



REQUEST FOR PROPOSALS

Route 238 Bypass Corridor Land Use Study

Introduction

The City of Hayward (the "City") is seeking an experienced and qualified consulting team to prepare a land use study for the Route 238 Bypass Corridor. Properties within this corridor were acquired by the State as future right-of-way for the Route 238 Bypass, also known as the Foothill Freeway. The Route 238 Bypass project is no longer being pursued and an alternative to the Bypass project, the Route 238 Corridor Improvement Project, is currently being evaluated. The study area, which comprises over 356 acres, includes both undeveloped and improved lands within a corridor that extends from I-580 in the north, around downtown and through the foothills east of Mission Boulevard, to Industrial Parkway in the south.

The study area parcels are no longer needed for the Route 238 Bypass. The City has been awarded a Community-Based Transportation Planning Grant from the State's Department of Transportation (CalTrans) for the Route 238 Bypass Corridor Land Use Study. This study will lead to anticipated adoption of General Plan and Zoning designation amendments. Also, the potential for additional housing development on these properties will help meet housing needs in the city and the region.

Description of the Study Area

The Route 238 Bypass Corridor is primarily in the City of Hayward and to a limited extent in unincorporated areas of Alameda County. Consultation with Alameda County is anticipated regarding the compatibility of land use designations for properties located adjacent to and within unincorporated County area. The project study area extends 5.3 miles from the Route 238/I-580 Interchange southerly to Industrial Parkway. It is located east of Foothill and Mission Boulevards and the downtown core of Hayward. The project study area is depicted in Attachments A, E and F.

Study Objectives

The conceptual-level land use study will result in recommendations regarding the appropriate use of properties acquired by the State as right-of-way for the Route 238 Bypass. The study will analyze various land use scenarios and transportation linkages for the Bypass properties and adjacent properties as appropriate. There is significant potential for housing opportunities, including affordable housing, which will help meet identified housing needs in the region, as well as potential in some areas for commercial development, open space, or other uses on the state-owned lands.

The study area encompasses portions of four Hayward neighborhood planning areas (North Hayward, Upper B Street, Mission/Foothills, and Mission/Garin) in addition to skirting the downtown area. The City will seek community input at key points throughout the process from all interested parties, including residents, neighborhood groups, community organizations, downtown merchants, and representatives from California State University and transit agencies. The City completed a land use planning effort encompassing portions of Mission Boulevard and the areas surrounding the South Hayward BART Station, which resulted in adoption of the South Hayward BART/Mission Boulevard Concept Design Plan in June of 2006. Some of the Route 238 Bypass properties are included in the Concept Design Plan area. This proposed study will incorporate analyses from the Concept Design Plan study for those properties.

Through community outreach and participation and recognition of Hayward policies, major study objectives are to develop more efficient land use patterns to accommodate sufficient housing, including affordable housing, and other uses to support anticipated population increases and workforce needs for the full spectrum of the population, to foster land use and transportation planning that facilitates pedestrian and bikeway opportunities and connections, to reduce traffic congestion and improve air quality, and to create opportunities for additional open space or park areas.

Planning Process and Scope of Work

The timeline for completion of the study is approximately seventeen months (May 2007 to October 2008), with public hearings before the Planning Commission and City Council envisioned in September and October of 2008. Joint work sessions with the Hayward City Council and Planning Commission will be scheduled to provide updates on the study and obtain direction as appropriate. These will generally be conducted prior to community meetings. See Attachment C for additional details about tasks and timelines for project. Consultants are encouraged to modify tasks and timelines identified in the attached in order to accomplish the study objectives and meet the overall project schedule.

The planning process will incorporate involvement from residents, businesses, and property owners in the surrounding area, as well as the general public. Five community workshops are envisioned to provide opportunities for public review and comment at key points in the process. The first workshop will introduce the study and give attendees an

opportunity to identify issues; the second workshop will summarize existing conditions, identify opportunities and constraints and seek public input to form preliminary goals and objectives; the third workshop will review more refined opportunities and constraints; the fourth workshop will review various land use alternatives; and the fifth workshop will refine the project alternatives and take public comment on the Draft Environmental Impact Report (EIR).

