



## **REQUEST FOR PROPOSALS GENERAL PLAN HOUSING ELEMENT AND SAFETY ELEMENT UPDATES**

City of Carmel-by-the-Sea

Issue Date: December 9, 2022  
RFP Due Date: January 3, 2023

## 1. RFP Overview

### A.1 Purpose of RFP

The City of Carmel-by-the-Sea (“City”) is issuing a Request for Proposals (“RFP”) to seek proposals from qualified professionals to assist the City with updating the General Plan Housing and Safety Elements (“Project”). The City requires a qualified professional (“Consultant”) to provide services relating to the Project as required under State law in a manner consistent with the Regional Housing Needs Allocation 6th cycle (RHNA 6) planning period (2023-2031). The Housing Element update shall run on a tight timeline and will require adoption by the City Council and certification by the California Department of Housing and Community Development (State HCD) by December 2023. The Safety Element will also require adoption by the City Council and State certification. This solicitation is intended for a single, exclusive contract (“Agreement”). The Consultant will partner with City staff to prepare these updates for adoption and will facilitate community engagement, work with elected officials to present recommendations and gather feedback, and coordinate with State HCD to ensure certification.

### A.2 About the City

Located approximately 120 miles south of San Francisco on the Monterey Peninsula, the City of Carmel-by-the-Sea is a coastal village of one square mile with a population of 3,000. The City has a small 45-acre commercial core surrounded primarily by single-family residences. As a General Law City incorporated on October 31, 1916, Carmel-by-the-Sea operates under a Council-City Manager style of government and derives its power from the California Constitution and laws enacted by the State legislature. A publicly elected, five-member City Council, which consists of the Mayor and four Council Members, governs the City. The City provides a variety of services to the residents, businesses, and visitors and prides itself on delivering quality and responsive customer service. These services include City Administration, Community Activities, Community Planning and Building, Library, Ambulance, Fire, Police, and Public Works. The Community Planning and Building Department (CPB) provides building safety services, code compliance, and planning functions. The CPB Principal Planner will be managing the Project.

### A.3 Project Background

The City’s General Plan is a comprehensive statement of the planning goals and policies for the City of Carmel-by-the-Sea and its surrounding Sphere of Influence. The Carmel General Plan includes the following nine (9) elements:

- Land Use & Community Character Element (2003)
- Circulation Element (2010)
- Housing Element (2015)
- Coastal Access & Recreation Element (2003)
- Coastal Resource Management Element (2003)
- Public Facilities & Services Element (2009)
- Open Space, Conservation & Scenic Highways Element (2009)
- Environmental Safety Element (2009)
- Noise Element (2009)

The Carmel General Plan has been combined with the Local Coastal Program (LCP) to ensure the coordination of these two policy documents. The LCP sets forth goals, objectives, and policies that govern the use of land and water in Carmel-by-the-Sea, consistent with the California Coastal Act of 1976. The

LCP includes the following General Plan elements: Land Use & Community Character Element, Circulation Element, Coastal Access & Recreation Element, and Coastal Resource Management Element.

The last comprehensive update to the City’s General Plan was adopted on June 3, 2003, by the Carmel City Council. The General Plan document can be found on the City’s website (<https://ci.carmel.ca.us/post/general-plan>). The City’s Housing Element is part of the General Plan, was adopted by the City on December 1, 2015, and was certified by the California Department of Housing and Community Development (State HCD) on December 17, 2015. The current Housing Element can be viewed [here](#).

The City of Carmel-by-the-Sea applied for and received a Senate Bill 2 (SB 2) Grant (\$160,000); a Local Early Action Planning (LEAP) Grant (\$65,000); and a Regional Early Action Planning (REAP 1) Grant (\$65,000), which will be utilized to fund the Housing Element update.

**A.3.1 The Housing Element** is an element required to be included in the City’s General Plan. State law identifies the subjects that must be addressed in a Housing Element. These guidelines are identified in Article 10.6 of the State of California Government Code (Sections 65580 et. seq.). State law specifies that the Housing Element must assess housing needs and evaluate the current housing market in the City and then identify programs that will meet housing needs. The housing market evaluation includes a review of housing stock characteristics as well as housing costs, household incomes, special needs households, availability of land and infrastructure, and various other factors. Also included is the City’s "Regional Housing Needs Allocation" (RHNA), which provides the number of housing units the community should provide to meet its share of new households in the region. Additionally, the updated Housing Element should include a review and evaluation of past housing programs, which should inform the planning of future housing strategies. The City’s 6<sup>th</sup> Cycle (2023-2031) RHNA is 349 units, compared to 31 units during the 5th Housing Element Cycle (2015-2023).

