



Proposals Due By:

2:00 p.m.

Thursday, September 15, 2022

Contact:

Kyle Warsinski – Economic Development Manager

kylew@beaumontca.gov

RFP Available :

www.publicpurchase.com



1. INTRODUCTION

The City of Beaumont ("City") requests written responses to a Request for Proposal (RFP) for selection of a qualified firm ("Consultant") to provide professional services for the preparation of a high-quality and comprehensive Downtown Beaumont Revitalization Plan (DBRP) for the City of Beaumont. The selected firm is expected to prepare an DBRP containing specific planning and economic development goals, strategies, and an implementation plan. The selected consultant will be one that has demonstrated experience in the preparation of downtown redevelopment and revitalization plans for local jurisdictions.

Responses must conform to the requirements of this Request for Proposal (RFP). The City reserves the right to waive any irregularity in any proposal or reject any proposal that does not comply with this RFP or City policies. Modifications to the RFP, including, but not limited to the scope of work, can be made only by written addendum issued by the City.

2. THE CITY OF BEAUMONT

The City was incorporated in November 1912 and is located in the San Geronimo Pass portion of western Riverside County. It is bounded on the west by Calimesa and unincorporated areas, on the north by unincorporated county areas (Cherry Valley), on the south by unincorporated county areas and the City of San Jacinto, and on the east by the City of Banning. The land area within the City's boundary is approximately 30 square miles.

The City of Beaumont is also rated one of the safest cities in southern California. The City has its own police department. Fire and paramedic services are contracted through Riverside County. The City of Beaumont has been one of the fastest growing cities in California over the past 15 years and has a current population of 54,690. An average of 500 new homes have been permitted annually since 2013 and the population has grown by approximately 1,500 residents each year. Beaumont has seen significant growth in its quality of workforce with educational levels and technical skills. The community has also seen growth in its household income levels. As a result of these demographic shifts, Beaumont has become a regional retail hub. The City has started to realize new retail and service sector opportunities that were previously not viable.

3. BACKGROUND

The "Downtown Beaumont" area has been the core of the City of Beaumont, since the city's founding in 1912. Downtown was the commercial hub of the "Balanced City" which was partially lost when the Interstate system was constructed in 1964. The area thrived for many years; however as new development patterns emerged in the post war era, 'downtowns' started to lose favor with the public across the country. With the new suburban development patterns taking hold, downtowns began to suffer. Later, programs to revitalize Downtown areas began. Downtown Beaumont was identified as



a portion of the Redevelopment Project area as a response to the deteriorating conditions in the area during the 1960's and 1970's.

The City of Beaumont has been engaged in a variety of revitalization efforts in the downtown since the mid-1990s, including Redevelopment Agency efforts, the development of affordable housing sites, city sponsored landscaping and maintenance services, and the introduction of special events. The City sponsored a Facade Improvement Program in 2008 and is looking to reintroduce the program in the future along with a Downtown Signage Program.

With the demise of Redevelopment in the state of California, staff is soliciting proposals for a consultant to assist the city in developing a new implementation document for the Council's vision of the downtown commercial core. The city hopes to capitalize on existing efforts, help to unify projects and funding sources and looks to the plan as a vehicle to aid in that effort.

The successful Consultant for the Downtown Plan will need to work in concert with other Consultants working on behalf of the City.

4. PURPOSE

The purpose of this RFP is to select a consultant or a team of consultants (Consultant Team) who will prepare a Downtown Revitalization Plan that builds on the strategic planning and economic development work already completed or underway in Beaumont. The Consultant Team will work with the City Council, staff, businesses, and community leaders to understand the community's downtown vision, goals, concerns and interests, and to help guide the discussion about what is feasible in Beaumont with respect to redevelopment within the downtown. It is expected that the selected firm will prepare a plan which contains specific development goals, strategies and an implementation plan, outlining timing, anticipated costs, and potential funding sources for each implementation action. At a minimum, the DBRP shall include appropriate targets for the community and outline strategies for business attraction, retention and expansion, provide strategies to stimulate and encourage development within this area, and to identify building prototypes, potential streetscape improvements, and recommendations for improved and updated design requirements. The City views effective public and business community outreach, and high-quality, user friendly, graphic design documents, as important to the creation of this plan.

