

THE CITY OF EAST PALO ALTO
REDEVELOPMENT AGENCY

REQUEST FOR PROPOSALS

EAST PALO ALTO
DUMBARTON RAIL STATION AREA
SPECIFIC PLAN

JANUARY 6, 2009

OVERVIEW

The City of East Palo Alto is seeking an experienced consultant team to assist the City in preparing an East Palo Alto Dumbarton Rail Station Area Specific Plan (Plan), which will contain Transit-Oriented-Development (TOD) land use policies, a market analysis and financial feasibility component, a community participation component, an associated implementation and financing program, and a Program EIR environmental assessment for the Plan area.

The Plan area includes the Ravenswood Business District (RBD) and the 4 Corners commercial district. See **Figure 1**. The Dumbarton Rail Transit Station Plan Area covers, at a minimum, 1) an area within a half mile radius of a potential transit station in the Ravenswood, (mainly, the Village neighborhood), and 2) the Ravenswood Redevelopment area, which is composed of two distinct areas: the Four Corners Area, and the Ravenswood Business District. Thus, the Plan area will cover approximately, a combination of both a half mile radius from the potential station and the Ravenswood Redevelopment Area boundary. See **Figure 1**. The respondent is expected to further define in its proposal, a more specific geographic study area than the one here described.

Preparation of the Plan is being funded through a Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) Station Area Planning grant program that is intended to assist cities in preparing Station Area Plans for areas around bus, transit and ferry stations. Transit operators may/will be partnering with the City to prepare the Plan, and close coordination with other agencies such as 1) the San Mateo County Transit District (Samtrans) which operates fixed-route and paratransit bus service in San Mateo County and parts of San Francisco and Palo Alto; 2) Caltrain, run by the Peninsula Corridor Joint Powers Board (JPB) which operates and owns the Caltrain rail corridor between San Jose and San Francisco, and operates commute-hours service to Gilroy. The JPB is a tri-county board, comprised of representatives from San Francisco, San Mateo County Transit District and the Santa Clara Valley Transportation Authority; 3) the Santa Clara Valley Transportation Authority, 4) Caltrans, and 5) the City and County Association of Governments of San Mateo County (C/CAG) which serves as the County Congestion Management Agency, and prepares the Countywide Transportation Plan.

Since at least 2004, the Dumbarton Rail Corridor planning effort has identified a station in Menlo Park near Willow Road. The City of Menlo Park received an MTC Station Planning grant for the station near Willow Road. Therefore, the Plan will have to take into account that there is already a planned DRTS in Menlo Park. The scope of work in the RFP identifies the need to coordinate with Menlo Park during the planning process.

The Plan will articulate and quantify the future potential of development within the Plan area to support and complement a potential DRTS in East Palo Alto, and/or the planned DRTS in Menlo Park. As a result, the transportation, roads, and land use Plan elements ultimately recommended in the Plan need to be developed in such a way that facilitates public transit to a potential East Palo Alto DRTS location and/or the DRTS location

identified in Menlo Park. See **Figure 1**. The Plan will identify the optimal feasible station site from among two potential station sites in East Palo Alto.

The Plan will require a multidisciplinary consultant team with demonstrated knowledge and experience in transit-oriented development, participatory community Planning with experience in partnering with local community organizations, urban design and planning principles, public infrastructure engineering, transit planning, traffic circulation and parking analysis, economic and market analysis, environmental review, including endangered species and wetland issue evaluation, and computer graphics.

Objectives of the Plan.

The Plan will articulate and quantify the future potential of development within the Plan area to support and complement a potential DRTS in East Palo Alto, and/or the Planned DRTS in Menlo Park. The uses and densities will depend on the interest of the community, the market demand, and financial feasibility. The Plan will identify the optimal feasible station site from among two potential station sites in East Palo Alto. See Figure 1. The Plan will identify the necessary roadway, pedestrian, bicycle, and transit connections to either an East Palo Alto station (if the Plan justifies it) or the Planned Menlo Park DRTS. If an East Palo Alto station is not feasible (if the land uses will not generate sufficient ridership for an East Palo Alto station in the next 20 years), the emphasis will be to connect to the Menlo Park station while still preserving the option of opening an East Palo Alto station when the conditions are right. In addition, the Plan will evaluate the market demand, fiscal impact, and the financial feasibility of the land use programs.

Comprehensive land use policies with a detailed land use map will be developed. The work program will also include an analysis of prototypical development scenarios on potential opportunity sites to provide more specific guidance for future development. A program for implementing the land use policies will be an important component of the Planning effort and will include measures such as supportive zoning and general Plan changes, infrastructure improvements and financing, development standards, design guidelines, parking strategies, a marketing program, and other viable development incentives. The Plan will also identify priorities for public transit and pedestrian enhancements as well as necessary transportation, parking and streetscape improvements to support and attract private investment.

The Plan will address a wide range of development, Planning and economic issues and will include a comprehensive evaluation of the following topics:

- Existing and future opportunities for transit-oriented mixed-use and residential development within the Plan area.
- Financial and market feasibility of possible development options, including affordable housing.
- Future benefits of enhanced bus service through the study area and improved connectivity to the Samtrans system.

- Regulatory framework for achieving preferred land use model (e.g. zoning and parking amendments, master developer, redevelopment authority.)
- Financing options and implementation strategies to facilitate preferred land use model (master developer, formation of an assessment district, development impact fee ordinance, etc.)
- Urban design goals expressed through unified design standards and guidelines.
- Access improvements to accommodate projected DRTS, and Samtrans riders.
- Parking and transit management strategies to reduce parking demand and increase transit use, bicycling, and walking. Examine alternatives to expand bus service in advance of the DRTS in a way that will support future rail service to both the Planned Menlo Park and potential East Palo Alto DRTS locations.

An important and distinct component of the Plan will be to serve as a Program EIR by obtaining both California Environmental Quality Act (CEQA) and, if required, National Environmental Protection Act (NEPA) clearance to implement the Plans' land use Plan, including:

- Addressing climate change impacts during environmental review by:
 - Undertaking a current Green House Gas (GHG) emissions inventory
 - Establishing a climate change significance threshold, and making a significance determination for the project
 - Identifying mitigation measures
- Environmental assessment and clearance of transportation and infrastructure improvements to accommodate preferred land use model.
- Environmental assessment of development options, including cumulative traffic analysis.

Because the Plan is funded through the MTC-ABAG grant program, familiarity with the Station Area Planning Manual is recommended. Innovative planning techniques that can serve as a model for future station area planning in the Bay Area will be encouraged to accomplish the above objectives. Excellent graphic tools, such as computer simulations, will be important for conveying the possible development concepts for public discussion.

