



CITY OF MOORPARK

COMMUNITY DEVELOPMENT DEPARTMENT | 799 Moorpark Avenue, Moorpark, California 93021
Main City Phone Number (805) 517-6200 | Fax (805) 532-2540 | www.moorparkca.gov

**NOTICE AND CALL OF A *SPECIAL* MEETING OF THE
COMMUNITY AND ECONOMIC DEVELOPMENT STANDING COMMITTEE
(Councilmember Mikos and Councilmember Pollock)
Wednesday, August 14, 2019, at 5:45 p.m.**

**TO THE MEMBERS OF THE COMMUNITY AND ECONOMIC DEVELOPMENT STANDING
COMMITTEE OF THE CITY OF MOORPARK:**

NOTICE IS HEREBY GIVEN that a **Regular Meeting** of the Community and Economic Development Standing Committee is hereby called to be held on **Wednesday, August 14, 2019**, commencing at **5:45 p.m.** Said meeting will be held in the Moorpark Development Services Conference Room, 799 Moorpark Avenue, Moorpark, California.

Said Regular Meeting shall be for the purpose of considering the following items:

- 1. CALL TO ORDER:**
- 2. ROLL CALL:**
- 3. PUBLIC COMMENTS:**
- 4. DISCUSSION ITEMS:**
 - A. Request for Proposals (RFP) – Comprehensive General Plan Update and Associated Environmental Impact Report. Staff Recommendation: Staff recommends that the Community and Economic Development Committee receive a report regarding the status of the comprehensive General Plan update and provide input regarding the elements to be included in the General Plan, potential focus areas to be addressed in the General Plan, and specific topics of community interest to be identified in the Request for Proposals (RFP) associated with the project. **(Staff: Douglas Spondello)**
- 5. FUTURE AGENDA ITEMS:**
(Future agenda items are tentative and are subject to change.)

All writings and documents provided to the members of the Community and Economic Development Standing Committee of the City of Moorpark regarding all agenda items are available for public inspection at the City Hall public counter located at 799 Moorpark Avenue during regular business hours. The agendas and agenda reports for City Council Standing Committee meetings are available on the City's website at www.moorparkca.gov.

6. ADJOURNMENT:

Posted: August 9, 2019.

In compliance with the Americans with Disabilities Act, if you need special assistance to review an agenda or participate in this meeting, including auxiliary aids or services, please contact the Community Development Department at (805) 517-6233. Upon request, the agenda can be made available in appropriate alternative formats to persons with a disability. Any request for disability-related modification or accommodation should be made at least 48 hours prior to the scheduled meeting to assist the City staff in assuring reasonable arrangements can be made to provide accessibility to the meeting (28 CFR 35.102-35.104; ADA Title II).

**COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE
AGENDA REPORT**

TO: Honorable Committee Members

FROM: Douglas Spondello, Planning Manager

DATE: 8/14/2019

SUBJECT: Request for Proposals (RFP) – Comprehensive General Plan Update and Associated Environmental Impact Report

STAFF RECOMMENDATION

Staff recommends that the Community and Economic Development Committee receive a report regarding the status of the comprehensive General Plan update and provide input regarding the elements to be included in the General Plan, potential focus areas to be addressed in the General Plan, and specific topics of community interest to be identified in the Request for Proposals (RFP) associated with the project.

BACKGROUND

The General Plan serves as the long-range blueprint for community growth and the provision of public services. The Plan is defined by specific community priorities and values, identified through the public outreach process. Typically, the General Plan will encompass a 20-year planning period. The General Plan is organized into specific elements, such as land use, circulation, housing, conservation, etc. Each element provides a focus on the existing context and future planning strategy for that particular element. Major topics, such as the provision of housing, may be discussed across multiple elements. In this regard, the General Plan must be comprehensive and internally-consistent in order for these elements to work together to ensure that the policies will be implemented.

Certain elements of the General Plan are required to be updated on a regular basis (i.e. the Housing Element must be updated every eight years). Other elements are left to the discretion of the City and the community. Apart from Moorpark's Housing Element, which was updated in 2014, the other elements of the General Plan are over 15 years old. The typical lifespan for a General Plan is 20 years. Once past the half-way point (10 years), certain sections may become stale, laws may have changed, underlying assumptions may be outdated, and the vision may need to be realigned with the realities of the contemporary context. All of the elements of the City's current General Plan have been prepared as single, stand-alone documents and these elements no longer maintain internal consistency.

