

June 22, 2007

To: Community Outreach Consultants

From: Dennis M. Barry, AICP, Community Development Director  
James Kennedy, Redevelopment Director

Re: **RFQ FOR COMMUNICATIONS OUTREACH CONSULTANT**

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The Community Development Department of Contra Costa County (CDD) is circulating this Request for Qualifications (RFQ) for a Communications Outreach Consultant to develop and execute a public outreach program in the North Richmond community. This initiative relates to a proposed General Plan Amendment and Specific Plan for a portion of the North Richmond community.

On June 5, 2007, the Contra Costa County Board of Supervisors (Board) authorized that a General Plan Amendment Study be conducted for a Study Area bounded by: 3<sup>rd</sup> Street to the west, the Union Pacific Railroad to the east, Wildcat Creek to the south, and San Pablo Creek to the north.



The June 5 Board of Supervisors action also included an Interim Urgency Ordinance that will prohibit consideration of land use applications while the General Plan Study is being conducted (a moratorium). Included as Attachment A, is a copy of the Board's actions. This information is provided to you in order to gain a better understanding of the policy, the general setting, and background on the North Richmond community. The underlying purpose of the North Richmond General Plan Amendment and Specific Plan is to provide policy direction to guide future proposals of residential and commercial development, including: type, location, intensity of uses, design, infrastructure, public improvements and the resources necessary to finance and implement public improvements and infrastructure.

The County recently approved a General Plan Amendment, Subdivision, and Final Development Plan for a 374 Unit subdivision at Pittsburg Ave and the Richmond Parkway (the Nove Property). Attachment B is a copy of the staff report and recommendations for the Nove Property. Nove marks the first significant private investment of residential units north of Wildcat Creek. The developer—Signature Properties-- has also expressed an interest in further residential and mixed use development in the Study Area. Historically, this land has had a General Plan Land Use Designation of Heavy Industry (HI) under the County General Plan. Most of these properties are either vacant, used for greenhouse operations, or have small industrial related operations.

The County recognizes that amending its General Plan will need to include a significant public outreach program with significant opportunity for review, input and comments from all ethnicities living in North Richmond. We hope to represent everyone equally and to gather community input from all of the diverse interests within the community. This is why the Communications Outreach Consultant is so important.

The Study Area is within the area of the North Richmond Redevelopment Project Area administered by the County Redevelopment Agency. Housing upgrades, commercial amenities, and infrastructure improvements are three of the main items that have been repeatedly requested by the residents of North Richmond. These needs are also three of the major objectives of the Redevelopments Agency's AB 1290 Implementation Plan. If executed properly, this plan, along with strong community support and buy-in, can serve as the catalyst to generate enormous upside potential, and stimulus, for the overall economic development of North Richmond.

This time sensitive project is scheduled to begin immediately following the Labor Day Weekend, 2007. If you are interested, and can fulfill our time requirements, please respond to this Request for Qualifications. Please submit the materials requested on Exhibit A hereto or before on Friday, July 13, 2007.

Thank you for your interest in North Richmond and for the opportunity to improve the quality of lives for many deserving residents. If you have any questions, please contact County staff members: D'Andre Wells at 925-335-7236, or Patrick Roche at (925) 335-1242.

- Attachments:
- A. General Plan Amendment Study & Urgency Interim Ordinance
  - B. Nove Subdivision Staff Report
  - C. North Richmond Planned Unit District, P-1 Document
  - D. AB 1290 Implementation Plan of the Redevelopment Agency
  - E. County Standard Contract Form

## EXHIBIT A

Eight (8) copies of each respondent's qualifications must be submitted by 5:00pm on Friday, July 13, 2007. Please send to:

Mr. D'Andre Wells  
Redevelopment Project Manager  
Community Development Department of Contra Costa County  
2530 Arnold Drive, Suite #190  
Martinez, CA 94553-1229

Submitted proposals must include:

1. Introductory Letter
2. Table of contents
3. General statement and history
4. Experience of the firm in developing and implementing complex public outreach programs that include
  - a) Land Development Programs/Projects
  - b) Specific Plans
  - c) CEQA
  - d) Urban Design
  - e) Transportation/Circulation
  - f) Infrastructure Improvements
  - g) Methods of Finance
5. Experience of the firm in facilitating public meetings in low income and minority communities.
6. Team member's names, resumes and principals to be assigned to this project.
7. Hourly rate of individuals denoted in # 7.
8. Provide five (5) references, at least three (3) of which are public agency representatives.
9. Statement of whether or not consultant is a small business enterprise, or is wholly or partially owned by women or minority owned firms

## MAPS OF THE STUDY AREA

- *NORTH RICHMOND REDEVELOPMENT PROJECT AREA*
- *PROPOSED NORTH RICHMOND SPECIFIC PLAN AREA*
- *NORTHERN SECTION OF WILDCAT CREEK*
- *SOUTHERN SECTION OF WILDCAT CREEK*

## SUBMITTAL SCHEDULE

(SUBJECT TO CHANGE)

1.	RFQ Issued	June 22, 2007 _____
2.	Qualification Submittals	July 13, 2007 _____
3.	Review, Interviews, Consultant Selection	July 25, 2006 _____
4.	Finalize Agreement; Approve Contract	August 7, 2007 _____

## EVALUATION PROCEDURE

Qualifications will be reviewed and a Consultant retained according to the following criteria:

1. Experience of the Consultant's relevant services required for the project;
2. Ability to provide comprehensive community outreach services and planning;
3. Experience in implementing plans and facilitating public meetings to low income and minority communities;
4. Proposed price cost budget including service provided, team member(s), hourly rate, estimate for total service item, and other pertinent budget information;
5. Ability to lead a public outreach campaign that describes various land use options, explains complex real estate market conditions, conveys pro forma assumptions, evaluates transportation data, and outlines financing methods for infrastructure improvements.
6. Denote whether the firm is small business enterprise as defined by the County. County goals in this area will be considered; and
7. Conformance with the County's contract requirements (Attachment E is the standard form). If there are any issues with the standard contract form, it should be noted at this time.

Notwithstanding its intention to select a Communication Outreach Consultant and negotiate a contractual agreement, the Community Development Department reserves the right to reject any and all proposals submitted.

Consultant's interviews will be held on Wednesday, July 25, 2007. Time TBD. All interested Consultants should plan to keep their calendars open on this day for interviews.

#### DOCUMENT DELIVERABLES

Copies of all documents, reports, artwork, design, photography, poster and brochures, catalogs, text, video, maps, page layout and design, multimedia, and camera ready output deliverables, etc. shall be provided to RDA staff in IBM PC compatible electronic format. Acceptable media are DVD and CD disc. All files, objects and disks shall be clearly labeled and marked with descriptive names per the CDD instructions. Hardcopy of originals shall also be provided where applicable. All deliverables shall be submitted in duplicate. All materials, designs, maps, data, software and creative work ("Work Product") created, generated or commissioned directly under this contract shall become the property of the RDA.

#### OWNERSHIP OF CONSULTANT'S WORK

Work in the form of reports, recommendations, development plans, proforma and all related items produced by Consultant and paid for by CDD shall become wholly owned by CDD upon payment to Consultant under the terms of the contract of this work.