

I. INTRODUCTION

The City of San Mateo (City) is seeking the services of an experienced and innovative urban planning firm with considerable experience in urban design, landscaping, transportation planning, traffic engineering, and citizen involvement/participation. The selected consulting firm and their consulting team (Consultant), will produce the Hillsdale Station Area Plan (Plan), as a result of participation from San Mateo residents, businesses, property owners, and community leaders.

The selected Consultant will enter into a Professional Services Contract with the City to develop a precise Plan for the Hillsdale Station area which will guide new development while improving mobility and access to transportation services, increase affordable housing, and create/improve linkages between neighborhoods and the new transportation hub. The Plan will contain Transit-Oriented-Development (TOD) land use policies, a market analysis, traffic and parking analysis, design standards for developments as well as the public realm, a community participation component, an associated implementation and financing program, and environmental review for the Plan.

Firms (and their consulting team) with experience collaborating with multiple government organizations and community interest groups, in the design of multi-modal transportation hubs, are encouraged to apply.

II. BACKGROUND

Beginning in the mid-1990's, the City of San Mateo began planning efforts to establish a foundation for encouraging and guiding TOD development. The City Council has adopted three (3) planning documents to date, which support TOD and pedestrian-oriented development. These are:

- 1.) The San Mateo Rail Corridor Transit-Oriented Development Plan (Corridor Plan) which included rezone of specific areas near transit hubs to TOD designation and provides the foundation to support TOD and pedestrian-oriented development. Available online at: <http://www.cityofsanmateo.org/index.aspx?NID=1051>
- 2.) The El Camino Real Master Plan establishes a vision for development along South El Camino Real, from HWY 92 the City border with Belmont. Available online at: <http://www.cityofsanmateo.org/index.aspx?NID=1135>
- 3.) The Bay Meadows Phase II Specific Plan serves to guide development of the Bay Meadows Race Track area located east of the railroad tracks. Available online at: <http://www.cityofsanmateo.org/index.aspx?NID=1050>

In an effort to encourage transit-oriented development, the City adopted the San Mateo Rail Corridor Transit-Oriented Development Plan. The Corridor Plan resulted in General Plan amendments which established TOD zoned properties in specific areas near existing transit hubs,

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including the Hillsdale Station area. The Corridor Plan also specifically identified an area, adjacent to the railroad track, between 28th and 31st Avenues, as a preferred relocation site for the Hillsdale Caltrain station.

The El Camino Real Master Plan, which encompasses the southern segment of El Camino Real, builds upon the Corridor Plan by establishing a vision for El Camino Real. The Master Plan serves as a planning tool to guide private and public development adjacent the state route and supports public realm improvements along the El Camino Real that complement transit and pedestrian-oriented developments.

The Bay Meadows Phase II Specific Plan serves to guide development on the east side of the Hillsdale Caltrain station. The privately funded Bay Meadows Phase II development encompasses 18 blocks of new residential, commercial, office and open space development. That project anticipates a net increase of 2,232 residential units; 91,661 sq ft of retail, 800,000 – 1,000,000 sq ft of office, and four parks/plaza areas. A majority of the residential units (approx. 2,000 units), and all of the commercial and offices, will be located within a ½ mile radius of the station relocation area. The developer has obtained design approval for 17 of the 18 blocks within the development, including those nearest to the Hillsdale Station area.

At the same time, the San Mateo County Transportation Authority and the Peninsula Corridor Joint Powers Board (JPB) have been exploring options to rebuild the Hillsdale train station, and parking facility(s), at its current site or relocating it to the area between 28th and 31st Avenues. The San Mateo City Council has held public study sessions to discuss location alternatives and footprint options. The preferred location is the track area between 28th and 31st Avenues (see map).

In 2007, the Mid-Peninsula Housing Coalition purchased 2 properties, within the Plan's study area, for a mixed-use retail/housing project. As part of the development agreement with the City, Mid-Peninsula Housing will participate in the development of the Plan, which may include a mid-block access through a portion of Mid-Peninsula's project site. Planning phase design plans are available online at: <http://www.cityofsanmateo.org/index.aspx?NID=1302>.