In addition to the Land Use Study, a program level Environmental Impact Report (EIR) is anticipated with three alternatives envisioned for analysis. Submitted proposals should also include an estimation of time and costs associated with preparation of a program level EIR. The City envisions the EIR to also include a visual analysis showing the impacts of potential development for some of the key study parcels. Also, the traffic impact analysis for the EIR will be coordinated with City staff and reflect the parameters of the Route 238 Corridor Improvement Project, which impacts Mission Boulevard and Foothill Boulevard.

The consultant will be responsible for coordinating with staff for meeting presentations, including preparation of graphics and other visual aids. City staff will coordinate the logistics for the community workshops. Community participation will also be accomplished through periodic newsletters and community forums on the City's website. Also, a Technical Advisory Committee (TAC) will be formed consisting of City staff, its consultants and representatives from various local and State agencies, which will meet regularly throughout the study process.

The consultant team selected will perform the land use and transportation studies as well as the program level EIR with coordination provided by the City's project manager. Consultants are requested to include in their proposals a detailed timeframe and estimated costs for completing each task, as well as attending TAC meetings, community workshops joint work sessions before the Hayward City Council and Planning Commission, and ultimately the public hearings before the Planning Commission and City Council for adoption of the Land Use Study, related amendments to the General Plan and Zoning Ordinance and EIR (see Attachment C).

While general descriptions of the tasks to be performed by the consultant team are provided in this Request for Proposals (Attachment C), more detailed descriptions of the tasks will be the responsibility of the consultant. The consultant's approach should include the proposed scope of work and methodology to complete each major task, a bar chart or similar schedule for completing each of the tasks (to be consistent with Attachment C), the personnel assigned to the study and number of hours allocated to each task by each staff member, and a cost breakdown by major task. The consultant will be expected to attend TAC meetings, community workshops, City Council and Planning Commission joint work sessions, public hearings before the Planning Commission and City Council, and any other meetings as necessary, to make presentations and/or answer questions on the subject of discussion. The consultant should include in the submittal an estimate of costs on a per meeting basis.

Consultant Selection Process and Contract Schedule

The following schedule indicates the anticipated dates for steps in the consultant selection process. The City reserves the right to modify this schedule as circumstances may require.

1. Consultant candidates may participate in a pre-proposal conference to ask questions regarding this Request for Proposal. The conference will be held on **Monday, May 14, 2007 at 3:00 p.m.** in Conference Room 1C on the first floor at Hayward City Hall.
2. Consultant candidates will submit written proposals no later than **5:00 p.m. on Monday, May 21, 2007**, in accordance with requirements set forth in this RFP.
3. Consultant candidates will provide five copies of the proposals.
4. A decision will be made on the top-ranking three or four candidate consultants, based on submitted written proposals. These candidates will be asked to present their approach to the RFP before an interview panel on **Tuesday, May 29, 2007**. These presentations will provide the basis for the staff recommendation to the City Council.
5. The staff recommendation is anticipated within approximately seven days of interviews. Upon anticipated authorization by the City Council in mid-June, a mutually acceptable contract will be negotiated between the City and the consultant. The consultant will be required to comply with the City's nondiscrimination and affirmative action provisions. The consultant will need to stipulate its noninvolvement in the development or production of nuclear weapons. The consultant will also be required to carry insurance in the amount of \$1,000,000 for each of the following: general liability, automotive liability, workers' compensation, and employers' liability. Professional liability insurance for errors and omissions will also be required.
6. If the City and the selected consultant team cannot agree on a satisfactory contract, the City reserves the right to terminate negotiations. The City will then negotiate an agreement with the consultant team which ranked second.
7. It is expected that the consultant will be able to begin work in late June of 2007 and attend the first community meeting in July.