Community Participation

The City expects that the preparation of the Plan will include a **comprehensive** public outreach effort to gather input. The outreach effort will likely be guided by an existing City Council/ Planning Commission Subcommittee and include a five (5) member City Council-appointed citizen advisory committee, or similar arrangement, representing a broad cross-section of the community. The consultant team will play a key role in educating the public about the links between land uses and density and transit ridership, global warming, greenhouse gas emissions, vehicle miles traveled, the legal framework of AB 32, SB 375, and the concept of transit-oriented development and the possibilities offered by enhanced bus service and Samtrans in the East Palo Alto Plan area.

Following the initial education phase, the consultant team will assist the community in identifying options for the optimum development intensity, land use mix, and urban form

for the entire Plan area. The Planning process will include community workshops (including possibly a charrette), a field trip, City Council and Planning Commission work sessions and hearings, and presentations to neighborhood groups and business organizations. It is also important that affected property owners, tenants, and potential developers will be involved in the process. As the Plan is developed, public information will be distributed (via meetings, mailings and website postings) to inform the public about the status of the Planning effort and to solicit public comments.

Projected Timeline

It is anticipated that development and adoption of the Plan, including the supporting implementation and financing program, environmental document, and General Plan and Zoning Code amendments, will take 15 to 18 months to complete with initiation in May 2009 and adoption in October 2010.

BACKGROUND

Plan Area Setting

The City of East Palo Alto is predominately a lower-income, working-class community largely comprised of various and diverse ethnic populations. Many East Palo Alto residents sit at the margins of the economic benefits brought on by the Silicon Valley high tech boom. Typical of many lower income communities, it also sits at some distance from regional transit systems, including regional fixed rail opportunities. This Plan seeks to create an equitable, transit-oriented, and location appropriate specific Plan that will allow improved community access to regional-serving transit systems as well as to ensure that the station area strategically and effectively furthers the efforts of the community to continue growing, increasing and improving community services and housing opportunities.

The Plan also seeks to promote conditions that would foster the creation of living wage jobs while at the same time reducing Vehicle Miles Traveled (VMT) and Green House Gas emissions (GHG) for existing and new residents by melding transit benefits with the ongoing redevelopment throughout the Plan Area. Finally, it seeks to encourage housing growth in the Plan Area where appropriate and feasible, as well as better public transportation to the potential East Palo Alto DRTS, the nearby Menlo Park light industrial district, and to the planned Menlo Park DRTS.

The RBD is a 148-acre swath of underutilized industrial land at the northeastern end of East Palo Alto. The RBD is within approximately a half mile radius of a potential Dumbarton rail line station plan. See **Figure 1**. The potential East Palo Alto DRTS location presents a great opportunity to harness the Bay Area economy in the community's interest by smartly taking advantage of these synergistic adjacencies to bring transit and development equity to East Palo Alto. Current Plans include only one station in the general vicinity just across the city line in Menlo Park.

The proposed Dumbarton Rail will run adjacent to the northern edge of the RBD. The Plan is expected to create a Dumbarton Rail Transit Station Area Specific Plan (DRTSP) that will guide the conversion of the existing light and heavy industrial land uses into higher density residential, commercial, and mixed-use land uses that will support a possible transit rail station.

Past and Ongoing Planning efforts in the SA

- In 2000, the design firm of Freedman, Tung, and Bottomley (FTB) created a draft design oriented, conceptual development vision (FTB Plan) for the Ravenswood. The FTB Plan included up to 5 million square feet of commercial development and up to 1,200 residential units in the RBD at maximum build out. The FTB Plan was not adopted by the City. It is referenced here as contextual information of past planning efforts, only.

- The City completed a 2nd Administrative Draft Environmental Impact Report (ADEIR) for the RBD in December 2005. The ADEIR analyzed the environmental impacts of implementing zoning and general Plan land use changes in the RBD, as well as building infrastructure improvements identified in an earlier Engineer's Report. The land use changes in the ADEIR were based in the FTB Plan recommendations. The infrastructure improvements were based in a draft Engineers Report.
- The City has now completed the Final Draft Engineer's Report that identifies approximately \$48 million in infrastructure needs of the Ravenswood.
- The City is currently conducting a new market study (the Mundie study) to update the underlying market assumptions of the ADEIR, given that the market has changed substantially since 2000. The market study is not prescriptive. It is mainly an informational document that will inform decision makers the total market demand for various land uses (i.e., warehouse, housing, R&D, office, retail, etc.) within East Palo Alto. The market study will also estimate a range of how many jobs and how much revenue each land use might generate for the City. Thus, as a land use Plan for the SA is considered, decision makers and the community will be able to evaluate the selection of a land use with full knowledge of the implications for jobs and revenues.
- The Redevelopment Agency is in the process of fiscally merging all its Redevelopment Areas. As part of this process, a parcel by parcel report of the RBD will be generated to appraise the existence of blight. The blight report might be useful for evaluating baseline conditions in the RBD.
- The City is working on a Tax Base Expansion Study that will identify strategies to improve East Palo Alto's tax base.

It is expected that the Plan will be able to use some of the analysis of the ADEIR, the new market demand data, engineering and infrastructure needs assessment, and current conditions analysis to inform citizens during the community involvement and decision making process and to develop a new land use Plan that reflects the community's concern and vision about future development, current market conditions, and TOD principles.

The Plan's outcome

The Plan's outcome will be a transit-oriented Specific Plan that will provide environmental clearance for the proposed land uses and infrastructure, and will serve as a blueprint to balance and optimize light industrial, commercial, housing, local serving transit, pedestrian, bicycle and other public transportation access opportunities throughout the Planning area. The Plan will connect the transit-underserved community in East Palo Alto to 190 miles of regional commuter rail. including the RBD, the area within a half mile radius of the proposed station, and other job and residential centers near the proposed future station site, which will connect over 190 miles of regional commuter rail line to a transit service underserved community. The possibility of a second transit facility would have the added benefit of affording an opportunity to

strengthen access to the city's Ravenswood Business District, an underdeveloped 140 acre area that is a prime focus of the city's redevelopment efforts and one of the remaining promising development opportunities in San Mateo County.

The Plan will advance the city's development objectives for this area while minimizing impact on adjacent residential areas by exploring alternatives for skirting East Palo Alto's University Village neighborhood and transecting the City's central arterial, University Avenue with a potential road running along and east of an existing Union Pacific (UP) rail spur. This road would link the potential Ravenswood transit station to Demeter Street to the South and University Avenue to the west. (See **Figure 1**, caption: New Road linking: Station -University Avenue-RBD).