5. RELATED CITY PROJECTS

Connected to the efforts of this DBRP, Beaumont adopted of a comprehensive General Plan Update (GPU) that establishes a new vision founded on an economically balanced community and creating a vibrant downtown. The GPU includes a Downtown Area Plan upon which the DBRP will build. The City of Beaumont also adopted an Economic Development Strategic Plan (EDSP) in 2018, which contained goals for revitalization of the downtown area. Together, these plans establish guidelines, design standards, and

strategies to accomplish the goals of the City Council. Highlights of these plans include:

Downtown Area Plan

- Facilitates the creation of a downtown plan by focusing on roadway and pedestrian improvements and traffic flows.
- Design improvements for parking, access and right-of-way areas.
- Encourages mixed-use buildings.

General Plan Update

- Emphasizes creation of an economically balanced community with a healthy sustainable balance of residential, retail and service commercial, as well as industrial employment centers.
- Emphasizes a mix of housing types and densities.
- Up to 9,400,000 square feet of commercial space, 1,800,000 square feet of office space and 21,000,000 square feet of industrial space.

Economic Development Strategic Plan

- Blueprint for attracting targeted new development and business investment, creating jobs, and contributing to the City's long-term fiscal health.
- Other action items focusing on development streamlining, establishment of business incentive programs, and encouragement of downtown redevelopment and revitalization.
- Includes components on closely related issues such as infrastructure, land use and workforce development.

Parking Management Master Plan

- Review and Analysis of the Downtown area, land uses, and related parking requirements.
- Provides multiple concepts to "right-size" parking requirements in the downtown area over time.
- Establishment of an implementation plan to achieve downtown parking management goals and objectives.

6. SCOPE OF WORK**Overview / Introduction**

The City of Beaumont is requesting proposals from qualified vendors for the preparation of a Downtown Beaumont Revitalization Plan.

This RFP is intended to be as descriptive as possible. However, Proposers (interested firms or consultants) may not take advantage of omissions or oversights in this document. Proposers must supply products and services that meet or exceed the requirements of this RPF. In the event of a dispute over installation or performance, the needs of the City of Beaumont will govern.

Scope of Work:

The consultant shall perform the following tasks (considered a preliminary outline) to complete the project:

- A. Provide a comprehensive policy and regulations analysis of all City documents pertaining to the Downtown area. This analysis should look at the City's regulations from an economic and design related standpoint to determine how the codes and policies are affecting the economic environment of the Downtown.
- B. Work in conjunction with business owners, property owners, City Staff, City Consultants and the City Council, to review the current detailed vision concept for the Downtown area and if necessary, propose amendments. This includes building prototypes, potential streetscape improvements, and recommendations for improved and updated design requirements.
- C. Assess the market feasibility for economic uses and types of development at specific sites within the Downtown to help define and target businesses or development projects that would be compatible and practical in the Downtown.
- D. Consultant review of the Downtown Area Plan, Economic Development Strategic Plan, and applicable portions of the Beaumont Zoning Code and General Plan and provide recommended changes for consistency with other findings in the DBSP.
- E. Consultant review of the General Plan Update PEIR to determine if additional CEQA analysis will be needed for implementation.
- F. Obtain input through surveys, community meetings or other feasible methods from local stakeholders including downtown merchants/property owners, downtown residents, City Staff and elected/appointed officials.
- G. Perform assessment of existing conditions, past performance, and future trends in conjunction with stakeholder input, to build on the vision for the downtown. This information should be reviewed with City Staff in draft form.
- H. Produce Downtown Beaumont Revitalization Plan and Implementation Strategy with a phasing plan including estimated costs to begin implementing improvements.
- I. Prepare administrative screening draft and present findings to City Staff.
- J. Incorporate final input and prepare Final Document.
- K. Present options to City Staff on document format and graphic presentation.

- L. Present six (6) copies of final document, one camera ready copy, and a Word copy on computer disk or USS in a software program pre-agreed upon with City Staff.

M. Meetings:

1. The Consultant Team will be expected to regularly interface with staff (in-person meetings and conference calls) concerning approach and tasks throughout the project. The Consultant Team should have frequent interaction with staff to ensure that the City's desired objectives are met and that Beaumont's unique concerns are addressed.
2. Preparation and facilitation of at least two (2) community stakeholder visioning workshops with business community leaders, the business community in general, the Chamber of Commerce and other leaders/citizens in the Beaumont community.
3. Briefing with the City's Economic Development Team. These will range from bi-weekly updates to meetings to review and discuss project progress at key benchmarks.
4. Attendance of at least two (2) Economic Development Committee meetings and two (2) Planning Commission meetings to present materials, gather feedback and present the draft and/or Final DBRP.
5. Attendance of at least two (2) workshops and/or study sessions with Beaumont City Council and one (1) meeting to discuss findings and present the final DBRP.