Elements of Study Proposal

The proposals will be judged on the merits of their outlined approach to the study. Each proposal should include the following elements:

1. Description of work program steps to be taken to accomplish each task throughout the project, along with products to be provided for each task, with a corresponding time line.
2. Identification of consultant and/or sub-consultants to be associated with each program/task component.
3. Identification of any information or assistance required from City staff to accomplish each task in the process.
4. Explanation of an approach to maintain close communication with City staff and identification of the members of the consultant team who will be involved in this approach, including identification of one project contact person for the consultant team. The approach should ensure effective coordination between the City and the consultants. For example, one approach may include a description of the total number of working meetings with City staff.
5. Estimation of the costs to complete the study tasks, including a breakdown of anticipated costs for each product, particularly related to the work of any sub-consultants. Please note that costs associated with the anticipated program level environmental impact report should be identified separately from other study costs, since the grant funds cannot cover EIR preparation costs.

Evidence of Consultant Qualifications

Each proposal should contain information sufficient to permit the City to evaluate properly the qualifications of the consultant and any sub-consultants. A written submittal should be provided covering each of the following areas:

1. **Identification of the Consultant and sub-consultants.** Specify the name, address, and telephone number of the firm(s). Identify all members of the consultant's professional team proposed to perform work elements of the project, together with a brief description of the background and experience of each.
2. **Evidence of Previous Experience.** Information should be provided on similar studies completed, if any.
3. **Evidence of Organizational Ability.** The consultant should submit an outline of the organizational structure that the consultant intends to employ, including staffing projections.

4. **Billing Rates.** The consultant should submit a rate sheet covering all personnel who will charge to the project and any relevant billing policies.
5. **Conflict of Interest.** The consultant should disclose any real or perceived conflict due to interest in real property development within the study area. These interests may include property ownership or current consulting contracts that affect the study area.

The successful team or firm must demonstrate a proven track record in completing complex planning projects in a diverse, urban environment under a tight time frame and be willing to work closely with City staff, local and state agencies, property owners and the community throughout this process. The consultant must demonstrate strong project management skills, outstanding market analysis capabilities, ability to meet project deadlines, comfort working in a high-pressure environment, and flexibility in coordinating with other ongoing studies. Additional attributes that will be considered in the candidate selection process, include experience with controversial projects and experience with the public planning process.

In addition, the consultant team should demonstrate knowledge of previous studies involving the Route 238 corridor, including and especially the Route 238 Corridor Improvement Project. The consultant team should also demonstrate knowledge of the previous transportation analyses in the corridor, in particular traffic modeling.

Deadline for Submittal and Delivery of Proposals

The deadline for submission of proposals is **Monday, May 21, 2007, at 5:00 p.m.** Any proposals arriving after the deadline will be disqualified. Proposals must be delivered before this deadline to:

David Rizk, AICP, Planning Manager
Department of Community and Economic Development
City of Hayward
777 B Street
Hayward, California 94541

Requests for Supplemental Information

The City reserves the right to require the submittal of additional information that supplements or explains proposal materials.

Consultant Team Selection

The City reserves the unqualified right to select the final composition of the consultant team.

Rejection of Proposals

The City also reserves the unqualified right to reject any or all proposals.

Reimbursement of Costs

No reimbursement whatsoever will be made by the City of any costs incurred by consultant candidates related to the preparation or presentation of proposals.

List of Attachments

- Attachment A: Study Area Maps of Route 238 Bypass Properties
- Attachment B: Key Study Objectives
- Attachment C: Summary of Major Study Tasks and Project Schedule
- Attachment D: Relevant Hayward General Plan policies
- Attachment E: Maps showing Study Area in Context of Hayward General Plan and Zoning Designations, Neighborhood Planning Areas and the Earthquake Fault Zone, and South Hayward BART/Mission Boulevard Concept Design Plan Study Area
- Attachment F: CD Showing Photos and Various Maps of Study Area Properties and Existing Conditions