The work product from this process will include a Specific Plan for the transit station area outlining TOD policies and citywide interconnections to the new rail line, including assessing the feasibility for a new road alignment along the eastern side of the University Village neighborhood that will connect the station to the RBD. The Specific Plan will also contain specific zoning language and land use regulations and incentives that will foster transit usage and will assess and maximize the station's contribution towards assisting East Palo Alto in lowering GHG emissions and meeting AB32 targets while still achieving its community development goals.

The Plan would also help address three issues that are unique to East Palo Alto.

First, East Palo Alto suffers from chronically high unemployment. Unemployment in East Palo Alto is more than double (9.6% 2004-2007) that of San Mateo County (4.5% 2004-2007). The TOD Specific Plan would address opportunities to generate employment in East Palo Alto.

Second, it would address East Palo Alto's high housing-jobs imbalance that severely restricts the City's ability to fund sufficient local government services. The TOD Plan would identify opportunities for East Palo Alto to provide more affordable housing as well as employment opportunities. The TOD development in the RBD will generate revenue to provide critical services.

Third, East Palo Alto needs more transit options. East Palo Alto has high transit propensity, and the existing transit services, while improved relative to previous years, are not adequate for the need. The TOD planning effort will help to expand transit opportunities, including strengthening the communities access to regional-servicing transit systems such as Caltrain and BART.

Ongoing Projects and Public Transportation Opportunities

Opportunities for transit-oriented development exist on sites within the SA, within one-half mile of the Samtrans bus corridor. Samtrans Route 280 runs along Pulgas Avenue and Bay Road, within the RBD, and circling around the University Village neighborhood, providing a connection to the Palo Alto Caltrain station and Stanford. Samtrans Route

296 runs also along Bay Road crossing the Four Corners area, connecting to the Redwood City Caltrain Station.

Key opportunity sites are located near and along the Samtrans route. The City recognizes the importance of linking the SA to both Samtrans and regional transportation stations and to the DRTS.

Revitalization of the RBD and the Four Corners Area, as well as improved public transportation services has been a priority of the City.

Among the ongoing or completed projects are the following:

- The City received Federal assistance to improve Bay Road, from University Avenue to Clarke Ave. Phase I, has been completed, installing new pedestrian scale lighting, adding a bicycle lane, pedestrian friendly illuminated crosswalks with narrowing bulbs, new landscaping, and to improve the pedestrian environment, additional street furniture throughout the area.
- A major Redevelopment Agency project consists of a proposed mixed use project at the southeast corner of Bay Road and University Avenue which includes 115 housing units and 15,000 sq. ft. of retail in 1.5 acres, a density of 77 units per acre.
- The Courtyard, a 77 units rental 100% very low income housing development in a 1.6 acre site is completed and fully leased along Bay Road, east of University Avenue, at the southern terminus of Fordham Street.
- The City is in the process of preparing to issue an RFP for the design of Bay Road Phase II, which will span from Clarke Ave. to Tara Rd.

Policy Context

The Circulation Element of the City's General Plan (1999) strongly endorses improving East Palo Alto's connectivity to the regional transportation system. The following goals and policies state the following:

Circulation Goal 1.0: support development of an efficient regional transportation system.

Policy 1.1: Support implementation of the Countywide Transportation Plan

Policy 1.2: Work closely with adjacent jurisdictions and transportation agencies to ensure that development projects within and near East Palo Alto can be accommodated by the regional transportation system.

Thus, the Plan will clearly follow the stated City goals of linking future development within the SA, to a potential regional transportation hub that may occur either in East Palo Alto or in the adjacent jurisdiction of Menlo Park.

In addition, the General Plan advocates for better access to public transit, as well bicycle and pedestrian systems by clearly stating the following goals and policies:

Circulation Goal 3.0: Increase use of public transit and non-vehicular methods of travel.

Policy 3.1: Promote greater provision of public transit facilities and services by the San Mateo County Transit District (Samtrans).

Policy 3.2: Promote greater access and public transit service between East Palo Alto and region-serving transportation centers, including airports, in adjacent communities.

Policy 3.3: Provide and maintain a circulation system that supports bicycle and pedestrian travel.

Furthermore, in June 2007, the City of East Palo Alto adopted the “Bay Access Master Plan”, which proposes a series of trails and pocket parks to enhance pedestrian access to the bay, as well as pedestrian and bicycle circulation within the east side of the Plan area. This Plan can be viewed at:

<http://www.ci.east-palo-alto.ca.us/economicdev/Planandinfrastr.html#BAMP>

The Plan will allow the City to update and expand the scope of the Ravenswood EIR to include the entire SA, following the same pedestrian and public transit friendly development patterns advocated in both the City’s general Plan and the urban design principles in the FTB Plan. In addition, the Plan will elaborate on generally accepted smart growth design parameters such as encouraging pedestrian activity; mixed use developments; compact, transit oriented growth; and a reduction in vehicular trips.

East Palo Alto is a transit underserved community that strongly supports public transit and affordable housing. Among the various policies and Plans that support a transit station include the following:

In 2003 East Palo Alto received a federally authorized JARC grant. With these funds MTC sponsored the East Palo Alto Community Based Transportation Plan (the Plan), in collaboration with C/CAG and Samtrans. The Plan, after extensive community outreach and input, identified short, medium and long term solutions such as improving transit connectivity, providing transit transfer sites and providing a transit center in East Palo Alto, respectively. These recommendations have generated strong community support for a transit station and additional transit/shuttle services and choices for East Palo Alto residents. This document can be downloaded at:

http://www.mtc.ca.gov/Planning/cbtp/EastPaloAltoCBTPFinal_Appendices.pdf

- The upcoming update of East Palo Alto’s Housing Element will likely include additional incentives for achieving the city’s RHNA commitment. The Plan can identify opportunities that may exist for the potential transit station location.

Recently the Redevelopment Agency Board (RDA) adopted its Five Year Implementation Plan which projects \$8.8m in tax increment for housing in the next five years. The Agency is obligated to spend at least 20% of its tax increment for affordable housing.

- East Palo Alto, in collaboration with the International Council for Local Environmental Initiatives (ICLEI) is in the process of developing a GHG inventory to establish a baseline that may serve as a target to meet AB32 target of lowering GHG to 1990 levels by 2020. This work is expected to indicate that in order to meet AB32 goals, it will be critical to reduce vehicle miles traveled, generate higher density infill development, and achieve a better jobs housing balance. A transit station could

greatly help in meeting these goals. The environmental consultant will benefit from this ongoing work.