Optional Scope of Work Items:

The consultant shall provide a separate line-item proposal for the following optional tasks (these optional items may or may not be added to the final scope of work as determined by the city once a preferred consultant is chosen):

- A. Produce a Downtown Signage Program to establish strategies to identity and highlight the Downtown Area.
- B. Architectural design guidelines to develop consistency throughout the downtown area for both new and existing buildings.

All documents prepared for the Downtown Revitalization Plan will become the property of the City of Beaumont.

**General Requirements:**

The successful proposer will be required to maintain an active City of Beaumont Business License and maintain all required insurance coverage as stipulated in the final contract.

Work Plan:

Prior to the beginning of the work, the successful proposer must provide the City a schedule and work plan for approval.

7. AVAILABLE DOCUMENTS

The following documents are available for Consultants responding to the Request for Proposals (RFP) and can be found on the City's website.

- A. [Downtown Area Plan](#)
- B. [Beaumont Economic Development Strategic Plan](#)
- C. [Elevate Beaumont 2040 General Plan](#)
- D. [Parking Management Master Plan](#)

8. ADDITIONAL CONSULTANT RESPONSIBILITIES

The Consultant Team shall be responsible for completing the specified services in accordance with the City's Professional Services Agreement (Attachment A).

9. TERM

The initial term of the agreement shall be determined upon need of services and consistent with City's policies.

10. PROPOSAL REQUIREMENTS

The proposal shall clearly address all of the information requested herein. To achieve a uniform review process and obtain the maximum degree of comparability, it is required that proposals be organized and contain all information as specified below.

- A. Cover Letter: Maximum of two (2) pages serving as an Executive Summary which shall include an understanding of the scope of services. The RFP shall be transmitted with a cover letter that must be signed by an official authorized to bind the consultant contractually. The letter accompanying the RFP shall also provide the name, title, address, and telephone number of individuals with the authority to negotiate and contractually bind the consultant. The cover letter constitutes certification by the consultant, under penalty of perjury, that the consultant complies with nondiscrimination requirements of the State and Federal Government. An unsigned proposal or one signed by an individual unauthorized

to bind the consultant may be rejected.

- B. Introduction/Information: Introduction of the service proposal, including a statement of understanding for the types of services contemplated. Provide a discussion on how the objectives of the scope of services will be accomplished. Provide the name of the firm submitting the proposal, its mailing address, telephone number, and the name of the individual to contact if further information is required. Any participating firms and proposed sub-consultants shall be identified and included in the proposal (all sub-consultants must be approved by City prior to signing the agreement with City).
- C. The firm's approach to delivering the scope of services. Provide a description of the firm's approach to communicating effectively with City staff and officials, other jurisdictional stakeholders, and the public, to facilitate successful delivery of assigned tasks.
- D. Firm Profile: Provide a description of the firm, including number of professional personnel, years in business, office location(s), organizational structure (e.g., corporation, partnership, sole practitioner, etc.), areas of particular expertise, etc.
- E. Firm Experience/Qualifications:
1. A list of the five (5), most recent, similar projects by the proposed project team. Include at least three (3) projects on which all of the principal team members, including key sub-consultants, worked together. Do not list any projects that were performed by key team members when they were employed by other firms. Each description shall include:
 - The name of the client and a contact name, address, and telephone number.
 - The scope of the consultant's involvement in the project.
 - The month and year the projects started and the month and year they were completed.
 - The total value of the services provided.
 - The key personnel involved and the sub-consultants employed.
 2. A list of any consultant's contracts terminated (partially or completely) by clients for convenience or default within the past seven years. Include contract value, description of work, client, contract number, and the name and telephone of the contracting entity.
- F. Location of principal office that will be responsible for the implementation of this contract.
- G. Proposed Team: Provide a summary description of all personnel who will be

involved in this project, their roles and responsibilities, and their experience in similar past projects. The proposal must name a project manager. In addition to this summary, full resumes must be provided.

- H. References: Provide at least three (3) references from previous cities, counties or other agencies for community engagement and/or downtown revitalization plan work completed within the last 10 years, and also provide web links to appropriate examples of recent Downtown Revitalization work products. All submitted materials shall become the property of the City of Beaumont.
- I. Scope of Services: Provide a description of the tasks, sub-tasks, and deliverables that will be provided. The Scope of Work Program should be presented in logical format that can be easily attached to the Professional Services Agreement. Any additional items not mentioned above in the list but needed to get to full design and construction shall be included in the proposal as additional items for consideration.
- J. Project Schedule: Provide a comprehensive Critical Path Method (CPM) schedule describing the nature and estimated timeline of proposed work objectives and milestones. Gantt chart preferred.
- K. Cost proposal: Provide detailed cost of services in a separate sealed envelope.
- Costing should include:
- Fixed prices, including out-of-pocket expenses, for all costs associated within the scope of this proposal
 - Detailed hourly rates of all members of the project
 - Additional billable costs for non-specified tasks
 - Total fees and expenses for the entire scope of the project
 - Any area which proposers believe should be included in the scope of work in this proposal, but which is not stipulated in this RFP, and identifies the costs associated with the services rendered
- L. List of all current/outstanding contracts, their status and the completion date for each contract.
- M. Any other information which should be considered, such as any special services or customer service philosophy which define your firm's practice.
- N. The firm will be required to have professional liability insurance including liability at a minimum of one million per occurrence, worker's compensation, and vehicle coverage including comprehensive and collision insurance naming the City of Beaumont as additional insured. The proposal shall state whether such insurances will be in force at time of contract execution.



