



Request for Proposals Miller Avenue Streetscape Plan

Proposals Due: Monday, November 9, 2009 (12:00pm)

The City of Mill Valley (“the City”) is requesting proposals from qualified firms (“consultant”/“design team”) to prepare a conceptual roadway design and streetscape plan for a major arterial and commercial area: Miller Avenue. The Miller Avenue Streetscape Plan will include those segments of Miller Avenue from Sunnyside Avenue to Almonte Avenue (see location map on page 4). The resulting Streetscape Plan must have the broad-based support of the community, and will be used as the basis for final construction bid documents for an \$8 million to \$12 million capital improvement project, including a full range of streetscape components, from new paving, to bike lanes, sidewalk and street lighting, signage, flood control and drainage, and parking management (see Table 1 for details) The focus of this project is on the “public realm” not land use, zoning or design standards for buildings along the street.

The condition of the Miller Avenue roadway requires repaving and also re-grading and drainage improvements in some areas. Improvements are also needed to address functionality and safety issues including: the lack of a continuous bike lane for cyclists; long, unprotected pedestrian crossings; short sight lines for motorists; parking; transit facilities; and the proximity of the roadway to Corte Madera del Presidio Creek which floods periodically and is also habitat for wildlife. There are also additional improvements desired by the community to enhance the street’s functionality as a shopping district and gathering spot for residents of adjacent neighborhoods and the surrounding areas.

Table 1: Essential Streetscape Plan Components

Traffic and Parking Management	Access & Connectivity	Design	Other Considerations
• Circulation • On-street Parking / loading • Public Off-street Parking • Safety • Roadway configuration for the Main Street area (Willow-Reed/Valley Circle)	• Bicycle • Pedestrian • Transit • Gathering spots • Creek and historic connections • “Gateway” areas • Business and services • Schools • Open space • Neighborhoods	• Sidewalk, curb design, and pedestrian crossings • Landscape with emphasis on good urban forestry practice and sustainable principles • Paving materials • Public art / historic context • Lighting and signage • Street furniture	• Mill Valley history and character • Existing infrastructure (drainage, storm water, utilities) • Flood hazards and flood management • Possible public access and connection to the nearby creek • Connection to Steps, Lanes and Pathways • Viewscape

Project Objective:

The Miller Avenue Streetscape Plan builds upon previous planning and analytical work and community input and lessons learned; to refine and update that work, as needed; and to move the Streetscape Plan forward to implementation. The Streetscape Plan should support a multi-dimensional program to improve the physical, economic, cultural, environmental and aesthetic conditions of Mill Valley in a sustainable manner.

The Streetscape Plan is intended to make Miller Avenue a safe, efficient, and enjoyable street for all users: pedestrians, bicyclists, motorists, transit users, business people, shoppers and visitors. Likewise, the Miller Avenue roadway design must balance the needs and functions of the street--as a transportation thoroughfare, a healthy commercial district, respectful neighbor, and social gathering place. The street/streetscape design shall address the issues of today and into the future

The City is seeking a consultant who is willing and able to develop the Miller Avenue Streetscape Plan with a community-based approach that is well integrated into the entire scope of work. The successful consultant will draw on experience and expertise to create and facilitate a meaningful “community conversation” about Miller Avenue using varied methods to solicit, publicize, communicate and synthesize the wide range of viewpoints about Miller Avenue, its past and its future. Streetscape Plan recommendations will be grounded in and integral to Mill Valley’s character and will build upon significant work previously conducted, including public input previously received.

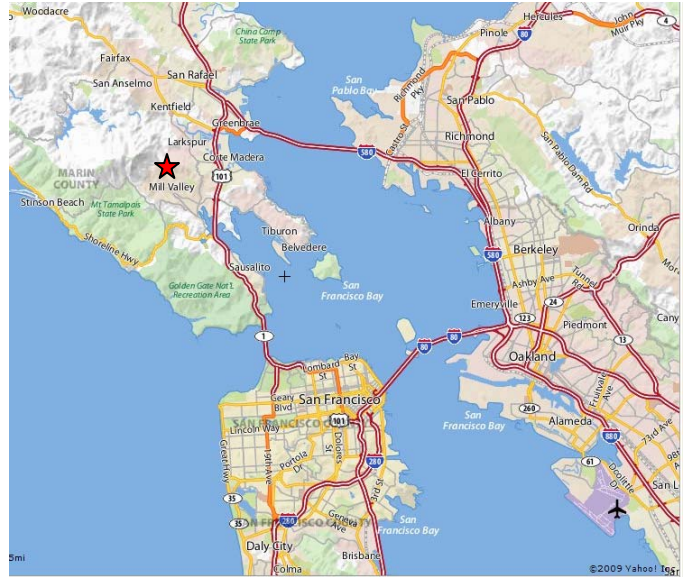
The Director of Planning and Building will manage this project. The City seeks to complete the project within 9 months of authorizing the consultant to start the project. The selected design team will work closely with City Staff, the Miller Avenue Design Advisory Committee (DAC), elected officials, and the community. As such, the design team needs to have proven expertise at working effectively with such constituencies, and needs to understand the history and character of Mill Valley as well as the utilization, function and relationship of Miller Avenue to Mill Valley as a whole.

