

YERBA BUENA COMMUNITY BENEFIT DISTRICT (YBCBD) Request for Proposal for a New Yerba Buena Street Life Plan

I. SUMMARY

The Yerba Buena Community Benefit District (YBCBD) is seeking proposals from qualified Consultants to conduct an update to the Yerba Buena Street Life Plan, first published in 2010, that identified 36 projects to improve the beauty and functionality of the District's public streets, alleys, and public spaces. The Consultants are expected to design and lead a community process that would build upon the learnings of the current plan, and identify criteria and projects that would improve the mobility, sustainability, and beauty of the District.

We envision the outcome of this project to be a **new plan** which will serve as a tool to guide the YBCBD in prioritizing and implementing a wide variety of public realm improvement projects over the next 5-10 years. The plan should allow for flexibility in implementing projects to respond to opportunities for partnerships, funding, and coordination with other related improvement projects.

For the purpose of this document, the Consultant is considered the Bidder; Yerba Buena and the District refer to the Yerba Buena Community Benefit District.

OVERVIEW

The Yerba Buena Community Benefit District (YBCBD) is a non-profit 501(c)(3) community-based organization that works to advance the quality of life for residents, visitors and businesses in the Yerba Buena District and San Francisco on an ongoing basis by fostering a safe and secure community, enhancing environmental quality and beauty, and reinforcing the viability of our economic base. It was formed in 2008 and renewed in 2015 by property owners within the boundaries of the District and includes a special property assessment to fund the YBCBD's services and operations. The goals of the YBCBD are to:

- 1) Improve the safety and security of Yerba Buena;
- 2) Increase cleanliness and expand the beauty of the Yerba Buena Gardens with greening activities throughout the District;
- 3) Define and brand Yerba Buena to increase visitors, business, community recognition while helping people effectively navigate the neighborhood;
- 4) Increase the economic viability of Yerba Buena; and
- 5) Create an ideal place to live, work, study and visit.

BOUNDARIES

The entire district roughly encompasses Market to Harrison/Perry streets and 2nd Street to 5th Street. The new Yerba Buena Street Life Plan will examine ways to improve the District's public streets, alleys, and public spaces not actively managed by other private entities (e.g. Yerba Buena Gardens, Jessie Square, etc.)

YERBA BUENA COMMUNITY BENEFIT DISTRICT (YCBCD) Request for Proposal for a New Yerba Buena Street Life Plan

PROJECT GOALS

The consultant shall create a vision and roadmap for the next generation of public spaces in the YCBCD based on community input, collaboration opportunities in the public and/or private right of way and a professionally guided long term needs assessment. The selected consultant will present a new Street Life Plan document to the YCBCD that includes the following:

1. A guiding public space vision statement
2. Criteria for selecting and prioritizing projects
3. Existing conditions survey and assessment
4. Phasing plan
5. Preliminary conceptual plans for landmark projects

This report will guide capital investments by the YCBCD and steer YCBCD advocacy for capital projects implemented by other governmental, institutional, or private sponsors.

The new Yerba Buena Street Life Plan will guide the YCBCD Streets and Public Space Committee's work to improve the District's public over the next 5-10 years.

The new Yerba Buena Street Life Plan must include plans and public space projects that meet the following goals:

District Character and Identity

- Capitalize on the unique makeup of District tenants including: Museums and Galleries, Conference Centers, Hotels, Educational Institutions and a diverse workforce and residential population
- Promote the diversity of the residents, businesses, and visitors in the District

Community

- Enhance the cohesiveness and sense of neighborhood identity in the District
- Increase social interaction and visibility of public events
- Promote the neighborhood

Movement and Usability

- Improve circulation and safety for all modes of transportation
- Promote and encourage transportation options like bicycling and walking
- Promote sustainability practices, operating efficiencies, and reduce energy consumption
- Improve pedestrian and bicycle safety