The Association of Monterey Bay Area Governments (AMBAG) has established that Carmel-by-the-Sea’s fair share of the regional housing needs for 2023 to 2031 is as follows:

| Allocation 2023-2031 | Very Low | Low | Moderate | Above Moderate |
|----------------------|----------|-----|----------|----------------|
| 349                  | 113      | 74  | 44       | 118            |

Carmel-by-the-Sea’s fair share of the regional housing needs for 2015 to 2023 was as follows:

| Allocation 2015-2023 | Very Low | Low | Moderate | Above Moderate |
|----------------------|----------|-----|----------|----------------|
| 31                   | 11       | 5   | 6        | 13             |

To ensure an adequate inventory of viable sites, the Housing Element update may necessitate rezoning in targeted areas. While a number of important housing issues will need to be considered and addressed through the update process, meeting the RHNA numbers in the site inventory will be critical.

**A.3.2 The Environmental Safety Element** is one of the state-mandated elements included in the adopted General Plan and was last updated in 2009. This element establishes policies and programs to protect the public from risks associated with seismic, geologic, flood, and wildfire hazards. The Safety Element shall be updated pursuant to Government Code 65302(g), which requires that local jurisdictions update the Safety Element to address flood hazard zone, fire hazards, and climate adaptation and resilience strategies upon revisions of the Housing Element.

#### **A.4 Project Specifications**

The Scope of Work includes but is not limited to the following Tasks:

##### **Task 1 – Project Management and Coordination**

This task includes communication and coordination between the Consultant and City staff, including in-person and virtual meetings, phone conferences, email exchanges, and other communications to ensure timely delivery and adoption of the City’s updated Housing and Safety Elements (herein, General Plan Elements). The Housing Element shall take priority due to the State HCD update and certification deadline of **December 15, 2023**. Proposals shall identify the number of meetings anticipated and expectations for City staff. Strategies or practices to ensure clear and timely communication and effective project coordination shall be described. Strategies for ensuring coordination with State HCD over the course of the project shall also be addressed, as needed.

##### **Task 2 – Community Outreach and Engagement**

The consultant shall develop a program that effectively reaches, educates, and engages the community throughout the Project. This shall include strategies to ensure broad inclusion, particularly of hard-to-reach groups and special needs populations, with special attention given to communicating information, so it is accessible and easy to understand. Outreach is expected to begin very early and continue throughout the project for feedback on important topics such as draft ideas, site options, the draft updated General Plan Elements, and environmental reviews. Proposals shall include a discussion of options for virtual meetings, in-person meetings, and/or hybrid meetings. The consultant shall lead the engagement as well as a summary of the work. At a minimum, outreach shall consist of:

- Initial presentation to the Planning Commission and City Council
- At least three Housing Ad Hoc Committee community meetings
- One stakeholder focus group meeting
- Online/virtual participation opportunities
- Public Review Draft presentations to the Planning Commission and City Council
- Final Draft presentations to the Planning Commission and City Council

##### **Task 3 – General Plan Housing Element Update (Sixth Cycle)**

###### *Task 3.1 Housing and Special Housing Needs*

Provide jurisdiction-specific graphs, tables, write-ups, etc., with supporting data, including population, demographic, housing, market conditions, and regional comparisons.

*Task 3.2 Housing Constraints*

Consultant shall identify potential and actual governmental and nongovernmental constraints for the preservation, protection, and production of housing across income levels within the City. Provide all cross-jurisdictional comparisons to support this task (e.g., comparison of fees and processing time). Additionally, provide write-ups of citywide non-governmental constraints, including community opposition to housing, cost of construction, limited availability of land and water, and other topics, as applicable.

