



## **Santa Rosa General Plan Update**

### **REQUEST FOR PROPOSAL**

**Proposals due: September 12, 2019**

**Your firm is invited to submit a proposal for professional consulting services to prepare a general plan and program environmental impact report for the City of Santa Rosa.** An overview of the project, along with the desired scope of services, budget and timeframe is provided below. Please submit seven (7) complete copies no later than 4:30 p.m., September 12, 2019.

#### **1. Planning Context**

Santa Rosa is the largest city in Sonoma County (2018 population, 177,586). It lies in central Sonoma County, on the Santa Rosa Plain, between Laguna de Santa Rosa on the west and Sonoma Valley on the east. The City's boundary includes about 41 square miles; another 4 square miles lie within its urban growth boundary (UGB). The attached map illustrates the City's location and the project boundary.

Since its incorporation in 1868, with an area of about one square mile and 900 residents, Santa Rosa has evolved into the commercial, financial, medical, and industrial center of the North Bay. Santa Rosa is also the largest city between San Francisco and Eugene, Oregon. Santa Rosa has a traditional downtown, which, together with the nearby Santa Rosa Junior College (JC) area, holds approximately one-quarter of the 16.5 million square feet of commercial/office space within the UGB. About half of the City's commercial acreage (660 acres of a total of 1,370 acres) is in strip retail uses. Another 10.6 million square feet of industrial space is scattered in peripheral locations. The City's residential neighborhoods are diverse, ranging from the traditional - such as JC, Burbank, and West End - with grid street patterns and moderately high densities, to low density hillside neighborhoods such as Chanate/Hidden Valley, Rincon Valley, and Fountaingrove. With the exception of downtown, land uses are contained in single-use districts, and mixed use (residential and

non-residential) development is sparse. Approximately 16 percent of land (approximately 4,655 acres of a total of 29,140 acres) within the UGB is vacant.

## 2. Project Overview

### Project Objectives

The planning efforts for the City of Santa Rosa will be to prepare a comprehensive update of the City's 2035 General Plan for the area within boundaries of the City and the unincorporated areas within its Urban Growth Boundary. The primary General Plan Update (GPU) objectives for this planning area will be accomplished through the planning process that includes the following:

- Full engagement of residents, property owners and business owners Citywide and at the neighborhood level to envision and plan for their community in the future through an innovative public outreach strategy.
- Establishing a land use and policy framework to guide future development in the City toward housing for all, transit supportive land uses, economic and environmental resiliency, and jobs/housing balance.
- Establishing Citywide environmental justice policy by promoting community health and equity through land use planning, urban design, and provision of public services and infrastructure.
- Preparing a comprehensive environmental document for the General Plan that will identify feasible measures to protect and improve environmental quality within the City, avoid or minimize potentially significant impacts to the environment, and facilitate and streamline environmental review of future projects within the City.

Additionally, the City's goal for the planning document created through this effort is to balance preservation of the existing neighborhoods and cultural diversity that makes this area special and unique in Santa Rosa, with the future development of new uses.

### Project Components

The GPU will be prepared in compliance with State general plan law and will reflect that parts of the City are designated Priority Development Areas, by the Metropolitan Transportation Commission, Disadvantaged Community by the State, as Economic Opportunity Area by the federal government. As a result of these designations and recent events, the GPU will, at minimum, address following issues:

*Community Involvement Strategy.* The community involvement strategy will be a key, integral part of the General Plan process. Outreach methods will be customized to ensure maximum participation, and will include innovative strategies to reach people who do not typically get involved in this type of a process. Input will be sought from residents, business proprietors, property owners, neighborhood groups, community and faith based organizations, the development community, non-profit organizations, and local schools

(including primary and secondary schools, as well as the local Junior College and Sonoma State University). Special effort to include minority, low income, youth, renter, non-English speaking populations, and the disabled community will be made. Engagement will include developing a vision for the planning area, reviewing plan alternatives and findings as well as the draft plan.

A Citizens' Advisory Committee and Technical Advisory Committee will be empaneled to participate at key junctures of the process. Collaboration with non-profits and faith-based groups will be important to reach community members as well.

*Alternatives Analysis.* At least three land use and circulation alternatives will be prepared examining different future scenarios for the City. The scenarios would be developed utilizing smart growth principles and would provide for a mix of housing types, improve pedestrian and bicycle access to the bus transfer center, and support transit access and ridership.

The alternatives will be developed based on input from community workshops and meetings of the Citizens' and Technical Advisory Committees as well as the data developed through the City profile and market study. A report describing and analyzing the alternatives will be prepared to quantify development potential in terms of housing units, non-residential floor area, population and employment.

*Market Demand Analysis.* A market demand analysis will be conducted to assess future market conditions for residential, commercial, and industrial development in the City, taking current conditions and long range potential into consideration. Projected absorption of dwelling units and square footage by non-residential use will be included for the planning period.

