

July 18, 2014

RFP #Y15-500-ZM

**DEVELOPMENT OF AN ORANGE COUNTY SUSTAINABLE
LAND DEVELOPMENT CODE**

ADDENDUM NO. 1

To all respondents:

This Request for Proposals is being changed as follows:

1. Question: Page 11, PROPOSAL FORMAT. Is there a page count limit to the submission? Are there any specific format requirements (e.g. font type and size, margins, etc.)?

Answer: There are no limits on font size, margins or number of pages. Proposers must understand that their proposals need to be accurate and concise, with no extraneous information.

2. Question: Page 11, PROPOSAL FORMAT, 1 QUALIFICATIONS OF STAFF A. Are resumes required for ALL anticipated team members, or just key team personnel?

Answer: Provide resumes for ALL anticipated team members.

3. Question: Page 11, PROPOSAL FORMAT, 1 QUALIFICATIONS OF STAFF C. We note that Para.C. requires “names and titles of all staff proposed to provide the required services”; are we required to include ALL anticipated team members, or just key team personnel?

Answer: Include ALL anticipated team members.

4. Question: Page 12, PROPOSAL FORMAT, 2 QUALIFICATIONS OF FIRM A. The RFP requires the projects for references to state whether they are a (a) mandatory, (b) optional/parallel, or (c) floating-zone code. Which of these does the County envision the new Sustainable Land Development Code to be?

Answer: The County expects to review options with the consultant.

5. Question: Page 12, PROPOSAL FORMAT, 2 QUALIFICATIONS OF FIRM A, SIMILAR PROJECT. Regarding the statement: "The code project shall represent major modifications to the structure of the land development code resulting in new regulatory framework for a metropolitan area of approximately 900 square miles and population of approximately 1,000,000 residents", is the County requiring that the respondent's similar projects be of this size and population? Or is the County describing the project that is the subject of the RFP?

Answer: Yes, the County is requiring the respondent's similar projects be of a similar size and population?

6. Question: Page 12, PROPOSAL FORMAT, 2 QUALIFICATIONS OF FIRM B. May respondents submit the PDF's of the similar project codes on labeled thumb drive(s)/jump drive(s) instead of on CDs? We assume the County requires only one copy of each code PDF, please confirm. We also assume the required photos of designed/built results of the code (with the accompanying description) would be included with the PDFs, please confirm.

Answer: You may provide the similar project codes on labeled thumb/jump drive(s). The required photos of designed/built results of the code (with accompanying description) should be included with the PDFs.

7. Question: Page 13, PROPOSAL FORMAT, 4 FEE SCHEDULE. What is the budget allocated for this planning effort?

Answer: The budget is not firm at this time, and will be based on the short-listed proposals.

8. Question: Page 13, PROPOSAL FORMAT, 4 FEE SCHEDULE. In the interest of minimizing expenses, which logistical requirements expenses/project costs would the County be able to shoulder or avail at County/discounted rates (if provided)? Specifically, could the County confirm its ability to sponsor, or secure County/discounted rates for the following:

- Workshop studio space
- Workshop studio equipment (work tables, chairs, color printer, scanner, etc.
- Audio/visual equipment and technicians for workshops and presentations as appropriate
- Hotel rooms (comp'd/sponsored by local merchant/s or discounted)
- Meals (comp'd/sponsored by local merchant/s or discounted), etc.?

Answer: The County will accommodate workshop studio space, workshop studio equipment, audio/visual equipment and technicians for workshops and presentations. Meals and hotel rooms are not discounted or comp'd.

9. Question: Pages 21-22, SCOPE OF WORK, IV Project Schedule and Deliverables, Year 1 of the Contract, Task 1: General Assessment and Task 2: Market Area Analyses. What prior/previously prepared base information, i.e. base maps, surveys, plans and codes, engineering studies, market studies, transportation studies, other prior studies and reports, are available either from the County or from other third-party sources? Would it be possible for the County to provide at this time a full list of all such documents that it shall provide for the chosen consultant's review and use? Are all prior information/documents complete and readily available/ready to use, or would there be other items of base information that the consultant team would need to source and/or produce? If so, which would those be?

Answer: The County will review existing documents and information that are readily available for use with the selected consultant.

10. Question: Pages 23-24, SCOPE OF WORK, IV. Project Schedule and Deliverables, Year 1 of the Contract, Task 3: Public Engagement. Could the County explain the thinking behind having 6 Public Workshops (in addition to the review committee design charrette and the Staff Workshop)? Per the RFP, these 6 public workshops are to be completed within 6 months of the contract award, implying 1 workshop per month; could some of these workshops be grouped?

Answer: The County expects to hold one Public Workshop per market area. There are six market areas.

11. Question: Pages 24-26, SCOPE OF WORK, IV. Project Schedule and Deliverables, Year 1 of the Contract, Task 4: Target Market Area Code Development. Please confirm that the County anticipates the approval/adoption of the Sand Lake Station Code and the Innovation Way Code to be accomplished within one year.

Answer: Adoption is not required, but draft codes are expected to be complete within one year.

12. Question: Page 27, SCOPE OF WORK, IV. Project Schedule and Deliverables, Years 2 and 3 of the Contract, Task 5: Countywide Code Development, 5-6 Meetings with Stakeholders. Please clarify whether the frequency of these meetings would be 1 per quarter over two years, or 1 per month as implied by 5.D (on page 28).

Answer: A frequency of one meeting per quarter is acceptable.

13. Question: In terms of overall project staffing, what third party consultants or in-house capabilities is Orange County able to provide? We understand that the RFP calls for consultant teams with planning, urban design, coding and economic analyses, and public space/street standards expertise, but it is less clear regarding other possible workstreams that might influence the planning proposals. For example, will you be providing/separately securing expertise in and/or information/guidance as it pertains to environmental assessment, transportation/traffic analyses, etc. with the expectation that the chosen consultant for this RFP will collaborate with these third parties? Alternatively, is the consultant expected to secure these third party experts as part of the consultant team?