EXHIBIT A

CITY OF HAYWARD

CALTRANS OWNED PROPERTIES ALONG ROUTE 238

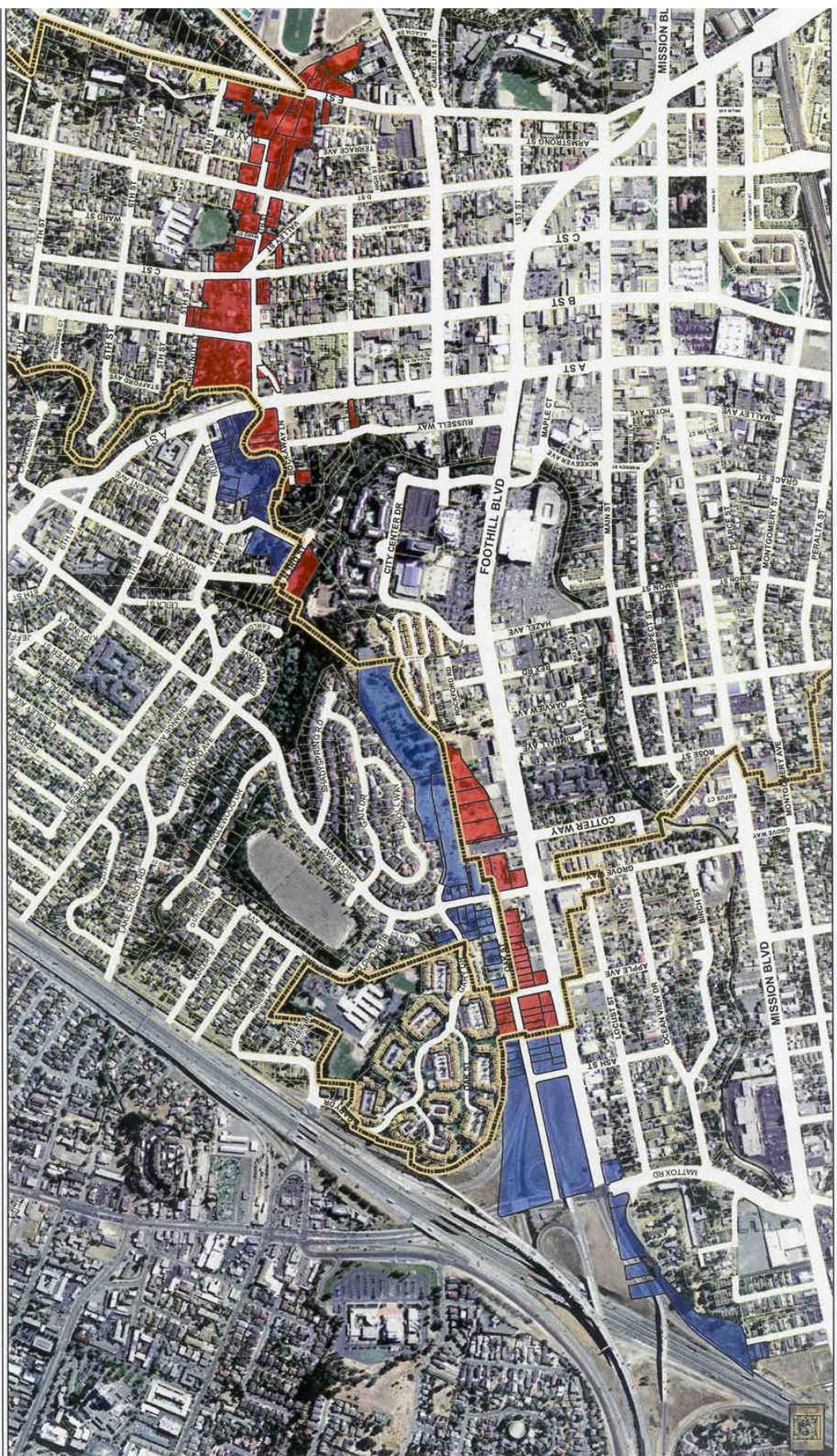
-  CITY OF HAYWARD STUDY AREA
-  UNINCORPORATED ALAMEDA COUNTY
-  CITY LIMITS
-  REPLACEMENT HOUSING SITES