The design team lead for this project shall be either an urban design or landscape architecture firm/professional. Design team members are expected to have expertise in the following areas:

- Urban Design
- Landscape Architecture
- Streetscape and Transportation Planning
- Community Outreach and Involvement
- Economic/Project Cost Analysis

SECTION I. OVERVIEW

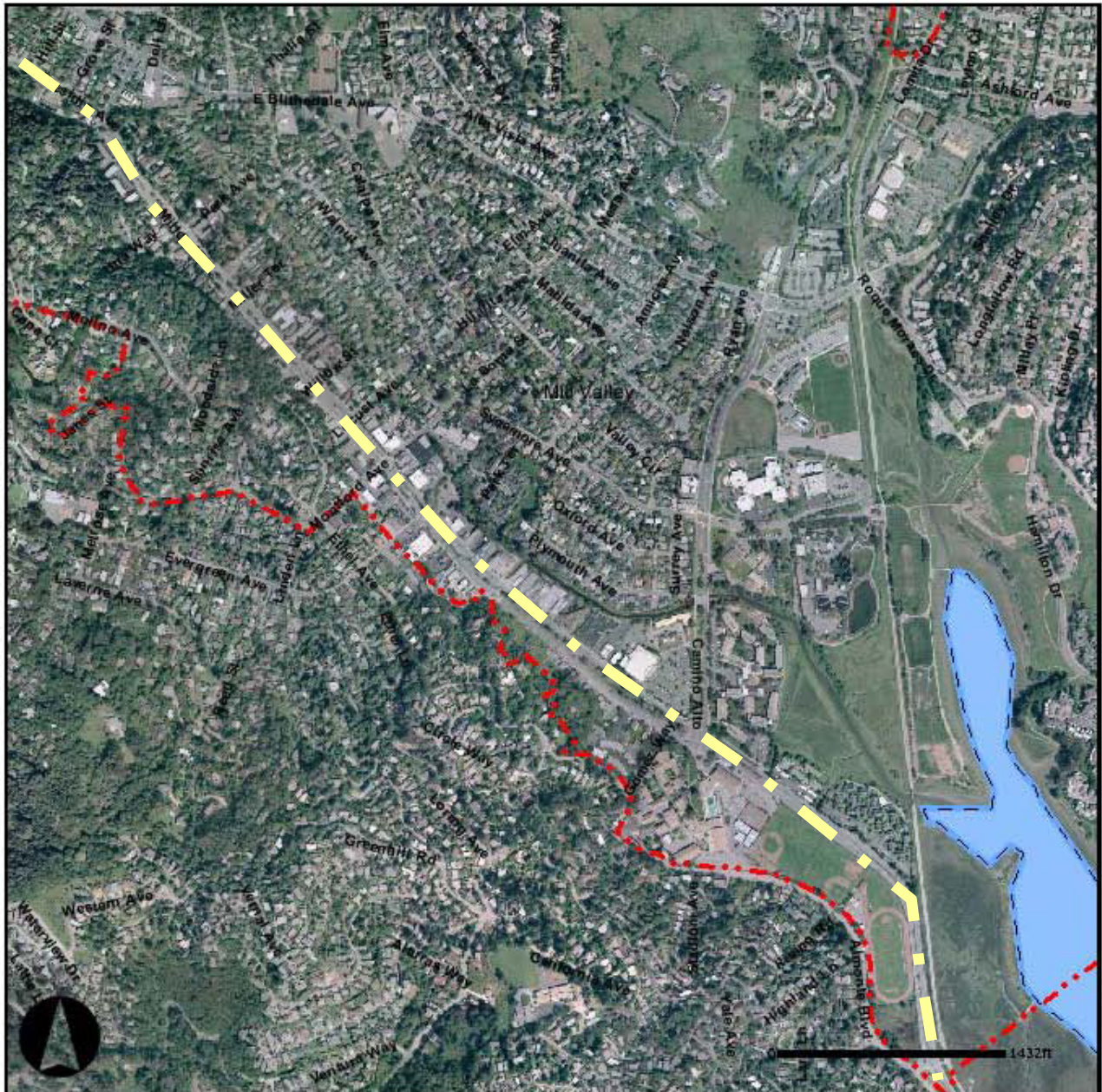
The **City of Mill Valley** is a small community, covering a five square mile area, located ten miles north of the Golden Gate Bridge. It is one of eleven cities in Marin County. Its population is approximately 14,000. Mill Valley is a close-knit community with a well-educated population. Residents are actively involved in important local decisions about quality of life issues and the future direction of their city. The City Council encourages a high level of interaction between its citizenry and city government, so that important issues are debated and discussed.