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KEY STAKEHOLDERS

Yerba Buena has a diverse mix of commercial and residential properties and is highlighted by its intense concentration of cultural institutions. Portions of the District are a part of the former San Francisco Redevelopment project requiring collaboration and coordination with The Yerba Buena Gardens Conservancy on project approval and implementation in those areas. Key Stakeholders include:

- Daytime businesses and employees.
- Hotels, including the Four Seasons, InterContinental, Marriott, St. Regis, Westin and W Hotel
- Moscone Center
- San Francisco Travel Association
- SFMOMA, Contemporary Jewish Museum, Museum of the African Diaspora, California Historical Society, Filipino Cultural Center, and smaller cultural institutions
- San Francisco Bay Area Planning and Urban Research Association (SPUR)
- Tenants and Owners Development Corporation (TODCO)
- The Yerba Buena Gardens Conservancy
- Westfield San Francisco
- Residents (estimated to be more than 12,500 in the district and growing)
- Social Service Providers in the Yerba Buena District

Collaboration with public agencies (i.e. DPW, Planning, SFMTA, San Francisco Mayor's Office, Caltrans) and YBCBD Committees, such as the Marketing Committee and Services Committee, will be essential to develop inclusive and successful design initiatives.

The YBCBD issues this Request for Proposal (RFP) with the intent of selecting a Consultant with whom the YBCBD will enter into a contract to develop a new Street Life Plan.

II. **PROPOSAL DUE DATE**

All proposals must be received by **4:00 p.m. on Thursday, October 26, 2017**. Please submit eight (8) printed copies and one (1) electronic copy (flash drive) of your proposal. Printed copies must be duplex printed on 100% post-consumer waste recycled paper.

Submit proposals to:

Neal Patel, Associate Executive Director
Yerba Buena Community Benefit District
5 Third Street, Suite 914
San Francisco, CA 94103

For further information contact Neal Patel at 415.644.0728 x 3 or npatel@ybcbd.org.

The YBCBD reserves the right to determine the timing and content of the response, if any, to all questions and requests for additional information directed to responders. The YBCBD further reserves the right to withdraw, alter, or resubmit this request for proposal at any time for any reason.

YERBA BUENA COMMUNITY BENEFIT DISTRICT (YCBCD) Request for Proposal for a New Yerba Buena Street Life Plan

III. SUBMISSION OF WRITTEN QUESTIONS

The YCBCD recommends that those responding to the RFP submit written questions they have about the RFP or the project. The deadline for submission of written questions is **4:00pm Thursday, October 5, 2017**. A written response to questions received will be posted by the close of business **Thursday, October 12, 2017** on the YCBCD website, www.ycbcd.org. A copy will also be emailed to all who submitted questions.

IV. DESCRIPTION OF SERVICES

The scope of services and deliverables outlined will guide the Consultant in the development of a new Yerba Buena Street Life Plan, which will assist in meeting the overall Mission, Core Values, and Goals as outlined in the YCBCD District Management Plan (available online on our website and at <https://ycbcd.org/wp-content/uploads/2017/03/ycbcd-management-plan-2015-2030.pdf>.)

EXISTING CONDITIONS

Identify, document and report on the current existing conditions of the District by:

- Conducting a SWOT (Strength, Weakness, Opportunity, & Threat) Analysis.
- Reviewing and analyzing all existing projects and plans for improvement within the District.

The YCBCD, Key Stakeholders, and Public Agencies (listed previously) may be able to assist in gathering information for the Consultant's review and analysis.

COMMUNITY & STAKEHOLDER CHARRETTES

The Consultant shall develop a community outreach and engagement strategy in close collaboration with the YCBCD. This may include up to three (3) community and one (1) stakeholder charrettes to inspire and gather ideas and improvements and identify priority locations. The consultant is highly encouraged to propose other outreach tactics such as pop-up events, online campaigns and other in-person meetings.