*Affordable Housing and Anti-Displacement Strategy.* The 2014 General Plan Housing Element will be revised with updated affordable housing strategy that identifies the current and projected need for affordable housing in the City, including middle-income housing, analyze the financial feasibility of providing needed affordable housing in the City, and set forth strategies for development of such housing. It will also address whether displacement of existing residents is an issue and how existing market-rate yet affordable units will be preserved. Policies and strategies to minimize displacement will be included. The anti-displacement policy should also consider the maintenance and enhancement of small businesses and services that serve lower income residents. It will also evaluate whether the current Growth Management Ordinance needs to be amended to support current efforts to promote housing development within the City. Finally, the comprehensive update to the Housing Element will evaluate the City's new Regional Housing Needs Allocation (RHNA) requirements and strategies for meeting those needs.

*Environmental Justice.* A portion of the Roseland area, in southwest Santa Rosa, has been designated by the State of California as a disadvantaged community that is

disproportionately impacted by pollution. As a result, the City is required to add environmental justice policy as a standalone general plan element or integrated through a variety of General Plan chapters with related goals, objectives and policy (Gov. Code 65300.5). The City's intent will be to enhance community health and environmental quality Citywide by improving or maintaining air quality, ensuring neighborhood access to healthy foods, promoting equitable distribution of housing types and household income levels, creating a safe pedestrian/bicycle network, and equal access to public amenities such as parks, transit stops, and libraries. Also, related air quality and transportation policy must be added to help reduce air pollutant concentrations in communities located near high volume roadways.

*Climate Change.* The City's existing Community Climate Action Plan (CCAP) was adopted in June 2012, with the Municipal Climate Action Plan (MCAP) adopted in August 2013. Both documents were developed to address Santa Rosa's long-standing commitment to implementing environmental programs and proactively working to reduce greenhouse gas (GHG) emissions. The CCAP and MCAP are standalone documents that have been integrated into the City's General Plan 2035 through goals and policies in each of the General Plan elements. An update to the City's CCAP and MCAP is needed, by either continuing with standalone documents, or through an integrated General Plan element. Incorporating GHG policy in the General Plan will, among other things, allow for consistency with GHG discussions and related mitigation measures in the General Plan EIR and mitigation monitoring and reporting program.

*Hazard Avoidance and Reduction.* The required General Plan safety element strives to identify and reduce short and long-term risks resulting from natural hazards including but not limited to earthquakes, wildfires, and climate change. This element directly relates to policy concerning land use, conservation, open space, and environmental justice. Given recent wildfire events in the City and in the State, the City intends to incorporate the Fire Department's recent wildland fire hazard assessment and to fully examine other opportunities and resources to avoid and reduce community exposure to natural hazards and to enhance its capacity to adapt to and recover from future events.

*Multimodal Access and Connectivity.* A comprehensive look at the City's overall circulation plan, including existing and proposed roadways and connections, is long overdue. This GPU component will focus on improving circulation of vehicles, transit, bicycles and pedestrians within the City, improving connectivity to activity areas and transit facilities, including Santa Rosa's existing SMART stations, and anticipating changes to future personal mobility and Citywide circulation brought on by autonomous vehicles. Safe and direct non-vehicular access will be addressed and areas for enhancement or direct connectivity will be identified. Access for the disabled will also be addressed.

*Accessible Design.* The plan will include policies to ensure accessibility for people with disabilities. This will include transit facilities, parks and other public areas, as well as general

paths of travel Citywide. Additionally, policy shall address housing for persons with disabilities.

*Healthy Design.* The plan will include policies to integrate healthy design into the vision of the plan area. Policies will address protecting and increasing access to open space, and developing and connecting sidewalks, trails and paths, streets, and nearby services to encourage physical activity such as walking and bicycling. Policies will also identify creating and enhancing community gardens, farmer's markets, and access to healthy foods in nearby shopping areas. Additionally, the plan shall address the safety of those living and working in the area through enhanced street lighting, creating opportunities for "eyes on the street", and other innovative Crime Prevention through Environment Design policies.

### **3. Project Budget and Schedule**

The City of Santa Rosa has a total project budget of \$2,500,000. The budget shall include a comprehensive update to all elements of the City's General Plan, including the Housing Element, and any new elements, such as Environmental Justice. The budget will also include the necessary supporting environmental analysis and a unique and comprehensive community outreach component.

The General Plan Update is expected to begin in November 2019 and be completed within a 36-month timeframe.

A copy of the City's standard professional services agreement is attached. The consultant must be willing to accept the language and terms of the agreement.

### **4. Document Formatting**

All documents shall be prepared in a user-friendly format that is compliant with the City's American's with Disabilities Act (ADA) requirements. This shall include verifying that all PDFs submitted include legible text, and verifying that hyperlinks are not used in any public PDF documents. The final PDF document must be formatted such that it is searchable and can be viewed on both mobile devices and desktop computers.

The program used for preparation of the final plan shall be in a format that can be easily edited by the City in the future. For example, avoid producing the final plan in a landscape version, bound by spiral rings. Maps and other similar figures should be created in a program that is used by the City for possible future changes.