With the concurrent efforts by JPB, the new Bay Meadows Phase II development, and Mid-Peninsula's project; an extraordinary opportunity exists to develop a precise plan for the properties on the west side of the railroad tracks – a plan that would guide development of the under utilized TOD zoned properties and facilitate the development process. The Hillsdale Station Area Plan would provide for additional housing, commercial and/or office opportunities west side of the tracks; establish criteria for new mixed use developments with the potential for shared parking with Caltrain users; provide new pedestrian/bike access paths from west of El Camino to the new station area (including potential mid-block pedestrian/bicycle access); establish a new transportation hub for Caltrain, AC Transit and Sam Trans; and much more.

With this in mind, the City is seeking an experienced Consultant to develop a precise Plan for the Hillsdale Station area which will guide new development and improve mobility & access to transportation services, increase affordable housing, and create/improve linkages between neighborhoods and the new Hillsdale transportation hub.

III. PROJECT AREA

The Plan's study area generally includes the commercial and residential areas within a half-mile radius of the existing Hillsdale Caltrain Station. The San Mateo Hillsdale Caltrain Station may be relocated north, to an area south of 28th Avenue and north of 31st Avenue along the railroad corridor. The Plan shall also include the areas within a half mile of the future Hillsdale Station; and important commercial and employment centers, including the Hillsdale Shopping Center and the Bay Meadows Phase II future development. The Plan's final study area will be influenced by recommendations gathered from public workshops, interviews with key stake holders, Planning Commission and/or City Council meetings, and direction from City staff. The respondent is expected to further define in its proposal, a more specific geographic study area than described in this RFP. The attached map illustrates the Plan's preliminary study area.

IV. PROJECT PURPOSE

Preparation of the Plan is being partially 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 and transit stations. Transportation agencies will play an important role as key stake holders, as well as provide technical advisory assistance, in the preparation of the Plan. At a minimum, these agencies shall include:

- 1) The Peninsula Corridor Joint Powers Board (JPB), which operates and owns the Caltrain rail corridor between San Francisco and San Jose, and is comprised of representatives from San Francisco, San Mateo County Transit District and Santa Clara Valley Transportation Authority;
- 2) 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;
- 3) Caltrans;
- 4) The City and County Association of Governments of San Mateo County (C/CAG) which serves as the County Congestion Management Agency, and operates the Countywide Transportation Plan; and
- 5) Other transit providers and/or transit agencies.

The Plan will articulate and quantify the future potential of development within the Plan area to support and complement the relocation of the Hillsdale Caltrain Station. The policies and guidelines ultimately recommended in the Plan will include land use, transportation, and infrastructure elements that will need to be developed in such as way as to facilitate public transit, pedestrian, bicycle, and accessible access to the future Hillsdale Station.

The Plan will require a firm (or a multidisciplinary consultant team) with demonstrated knowledge and experience in transit-oriented development, participatory community Planning with experience in partnering with local community organizations and government agencies, urban design and planning principles, public infrastructure engineering, transit planning, traffic circulation and parking analysis, economic and market analysis, environmental review, and computer graphics.

V. SCOPE OF WORK

The Consultant will develop the San Mateo Hillsdale Station Area Plan (Plan). The Plan will focus on evaluating existing and alternative land uses of underutilized properties; analyzing market, regulatory and infrastructure conditions; preparing environmental assessments and a comprehensive station area plan; developing design guidelines, zoning regulations, and implementation strategies that encourage Transit Oriented Development (TOD) in and around the study area, which generally includes the area surrounding 25th Avenue, 36th Avenue/Otay Avenue, the railroad tracks and Flores/Edison Street (see attached map). The Plan will also establish criteria for new mixed use developments and encourage shared parking with Caltrain users; facilitate the establishment of a new transportation hub for Caltrain, AC Transit, Sam Trans, and other mass transit services; plan for new pedestrian/bike access connections from west of El Camino Real to the station area; as well as provide opportunities for increasing affordable housing units within the project study area.

Development of the Plan will include extensive community and transit agency engagement, with particular emphasis on the relationship between the new transportation hub and supportive land uses, affordable housing and pedestrian/bike connections. The Plan will establish transitions to the future Bay Meadows Phase II neighborhood on the east side of the train tracks, as well as, to the established mix of commercial and residential neighborhood west of El Camino Real. Additionally, the Plan will include affordable housing strategies that complement the City's efforts as it relates to Community Development Block Grant (CDBG) properties located within the Plan's final study area (see map for current CDBG properties). The respondent is expected to further define in its proposal, a more specific geographic study area than described in this RFP. The attached map illustrates the Plan's preliminary study area.

