



City of Huntington Park

REQUEST FOR QUALIFICATIONS



Architectural Services for the Commercial Rehabilitation Program

October, 2008

Community Development Department
6550 Miles Avenue, Huntington Park, CA 90255,
Phone (323) 584-6284 Fax (323) 584-6244

Introduction

The City of Huntington Park (City) is soliciting Request for Qualifications (RFQ) from qualified, licensed architectural firms to provide architectural services for the Commercial Rehabilitation Program.

Through the Commercial Rehabilitation Program, the City offers grants as incentives to local businesses to revitalize and improve the exterior appearance of their properties including building façade modifications, security lighting, sign and advertising improvements, correction of code violations, and construction of facilities to improve access for the disabled. The Commercial Rehabilitation program will provide assistance to commercial properties located within the City's Business Improvement District along Pacific Boulevard located in the City's downtown. The City has allocated \$400,000 for the Commercial Rehabilitation Program for the fiscal year 2008-2009 and a total of five (5) \$50,000 grants will be awarded.

The City contracts with Comprehensive Housing Services to implement and provide administration of the Commercial Rehabilitation Program.

The City requires that each proposal clearly address all of the requirements outlined in this Request for Qualifications. The proposal submitted must be organized as indicated on the Statement of Qualifications and must be clear and concise, and contain information covering all the topics in the Scope of Services.

City Description

The City of Huntington Park (City) is a densely urbanized city with approximately 4.3 persons per household. Incorporated in 1906, Huntington Park is located within Los Angeles County and sits five (5) miles southeast of Downtown Los Angeles. The City is approximately 3.2 square miles in area and has a population of approximately 70,562 as of 2006. Future projections indicate that the population in Huntington Park is expected to grow at a rate of 0.8% annually.

Term of Agreement

The City wishes to retain the architectural services for a period of one year with the ability to renew the agreement for an additional two years.

Consultant's Tasks and Deliverables

The Consultant shall provide the following architectural services to the Commercial Rehabilitation Program. Consultant shall not spend more than ten (10) hours on each applicant. The services provided by the Consultant generally will include the following:

- Section A. Meet with Participant and designated Comprehensive Housing Services (CHS) and City staff on the project site to assess the building's exterior façade and discuss potential design improvements to it. During this meeting, Consultant will discuss the feasibility of the Participant's plans and project budget.
- Section B. Advise Participant regarding a conceptual design for façade improvements based on the development and design standards of the Downtown Specific Plan, the Zoning Ordinance of the City of Huntington Park and other appropriate aesthetic criteria.
- Section C. Within 14 business days of the initial on-site meeting, provide Participant and CHS with copies of the following:
1. A color basic/concept design sketch of the project with the appropriate written recommendations and call-outs of materials and other proposed exterior modifications. The design must represent a project that is feasible within the Participant's stated budget.
 - a. All drawings and sketches must be labeled with the project address, the date, Consultant's name, and "Commercial Rehabilitation Program."
 - b. All drawings must be legible, properly dimensioned, should be a minimum 11" x 17" size and drawn to scale.
 2. A recommended color scheme and a minimum of two alternatives, including color samples and paint reference numbers.
- Section D. Advise Participant of the building permit process in general.
- Section E. Consultant may undertake work for this contract only when requested by the City and may not undertake work for this contract at the request of any individual or community organization without prior City approval. Work will be undertaken on an as-needed basis and there is no implicit guarantee that the maximum amount of fees allowed under a Contract shall be expended.
- Section F. Consultant is not responsible for the interior of the building, overall code compliance of the structure, deficiencies of the exterior of the building, or ADA (Title 24) compliance.

Statement of Qualifications

All proposals must be bound and submitted in the prescribed format. Any proposal that deviates from this format may be rejected without review at the City's sole discretion.

Cover Letter

The cover letter should be a maximum of one (1) page on the consultant's letterhead, and must include the consultant's name, address, telephone and facsimile numbers of the contact person or persons who will be authorized to represent the consultant.

Table of Contents

The Table of Contents must be a comprehensive listing of material included in the Proposal.

Executive Summary

The Executive Summary shall condense and highlight the contents of the Consultants to provide the City with a broad understanding of the Consultant's approach, qualifications, experience, and staffing.

Qualifications and Experience

Describe the background, experience and qualifications of the principal contact of individual team members involved in the activities. Provide three (3) client references regarding the firm's performance, including the completion of work of a similar nature. The references shall include the firm's name, contact name, title and phone number for each of the reference.

Proposed Principal Consultant

This section must indicate the principal contact person or project manager acting on behalf of the consultant firm and who will be the initial point of contact for all matters. This section should provide a list of any additional team members (names and titles), and perspective contractor list. Please only list those that will have direct involvement with the activities described herein.

Cost Proposal

The Cost Proposal should provide a fee schedule based on an hourly rate. The schedule should include any cost reimbursement items and include all anticipated expenses such as travel, reproduction of documents, etc.

Insurance

The selected organization will be required to provide evidence of the following insurance coverage's:

- a) Professional and or Errors and Omissions Insurance.
- b) Liability insurance in the amount of \$1,000,000, which shall cover all actions and operations of the organization.

c) Automobile Insurance and Workman's Compensation.

Liability insurance coverage shall name the City of Huntington Park, California, its agents, officers, and employees as additional insured. The coverage shall contain a 30-day absolute cancellation clause.

Evaluation Process

Proposals will be evaluated upon a combination of factors including the approach and methodology, experience, qualifications, and consultant fees. The City and a selection committee will evaluate the proposals to determine which firms demonstrated the best and highest qualifications to successfully perform the necessary consultant services. It is the City's intention to select the most responsible and responsive individuals or firms who have the proven ability and experience in performing the service requested.

Adherence to Format (Pass/Fail)

The consultant will be given a pass or fail score for their proposals format. Failure of the consultant to comply with the minimum requirements will result in the proposals being eliminated from any further consideration. However, the City in its sole discretion, may waive any informality in a proposal if it is determined to be in the City's best interest and the sum and substance of the proposals in the present.

Proposals Evaluation Criteria (100%)

All the proposals will be evaluated based on the criteria below. All proposals will receive a composite score and be ranked in numerical order from high to low. The City may also, at its option, invite the top ranking consultants to make a verbal presentation to the review committee. The purpose of a verbal presentation is to provide clarification on information and/or documentation submitted in the proposal.

Consultant's Background and Experience

40%

Consultants will be evaluated on the experience and capacity of the individual or firm to perform the required services listed in the Scope of Services.

Consultant's Reference Evaluation

10%

The consultant will be evaluated on the verification of the reference provided in the RFP.

Consultant's Approach to Providing Required Services

10%

The consultants will be evaluated on its description of the methodology to be used to meet the City's, Federal and State requirements.

Cost Proposal Evaluation Criteria

40%

The maximum number of possible points will be awarded to the cost proposal that closely reflects the average, market costs for the services described in the RFP. The average market costs are based on the current fair market costs, as well as current and past contract costs with the City.

Deadline for Submittal

The filing deadline for submittal of proposals is Thursday, **November 20, 2008** before 5:30 p.m. (Facsimiles will not be accepted). All proposals for this RFQ are to be submitted to:

**City of Huntington Park
Community Development Department
ATTN: Eduardo Arenas
6550 Miles Avenue
Huntington Park, CA 90255**

For additional information or questions please contact Eduardo Arenas, Housing and Community Development Assistant at (323) 584-6208 or via email at earenas@huntingtonpark.org.