the RFQ that may be issued by the City.
- 13) It is presumed that each proposer has read and is thoroughly familiar with the scope of services to be performed under this RFQ.
- 14) The proposer agrees that, if a contract is awarded to a proposer, the proposer shall make no claim against the City or any of the funding agencies because of any estimate or statement made by any employees, agents, or consultants of the City which may prove to be erroneous in any respect.
- 15) Proposers may withdraw their proposal prior to the Submission Deadline.