Miller Avenue is one of two main arterials providing access in to and out of Mill Valley, and has functioned as a main arterial into town since 1890. The North Pacific Coast Railroad train ran service into Mill Valley, with the first station located where Sunnyside Avenue meets Miller Avenue today. From 1896 to 1929, Miller Avenue was part of the Mt. Tamalpais Scenic Railway alignment, an 8.25 mile route to the summit of Mount Tamalpais. Miller Avenue was named for Albert D. Miller, a founder of Tamalpais Land & Water Company, which hired surveyor Michael O'Shaughnessy to lay out the town of Mill Valley, and developed Mill Valley's railroad spur.

Improvements to the streetscape must recognize the importance of Miller Avenue functioning as a main arterial access to the City. As stated in the City's General Plan (policy T-5) "the City shall encourage the use of Miller Avenue/Camino Alto as the primary access route between the Camino Alto/East Blithedale intersection and downtown Mill Valley in order to protect residential neighborhoods of relatively affordable housing and to minimize traffic congestion on East Blithedale and Sycamore Avenues." However, Miller Avenue is more than an arterial; it is also a neighborhood and a business district serving the entire community. Miller Avenue also serves as a boundary and access between County and City neighborhoods.

Miller Avenue Project Area



City



Road Names



County Boundary



OceanBay



BayAreaCounty



Miller Avenue (Sunnyside – Almonte)



Roadway improvements along Miller Avenue have occurred incrementally over the years:

- **1940's:** Passenger rail service stopped and Greyhound bus service started. Median parking was installed near Willow Street;
- **1950's:** Railroad tracks eliminated in 1955. Miller Avenue from Reed to Camino Alto realigned with a wide median strip over the previous railroad right of way;
- **1970's:** Frontage roads were added to the outbound areas between Locust and Evergreen Avenues;
- **1980's:** Median parking was added from Evergreen to Reed;
- **1990's:** Spot repairs and repaving in 1992 from Locust to Almonte and Sunnyside to Millwood; and
- **2000's:** Slurry seal added from Sunnyside to Millwood in 2007. Currently, the City is constructing path-of-travel improvements for the bus stop in front of Tamalpais High School on Miller Avenue. The improvements include sidewalk modifications from the crosswalk at the Camino Alto intersection to Gomez Way. This new construction will tie into the roadway and access improvements recently made at Tamalpais High School.

Planning work along Miller has occurred over the past several decades. Most recently, the City has worked to complete a more comprehensive plan for the street, including work undertaken under the auspices of citizens committee and in consultation with the community: (Note: All relevant documents are available on the City's Website: www.cityofmillvalley.org see "Miller Avenue /Design Advisory Committee" page).

- **Citizen's Advisory Committee (2001 – 2003)**

In 2003, a Citizen's Advisory Committee (CAC) provided the City Council with a series of documents outlining existing characteristics of the street, "room" characteristics, strengths and opportunities, and preliminary guidelines for Miller Avenue, including the streetscape. These four distinctive "rooms" were identified to represent and describe the characteristics that exist along the street, but do not represent set boundaries dictating where streetscape improvements must occur.

A fifth room, Camino Alto to Almonte, was recently added to ensure integration of landscaping, transit and bicycle improvements throughout the corridor. The "rooms" provide a framework for discussion of needs, priorities and potential improvements.

Passage (Sunnyside – Millwood)	"Over the Creek & Through the Woods." This area provides a connection to Mill Valley's Downtown, and also is home to Mill Valley's Lumber Yard.
Parkway (Millwood – Willow)	"In the Neighborhood." This area is home to residential multi-family housing units and small-scale services and institutions such as dental offices and churches.
Main Street (Willow – Reed)	"The Heart of Miller Avenue." This area is a hub of activity, with local-serving business aligning the street, including Whole Foods, 2 am Club, Marin Theatre Company and Joes Taco Lounge.