PRIMARY OBJECTIVES

The primary objectives of the Hillsdale Station Area planning process are to:

- Facilitate informed community dialogue among the diverse stakeholders and obtain input for specific land use planning for the project area;
- Utilize outreach to educate the public about the station area plan and environmental review process and transit-oriented village concepts, including a broad-based understanding of the specific community benefits of TOD;
- Establish a planning framework, process and station area plan as a prerequisite for successful transit-oriented development, and effectively integrate the transportation hub into the nearby existing residential and commercial neighborhoods, and with strong connections to employment centers and the future Bay Meadows Phase II development; and
- Prepare and adopt a station area plan that attracts private investment, creates a livable, walkable and bicyclist friendly community, and, ultimately, results in strong transit ridership demand and increase in affordable housing.

PLAN ELEMENTS

Consistent with the above objectives, the Hillsdale Station Area Plan will include the following elements:

Community Involvement Strategy – To ensure public participation, the outreach strategy will include public workshops, public study sessions with the Council, public notices, dedicated web site, and email distributions. The City will facilitate community and/or minority groups, youths, seniors, renters, and under typically underrepresented populations by extending outreach efforts to community leaders and social service agencies, HOAs, senior centers, schools, churches and others.

Market Demand Analysis – A future market demand analysis will be conducted to gauge demand for different types of higher density housing at various levels of affordability at mixed-use projects including commercial, office and other appropriate uses.

Land Use Alternatives – The Corridor Plan effort has already identified specific uses as not being appropriate for the TOD area. The planning work for the Hillsdale Station Area Plan will utilize findings of the market demand analysis to explore and develop combinations of land use alternatives. The study of land use will seek to provide a sustainable environment, services, & encourage actively living for residents, business, and commuters as well as complement the private development effort at the Bay Meadows Phase II development. It will also include analysis of impacts to the community (including identification of neighborhood serving, local businesses and affordable housing that may be affected, and development of strategy to minimize impact), feasibility of each alternative, and identification of preferred mix of land uses for future development in the Plan area.

Parking Demand Analysis – As part of JPB’s Hillsdale station relocation study, they identified a need of approximately 1035 parking spaces. Half of that will be provided on the east side of the tracks in the Bay Meadows development, the other half will likely be within the Plan study area. It will be necessary for the Consultant, in consultation with the City and transit providers, to conduct an analysis of existing and future parking demand for developments within the specific plan area and explore options for shared parking with Caltrains, reduced parking and other innovative strategies (including MTC’s Parking Toolkit) to reduce parking within the Hillsdale Station Specific Plan area. The Plan will include list of strategies and encourage introduction of other strategies as they become available.

Station Access & Connectivity Plan – The City and Consultant will work with Caltrains, SamTrans, AC Transit, the countywide Bike Committee, and transit users to develop strategies for improving the safety and usability of access paths/routes to bus and rail station for pedestrian, bicycle, and auto users.

Additionally, the City and Consultant will work with transit providers to redesign transit stops or enhance multimodal connections between the transit stations and surrounding neighborhoods, and integrate designs with streets, pedestrian & bike access improvements. The exact location of the relocated Hillsdale station will direct location of access paths/routes and location of multi-modal transit hubs.

Affordable Housing Strategy – The City and Consultant will work with affordable housing advocates, developers, community groups and other interested groups to explore strategies for encouraging affordable housing including reducing parking standards, identifying funding opportunities, and others. Additionally, the Plan’s affordable housing strategy will complement the City’s efforts as it relates to Community Development Block Grant (CDBG) properties located within the Plan’s final study area.

Accessibility Plan – This will be incorporated into the Pedestrian-Friendly Design Standards and will rely on the current accessibility requirements yet allow for improvements as technology and regulations change.

Infrastructure Development & Financing Strategy – The City will study existing infrastructure and evaluate need for upgrades or new infrastructure for the various development scenarios within the specific plan area. Financing strategies will be identified for anticipated infrastructure improvements.

Pedestrian-Friendly Design Standards – The City will work with residents, the county wide Bike Committee, and key stakeholders to develop pedestrian friendly design standards for public access paths and routes. Connectivity between individual properties and to the transit station will be important. Public and private developments will be reviewed for consistency with the design standards provided in the specific plan.