*Task 3.3 Review of the existing Housing Element*

Consultant shall review the current Housing Element and identify the City's success in accomplishing/implementing the identified goals, policies, and programs; and provide explanations and updates where goals, policies, or programs are in progress, have been abandoned, or have not proven effective.

*Task 3.4 Sites Inventory*

Consultant shall prepare the sites inventory section of the Housing Element, demonstrating how the City will satisfy its RHNA 6 in each income category. This includes identifying safe assumptions, evaluating sites, developing and analyzing potential policy strategies to increase site capacity, demonstrating development viability (per State law), and inputting the information into State HCD's electronic form for submittal with the updated element. It is anticipated that this will be the most significant area of work for the update process and will need to start early to ensure adequate time for consideration of potential areas for rezoning or other changes to development standards needed to achieve the RHNA 6. The City is currently preparing a Housing Feasibility Study in consultation with ECONorthwest and will make the final report publicly available in January 2023.

*Task 3.5 Coordination with HCD*

Consultant shall coordinate a minimum of two (2) meetings with HCD as the Element update is prepared to ensure the final product meets State standards.

*Task 3.6 Goals, Policies, Programs, and Quantified Objectives*

Consultant shall identify goals, policies, programs, and quantified objectives to include in the Housing Element to ensure compliance with State law and effective response to the housing needs, constraints, and key priorities identified through the update process. This task includes ensuring responsiveness to priorities articulated through the community engagement process as well as ensuring internal consistency with other elements of the General Plan. This task will include the identification of other General Plan policy updates or revisions needed to ensure consistency.

*Task 3.7 Rezoning*

Based on the sites inventory analysis, the Consultant shall work with City staff to identify potential areas for rezoning, if necessary. This must include consideration of the State requirement for maintaining an adequate housing sites inventory throughout the eight-year planning period.

*Task 3.8 Maps*

Consultant shall prepare updated maps, as needed, to be incorporated in the updated Housing Element, other City planning documents as appropriate, and the City's GIS map.

*Task 3.9 Draft Housing Element*

Consultant shall work with City staff to update the Housing Element to ensure consistency with other General Plan elements and other planning documents and to ensure compliance with State law. The Consultant shall provide regular e-mail progress reports to the Project Manager.

## Deliverables:

## a. Administrative Draft

- i. The Consultant shall prepare and submit an Administrative Draft Housing Element to the City for review. The Administrative Draft shall be a complete draft and include all required components of a Housing Element, including all tables, maps, and graphics.
- ii. The Consultant shall provide one electronic copy (in native file format and .pdf format) of the Administrative Draft Housing Element for City review and comment.
- iii. The Consultant shall provide eight (8) hard copies of the Administrative Draft Housing Element.

## b. Public Review Draft

- i. The Consultant shall prepare a Public Review Draft Housing Element based on City staff's comments on the Administrative Draft. City staff will provide the consultant with comments on the Administrative Draft within 14 business days for preparation of the Public Review Draft. The Consultant shall resolve any issues and make requested revisions to the Administrative Draft to the satisfaction of the City.
- ii. The Consultant shall provide one electronic copy (in native file format and .pdf format) and eight (8) hard copies of the Public Review Draft Housing Element.
- iii. HCD Submittal: The Consultant shall prepare the HCD submittal and a transmittal letter detailing how the Housing Element meets State requirements. The Consultant shall submit the checklist, transmittal letter, and Public Review Draft Housing Element to HCD for review and comment. One electronic copy (in native file format and .pdf format) of the transmittal letter and checklist shall be submitted concurrently to the City.

## c. Final Draft

- i. The Consultant shall revise the Public Review Draft Housing Element based on public, responsible agencies, Planning Commission, City Council, and HCD

comments as directed by City staff. The Final Draft Housing Element shall be presented at public hearings before the Planning Commission and City Council for approval.

- ii. Upon determination of compliance by HCD, the Consultant shall submit one electronic copy (in native file format and .pdf format) and eight (8) hard copies of the Final Draft Housing Element for final adoption.

**Task 4 – General Plan Safety Element Update**

*Task 4.1 Review of the existing Safety Element*

Review and evaluate the current Safety Element to determine its compliance with State law.