Gateway (Reed - Camino Alto)	"Welcome to Mill Valley!" This area is the entrance into the City from U.S. 101, and provides the first impression of Mill Valley for people entering the City. This area from Reed-Camino Alto contains additional local-serving businesses, including Grilly's and Safeway.
(Camino Alto – Almonte)	This segment of Miller Avenue has since been added to the project area, and serves as Mill Valley's connection to the San Francisco Bay, its neighboring community of Tam Valley, and U.S. 101. This area includes Tamalpais High School, the Redwoods retirement community and cluster housing adjacent to the multi-use pathway and creek. (A "room" name and description should be developed as part of Task 3 of this RFP).

- **Community Workshops (2007 – 2008)**

In 2007-2008, a series of workshops were held by the City to obtain feedback from the community on possible improvements along Miller Avenue as well as land use and design concepts for new zoning. In 2008, City Council directed staff to focus on the Miller Avenue streetscape - the public realm - as the first phase of planning for Miller Avenue, and not to do any more work on zoning or development standards that would affect private development.

- **Streetscape Task Force (2008-2009)**

Most recently, in 2009, the City Council accepted recommendations made by the Miller Avenue Streetscape Task Force. Some of the key components of the Task Force's recommendations included (but are not limited to) the following:

Parking Consideration	Further investigate back-in angled parking as a pilot test and possibly incorporating into modifications to Miller Avenue should back-in angled parking prove to be a safe and viable method of parking;
"Passage" (Sunnyside – Millwood)	Consider one traffic lane in each direction to allow bicycle lanes and sidewalks to be added in this area along Miller;
"Parkway" (Millwood-Willow)	Maintain the existing median parking;
"Main Street" (Willow to Reed/Valley Circle)	Modify the existing roadway configuration in this area to adequately address parking, bicycle lanes, sidewalks, pedestrian gathering places and landscape areas;
"Gateway" (Reed/Valley Circle – Camino Alto)	Consider adding angled parking on the inbound side of Miller Avenue; and
Camino Alto - Almonte / Camino Alto - Sycamore	Provide a multi-use pathway/cycle track connection

The area from Willow to Reed is one of the most complex areas of Miller Avenue due to the varying roadway design and commercial activity that exists along the street. While adopting the Task Force recommendations, the City Council also directed staff to further review two roadway options from Willow to Reed, including a Curb Side Parking option and Center Median Parking option.

- **Design Advisory Committee (2009-Current)**

A seven-member Design Advisory Committee (DAC) has been established by the City Council to assist the design team in developing a conceptual streetscape design that is supported by the community. The DAC is comprised of one liaison each from the City Council and Planning Commission, and five citizens appointed for their particular professional expertise and knowledge of the community. The conceptual design needs to blend with other main arterials in Mill Valley, including East Blithedale, Throckmorton, and Camino Alto. The scope of services and key questions identified in Section II of the RFP, as well as the public selection process are intended to result in an effective match between consultant and community, a successful planning process and a broadly supported outcome.

Related Studies & Projects for Miller Avenue include the following, all of which can be downloaded from the City's website on the Miller Avenue Design Advisory Committee page:

Miller Avenue Documents:

- Technical Memoranda: Neighborhood Cut Through Survey, Parking Survey and Roundabout memo (Mill Valley, 2007-2008)
- Streetscape Task Force Summary Report (Mill Valley, 2008)
- Streetscape Workshop Meeting Summary and Overview (Mill Valley, 2007)
- Citizens Advisory Committee Reports and Appendices (Mill Valley, 2003)

Other Pertinent Documents:

- Bicycle & Pedestrian Master Plan Update (Mill Valley, 2008)
- General Plan (Mill Valley, 1989)
- PDF of GIS data, which includes an illustrative schematic of utilities, visible features, alignment, bike lanes, right of way, contours, traffic control, and ortho photo (high resolution file available if needed by contacting Mike Moore)
- Central/Southern Marin Transit Study (Transportation Authority of Marin, 2009)
- Sea Level Rise Maps (San Francisco Bay Conservation and Development Commission)
- Appraisal-Level Flood Study for Arroyo Corte Madera del Presidio Creek/Stetson Report (City of Mill Valley, 2007) Contact Jill Barnes, Department of Public Works for this document.

SECTION II. SCOPE OF WORK & KEY QUESTIONS

Mill Valley will select a consultant for this project primarily based on their overall approach and work plan, in addition to the other criteria identified in Section IV of this RFP. This section is the most critical component of your response and the one that will draw the most scrutiny from the DAC and the community at large. As such, we have divided this portion of the proposal into two distinct, but necessarily integrated parts.