Pursuant to CEQA, the General Plan update includes preparation and certification of a Program Environmental Impact Report (EIR). Staff intends for the comprehensive General Plan and associated EIR to allow for the “tiering” of environmental review for subsequent projects involving discretionary actions by the City, pursuant to Sections 15152 and 15168 of CEQA. Streamlining CEQA analysis in this manner will allow for an expedited, consistent, and predictable process for the review of the potential impacts associated with new development and major programs.

More than 30 years have elapsed since the City of Moorpark last engaged the community in a comprehensive, Citywide visioning exercise and General Plan scoping effort. Comprehensive public outreach and inclusive engagement of our residents and community stakeholders in the visioning process will be a fundamental component of the General Plan update. The City desires the General Plan to reflect the vision of all aspects of our community. The consultant must demonstrate an ability to effectively engage all populations in the development of the community vision and General Plan.

On March 20, 2019, Community Development Department staff provided the City Council with an annual report regarding the implementation of the General Plan and progress of the City Housing Element. At this meeting, the Council directed staff to initiate a comprehensive update to the General Plan that would engage the community, identify policies and goals for the City, and result in a cohesive strategic plan to implement these initiatives during the 20-year planning period. Staff has prepared the draft RFP (Attachment No. 1) in order to solicit the assistance of a qualified consultant and initiate this project.

GENERAL DISCUSSION

An RFP is an invitation for consultants to engage with the City on a particular project. The RFP will provide a broad overview of the stages of the project and the work being requested of potential consultants. The RFP will also identify important community characteristics (i.e. Citywide traffic issues, the age of the current plan, etc.) that may inform the consultants’ approach and response. In response, interested consultants are asked to prepare a detailed proposal, consisting of a preliminary scope, schedule, and budget, for consideration by the City. Consultants are also required to include a detailed summary profile for their firm and its principals, as well as references for similar projects. A thorough and thoughtful RFP will assist the City in securing the right consultant for the comprehensive General Plan update.

Prior to release of the RFP for the comprehensive General Plan update and EIR, Staff seeks the Community and Economic Development Committee’s feedback regarding the following topics:

- The elements to be included in the General Plan;
- Potential focus areas to be addressed in the General Plan; and
- The specific topics of community interest to be identified in the RFP.

ELEMENTS THAT MUST BE INCLUDED IN THE GENERAL PLAN

Section 65302 of the California Government Code (CGC) establishes that eight elements must be included with the City's General Plan, and should therefore be identified in the City's RFP. These elements are outlined below, along with a general description of each.

A Land Use Element - prepared pursuant to CGC Section 65302(a) that designates the proposed general distribution, location, and extent of the uses of land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, greenways, and other categories of public and private uses of land within the City and its defined Sphere of Influence.

A Circulation Element - prepared pursuant to CGC Section 65302(b) and consisting of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military airports and ports, and other local public utilities and facilities, all correlated with the land use element of the plan. The Circulation Element must also include plans for a balanced, multi-modal transportation network that meets the needs of all users of streets, roads, and highways (including bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors) for safe and convenient travel in a manner that is appropriate within the context of our community.

A Housing Element - prepared pursuant to CGC Section 65302(c) and consisting of an identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives, financial resources, and scheduled programs for the preservation, improvement, and development of housing. The Housing Element shall identify adequate sites for housing (including rental housing), factory-built housing, mobile homes, emergency shelters, and shall make adequate provision for the existing and projected needs of all economic segments of the community. The California Department of Housing and Community Development establish deadlines for jurisdictions to complete updates to the Housing Element. For the City of Moorpark, this tentative deadline is October 15, 2021. As a result, the Housing Element (and associated environmental review) may need to advance ahead of the comprehensive General Plan to be adopted by this deadline and comply with State law.

A Conservation Element - prepared pursuant to CGC Section 65302(d) for the conservation, development, and utilization of natural resources including water and its hydraulic force, forests, soils, rivers and other waters, harbors, fisheries, wildlife, minerals, and other natural resources. The Conservation Element shall consider the effect of development within the jurisdiction, as described in the land use element, on other natural resources located on public lands. That portion of the conservation element, including waters, shall be developed in coordination with any countywide water agency and with all district and city agencies, including flood management, water conservation, or groundwater agencies that have developed, served, controlled,

managed, or conserved water of any type for any purpose in the City. Coordination shall include the discussion and evaluation of any water supply and demand information.

An Open Space Element - prepared pursuant to CGC Sections 65302(e) and 65560 for the comprehensive and long-range preservation and conservation of open-space land within the City. The Open Space Element shall include goals and policies which will guide the preparation and implementation of the comprehensive Open-Space Plan and a program for orderly completion.

