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DEPARTMENT OF PUBLIC WORKS

I-605 EIR PUBLIC OUTREACH / COMMUNITY ENGAGEMENT REQUEST FOR PROPOSAL

A. SERVICE

The City of Santa Fe Springs desires a proposal to provide public outreach and community engagement upon Metro's release of the I-605 Corridor Improvement Project (CIP) Environmental Impact Report (EIR).

B. BACKGROUND

The I-5 Consortium Cities Joint Powers Authority (I-5 JPA) was created in 1990. It includes the Cities of La Mirada, Downey, Norwalk, Santa Fe Springs and Commerce. Our cities are geographically located in the Gateway Cities Council of Governments (GCCOG) subregion. The I-5 JPA mission is to protect our cities while increasing capacity and improving safety and efficiency of the I-5 by working with transportation authorities to design I-5 corridor improvements that will not cause economic and social disruption within our communities.

The primary objectives of the I-5 JPA is to participate in the GCCOG efforts in keeping the I-5 the number one priority, actively working with Metro and Caltrans to support the I-5 project in keeping with our mission, continuing to pursue funding opportunities and completing the I-5 project including EIR north of the I-605.

Metro is in development of the I-605 CIP EIR. It is anticipated that the Metro Board will authorize the release of this document in late April 2021 at the earliest. A significant portion of this project impacts the cities to the I-5 JPA, in particular the cities of Downey, Norwalk and Santa Fe Springs have potential right-of-way impacts. The most significant right-of-way impacts center around the I-5/I-605 interchange improvements.

Metro will be providing public outreach on their own since they are the lead agency for the project. The I-5 JPA along with Santa Fe Springs desires to augment Metro's public outreach efforts and more importantly provide information specific to the residents of the I-5 JPA.

It is key that the information distributed and provided via the Cities websites, and on the proposed hotline for this outreach campaign will specifically state that this is a Metro/Caltrans EIR Project, and that the I-5 JPA, including the Cities of La Mirada, Commerce, Norwalk, Santa Fe Springs and Downey are providing supplemental outreach to our communities to help answer questions, as well as to develop a communications log to provide back to Metro/Caltrans to be included in the formal EIR records.

JOHN M. MORA, MAYOR ♦ ANNETTE RODRIGUEZ, MAYOR PRO TEM
CITY COUNCIL
JAY SARNO ♦ JUANITA TRUJILLO ♦ JOE ANGEL ZAMORA
CITY MANAGER
RAYMOND R. CRUZ

C. SCOPE OF WORK

The following is the scope of work:

1. *Telephone Hotline*: Setup a dedicated 800 hotline phone number that will be shared with the public to address questions. The hotline must be available in both English and Spanish languages. The hotline will be available 7 days a week at all hours of day. The calls must be answered and responded to same day or next day at the latest. Telephone hotline must be established within 3 days of contract execution at the latest. Estimate 8 hours per week of staff time to answer and respond to calls, coordinate as necessary with Metro, Caltrans, the I-5 JPA and the Cities of Downey and/or Santa Fe Springs, and to keep the communication logs current.
2. *Web Page*: Develop a dedicated website to address the project need, and impacts to the I-5 JPA cities. More importantly develop list of Frequently Asked Questions and provide a link to the Metro outreach website. The website must be bilingual (English / Spanish), list the 800 hotline phone number and an email address for more project information. This web page must then be shared with the I-5 JPA cities, so the cities can link this page to their City websites. All emails should be responded to same day or next day with a copy sent to the I-5 JPA Technical Advisor Committee Chairperson and the I-5 JPA Authority Engineer. Web page must be developed within 7 days of contract execution.
3. *Social Media*: Develop and share project content to be shared with the I-5 JPA cities and their various social media platforms. This includes the management of a Social Media presence to ensure consistent messaging and relevant content.
4. *I-5 JPA Policy Board Attendance and monthly update*: Attend I-5 JPA Policy Board monthly meetings and provide a monthly report on outreach efforts. Attendance should also be expected at two Council meetings each for the cities of Downey and Santa Fe Springs.
5. *Deliverables*: Communication log monitoring the Telephone hotline and emails. Provide name of caller, address, phone number and their concern / issue. This communication log may be submitted as a response to the draft EIR.

D. APPROXIMATE DESIGN SCHEDULE

Deadline to submit proposal	March 17, 2021 by 2:00 p.m.
City Council Award of Contract	April 6, 2021
Notice to Proceed	April 12, 2021

Assume contract will be executed by April 12, 2021. The Public Outreach should be for approximately four months from that date.