To elicit your “Overall Approach” (Section II-A, below), we are asking five (5) “key questions” to not only assess the knowledge, experience and creativity that you will bring to this project, but more importantly, to also gauge your ability to grasp and successfully respond to the multiple layers of issues and interests inherent in this project. The approach and methodologies presented in your responses to the five (5) questions should then translate into a detailed work plan for the project, based on the six (6) tasks described in Section II-B, below.

A. OVERALL APPROACH

Please answer the following questions in your proposals:

QUESTION #1: *Mill Valley's citizens are actively involved in major planning decisions and care deeply about community character and the elements of good design. This project is also critical to a number of local interests, including the business community, adjoining residential neighborhoods, bicycle and pedestrian advocates, and affected property owners. In addition, the City Council has appointed a Design Advisory Committee composed of one representative each from the City Council and Planning Commission, and five residents appointed by the City Manager with particular expertise in local business operations, urban planning, landscape architecture, civil engineering and bicycle/pedestrian issues. The City is also interested in using modern communication technologies such as blog and Facebook, and on-line surveys to enhance and allow for a wider range of community participation.*

What kind of education and outreach program—one that actively solicits and utilizes community input at key points in the process, continually builds broad-based trust and support in the process and the outcome, and draws on the experience and expertise of the Design Advisory Committee—would most effectively capture the energy and commitment of the Mill Valley community and contribute to the success of this project? Describe the outreach program as a flow chart and narrative showing timing, proposed steps, proposed goal of the outreach and education program, and key participants or stakeholders.

QUESTION #2: *Understanding Mill Valley character and the functionality of Miller Avenue are critical to creating a successful Streetscape Plan for Mill Valley.*

Based on your evaluation of existing conditions and previous work-to-date for each “room” of Miller Avenue, what do you see as the street’s major opportunities and constraints? Using site-specific examples from your research to illustrate your response, how will your consultant team use this information to create a plan for this area that interlaces tradition and innovation successfully—that is a plan that uses the historic context to achieve the four main streetscape components (see Table 1), wins broad-based community support, and is cost-effective and expeditious?

QUESTION #3: *Identifying issues, collecting data, evaluating options and building consensus are all important steps in creating a successful Streetscape Plan that is supported by the community.*

Of the five specialized studies listed in Task 4, select one (1) specialized study, and discuss your approach in detail. Your response should include: data and data collection required; the proposed decision policy or design guidelines that need to be addressed in the study; a proposed outline for the study; and how this information might be presented to the public as part of the public education and outreach program identified in Question #1.

QUESTION #4: *Miller Avenue has a long history that has resulted over time in a number of design and operational "quirks" that have endeared themselves to local residents and are considered part of Mill Valley's character.*

Using site specific examples based on your understanding of existing conditions and history to illustrate your response, how would you approach the design of a "complete" street (functional, sustainable, multi-modal) that retains those authentic qualities that make Miller Avenue a unique feature of Mill Valley?

QUESTION #5: *Cost and phasing are integral to the successful implementation of the Miller Avenue Streetscape Plan.*

Based on the information provided in this RFP regarding the overall project budget and funding sources, how will your final recommendations on cost and phasing ensure that all of the design concepts in the adopted plan can and will be implemented in the right sequence and time frame and minimize the need for "value engineering"?

B. WORK PLAN

In your proposals, provide a summary of your work plan for this project based on the tasks and deliverables described below. The work plan should evolve out of your overall approach to the project based on the key questions in Section II-A.

TASK 1: WORK PLAN AND ONGOING PROJECT MANAGEMENT. The purpose of this task is to provide a framework for the overall coordination and direction for the project. An immediate priority will be the development of a work plan outlining the strategy, schedule and budget to implement the Miller Avenue Streetscape Project. The selected design team will have an opportunity to prepare a revised work plan as the first task, after consultant contract is executed, in order to respond to and incorporate community and DAC comments and Council direction that may emerge during the consultant selection process. Project management is an on-going task that should be incorporated into the entire work plan and length of the project.

Expected Deliverables (including, but not limited to):

- Refined work plan and schedule. The Work Plan should address tasks, deliverables, budget and schedule. A Draft Table of Content, including a list of figure and tables, should be included as part of the revised work plan.
- Overall project management including monthly progress reports, and regularly scheduled coordination meetings/conference calls with the Planning Director.