- The Dumbarton Dialogue Project is a civic engagement program designed to augment the regional transportation agency's (C/CAG) 2020 Peninsula Gateway Corridor Plan efforts. This Plan will lead to the development of a 20-year plan for major traffic improvements along the freeway corridor from Redwood City to Mountain View. The consultant will review the findings and long-term solutions analyzed by the participants in this process, for managing the traffic impacts in the City stemming from the Dumbarton Bridge and the Highway 101 corridor. Cities participating in the Dumbarton Dialogue Project are East Palo Alto, Palo Alto, Menlo Park, Atherton, Redwood City and Mountain View. The Dumbarton Dialogue Project has given participants the unique opportunity to look at their specific local concerns and interests in a forum that ultimately will lead to representatives from all six participating cities participating in a cross-jurisdictional Planning process.

PRELIMINARY SCOPE OF WORK

The following describes the preliminary scope of work to prepare the East Palo Alto Dumbarton Rail Transit Station Area Specific Plan (the Plan). **The scope will be further refined based on direction from a standing long range Planning subcommittee consisting of three Planning Commissioners and two City Council members, a Citizens Advisory Committee (CAC), MTC staff, and consultation with partner transit agencies. The consultant team is encouraged to provide recommendations about the process in their proposal.** It is anticipated that the Planning process will involve regular staff coordination meetings, at least eight meetings with the CC-PC subcommittee and CAC, two to four community workshops, and work sessions and public hearings before the Planning Commission and City Council. Where possible, these tasks should be completed in tandem.

Task 1: Inventory of Existing Conditions

The consultant team with the cooperation of City staff will define the precise Plan area for the Plan and will inventory the existing land use, urban form, parking supply, traffic conditions, transit service and patronage, access issues, infrastructure conditions, and public facilities. This task will include an assessment of current City policies and other governmental and physical factors that will influence the feasibility of transit-oriented development. In addition, this task will define a systematic and technical approach to deal with the protocol, coordination, and planning issues related to the multi-jurisdictional aspect of this effort, as it relates to the DRTS station component that is currently planned and expected to be located in Menlo Park, and not East Palo Alto. Key opportunity sites for future transit-oriented development will be identified, and the consultant will gather pertinent data about these properties. Discussion of the options being studied by the DRTS and/or Rapid Bus alternatives will be summarized. The status of proposed or planned downtown capital improvement projects will also be reviewed. The inventory will be documented through an Existing Conditions Report with supporting maps and other data as needed. The draft Existing Conditions Report will be presented to the CAC for review and comments.

Deliverable #1a: CAC and CC-PC SubCommittee Meeting #1 (general overview [global warming, transportation and GHG issues] / kick-off meeting on current legal framework, AB32, SB375) – Agenda Material and Minutes

Deliverable #1b: CAC and CC-PC SubCommittee Meeting #2 (general overview / kick-off meeting on land use Planning for the city and TOD) – Agenda Material and Minutes

Deliverable #1b: Existing Conditions Report

Deliverable #1c: CAC and CC-PC Meeting #3 – Agenda Material and Minutes

Deliverable #1d: Public Education meeting

Task 2: Market Demand Analysis

The economic sub-consultant will prepare a preliminary report on the potential market demand for transit-oriented development in the Plan area with consideration of the benefits and constraints of DRTS, Rapid Bus and Samtrans. The economic sub-consultant will review the results of the market analysis currently under way by Mundie and Associates to estimate the market demand within the Ravenswood area, and use it as a partial market demand information source for the entire Plan Area. The Ravenswood market analysis as well as the SA market analysis will examine all forms of potential development, including market rate and affordable ownership and rental housing, office, industrial, retail and mixed-use development. The SA market analysis will consider the financial feasibility of each development type based on current and projected land and development costs, potential lease rates and sale prices, current City development standards and fees, and other pertinent factors. Commercial, mixed-use, and residential developers will be interviewed (possibly through a Developer's Symposium) to determine the market, financial, regulatory and other factors that would affect their decision to build a transit-oriented project within the Plan area.

A field trip will be scheduled to visit projects along transit corridors and/or a downtown area to show elected and appointed City officials and CAC members, successful examples of transit-oriented development. Alternatively, the consultant team with the assistance of invited developers will provide a presentation about such projects. The Existing Conditions Report and Market Demand Analysis will be presented at a CAC meeting and an optional community workshop for education and initial feedback.

Deliverable #2a: Market Demand Analysis

Deliverable #2b: Field Trip Packet and Trip

Deliverable #2c: CAC Meeting #4 - Agenda Material and Minutes

Deliverable #2d: Community Workshop A - Packet and Meeting Summary (packet optional)

Task 3: Land Use Alternatives Analysis

Based on the Existing Conditions Report, Market Study (the Mundie study) results and the Market Demand Analysis, the consultant team and City staff will work with the CC-PC, CAC, and community to develop a minimum of three land use alternatives for the Plan area. For the purpose of policy discussion and environmental assessment, the alternatives will contrast different land use compositions and development intensities. A detailed breakdown of the development potential under each land use alternative and their respective financial feasibility will be prepared.

The economic consultant will also prepare preliminary pro forma analyses to test the feasibility of prototypical development scenarios using standard product types (office, R&D, and etc.) and site requirements. Staff and consultant will solicit input from interested developers to test the market and financial feasibility of the land use alternatives.

The land use alternatives will also be analyzed based on their ability to generate sufficient ridership to support a DRT station in East Palo Alto. A determination will be made about which scenario is the “Project Scenario” and which scenarios are analyzed as the alternatives.

Deliverable #3a: Land Use Alternatives Analysis

Deliverable #3b: CAC Meeting #5 - Agenda Material and Minutes

Deliverable #3c: Community Workshop B - Packet and Meeting Summary

Task 4: Parking Demand Analysis

The transportation consultant will assess the cumulative parking demand that will be required to support the land use alternatives with consideration of the City’s existing parking standards and the anticipated reduced demand associated with transit-oriented development. The objective of the analysis will be to identify methods to reduce the overall parking requirement by capitalizing on the advantages offered by DRTS, TRANSIT OPERATOR and mixed-use development. An expected outcome will be reduced parking standards for projects located within the Plan area, while addressing the concerns of downtown businesses and property owners. Opportunities for shared parking and structured parking to support transit users and downtown land uses will be explored. Strategies and incentives for increasing transit use will also be discussed such as carshare, transit passes, and improved pedestrian and bicycle facilities. The necessity and feasibility of a permit program or other measures to regulate on-street parking will also be discussed.