Attachment A

CITY OF HAYWARD
CALTRANS OWNED PROPERTIES ALONG ROUTE 238
EXHIBIT A-1

- CITY OF HAYWARD STUDY AREA
- UNINCORPORATED ALAMEDA COUNTY
- CITY LIMITS
- REPLACEMENT HOUSING SITES

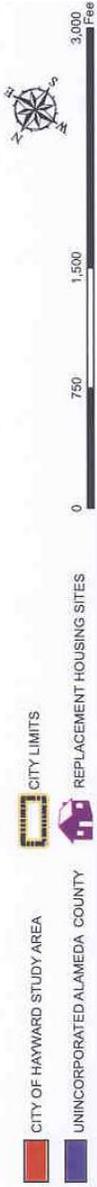


CITY OF HAYWARD
CALTRANS OWNED PROPERTIES ALONG ROUTE 238
EXHIBIT A-2

-  CITY OF HAYWARD STUDY AREA
-  UNINCORPORATED ALAMEDA COUNTY
-  CITY LIMITS
-  REPLACEMENT HOUSING SITES



CITY OF HAYWARD
CALTRANS OWNED PROPERTIES ALONG ROUTE 238
Exhibit A-3



Study Objectives

1. To develop more efficient land use patterns.
2. To accommodate sufficient housing, including affordable housing, and other uses to support anticipated population increases and workforce needs for the full spectrum of the population.
3. Foster land use and transportation planning including pedestrian and bikeway opportunities and connections.
4. To reduce traffic congestion and improve air quality.
5. To increase opportunities for additional open space and park areas as well as connections to existing open space and park areas

Scope of Work

Task 1. Overview of Study Process/Identification of Issues – Community Meeting No. 1

Staff and consultants will conduct a community meeting with all interested parties to outline the scope of the project and seek assistance in identifying the issues to be addressed during the planning process.

Product: Summary report on identified issues.

Task 2. Compilation and Evaluation of Existing Conditions

Staff and consultants will conduct a survey of properties within the study area, identifying existing land uses, evaluating the status of public improvements, and assessing the development potential under existing general plan and zoning designations. Additional recommendations may be made for the re-parcelization or merger of properties to facilitate their disposition and/or development. In addition, consultant will conduct an inventory of existing housing units in the study area to identify those housing units which are suitable for sale/disposition in “as is” condition, housing units requiring moderate to substantial rehabilitation to prepare for sale, and those housing units not suitable for rehabilitation, with recommendations for redevelopment.

Product: Summary report with maps showing existing conditions.

Task 3. Identification of Properties Appropriate for Immediate Sale

The consultant will evaluate the study parcels to determine which parcels would be appropriate for immediate sale, based upon prior studies and analyses, established character of neighborhoods, etc. Key areas to consider are along Mission Boulevard in close proximity to the South Hayward BART station and in established neighborhoods, such as the Upper B Street neighborhood. A major factor in the above analyses will be Caltrans’ decisions on the process and timeline for disposition of the right-of-way properties.

Product: Summary report identifying properties appropriate for immediate sale.

Task 4. Formulation of Preliminary Goals and Objectives – Community Meeting No. 2

Staff and consultants will conduct a community meeting with all interested parties to review the report on existing conditions and seek assistance in refining issues

and formulating preliminary goals and objectives. Breakout sessions may be appropriate in the event subareas have been delineated within the study area.

Product: Summary of preliminary goals and objectives.

Tasks 5 and 6. Various Analyses and Identification of Opportunities and Constraints

The consultant team, in coordination with staff, will conduct a series of technical assessments to identify opportunities and constraints in evaluating the development potential in the study area. These assessments will include:

- a market analysis to evaluate economic conditions for future office and commercial development, including the potential for redevelopment of underutilized lands,
- a circulation analysis to address connectivity issues, potential street improvements and possible alternative transportation facilities, and
- an open space/trails opportunities analysis, considering opportunities for a connected trail system throughout the entire study area and such physical land constraints as steep slopes, geologic hazards, etc.;
- a housing opportunities analyses, which will identify properties appropriate for new or more intensive housing, including affordable housing;

The compatibility of new development with surrounding land uses will be a key consideration. Opportunities for potential development will also be evaluated for compatibility with the current Redevelopment Plan. Development potential on the previously designated Route 238 replacement housing sites which are not located within the study area will also be evaluated during this phase.

Product: Report on opportunities and constraints, including technical analyses.

Task 7. Review of Opportunities and Constraints – Community Meeting No. 3

Staff and consultants will conduct a community meeting with all interested parties to review the report on opportunities and constraints and the technical analyses, and seek refinement of the preliminary goals and objectives as appropriate. Breakout sessions may be appropriate in the event subareas have been delineated within the study area.