TASK 2: COMMUNICATIONS/ PUBLIC INVOLVEMENT PLAN. The purpose of this task is to provide a framework for the overall communication and interaction with the community for the project. Coordination with the DAC and community is critical to the success of this project, and should be discussed in detail as part of this scope of work. Preparation for all meetings should be outlined and included in the proposal as well. Integration of various stakeholders into the design process, including staff, DAC, businesses, City Council, community members is essential. This task is an on-going task that should be incorporated into the entire work plan and length of the project. In your proposals, indicate how you will prepare, conduct, summarize, evaluate, and report out information from public involvement activities by task and deliverable, if needed.

Expected Deliverables (including, but not limited to):

- Communications/Public Involvement Plan. A Public Involvement Plan should address the number, type and purpose of all community involvement activities by task and/or deliverable. Expected community involvement activities include workshops, charrettes, interviews, focus groups, study sessions, etc, as well as regular, on-going communication with the City Council, DAC and the community. Meeting and community outreach materials such as agendas, presentation materials, newsletters, meeting summaries, website materials and local cable access TV should also be outlined, as should tracking, monitoring and reporting back to the community on results of all public involvement activities.

TASK 3: PRELIMINARY ANALYSIS. The purpose of this task is to acknowledge previous planning work and identify existing and future characteristics, outstanding issues and community concerns that should be incorporated and/or modified as part of the Streetscape Plan.

Expected Deliverables (including, but not limited to):

- Summary of stakeholder and community issues and concerns.
- Field information, photo montages and related data, as needed.
- An existing site conditions diagram or base map that will be used by the consultant throughout the process to clearly illustrate the evolution of the Miller Avenue streetscape.
- Sustainability design solutions that address flood plain issues, impervious surfaces, heat islands, re-use and recycle of materials, use of local materials, light pollution and glare, energy usage, storm water management, and traffic management/reduction.

TASK 4: SPECIALIZED STUDIES. The purpose of this task is to prepare comprehensive studies, as may be identified through the planning process, to allow the community, DAC and decision makers to address recommendations that will be folded into the Streetscape Plan.

Methods of outreach, to flesh out policy choice(s) and/or design issue(s) that the DAC and community may require as part of this task, should be consistent with Communications and Public Involvement Plan described in Task 2.

Expected Deliverables (including, but not limited to):

- Specialized studies should document issues, options, data analysis or data collection and a preferred option or recommendation. All specialized studies shall be readily accessible to professionals and the lay person, alike, and are timed and presented to allow maximum opportunity for public review, understanding and comment. Specialized studies include the following, but are not limited to:
 - 1) Public Parking. An analysis of parking should include parking management and demand management strategies, including:
 - o Business and community needs - an analysis of the existing public parking system along Miller Avenue, including employee parking, on-street residential parking, and loading/delivery zones.
 - o The role of public parking on Miller Avenue (both on-street and off-street public parking including the commuter parking lot).
 - o Meeting parking demands in the Main Street “room”.
 - o Requirements/incentives for parking demand management such as pricing, time limits and other demand management and enforcement programs.

- 2) Main Street Roadway/Parking Configurations. A review and analysis of the two roadway/parking configurations for Main Street (Willow-Reed/Valley Circle) that were identified by the City Council for further review and study. This analysis will likely involve identifying “pros and cons” associated with the two roadway configurations, including an assessment of landscape opportunities, parking gain/loss, and bicycle/pedestrian safety. The actual selection of the parking configuration may result from evaluation activities conducted as part of Task 5 below.
- 3) Transit Analysis. This analysis should include coordination with Transportation Authority of Marin and Marin Transit to determine transit locations and opportunities to enhance transit experience along Miller Avenue.
- 4) “Green Streets” Analysis. This analysis should include an assessment of existing street trees, growing conditions and possible improvements to benefit existing and new street trees and other vegetation; opportunities for using landscaped areas for storm water management , and
- 5) Additional Specialized Studies. Additional specialized studied may be added at a later date based on feedback from the consultant, City Council, DAC and/or City staff. *Please identify any additional specialized studies in your proposals that may be required as part of this project.*

TASK 5: EVALUATION OF STREETSCAPE COMPONENTS & OPTIONS. The purpose of this task is to develop and evaluate components of the Streetscape Plan identified in Table 1 that address the visual and functional needs of the study area, based on various recommended features, segments of work and/or cost. For some street segments (“rooms”), there may be a consensus, so detailed alternatives analysis may not be needed, while in others more attention to options and priorities will be required.

Consultants will also provide cost/benefit analysis for recommended improvements or scenarios. It is anticipated that certain segments of Miller, including the roadway configuration for the Main Street area (Willow-Reed/Valley Circle) will require more work to accomplish project objectives than others, and that certain recommended improvements will ultimately be given higher priorities for inclusion in the Final Streetscape Plan than other recommended improvements. Mill Valley will use cost/benefit analysis and evaluation criteria to determine the elements and expenditures that will be included in the Final Streetscape Plan.