*Task 4.2 Meet with Public Safety Agencies*

Consultant shall schedule and host meetings with the appropriate public safety agencies to ensure the updated Safety Element complies with local requirements and recommendations. Public safety agencies include, but are not limited to, the Carmel Police Department, Monterey Fire/Cal Fire, and the Monterey County Office of Emergency Services.

*Task 4.3 Provide Recommendations*

Consultant shall provide a list of any corrections that must be made to the text, maps, and/or exhibits in the Safety Element to bring it into compliance with State Law.

*Task 4.4 Maps*

Consultant shall prepare updated maps, as needed, to be incorporated in the updated Safety Element, other City planning documents as appropriate, and the City’s GIS map.

*Task 4.5 Safety Element Drafts*

Consultant shall work with City staff to update the Safety Element to ensure consistency with other General Plan elements and other planning documents and to ensure compliance with State law. Consultant shall provide regular e-mail progress reports to the Project Manager.

Deliverables:

a. Administrative Draft

- i. The Consultant shall prepare and submit an Administrative Draft Safety Element to the City for review. The Administrative Draft shall be a complete draft and include all required components of a Safety Element, including all tables, maps, and graphics.
- ii. The Consultant shall provide one electronic copy (in native file format and .pdf format) of the Administrative Draft Safety Element for City review and comment.
- iii. The Consultant shall provide eight (8) hard copies of the Administrative Draft Safety Element.

b. Public Review Draft

- i. The Consultant shall prepare a Public Review Draft Safety Element based on City staff's comments on the Administrative Draft. City staff will provide the consultant with comments on the Administrative Draft within 14 business days for preparation of the Public Review Draft. The consultant shall resolve any issues and make requested revisions to the Administrative Draft to the satisfaction of the City.
- ii. The Consultant shall provide one electronic copy (in native file format and .pdf format) of the Public Review Draft Safety Element and eight (8) hard copies of the Public Review Draft Safety Element.
- iii. OPR Submittal: The Consultant shall prepare the OPR submittal and a transmittal letter detailing how the Safety Element meets State requirements. The Consultant shall submit the checklist, transmittal letter, and Public Review Draft Safety Element to OPR for review and comment. One electronic copy (in native file format and .pdf format) of the transmittal letter and checklist shall be submitted concurrently to the City.

c. Final Draft

- i. The Consultant shall revise the Public Review Draft Safety Element based on public, responsible agencies, Planning Commission, City Council, and OPR comments as directed by City staff. The Final Draft Safety Element shall be presented at a public hearing before the Planning Commission and City Council for approval.
- ii. Upon determination of compliance by OPR, the Consultant shall submit one electronic copy (in native file format and .pdf format) and eight (8) hard copies of the Final Draft Safety Element for final adoption.

**OPTIONAL Task 5 – Environmental Analysis (CEQA Documentation)**

Consultant shall prepare, post, and file all required environmental documents for California Environmental Quality Act (CEQA) review and submittal, including the Initial Study, Mitigated Negative Declaration or Environmental Impact Report, and CEQA Determination. This shall include public posting and noticing, as well as Response to Comments, Mitigation Measures, Mitigation Monitoring Program, and Notice of Completion to be filed with the County of Monterey Clerk, as applicable. In addition, the Consultant shall be responsible for preparing all notices and mailings for SB 18 and AB 52. For budget purposes, the Consultant may list different prices depending on the level of analysis that may ultimately be needed.

**Task 6 – Public Hearings, Final Adoption, and Certification**

Consultant shall coordinate with City staff on presenting the Public Review Draft of the Housing and Safety Elements to the Planning Commission and City Council at public hearings. Consultant shall work closely with City Staff to coordinate with State HCD and OPR to respond to all comments and produce Final Draft elements for adoption. The consultant shall prepare public meeting presentation materials and other documents as required by City staff. The consultant shall assist in preparing staff reports and exhibits for the Planning Commission and City Council.



The consultant shall prepare and deliver a PowerPoint presentation and respond to public hearings' questions. Staff anticipates a minimum of two Planning Commission meetings and three City Council meetings, with the possibility of one additional public hearing if necessary to respond to questions from a hearing body. Consultant shall prepare the final General Plan Elements, including any changes from the public hearings, and submit them to State HCD and the California Office of Planning and Research for final certification, as appropriate.