- The YCBCD will assist in providing locations to conduct the charrettes and refreshments; staff to provide logistical support; public notification and advertisement on the YCBCD website; and YCBCD Committee members to greet attendees, answer questions related to the YCBCD and introduce the Consultants for each of the charrettes.
- The Consultants will prepare visual materials; take meeting notes; facilitate each charrette; and prepare and present a summary report to the YCBCD Streets and Public Space Committee.

FRAMEWORK FOR EVALUATING FUTURE PROJECTS

Establish a framework/selection criteria for evaluating future projects based on guidance from Key Stakeholders and the community outreach process. The selection criteria framework will be used by YCBCD staff and Committee members to prioritize potential projects and establish funding allocations.

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PROJECT IDEA LIST

Develop a full project idea list based on the community outreach process and the Consultant's existing conditions survey. Projects should be varied in scale and implementable within five years of the completion of the new Yerba Buena Street Life Plan, however limited larger-scale projects and long-term master planning (up to ten years) is also expected. The Consultant will be expected to generate a diverse list of projects broken down by 5-year and 10-year project proposals. Projects shall include, but not limited to, the following:

- Public Art and Murals
- Alley Enhancements and Pocket Parks
- Street Furniture, Bicycle Racks, and Other Amenities
- Street Trees, Planters, and Greening
- Programming & Calendar of Events
- Pedestrian Safety and Lighting Enhancements
- Sustainability Enhancements
- Signage and Wayfinding
- Opportunities to Collaborate with District Cultural Institutions & Businesses

CONCEPTUAL DRAWINGS & GRAPHICS

Consultant is responsible for creating conceptual drawings and graphics of proposed public space improvements to communicate high-level design intent. Graphic requirements include but not limited to:

- Color illustrative drawings appropriate to communicate design proposals to the larger public
- Drawings must include an Illustrative Site Plan reflecting the entire district, enlarged plans, sections, and perspectives of localized proposals
- Design schemes should build on Yerba Buena's unique identity presenting preliminary materials and finishes, lighting concepts, landscape elements, and details
- Large scale drawings for specific areas throughout the District that represent the District's diversity of uses

COORDINATION WITH OTHER TRANSPORTATION PROJECTS

The Consultant will research and articulate current and upcoming transportation projects in and affecting the District that may provide an opportunity for collaboration for the District.

PUBLIC DISPLAY

Create a mobile display of the draft new Yerba Buena Street Life Plan in locations around the district (arranged in conjunction with the YBCBD). The Consultant will ensure:

- Display boards are no larger than 46"x36"
- A Feedback Mechanism is in place with the content going directly to the Consultant
- Feedback from the Public Display will be used to inform the final design

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IMPLEMENTATION AND BUDGET PLAN

Develop an implementation plan for projects over a 5-year and a 10-year period; include a preliminary proposed implementation and construction budget for each of the 5-year proposed projects.

- Provide a list of 5-year proposed projects
- Provide a list of 10-year proposed projects
- Prioritize projects on each list
- Identify potential grants to assist with the funding of projects
- Include a description of each of the projects and the benefit to the District
- Provide suggestions for phased implementation for each of the 5-year proposed projects

Budgets must be itemized and reflect current construction, labor, and material costs.

MEETINGS AND PRESENTATIONS

Schedule two (2) or three (3) working meetings with the YBCBD Streets and Public Space Committee and presentation of the final plan to the full YBCBD Board of Directors.

- Meeting agendas must be approved by the Committee Chair or YBCBD staff
- Conduct one (1) stakeholder charrette with the YBCBD Board of Directors.
 - Details related to this meeting, including location will be determined by YBCBD staff

FINAL DOCUMENT

The format for the final document will be an 8.5"x11" bound color booklet articulating the process, vision, conceptual drawings, project list, phasing plan and estimated construction costs.

