

DCCSP and PEIR: RFQ Questions and Answers: Round 2 of Questions Received between February 11th and February 18th	
When will the video of the Pre-Submittal Meeting - Fullerton Downtown Core and Corridors Specific Plan & Program EIR be available?	The video is currently available on the DCCSP and PEIR website: www.downtownfullertonspecificplan.info
Would the performance of a firm with a poor track record with the City affect the ranking of the team if different team members are being used on this project?	Not necessarily. The SOQ should state that the members of the team for the DCCSP and PEIR are different than those used in the past and their qualifications should be clearly presented in the SOQ.
Are we permitted to have headers and/or footers within the one-inch margins to identify page numbers and section titles?	Yes.
For the sample products, is one CD/DVD sufficient or do we need to submit 18 CD/DVDs?	If a CD/DVD is submitted, each SOQ needs to have 1 attached CD/DVD (a total of 18 CD/DVDs). Addendum #2 will be issued to clarify this point.
Please elaborate on what you mean by District and Neighborhood Revitalization Leader. Are you looking for something beyond or separate from what Planning, Urban Design and Economic team leaders familiar with this type of project would bring to these topics?	The City is looking for teams with an individual with a depth of expertise in revitalizing commercial districts and neighborhoods. Those with experience in both the creation and implementation of revitalization plans and strategies are desired. Planners, urban designers, and economists may or may not have this experience. Other consultants should be considered, such as professionals with experience in the management of "Main Street Programs", business improvement districts, community development corporations, and non-profit housing or neighborhood corporations.
With the strong focus on implementation, are you expecting that design and engineering services for streetscape and street network improvements, for example, beyond those normally associated with a specific plan? For instance, would the traffic work be expected to extend to striping plans and/or signal timing and other traffic technology, or would typological designs and diagrammatic intersection improvement geometries suffice?	No, the City is not expecting design and engineering services for streetscape and street network improvements. Typological designs and diagrammatic intersection and street improvement geometries would suffice. Additional services that assist in implementation would be considered a "bonus" service.
Have any major new public open spaces in the project area been previously identified or planned?	New public spaces in the project area have not been identified or planned; however, the City is interested in identifying opportunities for new public spaces and parks in the project area and surrounding neighborhoods.

<p>What role will the City have in helping to prepare for public meetings and other similar meetings? Will the City be a partner in this process (providing assistance for tasks such as logistics) or will this be expected of the consultant team?</p>	<p>The City will partner with the consultant team and will assist with brainstorming meeting agendas and outlines, identifying and reserving rooms, promoting meetings, coordinating audio visual needs, helping with room set-up and clean-up, and ordering refreshments. City staff will likely make introductory comments at the meeting and the consultant will be expected to lead and facilitate the meetings thereafter. All presentation materials will be prepared by the consultant team.</p>
<p>I understand that the city has a local preference ordinance or policy in place. Does this aspect of city policy apply to the RFQ, and if so how will selection process incorporate this?</p>	<p>The City does not have an ordinance or regulation in place. As a matter of practice to support local businesses, a 1% discount advantage is given to product vendors located in the City of Fullerton due to sales tax reimbursement to the City. The City does try to use local vendors for product purchases when pricing is competitive. There is currently no similar practice pertaining to professional services.</p>
<p>Is the budget for the City-contracted Project Manager for the DCCSP and PEIR program coming from the \$1.6 million budget for the project?</p>	<p>No, the budget for the City-contracted project manager is separate from and in addition to the \$1.6 million for the consulting team.</p>
<p>What dollar amount or percent level of contingency for un-scoped work would the City like to have for this project and is that amount/percentage part of the \$1.6 million budget for the project?</p>	<p>A healthy contingency should be reserved within the \$1.6 million budget. The City does not have a requirement for a specific contingency percentage. However, the City estimated a contingency amount of 10% to 20% in the SCPG application.</p>
<p>Please elaborate on how the City envisions to use the \$200,000 difference between the \$1,600,000 total budget noted in the RFQ and the \$1,400,000 that was part of the Grant application. Should the \$200,000 be assumed to be used by the City to pay for City staff time and expenses AND the Project Manager (consultant) hired to serve as an extension of City staff?</p>	<p>The additional \$200,000 can be used at the discretion and recommendations of the consultant team. It can be used for the DCCSP and/or the PEIR.</p>
<p>Has the City recently (i.e., within the past 5 years) completed any market studies or economic development strategies that would be relevant to the downtown effort?</p>	<p>Economic and market studies were prepared for the General Plan update in 2010. They can be reviewed on the DCCSP and PEIR website.</p>
<p>Does the City want telephone numbers or emails for the team references?</p>	<p>The name, title, current phone number, and current email of the person providing the reference shall be provided to assist the City in the reference check process. Addendum #2 will be issued to clarify this requirement.</p>