A Noise Element - prepared pursuant to CGC Section 65302(f), the Noise Element utilizes the most accurate and up-to-date information to model the noise environment, stationary sources of noise, predicted levels of noise, and the impacts of noise on local residents. The Noise Element must include the details necessary to describe the local situation and offer solutions to local noise issues. The analysis must also include the consideration of noise levels from a comprehensive variety of sources, such as: highways and freeways, primary arterials and major local streets, passenger and freight online railroad operations and ground rapid transit systems, commercial, general aviation, heliport, and military operations, aircraft overflights, and related functions, local industrial plants, including railroad classification yards.

A Safety Element - prepared pursuant to CGC 65302(g) The Safety Element is intended to identify all potential short and long-term risk of death, injuries, property damage, as well as economic and social dislocation resulting from fires, floods, droughts, earthquakes, landslides, climate change, and other hazards. Other locally relevant safety issues, such as airport land use, emergency response, hazardous materials spills, and crime reduction may also be included. This element should acknowledge the context of other relevant plans at the regional and state level and align City goals and policies with these efforts, where appropriate.

An Environmental Justice Element - The inclusion of an Environmental Justice element is a relatively new requirement, adopted in 2016 by Senate Bill 1000. The environmental justice element is only required if the City is found to include a disadvantaged community, as defined by Section 39711 of the Health and Safety Code. There are not currently any disadvantaged communities identified within or adjacent to the City. If required, the Environmental Justice Element would examine environmental hazards and identify strategies to protect communities from poor health, pursuant to CGC Section 65302(h). The Environmental Justice Element would also identify goals and policies to ensure that disadvantaged communities have access to government and are able to participate in the public decision-making process. City staff and the consultant team will evaluate whether this element is required to be included as the General Plan is prepared.

POTENTIAL FOCUS AREAS OF THE GENERAL PLAN

In addition to the mandatory elements outlined above, the following topics may be included as focus areas within the General Plan. These additional topics broaden the scope of the General Plan to address issues of community importance. Focus areas may be presented as individual elements of the General Plan or integrated into other elements.

Economic Development – a focus on economic development recognizes that the achievement of a robust economic base is interrelated to and informed by the associated policies and objectives identified within various elements of the General Plan. This focus ties together the relationships between the City economy and the Land Use, Circulation, and Housing Elements, the goals and policies of which will provide critical foundations for the development of a strong economic base for the community. This includes identification of the contributors that comprise the City’s economic base, including retail, commercial, recreation and tourism, and educational institutions. This discussion may be expanded to identify strategies to attract, retain, and expand employment within the City, establish permit streamlining programs and improve the City’s facilitation of local and regional economic development, identify transportation, construction and other public works projects necessary to leverage potential economic benefits, and others.

Community Design - The community design focus considers the form and character of the built environment, such as the groupings of buildings, public spaces, neighborhoods, streetscapes and public improvements.

Public Health - A focus on public health establishes population-level health policies that seek to improve public health and the supporting natural and built environment. This context also allows the City to identify and address health inequities, improving health outcomes for everyone in Moorpark.

Regionalism - A focus on regionalism includes other regional local governments and any cooperative agreements or organizations involved in regional planning matters. For example, other regional organizations may include air quality districts, regional planning organizations, councils of government, and regional transportation planning agencies. In coordination with these other organizations and agencies and the public, policies, goals, objectives and implementation measures are identified to address planning issues that affect the City and neighboring jurisdictions

Parks and Recreation - The Parks and Recreation focus area would include an assessment of the current condition of parks and related facilities, analyze the existing and projected public demand for parks and recreation facilities, establish policies and guidelines for park planning and development, propose future park locations, and identify funding sources for these initiatives.

Implementation - A clear focus on implementation demonstrates the City's commitment to the General Plan and all goals and policies included within the General Plan. This includes the specific implementation programs that are included in each of the General Plan's elements, along with a schedule and assignment of responsibility to various City departments. The implementation strategy also identifies potential funding sources for each initiative.

SPECIFIC TOPICS OF COMMUNITY INTEREST TO BE IDENTIFIED IN THE RFP

The RFP for the General Plan update should identify specific topics of community interest. Doing so assists potential consultants in identifying particular issues of importance that may arise during the project. This context also assists potential consultants in structuring their approach to the public engagement component of the project. Staff seeks the Committee's endorsement of the topics of community interest identified below and any other topics that the Committee may deem appropriate to outline in the RFP. Several of these topics align with the Strategies, Goals, and Objectives for Fiscal Years 2019/20 and 2020/21 adopted by the City Council on July 17, 2019. These topics also draw upon public input received from the "Join the Conversation" community outreach effort.