- Two printed and 1-digital copy shall be submitted to the YBCBD
- PowerPoint Images/Presentations
- Final Display Boards (refined Public Display Boards)

PROJECT TIMELINE

The project will proceed in the phases as detailed below:

Information gathering (January-February 2018)

- Framework discussion with YBCBD Streets and Public Space Committee
- Stakeholder charrette with YBCBD Board of Directors
- Current conditions analysis
- Preparation for community charrettes

Two-three community charrettes (March-May 2018)

- Introductory/community design/final plan charrettes
- Visual/narrative reports of all community charrettes
- Develop/conduct neighborhood survey, online and print
- Develop draft plan with conceptual drawings
- YBCBD Streets and Public Space Committee review
- Community presentation of final plan

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Public display of pre-final conceptual designs (April-May 2018)

- Develop boards for public display
- Mobile community display and survey
- Feedback from mobile community display and survey incorporated
- Summarize community input and survey
- Refine draft plan and conceptual drawings
- YCBCD Streets and Public Space Committee Review

Final approval (completed June 2018)

- Approval vote by YCBCD Streets and Public Space Committee
- YCBCD Board of Directors adoption
- Final revisions, submit print and digital booklet
- YCBCD Streets and Public Space Committee review

V. PROPOSAL REQUIREMENTS

All proposals must be received by **4:00 p.m. on Thursday, October 26, 2017**. Please submit eight (8) printed copies and one (1) electronic copy (flash drive) of your proposal. Printed copies must be duplex printed on 100% post-consumer waste recycled paper.

Proposals must include a detailed plan and itemized budget to provide the minimum required services listed under Section IV: Description of Services. The YCBCD has an **approved budget of not to exceed \$75,000** for this project.

Proposals must include the following information:

- 1) Cover Letter
 - a. Summarize the highlights of the submittal
- 2) Overall strategy/approach to the project
- 3) Description of how the company plans to engage the neighborhood and key stakeholders in the process
- 4) Scope of Services and Projected Timeline
 - a. Provide a brief narrative describing the team's understanding of the project and the anticipated design approach detailing the translation of community input into text as well as illustrative graphic material
 - b. Provide a design process schedule in order for your team to complete the work by the stated deadline
- 5) General background of the applicant organization
 - a. Firm contact information, number of years in business and applicable information
- 6) Description of capacity to perform the proposed work
- 7) Description of company efforts to incorporate environmentally sustainable policies and practices into business operations, equipment selection and use, product selection and use, and employee training programs
- 8) Proposed staffing plan
 - a. Submit a concise statement of qualifications of each staff member assigned to the project with resumes of team's key staff including any relevant work experience, qualifications, and licenses
 - b. Specify staff assigned to each task and the capacity they will serve within the design process

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- c. Sub-Consultants/Consultants
 - i. Firm contact information, number of years in business, qualifications to work on this project
 - ii. NOTE: Applicant firm will be responsible for the oversight and management of sub-consultants, including verification of licenses and required certifications
- 9) Portfolio of previous similar projects
 - a. Include client name, budget, size and scale, and design process/schedule
- 10) Present the firm's distinctive qualifications pertinent to the project's successful implementation
- 11) Description of previous experience working with the city of San Francisco and their regulations
- 12) Other services provided by Contractor above minimum required
- 13) Fees
 - a. Submit a fixed fee based on the firm's understanding of the scope of work
 - b. Itemize costs associated with the following:
 - i. Charrettes, public outreach
 - ii. Printing and presentation materials
 - iii. Sub-Consultants
- 14) List of three to six current contracts including names, title and project description
- 15) Three references from previous and current clients, include:
 - a. Names
 - b. Title
 - c. Contact information
- 16) Compliance with federal, state, and city laws and regulations including the following documentation:
 - a. Applicant organization's bylaws, Certificate of Good Standing by California Secretary of State, if the organization is a corporation or LLC;
 - b. Financial statements or profit and loss statement for last year;
 - c. Current insurance certificates for applicant's General Liability, Professional Liability, and Workers' Compensation insurance;
 - d. City and County of San Francisco's Declaration of Nondiscrimination in contracts and benefits;
 - e. City and County of San Francisco's signed Minimum Compensation policy declaration; and
 - f. City and County of San Francisco's signed Health Care Accountability Declaration.

