

REQUEST FOR PROPOSAL

***Consulting Services for a Comprehensive Update
of the City of Willows Municipal Code***



Release Date: January 17, 2023

Proposal Due Date:

April 6, 2023, by 4:00 pm

**City of Willows
Community Development & Services Department
201 Lassen Street, City Hall
Willows, California 95988
(530) 934-7041**

I. INTRODUCTION

The City of Willows (City) is soliciting proposals from qualified consulting firms to update and re-write (where applicable) the City of Willows Municipal Code in accordance with the specifications, terms and conditions shown in this Request for Proposal (RFP). The primary intent of this effort is to overhaul the City's entire Municipal Code (e.g., Title 1 through Title 19) by employing current 2023 best practices and standards. In addition to updating the existing Codes, the city also seeks recommendations for additional Codes that may be absent from the city's current Code and should be added and/or removal of archaic language or Codes that are no longer used and/or applicable. Lastly, the city also seeks to increase mechanisms for code enforcement wherever applicable (e.g., business license compliance, nuisance properties, etc).

The City intends to award a contract to a consultant that satisfies the requirements of this RFP and can verify successful performance of similar activities. The City encourages responses from qualified entities as well as individuals with a qualified team of subcontractors with proven expertise. The City reserves the right to reject any and all proposals or waive any irregularities in any proposal during the proposal process. The city reserves the right to request additional information from applicants. Information or materials submitted in response to this RFP will be stored on file with the City of Willows and may be subject to the requirements of the California Public Records Act, or subject to public disclosure as ordered by a court of law.

II. BACKGROUND

Willows is located in the Sacramento Valley region of northern California, lying inland between the State's coastal mountain ranges and the Sierra Nevada Mountains. Willows' economy continues to be predominantly based upon agricultural production and agriculturally oriented industry.

Willows is situated approximately 85 miles north of the City of Sacramento on Interstate 5. The City has several regional government offices including the California Highway Patrol, California Department of Motor Vehicles, The United States Bureau of Reclamation, and the main offices of the Mendocino National Forest which manages approximately one million acres of Federal land in the mountainous terrain west of willows.

Agriculture is a prominent economic segment of the City of Willows, with a long history reaching back to the turn of the century. Agriculture continues to play a key role in shaping our local economy while Willows maintains its unique rural characteristics. Farmlands surround the existing City boundaries and although there has been economic diversification in recent years, the local economy continues to be significantly dependent upon the underlying agricultural character of the region.

The Willows Municipal Code was last has been updated numerous times over the years but has not had a complete update to the full set of codes. On November 16, 2022, the Planning Commission adopted a resolution recommending the City Council adopt the General Plan Update (GPU) and certify the environmental impact report. The GPU was adopted by the Willows City Council during the January 10, 2023, Council meeting. The City of Willows Housing Element Update final draft will be brought to the City Council on February 14, 2023, with final State approval thereafter.

Listed below, in no particular order, are example law and regulation topics that the City expects to see addressed, at a minimum (with notation of associated bills placed for reference purposes only). This list should not be considered exhaustive, and is subject to change:

- Density Bonus, AB 1763 (2019), AB 1227 (2018) and AB 2345 (2020)
- Accessory Dwelling Units (multiple bills)
- Objective Design Standards
- Streamlined Review, SB 35 (2017) & AB 1485 (2019)
- SB 9 Regulations
- Housing Crisis Act, SB 330 (2019)
- Housing Planning, AB 725 (2020)
- Any recent or upcoming bills relevant to zoning, housing, or associated content
- Open Space and/or Active Transportation requirements
- CEQA for active transportation projects, SB 288 (2020)
- Low Barrier Navigation Centers
- Single Room Occupancy
- Community Care and Residential Care Facilities
- Supportive Housing and Emergency Shelters, AB 1197 (2019) and AB 2162 (2018)
- Farmworker Housing
- Reasonable Accommodations
- Short-term Rentals
- Parking and EV Charging
- SB 946 (Sidewalk Vending)
- Any laws related to municipal operations such as accounting, elections, public records, etc.
- Public health and safety
- Green Recycling Requirements, AB 1826 (2014) and AB 341 (2011)
- Organics Recycling Requirements, AB 1383
- Signage

III. SCOPE OF WORK

The Scope of Work for consultant services is to draft and produce a complete and defensible update of the existing Municipal Code that is consistent with the city's goals and policies, including the newly updated General Plan and Housing Element. The proposal shall include a detailed description for each recommended change, addition, deletion, or adjustment. At a minimum, the proposed update and recommendations shall include:

Task 1 – Project Initiation: Consultant shall establish project management and communication protocols, lead kick-off meetings with staff, participate in a City tour with staff, refine the scope of work as necessary and establish a project schedule.