## 5. Scope of Work

### a. PROJECT COMMENCEMENT

The consultant and City staff will meet to review and finalize the work scope and project schedule. The meeting will include a discussion of project goals, opportunities and constraints, provision of relevant background information and documents for the existing conditions analysis, arrangement of informational meetings with relevant City staff members, development of the community involvement program, and project management.

*Deliverables:*

*5a.1: Project commencement meeting with City staff*

*5a.2: Memorandum summarizing meeting*

### b. COMMUNITY INVOLVEMENT STRATEGY

Due to the importance of the community outreach to the GPU process, outreach methods will be customized to ensure maximum participation, and will include innovative strategies to reach people who do not typically get involved in these types of processes. The consultant will work directly with City Planning and Community Engagement staff. Input will be sought from residents, business proprietors, property owners, neighborhood groups, community and faith-based organizations. Special effort to include minority, low income, youth, renter, non-English speaking populations, and the disability community will be made.

The strategy will include a broad spectrum of engagement techniques to ensure that people who are not generally aware or interested in planning related issues and who do not generally attend community meetings will participate. The strategy should consider focus groups and interviews, attendance at meetings of local business or neighborhood organizations, on-line and mobile device surveys, fact sheets, website and social media, local media, one-on-one and small group meetings with residents and other members of the community, outreach to schools and students at all levels, and associated school organizations (such as parent/teach organizations), as well as informal meetings at local gathering areas. Pop-up events should be utilized at local gathering spots, along with participation in local events, and regular visits to the City's various boards, Planning Commission and City Council. The techniques will also address outreach to residents who are low income or are non-English speakers.

The consultant team will propose community meetings, advisory committee meetings, and technical advisory committee meetings, in addition to the above-noted informal, local gatherings, at a strategic decision points to ensure community and technical impact throughout the GPU process. While the public outreach consultant will head up

the community involvement efforts, the general plan consultant will be expected to participate and help facilitate all meetings.

#### Community Advisory Committee

The Community Advisory Committee (CAC) will be made up of City residents, business owners and community leaders who know the area and the community well. The purpose of the CAC is to help develop plan concepts and ensure that community sentiment is reflected in the plan. The committee will meet to discuss the future vision of the City. As part of the general plan update process, the committee will reflect and provide comments on the existing conditions report and to identify land use preferences; to review and provide comments regarding alternative land use and transportation alternatives; to review and provide comments on the preferred land use and transportation alternative; and to review and provide comments on the draft general plan.

#### Technical Advisory Committee

The Technical Advisory Committee (TAC) will be comprised of technical experts from City departments and partner agencies to provide feedback and ensure plan concepts can be achieved. TAC membership will be sought from all affected agencies, including, but not limited to the following: County of Sonoma, the local school districts, Sonoma County Transportation Authority, Sonoma County Transit, Golden Gate Transit, Sonoma County Bicycle Coalition, Sonoma County Permit and Resource Management, Sonoma County Health Services Departments, Sonoma-Marín Area Rail Transit, School Districts, – the Bay Area Air Quality Management District, Metropolitan Transportation Commission/Associated of Bay Area Governments (MTC/ABAG), and the Santa Rosa Departments of Planning and Economic Development, Police, Fire, Housing and Community Services, Finance (including the Parking division), Transportation and Public Works, Water, and Recreation and Parks.

#### Translation Services

Spanish translation services will be necessary for all notices, informational brochures, project websites, and workshops/meetings, including all meeting materials and summaries, as well as all information gatherings and attendance at local events. The general plan consultant will work with the public outreach consultant and City staff to ensure that all appropriate documents are translated.

#### Website and Project Branding

The public outreach consultant will help develop a project brand with colors and graphics that will be used throughout the GPU process to identify the information presented as City-related, and either host or help support a City hosted signature website for the project. The website will be provided in both English and Spanish.

c. CITY PROFILE, EXISTING CONDITIONS, MARKET DEMAND ANALYSIS AND PREFERENCES

To understand the demographic and socio-economic characteristics of the City, including the unincorporated areas within the UGB, along with travel patterns, vehicle and transit use, existing land use conditions, and a profile of the City shall be developed. The City Profile shall include, but not be limited to: population; age, ethnicity, language spoken, place of birth, disability, household characteristics, employment, place of work, income, travel mode to work, existing land uses by type, park acres, recreational amenities, schools, and services. Known issues which should be addressed in the planning process shall be included.

Building on the profile, an existing conditions map and report will be developed. The consultant will evaluate the existing physical and regulatory conditions in the project study area. Information should include, but not be limited to the following: existing land use, including the number of existing affordable dwelling units; commercial/industrial space utilization, physical building conditions, including structures in poor or deteriorating condition; environmental conditions, including areas of known sensitive habitats, soil or groundwater contamination; urban form; pending and approved development projects in City (including unincorporated areas within the UGB); planned public and private improvement projects; circulation network; transit use; historic resources; market conditions and development potential. Based on analysis of existing conditions, opportunities in the plan area shall be identified, along with potential constraints.