VI. ADDITIONAL REQUIREMENTS

Insurance: The selected applicant must procure and maintain insurance, at its own cost, against claims for injuries to persons or damages to property, which may arise from or in connection with the performance of the work under the YBCBD contract by the Contractor, its agents, representatives, employees or sub-consultants. Proof of insurance and endorsements will be required upon execution of the contract.

Indemnity: The selected applicant shall be required to sign a contract that includes the following language. The indemnity language will not be negotiated. Please verify that your risk manager or insurance company will accept this language:

YERBA BUENA COMMUNITY BENEFIT DISTRICT (YCBCD) Request for Proposal for a New Yerba Buena Street Life Plan

The selected applicant shall defend, hold harmless and indemnify the City and County of San Francisco; the Yerba Buena Community Benefit District, and its officers, staff, board members and employees; and the residents, merchants and property owners within the District, from any and all claims, loss, damage, injury, actions, causes of action, and liability of any kind, nature, and description directly or indirectly arising out of or connected with the performance of the YCBCD contract and any of the contractor's operations or activities related thereto, excluding the willful misconduct or gross negligence of the person or entity seeking to be defended, indemnified, or held harmless.

The selected applicant will be required to comply with the terms of the Agreement for Administration of the YCBCD between the City of San Francisco and the YCBCD including, but not limited to the provisions of Article 16. A copy of the Agreement is available upon request.

VII. TERMS OF THE CONTRACT

The Yerba Buena Community Benefit District reserves the right to award contracts in lesser amounts for shorter periods, such as for pilot programs. Payment for services will be made monthly. The contract may be cancelled under the following conditions:

- For non-performance with 30 days' notice if stated deficiencies are not corrected on a timely basis
- Immediately and without notice if violations of law or terms of the contract occur
- With 60 days' notice otherwise

Contractor shall pay all legal costs of defense resulting from any action brought against the YCBCD, YCBCD Staff, or Board of Directors for lawful termination of contract.

VIII. DECISION MAKING PROCESS AND TIMING

Proposals will be evaluated by the YCBCD Streets and Public Space Committee. The YCBCD will verify the completeness of each timely submittal that is received before the stated deadline. Submittals that the Committee determines are not materially complete will not be given further consideration or evaluation. All, some, or none of the Consultants who submit complete and responsive proposals may be interviewed.

Further written material regarding qualifications or examples of work may be requested from all, some, or none of the submitting consultants prior to or following interviews. The YCBCD may perform independent research at any time during the selection process, with or without notice to potential Consultants.

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The following is a projected schedule for selection of the Consultant:

RFP available at 5 Third Street, Suite 914 or www.ybcd.org	September 21, 2017
Deadline – Submission of Written Questions by 4pm	October 5, 2017
Response to Written Questions available by 5pm at www.ybcd.org	October 12, 2017
Proposals Due by 4pm to: Yerba Buena Community Benefit District 5 Third Street, Suite 914 San Francisco, CA 94103	October 26, 2017
Finalists Notified/Interviews Scheduled	November 3, 2017
Interview Potential Consultants	November 9, 2017
YBCBD Streets and Public Space Committee: Vendor Approval	November 15, 2017
YBCBD Executive Committee: Vendor Approval	December 7, 2017
Contract Negotiations	December 8, 2017 – December 22, 2017
YBCBD Board of Directors: Contract Approval, if possible	January 9, 2018
YBCBD Executive Committee: Contract Approval, if needed	January 25, 2018

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SELECTION PROCESS

The YBCBD will select a Contractor based on evaluation of the proposals, interviews, reference checks, additional research as appropriate, demonstrated experience, qualifications, and other relevant factors including qualifications of key personnel and additional research as appropriate. The YBCBD will select the proposal which, in its sole judgment, is the most advantageous to the YBCBD and demonstrates the qualities necessary to provide the services to the YBCBD.