Expected Deliverables (including but not limited to):

- Conceptual Sketches and/or Plans, including, but not limited to:
 - a) Detailed design options(s) based on phasing and/or modified design elements identified in Table 1, and in relation to any other City programs, such as flood management and creek access. Evaluation, based on criteria developed in consultation with the DAC.
 - b) Typical street cross sections, as needed.

- c) Implementation plan including priorities, timing/phasing, cost estimates and potential funding sources.
- d) Evaluation of options based on criteria established by City Council, DAC or the community through consensus building activities identified by the consultant in Task 3.
- Preliminary cost estimate for each design option, including, but not limited to:
 - a) Concepts, characteristics and ideas identified in Table1, above.
 - b) Construction and cost feasibility, including preliminary cost estimates and potential construction phasing and staging to minimize interruptions to daily business operations and residential access.
 - c) Assessment of existing conditions as it applies to design of the roadway and streetscape (lighting, electrical poles, parking, loading, etc.).
 - d) Applicable state and local design and construction standards, including American Disability Act (ADA) requirements.
- Consultant should assume at least one (1) City Council meeting prior to moving forward with Task 6 to get feedback and confirmation from City Council on the direction of the project.

TASK 6: DRAFT AND FINAL STREETSCAPE PLAN. The purpose of this phase is to finalize a Streetscape Plan that identifies all decisions and recommendations made through the project process for DAC review and City Council action. The Streetscape Plan should be based on technical and financial feasibility, evaluation criteria, Advisory Committee feedback, and public comment and input.

Expected Deliverables (including, but not limited to):

- The Streetscape Plan should incorporate all components identified in Table 1 and will be based on the Draft Table of Content presented in the revised work plan as part of Task 1. All graphics must be reduced to 11X17 formats for publication purposes. The consultant shall provide one digital copy of each deliverable identified below for the City to reproduce. The consultant shall also provide one camera ready copy of the adopted Streetscape Plan. Preferred format for the Streetscape Plan is an 11X17 landscape document.
- Preliminary Streetscape Plan for DAC review. The consultant shall assume at least two revisions to this draft.
- Proposed Streetscape Plan for City Council review as needed.
- Adopted Streetscape Plan.

ADDITIONAL WORK: Additional tasks and/or follow-on work, such as subsequent project-related engineering and construction drawings, may be offered to the consultant based on performance of the tasks, above, and the successful adoption of the Streetscape Plan.

SECTION III. CONTENT FOR PROPOSALS AND COST ESTIMATES

Please submit ten (10) copies of your proposal. One copy must be unbound. An electronic PDF file of the entire proposal, but with each required item (1 through 8, below, and the cost information) as a separate document, must also be provided so we will be able to post pertinent portions of the proposal on the web for public review. The maximum page limit for responses to this RFP is 30 pages (per side), excluding the cover letter and Appendix. Font size must be legible and no smaller than 10 point. Sections 1-5 indicated below will be posted on the City's website for feedback and evaluation from the community as part of the selection process.

Proposals. The information below should be included in each proposal, at a minimum, in the following order:

1. **Cover Letter.** Enclose a brief cover letter describing the firm/team's interest in preparing the Streetscape Plan and key ideas for the assignment.
2. **Firm / Team Overview.** State the qualifications and experience of the consultant team. Please emphasize the specific qualifications and experience from projects similar to the Streetscape Plan for the Project Manager and other key project staff members designated for the project. The proposal should briefly address how the efforts of each of the team members will be coordinated.
3. **Organization Chart.** Include an organizational chart with the names of participants that would form the consultant team for the project. State the name of the project manager and other key personnel associated with the team. Specify which members of the team will be responsible for providing the services requested. Please also describe workload for all key members, including their expected availability, the percentage of their time that will be devoted to the City's contract and any other assurances as to their ability to provide the requested services in a timely manner. If the work is to be shared among firms and/or offices, state where each of the offices is located.
4. **Overall Approach and Responses to Key Questions.** Your overall approach as described in your response to the five key questions outlined in Section II-A of the RFP.
5. **Proposed Work Plan and Schedule.** The work plan should evolve from and based on the overall approach and methodologies described in Section II-A of this RFP, and should address the tasks and deliverables outlined in Section II-B. The schedule should identify dates for deliverables throughout the process, opportunities for public involvement and review of interim products by City staff, the DAC, and, where necessary, the City Council.
6. **Relevant Project Experience.** Provide a brief summary of up to four (4) projects done within the past five years that are similar to the proposed project, and included the proposed project manager's role in these projects, if any. Please also provide a contact name, e-mail and current phone number for the project client contact.