Deliverables:

- Refine the scope of services, budget, project schedule, project management, an communication protocols.
- Provide an agenda and a meeting summary for kick-off meeting.

Task 2 - Project Management and Coordination: Consultant shall manage the project and coordinate activities, including coordination of any subconsultants and administrative tasks. Firms

should be creative in proposing a team approach that demonstrates a thorough understanding of regulatory and technical requirements for Municipal Codes while responding to the City's unique circumstances, issues and areas of concern. The Team Leader/Project Manager shall have extensive background in managing Municipal Code Updates.

Deliverables:

- Bi-weekly or monthly project management meetings between consultant and City staff.
- Agenda and meeting summary of all meetings.

Task 3 - Existing Data/Code Review and Information Collection: After the project kick-off, the City and consultant will work together to identify and collect all documents for review. The consultant shall ensure familiarity with the existing Titles and identify internal inconsistencies, General Plan and/or Housing Element implementation needs, and law changes as applicable.

Deliverable:

List of titles/chapters/sections, issues, and recommended modifications.

Task 4 - Public Engagement: Consultant shall prepare and implement a program for public engagement to encourage comprehensive public participation throughout the process, identifying different outreach phases with goals, objectives, programming, and a proposed budget. Public engagement approaches should seek to provide inclusive engagement, clarify community values, collect meaningful data, and ultimately turn community input into community ownership of the process and resulting in proposed changes to the Municipal Code. The consultant shall be responsible for preparing all presentation materials for any workshops and community meetings and maintain a project web page for the code update, associated with the city's main website. The consultant shall provide and post all outreach materials on said page in a timely fashion. Consultants are encouraged to partner with subconsultants should they lack the necessary expertise in-house to overhaul and redraft the entire Municipal Code.

Deliverables:

- Detailed public engagement program;
- Management of all web and social media-based project information;
- Materials for events and meetings including large-scale graphics;
- Stakeholder interviews;
- Minimum of two (2) community meetings; and
- Public engagement program final summary report.

Task 5 - Planning Commission and City Council Workshops and Public Hearings: In addition to the public engagement process, consultant shall facilitate workshops with both the Planning Commission and the City Council. The purpose of the workshops is to present constraints, programs, and policies to the Planning Commission and City Council, to allow feedback, address questions and/or concerns, and ultimately deliver amendments that are vetted, well-understood and supported through the public process.

Deliverables:

- Participation in, and presentation of materials for a minimum of two (2) Joint City Council/Planning Commission workshops (one to initiate the process, and one as an update as the process is nearing the proposed recommendation stage).
- Participation in, and presentation of materials for a minimum of two (2) Planning Commission and two (2) City Council meetings as part of the public hearing process.

Task 6 - CEQA compliance: Consultant shall prepare the appropriate California Environmental Quality Act (CEQA) document(s) required for adoption of the Municipal Code. The Consultant may be able to tier off of the 2023 General Plan EIR, and prepare either a letter of consistency or addendum, as appropriate. If higher level of CEQA review is recommended, please provide a justification for that level of review. Consultant shall present any edits to the Planning Commission and City Council during a public meeting.

Deliverables:

- Electronic copy of required noticing and filing, scoping meeting materials, draft and final project descriptions in both Microsoft Word and PDF formats.
- Electronic copy of Administrative Draft, Public Review Draft, and Final CEQA materials in both Microsoft Word and PDF formats.

IV. FINAL DELIVERABLES

Consultant shall be responsible for preparation of all documents, in both draft and final forms, as stated within this RFP, and any related agreement documents. It is anticipated that such documents will include the following, as detailed below:

1. Administrative Draft document for staff review (6 hard copies and 1 fully editable digital copy) that includes complete overhaul and revisions to Titles 1 through 19 and any newly recommended Titles (that may be absent from the existing Municipal Code) based on 2023 best practices and standards for Municipal Codes.
2. Draft document for public distribution (6 hard copies and 1 fully editable digital copy) .
3. Final screen check document for staff review (1 fully editable digital copy).
4. Final documents for City Council and public distribution (6 hard copies and 1 fully editable digital copy). Note: Final document delivery shall include all electronic files in Word, Excel and/or other programs utilized, as fully editable and unlocked files.
5. Electronic copy of Administrative Draft, Public Review Draft, and Final CEQA materials, including noticing and filing, in both Microsoft Word and PDF formats.
6. Participation in all public meetings as notated within this RFP.
7. Display materials for all presentations, public hearings and meetings.