Deliverable #4a: Parking Demand Analysis

Deliverable #4b: CAC Meeting #6 - Agenda Material and Minutes

Task 5: Traffic Demand Analysis and Circulation Study

The transportation consultant will assess the cumulative traffic impacts of the land use alternatives. The traffic demand analysis will identify required traffic mitigation measures to support the land use alternatives both within and outside of the STUDY area. Methods to reduce traffic congestion and increase transit use will be emphasized. The circulation study will incorporate planned improvements and will explore additional pedestrian and street enhancements within the STUDY area to support the opportunities for transit-oriented development.

For example, the City has conceptually in the Circulation Element of the General Plan included a second mean of egress out of the Ravenswood, skirting around the north side of the University Village, near the location of the proposed DRTS. Design standards for downtown sidewalks, crosswalks, and pedestrian and bicycle facilities will be developed to facilitate station access and non-vehicular circulation in general. The traffic demand

analysis and circulation study will be conducted to satisfy CEQA requirements governing the station (which could be modified as a part of this study). Given that substantial portion of the area around the DRTS is wetlands and near an environmentally sensitive area, the consultant should anticipate coordination issues with a variety of local, regional, state and federal agencies, including the Army Corp of Engineers, the Bay Conservation and Development Commission, the CA Fish and Game, the US Fish and Wildlife, the Regional Water Quality Control Board, and the Midpeninsula Regional Open Space District.

Deliverable #5a: Traffic Demand Analysis and Circulation Plan

Deliverable #5b: CAC-CCPC Meeting #7 - Agenda Material and Minutes

Task 6: Station Access Improvements and Design Standards

This task will involve close coordination with all the local transit agencies, particularly Samtrans and Caltrain, and will incorporate the design standards and guidelines developed by the transit agencies and C/CAG, the County Congestion Management Agency. There are two potential station sites in East Palo Alto. Station A is located in the northeastern corner of the City along the Baylands. Station B is located in Menlo Park along University Avenue at the northern edge of the City. See **Figures 1 & 2**. The Consultant will identify which station is the optimal feasible station site. The number of potential transit riders will be estimated for each land use alternative with an analysis of the different access modes to the potential East Palo Alto DRTS station, with alternatives to also link to the Menlo Park DRTS. The inter-modal potential with Samtrans and City bus youth and senior shuttle will also be explored. The Plan will include design standards to accommodate DRTS and/or Rapid Bus within the Plan Area. Items to be addressed include compliance with the Americans with Disabilities Act (ADA), bus stops and shelters, bicycle parking, informational and directional signage, lighting, security issues, and other needs identified by Samtrans. In addition, there will need to be coordination and consultation with the City of Menlo Park regarding the possibility of Station B, which is in Menlo Park just east of University Avenue; regarding Menlo Park's own Dumbarton Rail station planning process; and regarding the optimal roadway, pedestrian, and transit connections with the station that Menlo Park is currently planning. An optional community workshop may be scheduled to receive comments on the work products developed in Tasks 4, 5 and 6.

Deliverable #6a: Station Access Improvement Plan and Design Standards

Deliverable #6b: CAC-CC PC Meeting #8 - Agenda Material and Minutes

Deliverable #6c: Community Workshop C - Packet and Meeting Summary (optional)

Task 7: Preliminary Dumbarton Rail Transit Station Area Specific Plan. (DRTSP)

Based on the conclusions reached through completion of Tasks 1-6, the consultant team will prepare a Preliminary DRTSP that incorporates all of the deliverables mentioned

under the above tasks. The Preliminary DRTSP will include but is not limited to the following items:

- Goals and policies;
- Land use Plan with description of land uses and overall development potential;
- Identification of potential opportunity sites based on feasibility analysis of prototypical development scenarios.
- Development standards and uniform design guidelines to facilitate high quality transit-oriented development, including minimum densities or floor area ratios;
- Parking standards and strategies for increased transit use and reduced parking;
- Station access improvements and design standards;
- Pedestrian and street improvements and design standards for the Plan area;
- Implementation program, including strategies to attract TOD measures to remove development constraints, a phasing Plan, and additional follow-up actions and public outreach efforts to implement the Plan; and
- Financing options for public/private development, including strategies and timing for pursuing possible federal and state funding sources.

Concurrent with preparation of the Preliminary DRTSP, the consultant team will assist City staff in preparing parallel Zoning Code amendments (and General Plan amendments if required) to implement the DRTSP. This would include amending the Zoning Map such as creating a special zoning or overlay district for the Plan area and adopting minimum development standards and reduced parking requirements for the area. The Redevelopment Agency will also consider amending the Ravenswood Redevelopment Project Area Plan if necessary, although these amendments may be processed after the Plan is formally adopted by the City Council.

Deliverable #7a: Preliminary Draft DRTSP

***Deliverable #7a: CAC/CC-PC Meeting #9 - Agenda Material and Minutes
(review and comment on DRTSP)***

Deliverable #7b: Community Workshop D - Packet and Meeting Summary

***Deliverable #7c: CAC/CC-PC Meeting #10 - Agenda Material and Minutes
(formal recommendation on DRTSP)***

Task 8: Draft DRTSP , Fiscal Impact Analysis and Draft Environmental Impact Report

Based on City staff, community input and the recommendations of the CAC, a Draft DRTSP, will be prepared and circulated for formal public review.

Following the preparation of the DRTSP, a Fiscal Impact Analysis will be prepared to assess the projected revenues to the City and other agencies from the project and the costs for providing services to the project over a 20 year period in a net annual and on a cumulative basis. Additionally, the Fiscal Impact Analysis will establish a baseline of current revenue generation from the project area and surrounding areas and evaluate the potential impacts of the proposal on that revenue generation.

Simultaneous with the preparation of the Fiscal Impact Analysis, a Program EIR and Draft Environmental Impact Report will also be prepared for the DRTSP, General Plan, Zoning Code amendments and infrastructure improvements. The environmental document will function as a program report under the CEQA Guidelines to streamline the environmental review process for individual projects within the Plan area. The Planning Commission will conduct a public hearing on the document and forward a recommendation to the City Council on the environmental document, Draft Plan, and proposed General Plan and Zoning Code amendments. During the public review period, City staff and CAC members will also conduct active public outreach by presenting the DRTSP to homeowner associations, Business and Property Owners Associations, and other interested groups to solicit comments. The consultant should allow for two Planning Commission meetings.