7. **References.** Furnish up to five (5) references of *last five* streetscape-related projects. Include names, e-mail addresses, and current telephone numbers for whom the firm has provided similar services. Please also include the role of the proposed project manager in the project, if any.
8. **Appendix-Professional Resumes.** Provide firm/team resumes. Limit descriptions on resumes to relevant information, not exceeding two pages for key personnel and one page for other staff.

Cost Estimates. Hard copies and the electronic PDF file of the cost proposal must be submitted in a separate sealed envelope. In your cost of services proposals, provide a total cost estimate for time and materials for each component of the work program, including the following (this estimate will be used as a basis for contract negotiations):

- Hourly rates charged for work performed by the proposer’s principals, staff, and sub-consultants, and names of specific staff working on this project by task.
- A “not to exceed” estimate for all costs for which consultant expects compensation.
- Number of hours by task and staff position.
- A time and materials estimate for any additional costs or “options” identified in the proposal that may go beyond those outlined above.
- Identify all cost-saving measures incorporated into the above to reduce costs associated with the project.

SECTION IV. EVALUATION CRITERIA

Preliminary screening of proposals will be based on the criteria, below. Although points are assigned for each criterion, scoring will not be the sole basis to select the consultant. The evaluation and ranking of the proposals will be a multi-faceted process involving the community, DAC, staff and City Council.

1. **Project Understanding and Approach** (40 pts) – The consultant’s knowledge of type of work requested and completed to date, including the consultant’s understanding of the City’s character and needs; the overall approach to meeting the project objective, including the extent to which the consultant is able to incorporate and build on Miller Avenue work done to date; and the Consultant’s response to the key questions and work plan identified in Section II.
- 2 **Competence and Experience** (25 pts) – The qualifications and proven experience of personnel and sub-consultants who will be working on and coordinating the project, particularly in relation to the specific services requested.
- 3 **Ability to Communicate and Forge Consensus** (20 pts) – The proposed Project Manager’s demonstrated ability to communicate planning and design concepts and recommendations to elected officials and the community and to forge consensus in divisive situations..
4. **Schedule and Capacity to Deliver Work** (5 pts)
5. **References** (10 pts)

SECTION V. SELECTION SCHEDULE AND PROCESS

Proposals will be due by **12:00 PM** on Monday, November 9, 2009.

Proposals will be evaluated by staff and the DAC and ranked according to the Evaluation Criteria in Section IV. Based on the review of proposals, a selected number of firms/teams will be interviewed by a sub-committee of the DAC. Following the interviews, the sub-committee will make a recommendation to the full DAC. The DAC will then make a recommendation to the City Council. The City Council will make the final decision on the selection.

Subsequent to the selection of a successful consultant team, the City will prepare a master contract agreement, reflecting the terms and conditions of the proposal, scope of work and cost estimate. The City reserves the right to modify or reject any or all proposals. Proposals shall remain effective for 90 days beyond the submittal date.

The contract will include the City's standard liability and insurance requirements. In order to avoid any appearance of any potential conflict of interest, the selected consultant firm/team will be prohibited from doing any other work, public or private, that may come before the City of Mill Valley during the term of this study.

The City may select to stop work at any time in the contract and will pay for work completed to the point on a time and materials basis. All reports and documentation shall become the property of the City of Mill Valley.

A ***tentative*** schedule for the RFP selection process is below:

Release of the RFP	October 7, 2009
Briefing Session	October 15, 2009, 1:30-3:00pm
Proposals Due	November 9, 2009
Public Review of Proposals	November 10 - December 1, 2009
Short List Determined/DAC Meeting	December 3, 2009
Interviews	December 14, 2009
DAC Meeting: Recommendation of Design Team for City Council Review	December 15, 2009
City Council Selection of Design Firm	January 4, 2010
Contract Execution Begins	TBD
Project Kick-off Meeting	TBD

SECTION VI. CONTACT AND SUBMITTAL INFORMATION

The proposal must be submitted no later than 12:00 PM on Monday, November 9, 2009 to:

Mike Moore, Director of Planning & Building
City of Mill Valley
26 Corte Madera Avenue
Mill Valley, CA 94941

Ten (10) copies, including one unbound copy, and a PDF electronic file of the proposal are required. Proposal must be 30 pages (per side) or less, excluding the cover letter and Appendix. Five (5) copies of the cost proposal and a PDF electronic file are required.

Questions concerning this RFP should be directed to Mike Moore at (415) 388-4033, or email at mmoore@cityofmillvalley.org.