A market demand analysis will be conducted to assess existing and future market conditions for residential, commercial, and industrial development in the plan area, taking current conditions including commercial/industrial space utilization, and long-range potential into consideration. Projected absorption of dwelling units and square footage by non-residential use will be included for the planning period.

The residential analysis will assess the future potential for housing of various types and at increased densities, at all levels of affordability. It will consider the likelihood of households locating near and utilizing transit. The commercial analysis will assess trends in retail, office, and industrial development in the area as well as future potential by type. The potential for employment in each of these areas shall be included.

The consultant will develop a process/survey/exercises, using a web-based public engagement tool, to understand community preferences regarding the plan area. What do residents like about their neighborhoods? What would they like to change? Use of preference surveys, photo simulations and development prototypes to help identify preferences should be employed. A meeting of the Citizens' Advisory Committee should be conducted, along with Community Meeting, and other techniques using web flash surveys, as appropriate, to understand community interests and to receive feedback which will help in the development of three land use and circulation alternatives. Study



sessions with the City Council and Planning Commission, as well as the Design Review Board, Cultural Heritage Board, and any other appropriate City boards should also be utilized to receive feedback and understand the City's elected and appointed officials' preferences.

The first meetings of the CAC and TAC and the community, as well as the first outreach efforts at local events and community groups, will occur after completion of the existing conditions analysis. The purpose of the meetings is to understand the community's vision of the City and solicit input on opportunities, issues, and hopes for the area. The meetings will also provide input regarding community interests that will help in the development of land use and circulation alternatives. The consultant will lead all of these meetings.

The consultant will outline the TAC's role, present plan area existing conditions, and receive feedback from committee members regarding information presented.

*Deliverables:*

*5c.1: City Profile, 5 hard copies and PDF format*

*5c.2: Existing Conditions Report, including Market Demand Analysis, 5 hard copies and PDF format*

*5c.3: Existing Conditions Map, 2 hard copies and PDF format*

*5c.4: Citizens' Advisory Committee Meeting 1 notice/agenda/meeting materials in English and Spanish*

*5c.5: Citizens' Advisory Committee Meeting 1 (with translation services)*

*5c.6: Citizens' Advisory Committee Meeting summary in English and Spanish*

*5c.7: Community Meeting 1 notice/agenda/meeting materials in English and Spanish*

*5c.8: Community Meeting 1 (with translation services)*

*5c.9: Community Meeting 1 summary in English and Spanish*

*5c.10: Technical Advisory Committee Meeting 1 notice/agenda/meeting materials in English and Spanish*

*5c.11: Technical Advisory Committee Meeting 1 (with translation services)*

*5c.12: Technical Advisory Committee Meeting 1 summary in English and Spanish*

*5c.13: Consultant/staff meetings with community groups, residents, business owners, etc. (with translation services)*

*5c.14: Pop-up events and attendance at local events as necessary (with translation services)*

*5c.15: Joint City Council/Planning Commission study session (attendance/facilitation and meeting materials as necessary)*

*5c.16: Joint Design Review Board/Cultural Heritage Board study session (attendance/facilitation and meeting materials as necessary)*

*5c.17: Housing Authority, Bicycle and Pedestrian Advisory Committee, Board of Public Utilities, and/or other appropriate City boards study session (attendance/facilitation and meeting materials as necessary)*

#### d. LAND USE AND CIRCULATION ALTERNATIVES

Following the initial meetings and outreach, the consultant shall develop the land use and circulation alternatives. The scenarios should be developed to support housing development and economic vitality as well as to facilitate Citywide attainment of environmental justice goals. Alternatives should promote development of healthy, walkable neighborhoods and enhance opportunities for residents to easily access transportation, and public services and facilities. The alternatives should consider information prepared through the planning process and from outreach conducted as well as how the alternatives support the community vision

Each alternative shall address:

- Achievement of a mix of housing units, meeting the State’s RHNA requirements, with proximity to daily services;
- Distribution and quantification of proposed new uses, including dwelling units by type and non-residential square footage by type and associated jobs;
- Multi-model circulation;
- Attainment of environmental justice goals; and
- The specific items outlined in subsection ‘f’ to this Request for Proposal, the General Plan Update Document.

A traffic analysis shall be prepared for each alternative and compare how each addresses connectivity to services, schools, and transit. The analysis shall also include Level of Service analysis for motor vehicles, transit, bicycle and pedestrian travel. The findings of the study shall be summarized in a technical memorandum and utilized as appropriate in the alternatives report described below.

A report and maps describing and analyzing the alternatives will be prepared to quantify development potential in terms of housing units, non-residential floor area, population and employment. Project population and jobs for each alternative shall be included. The report and maps should be easy to understand and clearly differentiate between the alternatives.

Presentation of Land Use and Circulation Alternatives:

The consultant will present the alternatives to the TAC for review, feedback, and possible refinement prior to presentation at the CAC, Community meetings, at local events and gathering areas, and to the City Council, Planning Commission, Design Review Board, Cultural Heritage Board, and any other appropriate City boards. At these meetings, the consultant shall utilize fun and interactive techniques to understand participants’ preferences. This may result in a clear preference for one alternative or in a hybrid concept which combines components of each.