Deliverable #8a: Draft DRTSP

Deliverable #8b: Draft General Plan and Zoning Code Amendments

Deliverable #8c: Fiscal Impact Analysis

Deliverable #8d: Draft Environmental Document, and response to public comments

Deliverable #8e: Planning Commission Presentation

Task 9: Final DRTSP and Implementation

The City Council will hold a public hearing and adopt/certify the environmental document, the Draft DRTSP, and General Plan and Zoning Code amendments with modifications as required. The consultant team will then prepare the Final DRTSP and General Plan and Zoning Code amendments. The consultant should allow for two City Council meetings: one meeting (work session) may occur earlier during Task 7. This task also includes the consultant team assisting City staff in initiating other elements of the implementation program as outlined in the adopted DRTSP.

Deliverable #9a: City Council Presentation

Deliverable #9b: Certified Environmental Document

Deliverable #9c: Final DRTSP as adopted by City Council

Deliverable #9d: Final General Plan and Zoning Code Amendments

SUBMITTAL REQUIREMENTS-SEE CRITERIA BELOW

Proposals should at a minimum include the following information:

- 1) Proposed scope of work, project timeline, approach to community workshops and public meetings, and deliverables based on the preliminary work scope outline in the RFP, and number of public/staff meetings for each task.
- 2) Description of the consultant team, including:

- a. Identification of the Project Manager and other key staff members from the lead consultant firm, including resumes and their specific role on the team.
 - b. Identification of sub-consultants, specific tasks assigned, and resumes of their key staff members.
- 3) Schedule of hours by major tasks with breakdown of hours allocated to each staff member of the consultant team, and hourly rates of staff members; including sub-consultants.
- 4) Examples of relevant experience and work products during the past five years in transit-oriented development; downtown development; urban design; community facilitation; including community engagement processes; and/or transit Planning.
- 5) A minimum of three client references that City staff may contact.
- 6) Billing policy, including how materials, incidentals, and other non-staff expenses will be billed.
- 7) Ability of the lead consultant firm to comply with the provisions of the City's standard Contractual Services Agreement, including its insurance provisions.
- 8) Budget and schedule consistent with the Selection Process and Criteria below.

Ten hard (10) copies and one electronic copy of the proposal shall be submitted to the City of East Palo Alto, Redevelopment Agency by the end of the business day (5:00 p.m.) on February 20, 2009. Additionally, please submit 1 physical and 1 electronic copy of a Plan or report prepared by the lead consultant firm that is representative of the scope of work outlined in this RFP. All proposals will remain the property of the City unless requested by the firm, and the City shall not be subject to any reimbursement costs.

If you have questions, please email your questions to Sean Charpentier (see below) by January 23, 2009. The answers will be emailed to all respondents by January 30, 2009.

Address proposals to:

City of East Palo Alto
Attn: Carlos Martinez, RDA Division Manager
Redevelopment Agency
1960 Tate Street
East Palo Alto, CA 94303

If you have any questions, please contact:
Sean Charpentier, Project Coordinator II
Redevelopment Agency
1960 Tate Street
East Palo Alto, CA 94303
(650) 853-5906
Email: scharpentier@cityofepa.org

SELECTION PROCESS AND CRITERIA

A selection committee will review the proposals and the most highly ranked consultant teams will be asked to attend an oral interview. The interview process will allow the consultant team an opportunity to expand on the information contained in their proposal and to discuss the scope of work and approach for preparing the Plan. After the interview process, a contractual services agreement will be negotiated with the highest ranked consultant team. If an agreement cannot be reached, the City may choose to negotiate with the next highest ranked consultant team. The City is under no obligation to enter into a contract with any of the firms that submit a proposal.

The proposals will be evaluated based on the following general criteria:

Technical Competence: Technical competence to perform the work specified in this Proposal. Factors to be considered include, but may not be limited to: breadth and depth of experience of the consultant team with similar projects and developments issues; the expertise, experience, and project management skills of key personnel; community workshop experience; and the quality, originality, and comprehensiveness of work products.

Record of Past Performance: Past record of performance as determined from all available information, including direct communication by City staff with the supplied references. Factors to be considered include but may not be limited to: excellence of work products; innovation and creativity; effective communication and coordination with client and consultant team; cost control and efficiency; and completion of tasks on schedule.

Responsiveness to the RFP: Providing a complete response to the RFP.

Budget: Provide a budget consistent with the scope of work and the Budget in **Table 1**. The budget should include all applicable fees and charges, the hourly rates of staff, estimated hours per staff, and subcontractor expenses. The prices in the budget should be valid for no fewer than 90 days beginning February 20, 2009.

Approach to Work: Proposed methods and techniques for accomplishing the scope of work described in this RFP. Factors to be considered include, but may not be limited to: methodology to accomplish project tasks; community participation process; education and communication techniques; and project management approach.

Capability to Meet Schedule: Capability under current workload to perform the work within the project schedule. Factors to be considered include but may not be limited to: size of staff assigned to the project and availability of staff.

A panel of City staff will evaluate the Proposals based on criteria mentioned above. The top 5 consultants will be invited to interviews on April 9, 2009. **Please reserve April 9, 2009 for potential interviews.** The respondents will be informed of their ranking range no later than March 27, 2009.

The tentative schedule for selection of the consultant team is as follows:

Distribution of RFP: January 7, 2009
Deadline to submit questions via email: January 23, 2009
Answer to Questions Provided: January 30, 2009
Deadline to submit proposals: 5:00 p.m., February 20, 2009
Ranking Ranges Released: March 27, 2009
Panel Interviews: April 9, 2009
City Council approval of consultant contract: May 2009
Notice to Proceed: May 2009