#### **Task 7 – General Plan Amendment**

The Consultant shall identify contents (text, tables, maps, etc.) of the City's existing General Plan – as they relate to the Housing Element and the Safety Element – that may need to be amended to ensure consistency and to comply with State law.

### **A.5 City's Rights Reserved**

- A.5.1** The City reserves the right to select the proposal that, in its sole judgment, best meets the needs of the City. The lowest cost proposal will not be the sole criterion for selecting the proposal that best meets the City's needs.
- A.5.2** The City reserves the right to reject any or all proposals and to waive technicalities and informalities when the City determines that such waiver is in the City's best interest.
- A.5.3** The City may modify this RFP by issuing one or more written addenda. The City will post any addenda on the City's website.
- A.5.4** The City reserves the right to meet with select proposers at any time to gather additional information.
- A.5.5** The issuance of the RFP does not commit the City to award a contract; all proposals submitted in response to this RFP become the property of the City and public records and, as such, may be subject to public review.
- A.5.6** The City shall not be liable for any pre-contractual expenses incurred by prospective vendors or selected contractors, including but not limited to costs incurred in preparing or submitting proposals. Proposers will hold the City harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

### **A.6 Communication Regarding this RFP**

All communication from prospective proposers regarding this RFP must be in writing by email to the email address listed in section A.7.1 of this RFP. The City will not accept communication by telephone or in person. Attempts by, or on behalf of, a prospective or existing vendor to make telephone or personal contact with any City employee regarding this RFP may lead to eliminating that vendor from further consideration. Attempts by, or on behalf of, a prospective or existing vendor to contact or to influence any member of a selection committee, any member of the City Council, or any employee of the City of Carmel-by-the-Sea about the acceptance of a proposal may lead to the elimination of that vendor from further consideration.

### **A.7 Inquiries and Requests for Clarification**

- A.7.1** To maintain fairness in the process, the City will accept inquiries concerning this procurement by

the deadline specified in the Project Schedule via email to the following contact:

**Contact:** Marnie R. Waffle, AICP  
**Title:** Principal Planner  
**Email:** [mwaffle@cbts.us](mailto:mwaffle@cbts.us)

**A.7.2** All questions concerning the RFP must reference the RFP page number and section heading. The City will post all questions it receives by the deadline and the corresponding responses on the City’s website.

**A.8 Project Schedule**

The City reserves the right to change the project schedule. All changes to the schedule will be in the form of an addendum to this RFP and posted on the City’s website. The successful vendor must enter into a Professional Services Agreement with the City of Carmel-by-the-Sea. An example of this agreement has been included in **Attachment 2**.

| Project Schedule         |   |
|--------------------------|---|
| December 9, 2022         | RFP released  |
| December 16, 2022        | Deadline for RFP Clarification Questions (4:00 PM PST)          |
| December 20, 2022        | Responses to RFP Questions Posted on City Website (5:00 PM PST) |
| <b>January 3, 2023</b>   | Proposals Due (4:00 PM PST)                                     |
| Week of January 16, 2023 | Notice of Intent to Award                                       |
| February 7, 2023         | City Council approval to award Professional Services Agreement  |
| February 8, 2023         | Commence Implementation   |

**A.9 Evaluation Criteria**

The City will review all proposals received using the evaluation criteria listed below.

**A.9.1 Proposer’s Qualifications**

- A. Demonstrated ability of proposer to have adequate staff, equipment, technical, and financial resources for performance or have the ability to obtain such resources that are required.
- B. Demonstrated knowledge and experience of the proposer to meet work schedule time frames and deliverables.
- C. Demonstrated experience of the proposer with projects that are similar in nature with a satisfactory performance record.
- D. Be an Equal Opportunity Employer.

**A.9.2 Implementation Plan**

- A. Proposer’s understanding of the Project.
- B. Proposer’s approach to Project implementation.
- C. Proposer’s estimated implementation timeline.

### A.9.3 References

- A. Past Experience with Similar Organizations and References.
- B. Evaluation of previous work products.

### A.9.4 Cost

- A. Reasonableness of Fees.