Deliverables:

- 5d.1: Large format display graphics illustrating the alternative land use and circulation plans with additional sketches, elevations, and street sections needed to convey each alternative, 2 hard copies and PDF format*
- 5d.2: Land Use and Circulation Alternatives Report, 5 hard copies and PDF format*
- 5d.3: Quantified development potential for each alternative*
- 5d.4: Traffic and Circulation Study, 5 hard copies and PDF format*
- 5d.5: Technical Advisory Committee Meeting 2 notice/agenda/meeting materials in English and Spanish*
- 5d.6: Technical Advisory Committee Meeting 2 (with translation services)*
- 5d.7: Technical Advisory Committee Meeting 2 summary in English and Spanish*
- 5d.8: Citizens' Advisory Committee Meeting 2 notice/agenda/meeting materials in English and Spanish*
- 5d.9: Citizens' Advisory Committee Meeting 2 (with translation services)*
- 5d.10: Citizens' Advisory Committee Meeting 2 summary in English and Spanish*
- 5d.11: Community Meeting 2 notice/agenda/meeting materials in English and Spanish*
- 5d.12: Community Meeting 2 (with translation services)*
- 5d.13: Community Meeting 2 summary in English and Spanish*
- 5d.14: Consultant/staff meetings with community groups, residents, business owners, etc. (with translation services)*
- 5d.15: Pop-up events and attendance at local events as necessary (with translation services)*
- 5d.16: Joint City Council/Planning Commission study session (attendance/facilitation and meeting materials as necessary)*
- 5d.17: Joint Design Review Board/Cultural Heritage Board study session (attendance/facilitation and meeting materials as necessary)*
- 5d.18: Housing Authority, Bicycle and Pedestrian Advisory Committee, Board of Public Utilities, and/or other appropriate City boards study session (attendance/facilitation and meeting materials as necessary)*

## e. PREFERRED ALTERNATIVE

Based on input received at the second CAC and Community Meetings, as well as input received from other methods of community outreach, the consultant, in consultation with City staff and the technical advisory committee, will develop a single preferred land use and circulation alternative which will serve as a basis for the draft general plan update.

The preferred alternative will be presented to the TAC for review and feedback. Following the TAC meeting, the preferred alternative may be refined for presentation at CAC and Community Meeting 3, to the City Council, Planning Commission, Design Review Board, Cultural Heritage Board, any other appropriate City boards, and any other methods of outreach. The consultant shall present the preferred land use and circulation alternative at each of these meetings/gatherings. The community will be

asked to respond to the preferred plan. Input received shall be used to refine the alternative and develop the draft General Plan Update.

*Deliverables:*

- 5e.1: Large format graphic illustrating preferred land use and circulation plan, 2 hard copies and PDF format*
- 5e.2: Quantified development potential for preferred alternative*
- 5e.3: Technical Advisory Committee Meeting 3 notice/agenda/meeting materials in English and Spanish*
- 5e.4: Technical Advisory Committee Meeting 3 (with translation services)*
- 5e.5: Technical Advisory Committee Meeting 3 summary in English and Spanish*
- 5e.6: Citizens' Advisory Committee Meeting 3 notice/agenda/meeting materials in English and Spanish*
- 5e.7: Citizens' Advisory Committee Meeting 3 (with translation services)*
- 5e.8: Citizens' Advisory Committee Meeting 3 summary in English and Spanish*
- 5e.9: Community Meeting 3 notice/agenda/meeting materials in English and Spanish*
- 5e.10: Community Meeting 3 (with translation services)*
- 5e.11: Community Meeting 3 summary in English and Spanish*
- 5e.12: Consultant/staff meetings with community groups, residents, business owners, etc. (with translation materials)*
- 5e.13: Pop-up events and attendance at local events as necessary (with translation services)*
- 5e.14: Joint City Council/Planning Commission study session (attendance/facilitation and meeting materials as necessary)*
- 5e.15: Joint Design Review Board/Cultural Heritage Board study session (attendance/facilitation and meeting materials as necessary)*
- 5e.16: Housing Authority, Bicycle and Pedestrian Advisory Committee, Board of Public Utilities, and/or other appropriate City boards study session (attendance/facilitation and meeting materials as necessary)*

f. GENERAL PLAN UPDATE DOCUMENT

The consultant shall prepare a draft General Plan Update in compliance with State law. The General Plan will serve as the City's long range, comprehensive land use, circulation, and implementation plan for guiding development within the plan boundary through 2050. The General Plan shall contain and address, at a minimum, the following components and specific issues identified by City staff, elected and appointed officials, as well as the community members who participated in the May/June 2019 General Plan 2050 Community Conversations:

1. Planning Process.

- i. Description of the process to develop the plan and the role the public played in creating the General Plan.