TABLE 1: BUDGET EXAMPLE

Staff Name	NAME	NAME	NAME	Total Hours	Subtotal Hourly Costs	Subtotal Subconsultant Costs	
Title	Principal	Title	Title				
Hourly Rates	\$100	\$100	\$100				TOTAL
WORK PRODUCT/TASK							
Task 1: Inventory of Existing Conditions	Hours	Hours	Hours	Hours			
3 CAC SubCommittee Meetings (#1-#3)	0	0	0	0	\$0	\$0	\$0
1 Public Education Meeting	0	0	0	0	\$0	\$0	\$0
Existing Conditions Report	0	0	0	0	\$0	\$0	\$0
Task 2: Market Demand Analysis							
Field Trip Packet and Trip	0	0	0	0	\$0	\$0	\$0
1 CAC Meeting (#4)	0	0	0	0	\$0	\$0	\$0
1 Community Workshop A	0	0	0	0	\$0	\$0	\$0
Market Demand Analysis	0	0	0	0	\$0	\$0	\$0
Task 3: Land Use Alternatives Analysis							
1 CAC Meeting (#5)	0	0	0	0	\$0	\$0	\$0
1 Community Workshop B	0	0	0	0	\$0	\$0	\$0
Land Use Alternatives Analysis	0	0	0	0	\$0	\$0	\$0
Task 4: Parking Demand Analysis							
1 CAC Meeting (#6)	0	0	0	0	\$0	\$0	\$0
Parking Demand Analysis	0	0	0	0	\$0	\$0	\$0
Task 5: Traffic Demand Analysis and Circulation Study							
1 CAC Meeting (#7)	0	0	0	0	\$0	\$0	\$0
Traffic Demand Analysis and Circ. Study	0	0	0	0	\$0	\$0	\$0
Task 6: Station Access Improvements and Design Standards							
Station Access Improvements and Design Standards	0	0	0	0	\$0	\$0	\$0

CAC Meeting (#8)	0	0	0	0	\$0	\$0	\$0
Community Workshop C	0	0	0	0	\$0	\$0	\$0
Task 7: Preliminary Dumbarton Rail Transit Station Area Specific Plan							
2 CAC Meetings (#9 & #10)	0	0	0	0	\$0	\$0	\$0
1 Community Workshop D	0	0	0	0	\$0	\$0	\$0
Preliminary DRAFT DRTSP	0	0	0	0	\$0	\$0	\$0
Task 8: Draft DRTSP, Fiscal Impact Analysis, and Environmental Impact Report							
Planning Commission Meetings (2)	0	0	0	0	\$0	\$0	\$0
Draft DRTSP	0	0	0	0	\$0	\$0	\$0
Draft General Plan and Zoning Code Amendments	0	0	0	0	\$0	\$0	\$0
Fiscal Impact Analysis	0	0	0	0	\$0	\$0	\$0
Draft Environmental Document	0	0	0	0	\$0	\$0	\$0
Task 9: Final DRTSP and Environmental Impact Report							
City Council Presentation	0	0	0	0	\$0	\$0	\$0
Certified Environmental Document	0	0	0	0	\$0	\$0	\$0
Final DRTSP as Adopted By City Council	0	0	0	0	\$0	\$0	\$0
Final General Plan and Zoning Code Amendments	0	0	0	0	\$0	\$0	\$0
Reimbursable Expenses							
Travel							\$0
Materials							\$0
Other							\$0
Total	0	0			\$0	\$0	\$0