Implementation Plan - The plan will include implementing programs that are specific actions that the City or other entities intend to undertake to achieve goals and move closer to the community’s goals for the Plan area as well as policy statements that will be used when evaluating both public and private projects for consistency with the Hillsdale Station Area Plan. The City is committed to completing the Plan and intends to adopt a Plan that serves the broader public interest of facilitating development of housing, commercial and office near the transit station.

PUBLIC OUTREACH

The Consultant, with assistance from the City, will conduct public workshops to educate the public about the project and station area plan process, provide opportunities for the community to discuss issues openly and constructively participate in the formulation and selection of preferred concepts and plans. Public workshops/meetings will be designed to accomplish the following:

- Develop an understanding of the community’s shared vision for the area, demonstrate how transit-oriented design principals can be used to help achieve the vision and define opportunities for TOD to support and directly benefit the neighborhood;
- Educate public on the concepts of TOD, station area plan and the environmental review processes, and provide examples of successful mixed-use TOD. These workshops may involve major property owners in the plan area and representatives from transit agencies (such as Caltrain and SamTrans) or other communities that have firsthand experience with successful TODs;

- Assess acceptable development alternatives/scenarios to be evaluated in the environmental review document;
- Synthesize concepts until consensus is reached and proceed with further review and approval of the preferred development strategy.

To ensure a successful public outreach effort, Consultant will develop a public outreach program for educating and involving property owners, owners of surrounding properties including the Hillsdale Shopping Center, community groups, key stakeholders (such as affordable housing advocates, developers, etc.) and other interested parties. The Consultant will also work with the City to implement this program prior to the first public workshop.

TASKS AND DELIVERABLES

Metropolitan Transportation Commission (MTC), in collaboration with the Association of Bay Area Governments (ABAG), is the funder of the project and has approved the following consultant tasks. Please note that all tasks are consultant tasks, unless specifically stated otherwise.):

TASK 1: ANALYSIS OF EXISTING LAND USE

The Consultant will assess and evaluate existing physical and regulatory conditions affecting the project study area and analyze a range of feasible alternatives for new jobs, commercial and housing with accompanying densities. Information to be considered in the assessment include: existing physical conditions; existing land uses and densities (types of housing and available information on affordability levels); environmental constraints; traffic data; regulatory and policy documents such as the City's General Plan, Design Guidelines, Zoning Code; objectives identified in previous planning studies including the Rail Corridor Plan, El Camino Real Master Plan, Bay Meadows Phase II Specific Plan; the 2008 Housing and Land Use Study; development projects being planned or are pending approval/construction; and planned public improvement projects. Additionally, the San Mateo County Transportation Authority is currently developing a Footprint Study to evaluate options for grade separation along the Caltrain right of way in San Mateo County. As the final Footprint Study will be an important input to this analysis, the existing conditions report will include findings of the final Footprint Study, if it is available.

The City, in collaboration with the Consultant, will prepare a map of the proposed project area depicting the existing conditions. The map will show streets, buildings (including housing information), parking areas, bike paths and trails, and findings of the Footprint Study (if available). The Consultant, in collaboration with the City, will assemble the existing conditions data and related mapping into an Existing Conditions Report.

Following completion of the above map and report, the Consultant, in collaboration with the City, will conduct Community Workshop #1. Community Workshop #1 will be a Visioning workshop that will serve as a forum for the Consultant and City staff to: educate the public on concepts of transit oriented development; provide an overview of the station area plan and environmental review processes; present findings from the existing conditions analysis; solicit community input on perceived assets, issues, goals and objectives, and to provide examples of successful TOD projects. This forum may include individuals from the development community or transit agencies who have been involved in the successful transit oriented development.

Deliverable #1a: Existing Conditions Map (City to Deliver)

Deliverable #1b: Existing Conditions Report

Deliverable #1c: Workshop #1 (Visioning Workshop) Meeting Summary & List of Attendees

TASK 2: ANALYSIS OF MARKET DEMAND, LAND USE/CIRCULATION ALTERNATIVES, AND PARKING

The Corridor Plan effort has already identified specific uses as not being appropriate for the TOD area. The Consultant will prepare a report on the market demand for different types of higher density housing (at various levels of affordability) and mixed-use projects including commercial, office and other appropriate uses.