The YBCBD has the discretion to interview or decline to interview any bidder. The YBCBD reserves the right to reject any or all responses submitted without negotiation or comment. To successfully undertake the Scope of Services for the YBCBD as generally described in this RFP, proposals will be evaluated based on the following selection criteria:

Selection Criteria
Experience, qualifications and approach/strategy of the Consultant in providing the required services in similar public area projects.
Methods and timelines outlined in proposal for managing work plans, budgets, research, analysis, Public Realm Vision development and execution.
Experience and knowledge of the Contractor in community-based research and analysis; working with nonprofits; and maximizing resources.
Experience and knowledge in working with the City of San Francisco and their regulations.
Ability to satisfy the YBCBD's insurance requirements.
Compliance with the YBCBD Conflict of Interest Policy, described in Attachment A.
Preference may be given to consultants located or doing business in the District.
Previous experience with public outreach and research efforts.
Experience developing and implementing similar community planning projects.

IX. **GENERAL PROVISIONS**

All responses received by YBCBD are public records subject to disclosure under the California Public Records Act (Gov. Code § 6250 et seq.). Applicants must identify any material they claim is exempt from disclosure under the Public Records Act. In the event such exemption is claimed, the applicant must state in its response that he or she will indemnify the YBCBD and defend it in any action brought against the YBCBD for its refusal to disclose. Failure to include such a statement shall constitute a waiver of the proposer's right to exemption from disclosure.

LIMITATIONS ON CONTACT WITH YBCBD REPRESENTATIVES

For further information on the bid process, contact Neal Patel, YBCBD Associate Executive Director, at 415.644.0728 x 3 or npatel@ybcdbd.org before the deadline for submission of proposals. All Bidders are otherwise **prohibited from contacting or participating in discussion with any representative or official of YBCBD** regarding any aspect of the bid and award process at any time until award of bid. Violation of this no-contact rule by any bidder or subcontractor, or any representative or agent thereof, shall result in disqualification.

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CONTRACTOR EXPENSES

Applicants responding to this RFP do so at their expense. The Yerba Buena Community Benefit District will not consider any Consultant costs related to this RFP reimbursable under the contract.

YBCBD RIGHT TO MODIFY OR SUSPEND RFP

The YBCBD reserves the right at any time and from time to time, and for its own convenience, in its sole and absolute discretion, to modify or suspend any and all aspects of the selection process.

YBCBD RIGHTS REGARDING SELECTION, NEGOTIATION, AND CONTRACT AWARD

The YBCBD retains the right to orally interview, and to request clarification or additional information in oral or written form, and to check references orally or in writing, at any time in the selection process, of any, all, or none of the respondents submitting proposals. The YBCBD retains the right to select any or none of such respondents for exclusive Contract negotiations, to terminate such negotiations at any time, and to enter into negotiations with another such respondent. The YBCBD retains the right to accept, reject or replace any sub-consultants during the selection and negotiation process. The selection of a respondent for contract negotiations shall not in any way bind the YBCBD to actually approve or execute a contract with the respondent. The final selection of the Consultant and the contract terms are subject to approval by the YBCBD Board of Directors. The YBCBD reserves the right to reject any proposal, all proposals, or any part of a proposal submitted in response to the RFP.

CLAIMS AGAINST THE YBCBD

By responding to this RFP, the respondent waives any claim against the YBCBD or YBCBD property by reason of any or all of the following: any informalities or defects in the selection process, award or non-award of the contract; any statements, representations, acts, or omissions of the YBCBD, its staff, officers, Board, or Committees in the exercise of any discretion set forth in or concerning any of the foregoing; and any other matters arising out of all or any of the foregoing.

ADDITIONAL INFORMATION

The Yerba Buena Community Benefit District reserves the right to request additional information and/or documentation from any Consultant prior to awarding the contract.

For further information:

Neal Patel, Associate Executive Director
Yerba Buena Community Benefit District
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San Francisco, CA 94103
Phone: 415.644.0728 x 3
Email: npatel@ybcbd.org