FIGURE 1 – MAP OF STATION AREAS

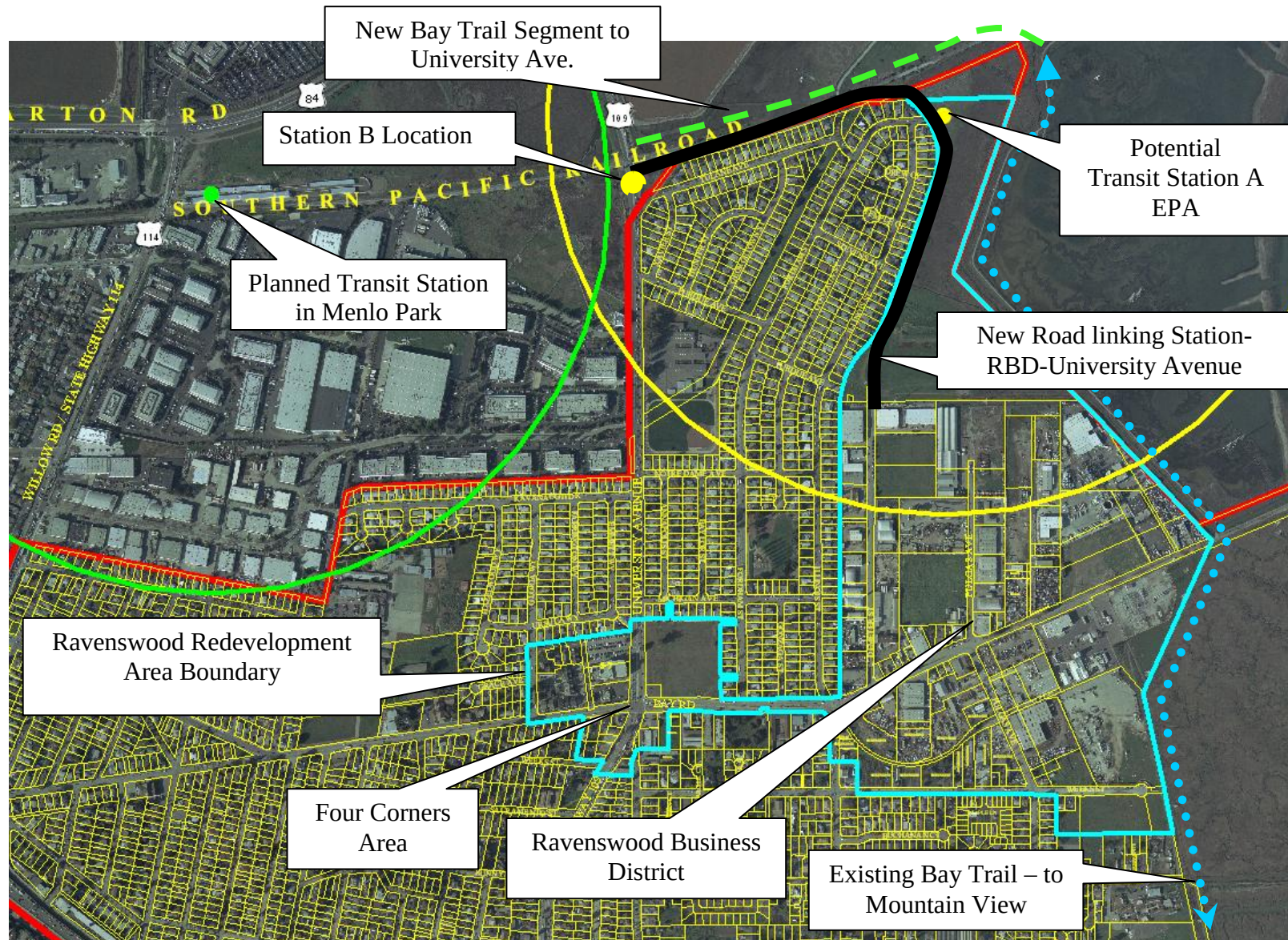
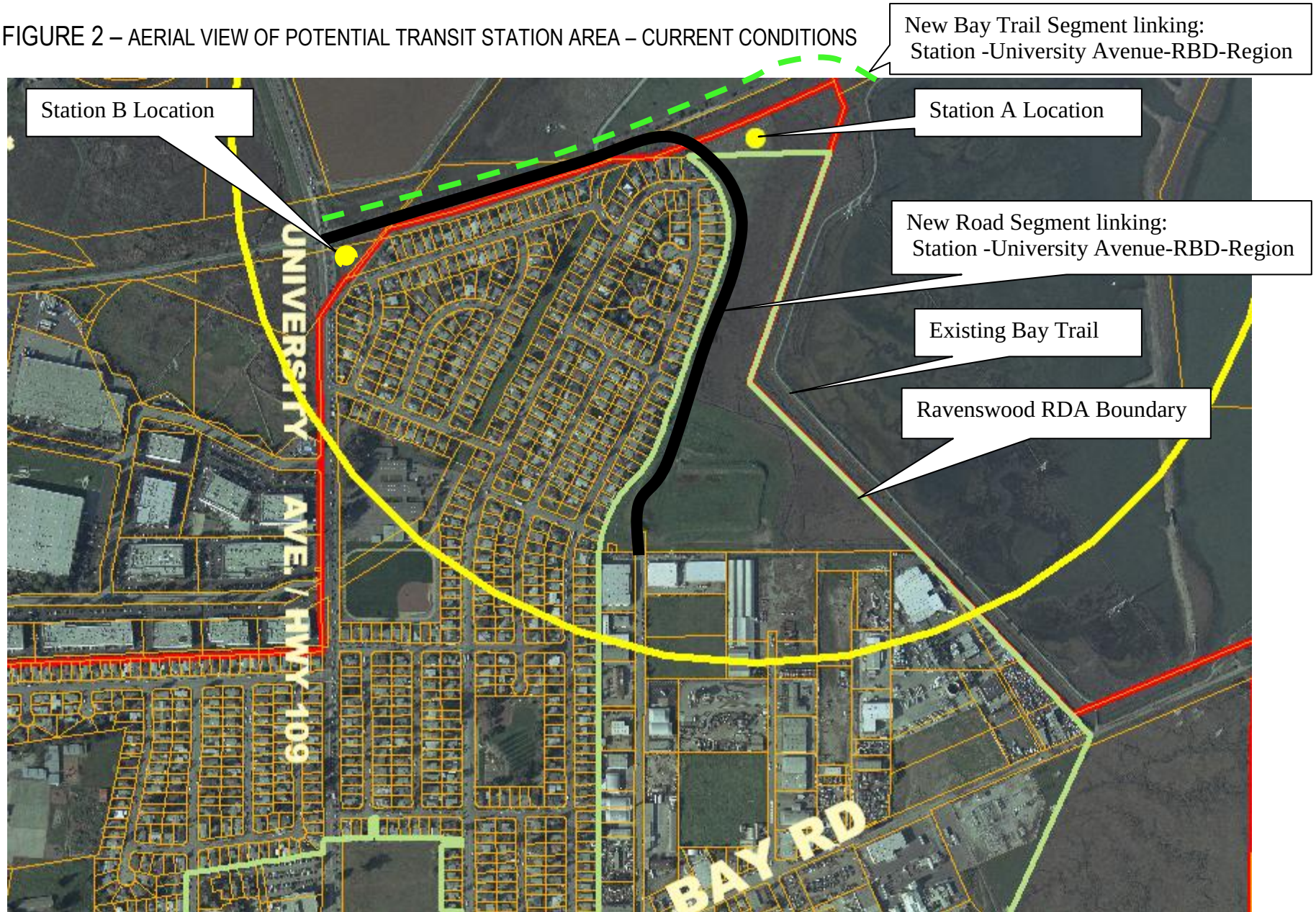


FIGURE 2 – AERIAL VIEW OF POTENTIAL TRANSIT STATION AREA – CURRENT CONDITIONS



AERIAL VIEW OF TRANSIT STATION – CURRENT CONDITIONS

**Attachment: Distribution List-EAST PALO ALTO
DUMBARTON RAIL STATION AREA
SPECIFIC PLAN**

	Planning/Design Firms
1	BMS Design Group
2	Calthorpe Associates
3	Circle Point
4	Crandall Arambula
5	Dahlin Group
6	David J. Powers
7	Denise Duffy & Associates, Inc.
8	Design, Community & Environment
9	Dyett & Bhatial
10	EDAW AECOM
11	EMC Planning Group Inc.
12	ESA
13	Freedman, Tung and Bottomley
14	Heller Manus
15	HNTB
16	HOK
17	ICF Jones & Stokes
18	Lamphier Gregory
19	LSA
20	MIG Inc.
21	Nelson Nygaard
22	RBF Consulting
23	Roma Design Group
24	RRM Design Group
25	Sasaki Associates Inc.
26	SMWM
27	SOM.com
28	SWA
29	WRT Design

	Engineering Firms
1	Bellinger Foster Steinmez
2	BKF
3	Carter & Burgess
4	CH2M HILL
5	DKS Associates
6	Freyer & Laureta
7	HMH Engineers
8	HNTB
9	Kier and Wright
10	Korve
11	Mark Thomas & Company
12	Ninyo & Moore
13	Tylin International
14	URS
15	Wilsey Ham
16	Nelson/Nygaard

	Economic Consultant Firms
1	Andersen Planning Consultants
2	Applied Development Economics
3	April Hawkins
4	Basile Baumann Prost Cole & Associates, Inc.
5	Bay Area Economics
6	Brion & Associates
7	Buxton
8	CBRE Consulting, Inc.
9	Conley Consulting Group
10	Economic and Planning Systems
11	Economics Research Associates
12	Fraser & Associates
13	GRC Associates Inc.
14	GRUEN GRUEN + ASSOCIATES
15	Hausrath Economics Group
16	IBI Group
17	Katz Hollis
18	Keyser Marston Associates
19	Kosmont Companies
20	Mundie and Associates
21	Pacific Group
22	PMC
23	Rosenow Spevacek Group, Inc
24	Seifel Consulting
25	Stanley Hoffman Associates
26	Strategic Economics
27	Sullivan Group Real Estate Advisors
28	Tierra West Advisors
29	TischlerBise
30	Urban Analytics, LLC
31	Urban Futures Inc.
32	Vernazza Wolfe Associates, Inc. (VWA)