E. DELIVERY OF REQUEST FOR PROPOSAL

Please submit a proposal via email or in a sealed envelope, plainly marked on the outside “**Request for Proposal – I-605 EIR PUBLIC OUTREACH / COMMUNITY ENGAGEMENT**” by **2:00 p.m. on Wednesday, March 17, 2021**, to the attention of:

Noe Negrete
Director of Public Works/City Engineer
City of Santa Fe Springs
11710 Telegraph Road
Santa Fe Springs, CA 90670
Email: noenegrete@santafesprings.org

Should the Consultant have any questions regarding this information, please contact Noe Negrete, Public Works Director at (562) 455-5680.

F. REQUIRED FORMAT FOR PROPOSALS

The AGENCY is requiring all proposals submitted in response to this RFP to follow a specific format. The Proposal, including the Appendices, shall not exceed twenty (20) pages in length, utilizing 8.5" x 11" pages with one-inch margins. As an exception, 11" x 17" pages may be used to display organizational charts. Font size shall not be smaller than 12 point for text or eight (8) point for graphics. Dividers used to separate sections will not be counted. Creative use of dividers to portray team qualifications, etc. is discouraged.

Consultants are required to prepare their written proposals in accordance with the instructions outlined below. Deviations from these instructions may be construed as non-responsive and may be cause for disqualification. Emphasis should be placed on accuracy, completeness, and clarity of content.

The written proposal should be organized as described below. Each section of the written proposal should contain the title of that section, with the response following the title. The following are the required titles with a brief statement as to that section’s desired content:

A. Letter of Offer

The Letter of Offer shall be addressed to Noe Negrete, Director of Public Works, City of Santa Fe Springs, and at a minimum, must contain the following:

- Identification of Consulting firm or individual, including name, address and telephone number.
- Name, title, address, and telephone number of Contact Person.
- Federal Tax ID or Social Security No. for firm or individual.
- A statement to the effect that the Proposal shall remain valid for a period of not less than 90 calendar days from the date of submittal.

- Identification of all proposed sub-consultants or subcontractors, including legal name of the company, address and contact person.
- Signature of a person authorized to bind Consulting firm to the terms of the RFP.
- Signed statement attesting that all information submitted with the Proposal is true and correct.

B. Qualifications of the Firm

This section of the Proposal shall explain the ability of the Consultant to satisfactorily perform the Scope of Work. More specifically, in this section, the Consultant shall:

- Provide a profile of the Consultant including the types of services offered; the year founded; form of organization (corporate, partnership, sole proprietorship); number, size and location of offices; number of employees.
- Provide a list of previous projects in which the Consultant and subconsultants have worked together. The list should clearly identify the previous projects and include a summary of the roles and responsibilities of each party.
- Provide information on the strength and stability of the Consultant; current staffing capability and availability; current work load; and proven record of meeting schedules on similar types of projects.

C. Proposed Staffing

This section should identify key personnel to be assigned and their qualifications and experience. The Proposal should include brief resumes, not more than two (2) pages for each individual.

A statement that key personnel will be available to the extent proposed for the duration of the Professional Services Agreement and an acknowledgement that no person assigned to a project shall be removed or replaced without the prior written concurrence of the AGENCY.

D. Consultants and/or Sub-consultants

The AGENCY desires to enter into a Professional Services Agreement with a Consultant that will be responsible for all work, products, and services. There is to be no assignment of any aspect of assigned projects without the prior written authorization of the AGENCY. If the Consultant plans on using subcontractors, then company profile, name, address, and telephone for all subcontractors providing support during the term of the Professional Service Agreement is required. Define the responsibilities and give a description of services to be provided by subcontractors. Describe the Consultant's business and reporting relationship with any subcontractors. Include references and resumes for all third

party Firms in the RFP. The AGENCY has the right to accept or reject any changes made to the proposed project team members, including the use of subcontractors.

E. Work Approach

This section of the Proposal shall include a narrative that addresses the Scope of Work and demonstrates that Consultant understands the Scope of Work. More specifically, the RFP should include the Consultant's general approach for providing the services specified in the Scope of Work. The work approach shall be of sufficient detail to demonstrate Consultant's ability to accomplish the on-call Engineering services requests by AGENCY.

F. Client References

List the three (3) most recent similar clients (including name, address, contact person, and phone number). For each client provide a description of projects completed and their location. The AGENCY is most interested in California municipality clients and may randomly select agencies to contact from the list as part of the evaluation process.

G. Rights to Materials

All responses, inquiries, and correspondence relating to this RFP and all reports, charts, displays, schedules, exhibits, and other documentation produced by the Consultant that are submitted as part of the RFP and not withdrawn shall, upon receipt by AGENCY, become property of AGENCY.

H. Schedule of Hourly Rates

The RFP shall include a Schedule of Hourly Rates that identifies the job titles of all personnel to be assigned to the AGENCY projects. Hourly rates will reflect all costs for office overhead, including direct and indirect costs. The Schedule of Hourly Rates shall remain fixed for the term of the Professional Services Agreement.