Product: Refinement of opportunities and constraints and development goals and objectives.

Tasks 8 and 9. Preparation of Land Use and Circulation Alternatives

Staff and consultants will prepare alternative scenarios as appropriate, based on direction from City decision-makers, the discussion at the community meeting and written comments received from interested parties. Conceptual design graphics should be included to illustrate the various alternative scenarios. A fiscal analysis of the alternative scenarios will be conducted in order to assist in the subsequent selection of the preferred alternative. Also, a traffic impact analysis to evaluate the traffic impacts of potential development will be conducted on the alternatives, to be used in the environmental impact report.

Product: Alternative development scenario, including preparation of conceptual design graphics, for the study area (and subareas as appropriate); Fiscal Impact and Traffic Impact and Transit Analyses.

Task 10. Review of Development Alternatives – Community Meeting No. 4

Staff and consultants will review the alternative development scenarios at a community meeting with all interested parties.

Product: Report of preliminary recommendations for changes to the General Plan and Zoning Ordinance.

Task 11. Development of Program Environmental Impact Report (EIR)

Consultants will prepare a draft program level Environmental Impact Report (EIR) analyzing the potential environmental impacts of the land use study and related implementation of the study, including evaluation of three alternatives.

Product: Draft Program EIR

Task 12. Refined Project Alternative – Community Meeting No. 5

Staff and consultants will conduct a community meeting during the circulation period for the Draft EIR to obtain comments on the DEIR.

Product: Program FEIR, including comments from public and interested parties.

Task 13. Development of Recommended Alternative

Based on the comments received and various analyses, staff will formulate a recommended alternative, which will include recommendations for changes to the City's General Plan and Zoning Ordinance.

Product: Report identifying the recommended alternative.

Tasks 14-15. Public Hearings

With consultant in attendance, staff will present the results of the land use study and associated FEIR, along with staff recommendations to the City of Hayward Planning Commission and City Council for review and adoption.

Product: Agenda reports, FEIR, Resolutions and Ordinances.

Task 16. Forward Summary Report to CalTrans.

Working with the consultant, staff will forward a summary report, including various analyses, to CalTrans that summarizes the results of the study and City actions.

Product: Summary report.

Relevant General Plan Policies

Land Use

1. Promote transit-oriented development in the Mission/Foothill Corridor in order to help relieve regional congestion and create a distinctively attractive commercial boulevard.
2. Seek to integrate greater intensity of development and enhance the surrounding neighborhood within ½ mile of the South Hayward BART Station.
3. Promote infill development that is compatible with the overall character of the surrounding neighborhood.
4. Design hillside development to be sensitive to the maintenance of a natural environment through retention of natural topographic features such as drainage swales, streams, slopes, rock outcroppings, and natural plant formations.

Circulation

5. Expand or Reconfigure the Regional Road Network to Reduce Through Traffic on Major Arterials.
6. Create Improved and Safer Circulation Facilities for Pedestrians.
7. Provide the opportunity for safe, convenient and pleasant bicycle travel throughout all areas of Hayward.

Economic Development

8. Facilitate the development of employment opportunities for residents.

Housing

9. Encourage the provision of an adequate supply of housing units in a variety of housing types which accommodate the diverse housing needs of those who live or wish to live in the city.
10. Ensure that the City's housing stock contains an adequate number of decent and affordable units for households of all income levels.

Community Facilities and Amenities

11. Seek to increase the number and availability of multipurpose facilities in order to provide a variety of community services, recreational activities, and cultural amenities that are accessible to and benefit a cross-section of the community.
12. Seek to increase the amount, diversity and quality of parks and recreational facilities and opportunities.
13. Enhance the aesthetic and recreational values of open space corridors within the urbanized area.

Conservation and Environmental Protection

14. Retain open space where it is important to preserve natural ecology and to establish the physical setting of the city.
15. Enhance the aesthetic and recreational values of open space resources in the hill and shoreline areas.
16. Maintain improved air quality by creating efficient relationships between transportation and land use.