2. Land Use and Housing.
  - i. Description of land use designations, including number of units, square footage of non-residential uses, mixed use, and employment generating land uses.
  - ii. Include population and job projections.
  - iii. Provide an updated Housing Element that addresses the latest RHNA requirements, as well as other changes to State housing law.
  - iv. Include goals and policies to address achieving development at all levels of affordability, including middle income housing.
  - v. Consider increased maximum densities in all multi-family residential land uses to address changing housing needs.
  - vi. Address the City's Growth Management Element and associated City Code ordinance through amendment or elimination of the strict limitation on housing development per year and per developer.
  - vii. Address land use, circulation and access to services in the area known as the "2010 area" in the General Plan 2035. Consider ways to eliminate the requirement for a Specific Plan for this area.
  - viii. Provide a list of potential annexation sites for future California Environmental Quality Act (CEQA) streamlining.
  - ix. Take a comprehensive look at the location of the City's existing Retail and Business Services land use, as well as proposed Community Shopping Centers. Reconsider the locations and definitions through a market analysis that considers both the existing market conditions, as well as projected market changes through 2050.
  - x. Address biological (such as California Tiger Salamander and wetlands) constraints to development, particularly to housing development, in southwest Santa Rosa.
  - xi. Consider equitable distribution of recreational facilities throughout the City.
  
3. Transportation, Access and Connectivity.
  - i. Description of Citywide multi-model circulation f.
  - ii. Comprehensive look at the existing and proposed circulation patterns and connections, including identifying new streets, paths and connections.
  - iii. Include Policies regarding complete streets.
  - iv. Address Vehicle Miles Traveled (VMT) through new goals and policies consistent with State requirements.
  - v. Address traffic and circulation impacts related to the increased development of Accessory Dwelling Units (ADUs).
  - vi. Address access to activity centers, major transit stops including the SMART rail stations by walking, bicycling, driving, and transit as well as circulation for these modes throughout the City, with overall connectivity the goal.
  - vii. Accessible design for disabled and elderly persons should be a component of this section.

4. Public Services and Infrastructure.
  - i. Include information about services and infrastructure needed to implement the General Plan.
  - ii. Include specific policies regarding utilities, public safety, parks, educational facilities, libraries, and cultural facilities.
  - iii. Provide goals and policies to specifically address safety and public services related to potential environmental disasters, such as the October 2017 wildfires.
  - iv. Address wireless telecommunications and electric vehicle (EV) charging stations as part of the goals and policies related to public infrastructure.
  
5. Climate Action Planning.
  - i. Develop a standalone, updated Climate Action Plan or integrated goals and policies addressing the latest in climate change strategies.
  
6. Environmental Justice.
  - i. Include either a standalone Environmental Justice Element or integrated goals and policies throughout the General Plan that address reduction in pollution exposure, improve air quality, promote public facilities, improve food access, advance access to housing, and increase physical activity in the City's State identified disadvantaged communities.
  - ii. Address economic development in the areas of the City identified as disadvantaged, as well as the City's designated opportunity zones.

An administrative draft GPU shall be prepared for review by City staff and the TAC. Comments received shall be incorporated into the public review draft General Plan Update.

The consultant shall conduct CAC and community meetings, and any other method of outreach, following preparation and release of the GPU to present the plan and to receive public comment and input.

*Deliverables:*

- 5f.1: Administrative Draft General Plan, 10 hard copies, Word and PDF format*
- 5f.2: Public Review Draft General Plan, 50 hard copies, Word and PDF format*
- 5f.3: Citizens' Advisory Committee Meeting 4 notice/agenda/meeting materials in English and Spanish*
- 5f.4: Citizens' Advisory Committee Meeting 4 (with translation services)*
- 5f.5: Citizens' Advisory Committee Meeting 4 summary in English and Spanish*
- 5f.6: Community Meeting 4 notice/agenda/meeting materials in English and Spanish*
- 5f.7: Community Meeting 4 (with translation services)*
- 5f.8: Community Meeting 4 summary in English and Spanish*
- 5f.9: Consultant/staff meetings with community groups, residents, business owners, etc. (with translation materials)*

*5f.10: Pop-up events and attendance at local events as necessary (with translation services)*

*5f.11: Joint Design Review Board/Cultural Heritage Board study session (attendance/facilitation and meeting materials as necessary)*

*5f.12: Housing Authority, Bicycle and Pedestrian Advisory Committee, Board of Public Utilities, and/or other appropriate City boards study session (attendance/facilitation and meeting materials as necessary)*

*5f.13: Planning Commission public hearing on Draft General Plan (attendance/facilitation and meeting materials, including staff report, as necessary)*

g. ENVIRONMENTAL IMPACT REPORT

The consultant shall prepare a Program Environmental Impact Report (EIR), consistent with current CEQA Guidelines (California Code Section 15000), which will thoroughly and adequately assess the impacts of the Draft General Plan, including three alternatives and comply with the provisions of the California Environmental Quality Act (California Public Resources Code 21000). The consultant shall also prepare responses to comments received during the public review period, a mitigation monitoring program, findings of fact pursuant to CEQA, and statement of overriding considerations, as necessary. The EIR shall address the following areas:

