



CITY OF SOLVANG

1644 Oak Street

Solvang, CA 93463

Request for Proposal 2020

**Update of Design Guidelines and the
Sign Ordinance**

Released: January 15, 2020

Proposal Deadline: February 17, 2020

CITY OF SOLVANG
NOTICE OF REQUEST FOR PROPOSALS
Update of Design Guidelines and
the Sign Ordinance

INVITATION

- The CITY OF SOLVANG (hereinafter "City") is soliciting proposals from qualified professional consulting firms (hereinafter "Consultant") to prepare an update Design Guidelines and Sign Ordinance. The City will receive proposals in the office of the City Clerk, 1644 Oak Street, Solvang, California, up to the hour of **5:00 PM on the 17th day of February, 2020**. The selected consultant shall perform the tasks specified in the "Scope of Work" section of the Request for Proposals (RFP).

You are hereby invited to submit a proposal based upon the requirements and conditions set forth in this RFP.

The services to be performed by the successful Consultant are described in the Request for Proposals. Copies of the Request for Proposals are available from the City at:

Planning and Building Department
411 Second Street
Solvang, CA 93463
(805) 688-5575

Or online at:

www.cityofsolvang.com

All responsive proposals shall be reviewed and evaluated by the City in order to determine which proposal best meets the City's needs for this project. The criteria by which the City shall evaluate proposals are set forth in the Request for Proposals.

The City reserves the right to reject any and all proposals or waive any irregularities in any proposal or the proposal process.

REQUEST FOR PROPOSALS

Update of Design Guidelines & Sign Ordinance

INTRODUCTION/BACKGROUND INFORMATION

Solvang, meaning “Sunny Field,” was founded in 1911 by a group of Danish educators from the Midwest who were in search of a site for a Danish-type folk school. They envisioned the location of the potential town, nestled between the Santa Ynez and San Rafael mountain ranges, as an ideal place to launch the school and where settlers could develop a Danish Colony that we now know as Solvang. The City is located inland along the Central Coast, some 45 miles north of Santa Barbara, in the historic Santa Ynez Valley. The City of Solvang provides a full range of municipal services, including contracted police services, the construction and maintenance of City streets, storm drains, bridges and similar infrastructure type assets, park maintenance and community recreation activities. Water, wastewater and transit services are provided through the use of an enterprise fund or business-type fund structure. The City was incorporated on May 1, 1985. It subsequently transitioned from a General Law City to a Charter City in November 2006.

Although Solvang has since developed into one of California’s main tourist attractions, its many Danish-American residents continue to perpetuate their Danish heritage as seen by the architectural style in the downtown tourist area. With a residential population of 5,771, the City is host to approximately 1.5 million tourists per year. Tourist Occupancy Tax (TOT) is 49% of the General Fund revenues, which were \$9.4 million for 2018-19. With this emphasis on tourism as a strong tradition and a core contributor to the economic health of the City, the importance of the unique architectural feel of the City is part of the Solvang ‘brand.’

With the recent election of a new City Council, there is a desire to revisit the design guidelines and the accompanying sign ordinance with an eye to updating these. Some of the goals expressed by the City Council are determining the brand of Solvang focusing on Danish culture and the City’s vision for the future. The design guidelines and sign ordinance will need to support the overall economic development and marketing & tourism efforts. The Consultant will be asked to work with the City and other organizations to ***engage the business community, the residents and other stakeholders in a visioning process to explore possible alternatives or additions to the successful brand that makes up Solvang will be of utmost importance.*** The architectural feel of the city has made the destination so successful for the tourism industry. Adherence to certain design criteria, while building in flexibility for new projects will continue that which has been so appealing to tourists and residents alike.

INSTRUCTIONS FOR SUBMITTALS

Three (3) hard copies and one electronic copy of the Proposal must be received by **5:00 PM on the 17th day of February 2020.**

It is the prospective Consultant's responsibility to ensure that the proposal is received by the City prior to the hour and date for the opening of proposals specified in the Notice of Request for Proposals. Any proposals received by the City after that hour and date shall be returned unopened.