The planning work for the Hillsdale Station Area Plan will utilize findings of the market demand analysis to explore and develop combinations of land use alternatives. The land use study will seek to provide a sustainable environment, services, & encourage active living for residents, business, and commuters as well as complement the private development effort at the Bay Meadows Phase II development.

Following completion of the market demand analysis, the Consultant will prepare at least three (3) different land use and circulation alternatives that will examine future land use and circulation scenarios for the station area based on opportunities for intensification of land use; development distribution, type and intensity; pedestrian and bike access and circulation; development potential of opportunity sites; analysis of traffic impacts; and transit ridership projections.

As mentioned in Task 1, the Peninsula Corridor Joint Power Board (JPB) is currently working on a footprint study for the relocation of the Hillsdale Station. JPB will take a lead role in helping the City and Consultant to identify the full build out parking needs for the station area for the various transit services (i.e. Caltrain, SamTrans, and High Speed Rail) including analysis of multimodal access options.

The Consultant shall conduct a parking demand analysis and develop recommendations that builds upon the Transportation Demand Management (TDM) framework outlined in the San Mateo Corridor Plan. The parking study will include an analysis of existing and future parking demand for developments within the study area, and also explore options for shared parking with Caltrain, reduced parking and other innovative strategies (including MTC's Parking Toolkit) to achieve trip reduction goals within the Hillsdale Station Area Plan project area. The Consultant will include in the Plan identification of future parking needs at full build-out, analyze alternative locations for new parking and identification of how parking will be provided (i.e. phased construction to accommodate incremental build-out, shared parking, etc.). The Plan will also include a list of TDM strategies and encourage introduction of others as they become available.

The City of San Mateo is currently involved in the Grand Boulevard Initiative for El Camino Real which is intended to provide streetscape improvements along the corridor. The City and Consultant will work with the Grand Boulevard committee to identify feasible coordination opportunities with the existing Grand Boulevard Initiative for El Camino Real. Additionally, the

City's adopted El Camino Real Master Plan will be an important resource to guide streetscape improvements on El Camino Real and development adjacent to El Camino Real.

The Consultant will conduct a workshop during the development of this deliverable to seek public input. In addition to the workshop, the City may conduct a joint Planning Commission/City Council study session to seek direction and input. The Consultant will participate in the workshop.

Deliverable #2a: Market Demand Analysis

Deliverable #2b: Land Use/Circulation Alternative Analysis Report

Deliverable #2c: Parking Demand Analysis

Deliverable #2d: Workshop #2 Meeting Summary & List of Attendees

TASK 3: STATION ACCESS AND CIRCULATION PLANS AND URBAN DESIGN STANDARDS

As mentioned above in Task 1, JPB is conducting a footprint study to analyze alternatives for the relocation of the Hillsdale Station. The exact placement of the relocated Hillsdale Station will direct positioning of access paths/routes and location of the transit hub. The City and Consultant will work closely with transit providers (Caltrain, SamTrans, AC Transit, and High Speed Rail) as well as the Bikeways Committee and transit users identify opportunities for safety and usability improvements. The Consultant will develop strategies for improving the safety and usability of access paths/routes to bus and rail station for pedestrian, bicycle, and auto users; design an enhanced multi-modal transit hub, and integrate designs with streets, pedestrian & bike access improvements.

The Consultant will study, and include in the Plan, access between the Bay Meadows Phase II development and existing residential and commercial uses (such as the Hillsdale Mall) that are located west of El Camino Real and access from the San Mateo Village Area at Otay Avenue. The Consultant will study circulation alternatives in order to provide intermodal access to the planned rail station/transportation hub area. Additionally, special attention will be paid to the area immediately adjacent to the station in terms of pedestrian and bicycle access, and taxi and bus/shuttle service to nearby employment centers. Pedestrian-oriented design standards for the station area will incorporate such standards as smaller block sizes, wider and accessible sidewalks, street trees, pedestrian-focused lighting, minimal setbacks and driveway cuts, and visible pedestrian crossings.

The Consultant will build upon the findings of the land use alternative report to develop land use and design standards for the station area, and will include general urban design/public realm concepts, goals and strategies (include sustainability policies); street/station area access design; signage; and special treatments/architectural features at walkways, major access points or other points of interest.