- Land Use Consistency and Compatibility. The EIR will describe existing land use and development patterns and evaluate the project's consistency with adopted City plans and policies.
- Population, Housing and Employment. The EIR will analyze projected population, housing and employment impacts of the Draft General Plan.
- Transportation and Circulation. A traffic study shall be completed to determine the project's impacts, based on VMT (Vehicle Miles Travelled) to the existing and proposed roadway system, existing and proposed bikeway network, transit systems (bus and commuter rail) and pedestrians. The traffic study shall utilize the Citywide computer traffic model which is maintained by the Sonoma County Transportation Authority. Corridor levels of service shall be determined for regional/arterial streets, Highway 101 and State Route 12.
- Air Quality. The EIR will address the project's impact on air pollutants and their precursors as well as localized carbon monoxide impacts utilizing the appropriate air quality modeling tools. The analysis will address both operational, including vehicular emissions (long term) and construction level (short term) impacts on local and regional air quality.
- Noise. The EIR will address the potential impacts on ambient noise levels from any construction related noise as well as potential impacts on ambient noise from the proposed project (buildout of proposed land uses).
- Biological Resources. The EIR will analyze the project's short term (construction) impacts as well as long term impacts on biological resources, including special status species.

- **Water/Wastewater.** The EIR will analyze and address the project's construction and operational impacts to the water and wastewater systems, water supply and wastewater capacity to serve buildout of the General Plan. A Water Supply Assessment (WSA) will be completed for the project and will be available to the EIR consultant. The consultant shall include time in the project schedule for the City's Water Department to prepare and process the required WSA, through Council approval of the document.
- **Hydrology/Flooding.** The EIR will analyze the stormwater system, potential flooding impacts and water quality.
- **Public Services.** The EIR will evaluate the potential impacts to public services such as schools, parks, solid waste disposal, police, fire, and utilities.
- **Cultural and Historic Resources.** The EIR will evaluate potential impacts to cultural, tribal cultural resources and historic resources.
- **Visual Quality.** Scenic, natural, cultural and historic assets are evaluated and potential impacts of the project identified.
- **Geology and Seismicity.** The EIR will examine geologic and seismic conditions, addressing ground shaking and liquefaction potential from earthquakes.
- **Hazardous Materials/Toxics.** The EIR will describe hazardous materials which exist in the Santa Rosa Urban Growth Boundary and assess the potential exposure to these hazards through development anticipated in the General Plan.
- **Energy/Climate Change.** Changes in energy consumption anticipated through implementation of the GPU shall be analyzed. Greenhouse gas emissions anticipated with the project shall be included. The EIR shall analyze how development anticipated by the general plan will be affected by climate change and how implementation of the plan will affect climate change. While analysis of this topic is evolving, this EIR should include the most current thinking and practice regarding impacts of greenhouse gas emissions.
- **Wildfire.** Assess wildfire hazards within the City associated with the draft GPU and alternatives and their consistency with the City's adopted emergency response plan or emergency evacuation plans, and wildfire risk created by local environmental conditions (slope, winds, etc) and planned infrastructure (roads, fuel breaks, powerlines, etc) as well as post fire public safety risks (landslides, flooding, slope instability, etc).

In addition, the EIR shall include discussion of growth inducing and cumulative impacts, and significant, unavoidable impacts, if any. A range of reasonable alternatives to the draft GPU shall be evaluated, including the "No Project" alternative. A Mitigation Monitoring Program shall also be developed.

The project consultant will attend and facilitate an EIR scoping meeting and a public hearing on the Draft EIR at the Planning Commission. The consultant shall prepare responses to comments received during the public review period and at the public hearing on the Draft EIR. Consultant shall coordinate the printing of the Final EIR.



Deliverables:

- 5g.1: Notice of Preparation/Scoping Meeting in English and Spanish*
- 5g.2: Public scoping meeting for EIR preparation (with translation services)*
- 5g.3: Administrative Draft EIR, 10 hard copies, Word and PDF format*
- 5g.4: Draft EIR, 35 copies, Word and PDF format*
- 5g.5: Attendance/facilitation and meeting materials, including staff report, for Planning Commission public hearing regarding Draft EIR*
- 5h.6: Final EIR (including Draft EIR and response to comments) 35 copies and PDF format*
- 5g.7: Administrative Draft Findings of Fact and Statement of Overriding Considerations, 2 hard copies, Word and PDF format*
- 5g.8: Draft Findings of Fact and Statement of Overriding Considerations, 2 hard copies, Word and PDF format*
- 5g.7: Attendance/facilitation and meeting materials, including staff report, for Planning Commission public meeting regarding Final EIR*
- 5g.8: Attendance/facilitation and meeting materials, including staff report, for City Council public meeting regarding Final EIR*

## h. PRESENTATION AND ADOPTION OF DRAFT GENERAL PLAN

The consultant, with staff participation, will present the draft GPU at public meetings before the Design Review Board, Cultural Heritage Board, Housing Authority, Board of Public Utilities, Bicycle and Pedestrian Advisory Board, and any other appropriate City boards or committees, and at public hearings before the Planning Commission (2) and City Council (2). Consultant shall make any final revisions to the General Plan based on changes adopted by the City Council. Consultant shall coordinate printing of the adopted General Plan.