11. SUBMITTAL

Six (6) bound copies, one (1) unbound copy and one (1) color digital pdf copy (flash drive) of the proposal must be submitted no later than 2:00 p.m. Thursday, September 15, 2022. Postmarks and faxes are not acceptable. Proposal must be titled "RFP Professional Services for DOWNTOWN BEAUMONT REVITALIZATION PLAN." All proposals shall be submitted to:

Kyle Warsinski
kylew@beaumontca.gov
City of Beaumont
550 E. 6th Street
Beaumont, CA 92223

No postmarked proposals will be accepted. Once submitted, proposals, including the composition of the consulting staff, cannot be altered without prior written consent of the City.

All costs associated with preparation of any proposal shall be the sole responsibility of the proposer. Each proposal shall be limited to a maximum of 25 pages, using minimum 12-point font size. Electronic submittals of the proposal will not be accepted.

****DUE DATE FOR QUESTIONS IS September 1, 2022, AT 12:00 p.m.***

All questions shall be submitted on PublicPurchase.com. Answers will be posted on the same website to allow all users to review the City's responses to all questions within one (1) week of the question due date.

12. CONFIDENTIALITY

Prior to the proposal submittal deadline, all proposals will be designated confidential to the extent permitted by the California Public Records Act. After the proposal submittal deadline, all responses will be regarded as public record and will be subject to review by the public. Any language purported to render confidential all or portions of the proposals will be regarded as non-effective and will be disregarded.

13. AMENDMENTS TO REQUEST FOR PROPOSALS

The City reserves the right to amend the RFP by addendum prior to the final proposal submittal date.

14. CITY OF BEAUMONT RIGHTS AND OPTIONS

This RFP does not commit the City of Beaumont to award a contract or to pay any cost incurred with the preparation of a proposal or contract for services described herein. The City may, in its sole discretion and without any obligation to act reasonably, reject any and all proposals, waive informalities and minor irregularities in any proposal



reviewed, negotiate with any qualified source submitting a proposal, extend deadlines, and/or request additional information. Subsequent to negotiations, prospective consultants may be required to submit revisions to their proposals. The City may reject any proposal that does not conform to the instructions provided in this RFP. Additionally, the City reserves the right to negotiate all final terms and conditions of any proposal received before entering into final contract.

The City reserves the right to postpone selection for its own convenience, to withdraw this RFP at any time, and to reject any and all proposals without indicating any reason for such rejection. As a function of the RFP process, the City of Beaumont reserves the right to remedy technical errors in response to the RFP and to modify the published scope of services and scope of work. Proposals submitted in response to the RFP will not be returned.

15. CONFLICT OF INTEREST

The Consultant shall disclose any personal or professional financial, business, or other relationships with the City that may have an impact on the outcome of this contract or any resulting project. The consultant shall also list current clients who may have a financial interest in the outcome of this contract.

16. PROPOSAL EVALUATION/SELECTION

The City intends to engage the most qualified consultant available that demonstrates a thorough understanding of the City's needs. City staff will use the following criteria to evaluate the proposals:

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|----|---|-----------------------|
| 1. | Understanding the scope of services;
and completeness of RFP | Available Points = 20 |
| 2. | Related Experience and Demonstrated skills | Available Points = 30 |
| 3. | Approach to performing this type of service | Available Points = 20 |
| 4. | Familiarity with City, County, State procedures | Available Points = 5 |
| 5. | References | Available Points = 10 |
| 6. | Cost and Cost Effectiveness | Available Points = 15 |

Total Points Available = 100

The City may request a qualification interview with the highest ranked consultant(s) prior to determining the final ranking. This selection will be conducted according to the City's adopted procedures. The City reserves the right to reject any and all proposals.

Attachments

- A. Exhibit A- Professional Services Agreement



Exhibit “A” Professional Service Agreement