Additionally, the Consultant will examine opportunities for accessibility and visitability improvements to the environment and connections to the transit station and throughout the plan area for pedestrians, bicyclists, and people with disabilities. The access needs of people with disabilities and the requirements under the Americans with Disabilities Act will be carefully examined and incorporated in the development of the design standards.

The Consultant will conduct a workshop during the development of this deliverable to seek public input.

Deliverable #3a: Station Access and Circulation Plan and Urban Design Standards

Deliverable #3b: Workshop #3 Meeting Summary & List of Attendees

TASK 4: INFRASTRUCTURE NEEDS ANALYSIS

The Consultant will study existing infrastructure and evaluate need for upgrades or new infrastructure for the various development scenarios within the station area plan area and prepare an infrastructure needs analysis. JPB will play a lead role in helping the City and Consultant to identify and develop infrastructure assumptions for the future station including assumptions for the future High Speed Rail, if it is available. This infrastructure analysis will also supplement previous work completed or anticipated to be completed as a result of the San Mateo Rail Corridor Plan, such as analysis of storm drainage, sanitary sewer, water systems, street improvements, public facilities (such as parking facilities), parks and open space, and telecommunications (broadband and wireless infrastructure).

The Consultant shall prepare a large format display graphic illustrating needed improvements and recommended phasing.

Deliverable #4a: Infrastructure Needs Analysis Technical Report

Deliverable #4b: Large format display graphic illustrating needed improvements and recommendations.

TASK 5: DEVELOPMENT OF THE DRAFT STATION AREA PLAN AND DRAFT ENVIRONMENTAL REVIEW DOCUMENT

The Consultant will develop a draft Hillsdale Station Area Plan and draft environmental review document, which may be a Mitigated Negative Declaration or an Environmental Impact Report (EIR), and will include alternatives, for public review. Following public review, the Consultant will develop a revised draft version of the Hillsdale Station Area Plan and environmental review document. The draft Hillsdale Station Area Plan will incorporate Tasks 1-4 findings and reflect the required elements as identified under the project overview section.

The draft Hillsdale Station Area Plan shall include specific elements as summarized below (see pg 4, Plan Elements):

1. Goals and implementation measures for the Plan;
2. Description of Planning Process - Description of the public involvement process used to engage community stakeholders and members of the public;
3. Land Use Section - Description of anticipated increase in new housing units, affordable housing, jobs and mix of other uses within a half-mile radius of the San Mateo Hillsdale Station;
4. Station Access and Circulation Section - Address pedestrian, transit, auto, and bicycle access to the San Mateo Hillsdale Station. Estimate of the number of transit riders from

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- within the station area accessing the transit station by non-motorized modes (that include pedestrians, bicyclists, and persons with disability);
5. Parking Section - Address innovative parking management policies and strategies;
 6. Pedestrian Design - Incorporate design policies and standards that will promote walkability and livability of the station area; and
 7. Implementation Section - Describe local commitment to formally adopting and implementing the Hillsdale Station Area Plan.

Upon the completion of the draft Hillsdale Station Area Plan, draft environmental review document, and draft General Plan and Zoning Ordinance amendments; the City and Consultant will jointly conduct a workshop or joint Planning Commission/City Council study session for public input. Additional meetings with the Planning Commission and/or City Council may be necessary. The City and Consultant shall jointly conduct these additional meetings.

Deliverable #5a: Draft Hillsdale Station Area Plan and Draft Environmental Review Document

Deliverable #5b: Workshop #4 Meeting Summary & List of Attendees OR Study Session Minutes

TASK 6: ADOPTION OF THE FINAL HILLSDALE STATION AREA PLAN, RELATED GENERAL PLAN AND ZONING ORDINANCE AMENDMENTS AND FINAL ENVIRONMENTAL REVIEW DOCUMENT

The above tasks facilitate the adoption of a Hillsdale Station Area Plan, General Plan and Zoning Ordinance amendments as necessary to implement the Plan, and the approval of an environmental review document such as an Environmental Impact Report (EIR) or Mitigated Negative Declaration.