All proposals shall be prepared in conformance with the Request for Proposals and submitted in an envelope plainly marked on the outside: "PROPOSAL FOR DESIGN GUIDELINES/SIGN ORDINANCE UPDATE– DO NOT OPEN WITH REGULAR MAIL."

1. QUALITY OF PROPOSAL

Unnecessarily elaborate or glossy proposals are neither expected nor desired. The emphasis of the proposal should be on responding to the requirements set forth in this Request for Proposal.

2. CONTENTS OF PROPOSAL

The Consultant shall include in its proposal, at a minimum, the following information presented in a clear and concise format, in order to demonstrate the prospective Consultant's competence and professional qualifications for the satisfactory performance of the services outlined in the "Scope of Services" section of this Request for Proposals.

2.1. Executive Summary

Provide a brief overview of the entire proposal, highlighting key aspects of the proposal and demonstrating the prospective Consultant's understanding of the study.

2.2. Qualifications and Experience

Prospective Consultants must provide a detailed history of their company and/or its partners' experience in conducting similar projects for public agencies. Proposals must include the following information about the prospective Consultant and any subconsultants.

Company's Qualifications

- a. Total number of years in business, general scope of services provided.
 - b. Name of Principals and a narrative description of the firm's organization.
 - c. Firm's relationship to any larger business entity.
 - d. Qualifications and expertise to meet the City's needs.
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Company's Personnel Qualifications

- a. Describe key personnel's proposed roles and responsibilities on this project, including any subconsultants.
- b. Describe qualifications of each of the key personnel to be assigned to the project and their relevant related experience.
- c. Identify a proposed Project Manager who would be responsible for the day-to-day management of project tasks and would be the primary point of contact for the project.
- d. Acknowledge that any change of successful prospective Consultants and/or subconsultants on this project from those proposed in the response to this RFP must be approved by the City before the change is implemented. Substitutions without prior approval will be considered a breach of the contract. The City reserves the right to request replacement of any successful prospective Consultant's team member that proves to be unacceptable.

Relevant Experience

Briefly describe other projects managed or executed by the prospective Consultants that demonstrate relevant experience.

- a. Describe your experience conducting similar updates, including conducting of visioning/stakeholder meetings for public sector agencies.
- b. List most relevant (similar size, scope, and complexity) completed projects related to conducting similar projects that the prospective consultant has been involved in within the past five (5) years. Please submit one hard copy of the product that was created in the fulfilling of that contract.
- c. Provide three (3) references for the most relevant projects, including the contact person, the dollar amount of the contract, and the date of performance.

2.3. Scope of Services

A detailed description of the methods by which the prospective Consultant intends to perform the work set forth in the Scope of Services. The description shall include, at a minimum, the following items:

- a. A statement and discussion of the project objectives, concerns and key issues.
 - b. A statement specifying information and/or assistance required from or by the City of Solvang to be provided in order to meet the project objectives.
 - c. A detailed scope of work along with the process for executing the requirements and objectives of the project.
 - d. A statement of the extent to which the prospective Consultant's proposed approach and scope of work will meet or exceed the stated objectives discussed in this RFP. A discussion of how the Consultant would modify the project "Scope of Services", and/or schedule to better meet these objectives or improve the product outcome, may also be included.
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- e. A detailed tentative schedule for completion of the work, including performance and delivery schedules indicating phases or segments of the project, milestones, and significant events.

2.4. Cost Proposal

A total proposed "Not to Exceed" cost of the services, including a Fee Schedule describing all charges and hourly rates for services.

- a. A performance and cost schedule for all services necessary to complete this project. The proposal should specify the major components, the cost breakdown by major component or phase, and the expected time of completion for each component based on the scope of services outlined in the proposal.
- b. All proposals shall give the costs proposed, both in writing and in figures, and give all other information requested herein, and shall be signed by the prospective Consultant's authorized representative. Proposal prices shall include everything necessary for the information gathering, preparation and presentation, including but not limited to, furnishing all materials, equipment, tools, facilities and all management, superintendence, labor, services, taxes, licenses and permits required to complete the work. Any items shown on the prospective Consultant's plans or details that are not specifically listed in the proposal are to be considered included in the proposal cost, and no additional or special fees will be allowed.
- c. Include payment terms.