Deliverables:

- 5h.1: Joint Design Review Board/Cultural Heritage Board study session (attendance/facilitation and meeting materials as necessary)*
- 5h. 2: Housing Authority, Bicycle and Pedestrian Advisory Committee, Board of Public Utilities, and/or other appropriate City boards study session (attendance/facilitation and meeting materials as necessary)*
- 5h.3: Presentation and meeting materials, including staff report, of GPU at up to two (2) Planning Commission public hearings*
- 5h.4: Presentation and meeting materials, including staff report, of GPU at up to two (2) City Council public hearings*
- 5h.5: Adopted General Plan, 100 hard copies*
- 5h.6: Adopted General plan, electronic copy in Word and PDF format (graphics/maps shall be prepared in a graphics file)*

## i. ZONING AMENDMENTS

The project consultant and City staff will evaluate properties within the project boundaries to determine which sites need to be rezoned and/or pre-zoned for consistency with the Santa Rosa General Plan. Existing Santa Rosa zoning districts will be utilized unless other General Plan land uses are developed in the program that would require the creation of new zoning districts.

City staff will evaluate the Santa Rosa Zoning Code to determine if amendments will be necessary for consistency with the General Plan. If amendments are necessary, City staff, in consultation with the project consultant, will draft the proposed amendments.

*Deliverables:*

*5i.1: List of properties, and associated maps, needing Zoning district amendments, and to what district they will be amended*

*5i.2: List of Zoning Code text amendments*

## **6. Response to RFP**

In order to evaluate all proposals fairly, please follow the following format:

### **a. EXECUTIVE SUMMARY**

A summary of the proposal shall be included which incorporates a clear description of your understanding and interest in the project and total cost of services presented in the proposal.

### **b. PROJECT UNDERSTANDING APPROACH**

This section shall describe your understanding of the project and the approach to be used to complete the project effectively with input from City staff, the community, and property/business owners. Innovative ways to gather and effectively combine City staff, community, and business/property owners input will be a key component of the project approach. Your team will be evaluated on your level of expertise and your background in the required disciplines.

It will be critical to demonstrate your understanding and illustrate with your past experience how your team will successfully:

- Engage the property owners and business owners Citywide and at the neighborhood level to envision and plan for their community in the future through an innovative public outreach strategy
- Prepare a comprehensive General Plan update, including a full update to the Housing Element.

- Establish Citywide environmental justice policy that promotes community health and equity through land use planning, urban design, and provision of public services and infrastructure.
- Prepare a comprehensive environmental document for the General Plan that will identify feasible measures to protect and improve environmental quality within the City, avoid or minimize potentially significant impacts to the environment, and facilitate and streamline environmental review of future projects within the City.

c. DETAILED SCOPE OF WORK

Expand upon the scope of work outline and the tasks and schedule included in the RFP. This section shall present a detailed consultant proposed scope of work, including:

- i. The tasks involved and timeline for completion. Suggestions for an expedited timeline are encouraged.
- ii. The personnel assigned to these tasks, with billable rates, including identifying tasks which City staff shall undertake. City staff shall act as part of the consultant team and will be best equipped to assist in notice preparation, meetings, and General Plan and Zoning amendments. The proposal shall detail these tasks and include hours and budget by task for City staff.
- iii. The number of hours assigned per person per task.
- iv. Total cost of all tasks proposed.

d. RELEVANT EXAMPLE OF PREVIOUS WORK

Describe representative examples of your firm's work on projects which are similar to the proposed Santa Rosa General Plan Update.

e. PROJECT TEAM

Identification of the project team and a brief description of the qualifications of key personnel and their responsibilities shall be included.

**7. Next Steps**

a. PROPOSALS DUE

September 12, 2019

b. CONSULTANT INTERVIEW / PRESENTATIONS

Week of September 30 – October 4, 2019

c. CONSULTANT SELECTION COMPLETED

October 25, 2019

d. PROJECT COMMENCEMENT

Beginning of November 2019

**8. Evaluation**

Proposals will be reviewed by a selection committee, which will include City staff and elected officials. Upon invitation, interviews of the top candidates will be conducted the week of September 30 – October 4, 2019.

Proposals will be evaluated based on writing ability, project comprehension, relevant qualifications, creativity, organization, meeting facilitation and demonstrated expertise in land use, housing policy, multi-modal circulation, urban design, climate action planning, CEQA compliance, and community engagement.

Please submit seven (7) hard copies and one PDF of your proposal to:

Andy Gustavson, Senior Planner  
Planning and Economic Development Department  
City of Santa Rosa  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404

E-mail: [agustavson@srcity.org](mailto:agustavson@srcity.org)

Phone: (707) 543-3234

Proposal submittal deadline is **4:30 p.m. on Thursday, September 12, 2014**; please note that the Planning and Economic Development Department closes at 4:30 p.m., and late submittals will not be accepted.

Thank you for your interest in the Santa Rosa General Plan Update. We look forward to receiving your proposal.