The final Hillsdale Station Area Plan, any proposed General Plan and Zoning Ordinance amendments and the environmental review document shall be presented to the Planning Commission at a public hearing. Recommendations of the Planning Commission shall be forwarded to the City Council for their consideration at a public hearing. The City Council shall have final review authority of the final Hillsdale Station Area Plan, any proposed General Plan and Zoning Ordinance amendments and the environmental review document. The City and Consultant shall jointly conduct meetings with the Planning Commission and City Council.

The Consultant, subject to review by City staff, shall make any final revisions or modifications to the Hillsdale Station Area Plan, amendments to the General Plan and Zoning Ordinance, and environmental review document, and coordinate printing of the documents. The Consultant shall provide the City with electronic versions of the final, adopted Plan document – one in In-Design (CS4 or earlier) and one in PDF, as well as 40 color copies. Additionally, ABAG and MTC shall be provided with four (4) color copies of the adopted Hillsdale Station Area Plan.

Deliverable #6a: Final Hillsdale Station Area Plan and General Plan and Zoning Ordinance amendments as adopted by City Council

Deliverable #6b: Final Environmental Review Document as adopted by City Council

The MTC grant provides a total of \$400,000 for this project. The Consultant budget is fixed at \$400,000. There are no additional funds available for cost overruns and/or change orders. Therefore, it is expected that the proposals include contingency costs for each task.

VI. SUBMITTAL REQUIREMENTS

Responses to the RFP must include the following information in a brief and concise format:

- A. Statement of Understanding
A brief discussion of the approach to the performance of the work requested that illustrates the Consultant's understanding of the nature of the work being requested, interest in the project, and total cost of services presented in proposal. Consultants may suggest alternatives to the proposed tasks and deliverables that improve upon achievement of the project objectives.
- B. Proposed Project Team Members
A description of the prime Consultant and sub-consultants (if any) and organization chart. Identification of the project team and the project manager. A single point of contact should be designated. Provide a concise narrative describing the role and relevant background experience of the primary individuals who would be involved in implementing the project, e.g. A brief description of the qualifications of key personnel and their responsibilities should be included.
- C. Project Understanding and Approach
Describes your understanding of the approach addressed in the "Scope of Work" section above. Your team will be evaluated on your level of expertise, your background in the required disciplines and your ability to build consensus among a diverse range of interests.
- D. Scope of Work
Expand upon the "Scope of Work" section included in the RFP and present a detailed project scope of work, including:
 - 1. The tasks involved;
 - 2. The personnel assigned to these tasks, with chargeable rates;
 - 3. The number of hours assigned per person per task; and
 - 4. Breakdown of costs for all tasks proposed, include contingency costs per task.Note: The Consultant budget is capped at \$400,000. There are no additional funds available for cost overruns and/or change orders.
- E. Relevant Examples of Previous Work
Describe 1-3 representative example(s) of your firm's work on a project which is similar to the proposed San Mateo Hillsdale Station Area Plan. Provide a copy of the representative example(s). Hard copies are preferred, however, digital copies on a CD will also be accepted.

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Please submit your proposal in two formats: 5 hard copies of your proposal and 1 pdf copy on a CD. Your proposal should be mailed to:

Julia Yeh
City of San Mateo
Planning Division
330 W. 20th Avenue
San Mateo CA 94403

Proposals must be received by the City of San Mateo Planning Division no later than 2p.m. on Friday, July 24, 2009 in order to be considered. All submittals become the property of the City of San Mateo.

VII. IMPORTANT DATES

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| 1. | Release of Proposals | : | July 3, 2009 |
| 2. | Proposals Due | : | July 24, 2009 (no later 2p.m.) |
| 3. | City Review of Applications | : | July 27 – 31, 2009 |
| 4. | Consultant Interview/Presentations | : | August 5 & 6, 2009 (please reserve these dates) |
| 5. | Consultant Selection Completed | : | August 14, 2009 |
| 6. | Project Commencement: | : | Mid-August/early September 2009 |

VIII. Questions?

Contact: Julia Yeh, Project Planner
E-mail: jyeh@cityofsanmateo.org
Phone: 650-522-7216

Attachments:

Attachment 1: Map of Initial Study Area
Attachment 2: Project Schedule
Attachment 3: Sample Agreement for Professional Services

Proposals must be received by the City of San Mateo Planning Division no later than 2p.m. on Friday, July 24, 2009 in order to be considered.

Thank you for your interest in the San Mateo Hillsdale Station Area Plan. We look forward to receiving your proposal.