The cost proposal should also include:

- Proposed terms for an agreement by which the work shall be performed. The City's standard Professional Services Agreement is attached to this Request for Proposals (see Attachment 1). The prospective contractor should specifically indicate, in its proposal, any clauses in the City's proposed Agreement which are unacceptable to the prospective contractor. This may be cause for the proposal to be considered as non-responsive.
 - A statement which discloses any past ongoing or potential conflicts of interest which the Consultant may have as a result of performing the work for this project.
 - A statement of intent to provide insurance per the City's standard requirements as described in Attachment C of the Professional Services Agreement.
 - The Proposal must be signed by an authorized representative of the prospective contractor.
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3. INTERPRETATIONS OF THE REQUEST FOR PROPOSALS

If the prospective consultant is in doubt as to the meaning of any part of the Request For Proposals, or finds discrepancies in or omissions from the Request For Proposals, the prospective Consultant shall submit to the City a written request for an interpretation of clarification prior to the time for opening proposals. All such requests should be addressed to the City at:

**Xenia Bradford
Acting City Manager
411 Second Street
Solvang, CA 93463**

The prospective Consultant shall be responsible for the prompt delivery of the request. The City shall not be responsible for any explanation or interpretations of the Request for Proposals other than by written addendum delivered to each prospective contractor. No oral interpretations of any provision in the Request for Proposals shall be binding upon the City.

4. EVALUATION OF PROPOSALS

After the Proposals are received and opened by the City, the City shall review and evaluate all proposals for responsiveness to the Request for Proposals in order to determine whether the prospective Consultant possesses the professional qualifications necessary for the satisfactory performance of the services required. The City shall also investigate qualifications of all prospective Consultants to whom the award is contemplated, and the City may request clarifications of proposals directly from one or more contractors. It is anticipated that this review period will last up to approximately three weeks. In reviewing the proposals, the City will consider the following:

4.1 Consultants' Experience and Qualifications (Weighted 25%)

- a. Experience with projects of similar type and scope.
- b. Experience with other municipalities and public sector organizations.
- c. Hands-on experience of team and staff who will be involved with project
- d. Demonstrated expertise in and understanding of local government operations.

4.2 Methodology and Structure (Weighted 25%)

- e. Description of the professional methodology and structure that will be used to satisfy the project's objectives.
- f. The feasibility of the proposal based upon the performance, delivery schedules and the methodology to be used by the Prospective Consultant team.

4.3 Implementation and/or Delivery Schedule (Weighted 10%)

- g. Proposed timeline is realistic and responsive to project objectives.

4.4 Cost Proposal (Weighted 20%)

h. Total cost of the project.

4.5 References (Weighted 10%)

i. Feedback from submitted references.

4.6 Presentation and Clarity of Proposal (Weighted 10%)

Quality of work submitted as it relates to meeting project objectives.

4.6.1 The clarity, creativeness, and responsiveness to the Request for Proposal.

4.6.2 The Consultant's understanding of the proposed project, familiarity with the City and strength in facilitation of community stakeholders to consensus.

5. ANTICIPATED SCHEDULE

The City has identified the following tentative timetable for submittal and evaluation of the proposals, and negotiation and final approval of the Professional Services Agreement:

January 15, 2020	Issue RFP
February 17, 2020	Proposal Submittal Deadline
February 18 – March 6 2020	Proposal Review and Evaluation
March 9, 2020	Selection of Consultant and Notification
March 23, 2020	City Council Approval of Consultant Contract

6. AWARD OF AGREEMENT

Upon completion of the review period, the City shall notify the prospective Consultant selected for the Project. The prospective Consultant so notified may be required to provide specific documentation to the City. Any delay caused by prospective Consultant failure to respond to direction from the City may lead to a rejection of the Proposal.

- 6.1. If the City determines, after further evaluation and negotiation, to award the Agreement, a Professional Services Agreement shall be sent to the successful prospective Consultant for signature. No proposal shall be binding upon the City until after the Agreement is signed by duly authorized representatives of both the Contractor and the City.
- 6.2. The City reserves the right to reject any or all proposals, and to waive any irregularities.
- 6.3. The successful prospective contractor will be required to obtain a City of Solvang Business Certificate.