V. SUBMITTAL REQUIREMENTS

1. The following information should be included in the proposal submittal. Clear distinction of chapters or sections should be made for clarity: **Cover Letter**. Letter should be signed by an individual that is authorized on behalf of the firm.

2. **Introduction.** Provide a brief project description conveying an understanding of the issues and ability of the firm to complete the scope of work. Include specific experience developing and defending recommended municipal codes and/or amendments to Planning Commissions, City Councils and the general public.
3. **Scope of Work.** Outline specific tasks required to complete the project, describing how each task is to be accomplished, and identifying team members responsible for completion of specific tasks. This is included in section 5 below.
4. **Project Schedules.** Provide a project schedule of all tasks, major project milestones, approximate number of weeks to complete each task and anticipated completion timeframe upon execution of agreement, assuming all data necessary is delivered promptly upon request.
5. **Related Experience and References.** Provide two separate lists: 1) List of references with project manager/contact, name of municipality and current phone number for at least three similar projects completed in the last 5-years. Provide a brief description of referenced project. 2) Comprehensive client list for the firm, identifying the specific project worked on within the past five years. Client list may be attached separately in an Appendix format.
6. **Project Budget.** Itemize costs for each task or phase as identified in the scope of work include any contingencies. The budget should provide a concise description of how the costs were derived (e.g., hourly billing rates for each team member, estimated travel costs, subcontractor costs). The total should reflect a not-to-exceed contract amount; however, the proposal should also include costs for additional meetings, and any other potential costs that may arise based on past experience.
7. **Consultant Team.** Detail all individuals to be assigned to the project, their qualifications and responsive roles. Also identify any subcontractors and provide a description of their expertise and experience in similar projects. An acceptable team could be staff members under one company, or an ensemble team of qualified members with one defined lead person or entity.

VI. SUBMISSION INSTRUCTIONS

Before submitting a proposal, interested firms should fully inform themselves of the scope of work and to all conditions and limitations. Consultant shall provide eight (8) bound copies of the proposal, and one (1) electronic copy in PDF format. The proposal shall be submitted in a sealed envelope, clearly marked "Consulting Services for Comprehensive Update of the Willows Municipal Code".

SUBMISSION OF QUESTIONS (ELECTRONICALLY)

All interested parties should express an interest via email to ppiatt@cityofwillows.org, to be included in correspondence for any potential updates, questions, and responses related to this RFP, All Questions Regarding this RFP must be submitted via email by Tuesday, March 7, 2023, and are to be directed to Patrick Piatt, Community Development & Services Director, by e-mail to ppiatt@cityofwillows.org. Responses to all questions will be circulated via email to all those who submit questions or express interest by Friday, March 17, 2023, as well as posted on the City's website.

PROPOSAL MUST BE RECEIVED NO LATER THAN 4:00 p.m. on Thursday, April 6, 2023, at the following address:

Community Development and Services Department
Attn: Patrick Piatt, Community Development & Services Director
201 N. Lassen Avenue
Willows, California 95988

Proposals arriving after the specified date will not be considered, nor will late proposals be opened. Proposers are solely responsible for ensuring the receipt of delivery. Postmarks will not be accepted. Electronic proposals will not be accepted.

VII. EVALUATION CRITERIA

All proposals will be reviewed by a panel of city staff. The city reserves the right to interview selected consultants, or to recommend to the Willows City Council/City Manager a consultant based on the strength of the proposal, experience of the team, and references. It is anticipated that if any interviews are necessary, they will be scheduled within thirty (30) days of the initial submission date.

The city reserves the right to cancel this Request for Proposals for any reason without any liability or to waive irregularities at its discretion. This solicitation does not constitute a contract offer of employment or offer of purchase. The city makes no representation that any contract will be awarded to any respondent to this solicitation. The city also reserves the right to reject any and all proposals at its sole discretion. The contract, if awarded, will be awarded to the firm whose proposal is considered the best value to the city and will be determined on responsiveness, completeness of services and price.

CURRENT MUNICIPAL CODE AND RELEVANT CITY DOCUMENTS

Willows' Municipal Code is at: <https://www.codepublishing.com/CA/Willows/>. The Draft General Plan is available here <https://www.cityofwillows.org/news/general-plan-update>, and the Draft Housing Element can be found here <https://www.cityofwillows.org/resources/willows-housing-element>. Various studies, maps and other supporting documentation listed here may be updated or amended at any time, and it is the sole responsibility of the Proposer to ensure information referenced is the most current and relevant for their proposal.