Answer: The consultant is expected to secure third party experts as part of the consultant consortium. County staff may provide in-house capabilities related to planning, transportation and environmental assessment when appropriate. Project Managers will also facilitate and share information from other studies and planning projects being conducted by third party consultants that may related to the code.

14. Question: May we know the composition of the Selection Committee?

Answer: The Committee has not been established at this time.

15. Question: Section III of the Scope of Work states that planning staff has begun the process of delineating geographic “market areas” and that the staff’s identification of the market areas will serve as the basis for all code customization and calibration. Section IV, Task of the Scope of Work states that the Consultant will use the County’s draft market area analysis to prepare a Market Area Map and Physical Assessment Report. Besides delineation of geographic market areas, what will the staff’s draft market area analysis include?

Answer: The Market Areas analysis includes:

- a) Economic Drivers: what is driving development to the market areas
- b) Transportation & Accessibility: entry points, regional and local connections, existing and planned transit, trails, major corridors (movement of people, goods and services within and beyond the market area)
- c) Natural Resources & Preservation: areas that contribute a dependable natural quality to the market area, farmland, hydrology
- d) History: including development timelines
- e) Land Use Patterns: zoning, future land use
- f) Branding: common characteristics contributing to area’s sense of place
- g) Population growth, housing, density, employment, values, other municipalities

Staff is gathering additional information and detail (existing conditions base maps, performance metrics, existing planning documents) for specific focus centers within the market areas. The code will be calibrated to these centers.

16. Question: Please clarify what specifically the Physical Assessment Report is to assess?

Answer: The physical assessment report includes an assessment of the physical details of the areas to be coded, including the historic patterns of development and the predominant form of architecture, if one exists.

17. Question: Page 21, Task 1 Comprehensive Plan. Is the new code expected to be consistent with the existing comprehensive plan? Is either identifying the need for changes or drafting proposed changes to the comprehensive plan part of the scope of this RFP? If so, which?

Answer: Changed to the Comprehensive Plan are expected to be proposed by staff in conjunction with proposed language in the new code.

18. Question: Page 23, Task 3 Public Engagement/Media. Is paid media within the scope of Task 3 (or any other task) as a public engagement tool?

Answer: Advertising public meetings will be handled by the County.

19. Question: Page 23, Task 3-2 Virtual Forums. Does the County have an ongoing service agreement with Placespeak? If so, when does it expire?

Answer: The County's agreement with Placespeak is not ongoing and has expired.

20. Question: Page 23, Task 3-5 Public Workshops. Is the expectation that this would be a similar introductory workshop presented in six different geographic locations, or would these be workshops that build upon each other in terms of content; or some combination? Or is this an unknown?

Answer: The expectation is that the workshops will be similar and presented in six different geographic locations.

21. Question: Page 25, Task 4-2; Page 27, Task 5-2 Economic Considerations. For the purpose of analyzing cost/benefit trade-offs, can we expect data on cost of services to be provided by the County? Can we expect this data to be broken down geographically?

Answer: This will not be provided by the County.

22. Question: Page 12 Type of Code. The qualifications section asks whether the codes in our qualifications are Mandatory (integrated into existing code, or freestanding); Optional "parallel" code; or Floating-zone codes. Is it known at this time which type of Code the County is seeking?

Answer: No. The County expects to review options with the consultant.

23.Question: Page 13 Minority/Women Owned Business. How will the M/WBE scoring be calculated?

Answer: M/WBE participation will be evaluated based on completed Schedule of subcontracting- M/WBE participation form and the Employment Data, Schedule of Minorities and Women form.

The Scoring for M/WBE participation shall be as follows:

5 Points

- Certified Orange County M/WBE firm proposing 24% M/WBE sub consultant utilization AND 24% minority/women workforce
- M/WBE Joint Venture with 24% workforce

4 Points

- Certified Orange County M/WBE firm proposing 24% M/WBE sub consultant utilization OR 24% minority/women workforce
- Non-M/WBE firm proposing 24% M/WBE sub consultants utilization AND 24% minority/women workforce
- M/WBE Joint Venture with less than 24% workforce

3 points

- Certified Orange County M/WBE firm, BUT has not stated that 24% of the contract will be utilized by M/WBE sub consultants AND 24% of their workforce does not consist of minority/women
- Non-M/WBE firm but will subcontract 24% of their ultimate fee to M/WBE sub consultant OR 24% workforce of minority/women

2 Points

- The proposer has a written statement that they will comply with Orange County M/WBE Ordinance as it relates to the M/WBE subcontract utilization

1 Point

- Will not comply with the Orange County M/WBE Ordinance as it relates to the M/WBE subcontract utilization and the Minority/Women workforce goals

0 Points

- There is no M/WBE sub-consultant utilization and no percentage of minority/women workforce

Note: The evaluation of the Minority/Women workforce is based only on the employees in the following categories: Official/Manager/Supervisor; Professional; Technician; Apprentice and Intern/Co-Ops.

The M/WBE score will be multiplied by the weight of 10 Points as stated in Section 13 of the RFP, page 18 to determine your Total M/WBE score.

All other terms and conditions and scope of services remain unchanged.

ACKNOWLEDGEMENT OF ADDENDA

a. The proposer shall acknowledge receipt of this addendum by completing the applicable section in the solicitation or by completion of the acknowledgement information on the addendum. Either form of acknowledgement must be completed and returned not later than the date and time for receipt of the proposal.

b. Receipt acknowledged by:

Authorized Signer

Date Signed

Title

Name of Proposer