## A.10 Proposal Submission Instructions

**A.10.1** Submit proposals in pdf format via email to Marnie R. Waffle, AICP, [mwaffle@cbts.us](mailto:mwaffle@cbts.us), or submit proposals in a sealed envelope or package. The Proposer's name, address, and **"RFP #22-23-005, Proposal for General Plan Housing and Safety Elements Update"** shall be clearly marked on the envelope or in the email title.

**A.10.2** Should you choose to submit a hard copy proposal, please ensure delivery to the address listed below by the deadline. Postmarks will not be accepted.

Marnie R. Waffle, AICP  
 Carmel-by-the-Sea City Hall  
 P.O. Box CC  
 Monte Verde Street between Ocean and Seventh Avenues  
 Carmel-by-the-Sea, CA 93921  
 Phone: 831.620.2000

**A.10.3** Should you choose to submit a hard copy proposal, submit one (1) non-bound hard copy. The City encourages proposals to be double-sided and printed on recycled paper.

**A.10.4** Proposals are due by January 3, 2023, at 4:00 PST. The City will then review proposals based on the evaluation criteria in A.9.

**A.10.5** The City will not accept late proposals.

**A.10.6** Failure to comply with the requirements of this RFP may result in disqualification.

**A.10.7** Signature on the proposal by the proposer constitutes acceptance by the proposer of terms, conditions, and requirements set forth herein.

**A.10.8** By submitting a proposal, the proposer is providing a guarantee to the City that, if chosen, the proposer will be able to provide the proposed services within the timeframe identified by the City.

**A.10.9** Once the notice of intent to award is issued by the City, all proposals and any subsequent contract shall be deemed public record per California Government Code Sections 6250-6270, "California Public Records Act." Proprietary material must be clearly marked as such. The proposer must clearly identify the sections of the proposal with the word "confidential" printed on the top right corner of each page. The City will consider a proposer's request for exemption from disclosure; however, the City will make its decision based on applicable law.

## A.11 Organization of Proposal

**A.11.1** **Cover letter** must be completed and included as the first page of the proposal. The cover letter must be on the proposer's official business letterhead stationery and be signed by an individual

that is authorized to bind the firm contractually. Please include:

- Proposer's name and address
- Contact person's name, telephone, and email

**A.11.2 Executive Summary** shall not exceed two (2) pages (single-spaced, 12-point font) and should summarize the proposal by providing salient features of the proposal as noted below:

- The proposer's background and qualifications, including all subcontractors, in providing General Plan Housing and Safety Element Update services.
- The proposer's ability to facilitate community engagement, work with elected officials, and coordinate with State HCD to ensure certification.
- A discussion that demonstrates that the proposer understands the purpose of the RFP and the City's goals, outcomes, and objectives.
- Confirmation that the proposer is willing to accept the City's contracting and insurance requirements and enter into a professional services agreement with the City (refer to Attachment 2).

**A.11.3 Implementation Plan** will document the Proposer's approach to implementing the Project and include the following aspects of implementation:

- Proposed plan and estimated timeline to update the Housing and Safety elements and obtain certification from HCD by **December 15, 2023**
- A detailed project schedule, including milestones and deliverables
- Proposed staffing for the project, including the number of staff assigned, major roles of staff, and qualifications of the proposer's team members

**A.11.4 Client References** will include three (3) references for projects that are similar to the scope of work identified within the RFP and include the following:

- Name of Client
- Link to online work product
- Contact Name, Title, Current Telephone, and Email

**A. 11.5 Cost Proposal** will include the features noted below. Proposers should indicate:

- Fee schedule with deliverables specified
- Components of the fee schedule including estimated cost, number of hours to complete each Task, and hourly rate of staff involved as applicable
- Indicate whether the fee proposal is inclusive of time spent attending meetings, travel time, and costs to attend meetings and workshops in person when necessary

## **A.12 Selection Process**

The top-ranked firms will be selected by a qualified City selection panel to be interviewed for final selection. The City will negotiate a contract with the most qualified firm with compensation the City determines is fair and reasonable based on the scope of work. Fee proposals from competing consultants may be used to assist City staff in determining fair and reasonable compensation.

**ATTACHMENTS:**

- Attachment 1 – Current City of Carmel-by-the-Sea Housing Element
- Attachment 2 – EXAMPLE: City of Carmel-by-the-Sea Professional Services Agreement