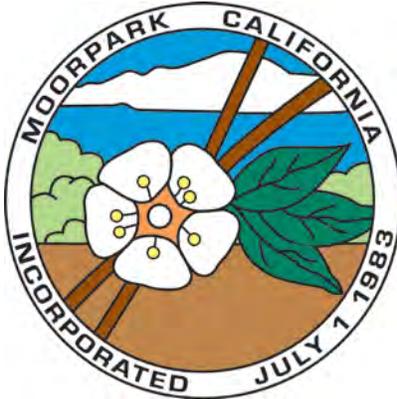
1. The importance of a multi-modal, robust public outreach in the General Plan process to ensure that the project reflects the community vision;
2. Improve mobility through transportation and transit improvements Citywide;
3. Revitalization of the Downtown High Street;
4. Strategies for revitalization or adaptive reuse of vacant and underutilized commercial space, including a mixed-use development program;
5. Establishing a plan for the City to address emerging technology, including high-speed internet and smart city strategies;
6. Establishing the framework for the Arroyo Simi Trail; and
7. Facilitate the development of housing options for all income levels.
8. Ensuring that law enforcement can provide a quick response to calls for service and facilitate crime prevention, neighborhood patrols, and investigations.
9. Ensuring that parks, public areas, and landscaping are clean and well maintained.

NEXT STEPS

Following this meeting, Staff will refine the RFP to address the Committee's input. Staff will present the revised RFP to the City Council on September 18 and request Council authorization to release the RFP. Respondents will have 45 days following the release of the RFP to prepare and submit their proposal for the project. The Community Development Director will appoint a committee with representatives from various City departments to evaluate the responses and conduct interviews. Subsequently, Staff will negotiate a contract with the top candidate and return to Council by December for authorization to proceed. Staff anticipates that the creation and adoption of the 2040 General Plan and associated EIR would be accomplished within 18-24 months following approval of the contract, however a longer timeline may be necessary once the full scope of work has been identified.

ATTACHMENT

1. Draft RFP for a Comprehensive General Plan Update and Environmental Impact Report



CITY OF MOORPARK

REQUEST FOR PROPOSALS FOR

A COMPREHENSIVE GENERAL PLAN UPDATE AND PROGRAM ENVIRONMENTAL IMPACT REPORT

RFP Submittals Due By:

[RELEASE DATE + 45 DAYS]

AT 4:30 P.M.

**City of Moorpark
Community Development Department
Attn: Douglas Spondello, Planning Manager
799 Moorpark Avenue
Moorpark, California 93021**

INTRODUCTION

The City of Moorpark (“City” or “Moorpark”) is seeking to partner with a qualified firm (or managed team of consultants) to: 1) develop a public outreach strategy to engage City residents, businesses, public agencies, and other stakeholders in establishing a community strategic vision that will inform the comprehensive update to the City’s General Plan; 2) to prepare a comprehensive update to the City’s General Plan; and 3) to conduct associated environmental analysis, and produce a Program Environmental Impact Report (“EIR”) pursuant to the California Environmental Quality Act (“CEQA”). This Request for Proposals (“RFP”) differs from a Request for Qualifications in that proposals must include a preliminary (but well-defined) scope, schedule, and budget for all proposed tasks, and list all project subconsultants. Teams are encouraged to consider incorporating independent experts, academic institutions, artists, designers, non-profits, and experts drawn from the community whose involvement will enhance and inform the General Plan Update. Each task is described in greater detail in the Project Description and Scope of Work.

The City of Moorpark’s General Plan was originally adopted in 1986 and has not been comprehensively updated. A majority of elements comprising the General Plan are more than 20 years old. As a result, the General Plan does not maintain an internally consistent baseline of existing conditions, nor reliable projections for growth and development of the City. This complicates current and future planning efforts by the City. As an example, a total of six amendments to the Land Use Element are currently pending for various development projects. As a result of the need to amend the General Plan for otherwise routine development, projects are not able to be deemed categorically exempt from CEQA. Therefore, each of these projects requires complex environmental review solely due to the lack of consistency with the General Plan. The focus of this project is to respond to changes in the community and in circumstances that will guide the future direction of the City through the comprehensive update to the existing General Plan.

More than 30 years have elapsed since the City of Moorpark last engaged the community in a comprehensive, Citywide visioning exercise and General Plan scoping effort. Comprehensive public outreach and inclusive engagement of our residents and businesses in the visioning process will be a fundamental component of the Comprehensive General Plan Update. The City desires the General Plan to reflect the vision and desires of all aspects of our community and the consultant must demonstrate an ability to effectively engage all populations in this project.

BACKGROUND

The City of Moorpark is located in the southeastern part of Ventura County, approximately an hour’s drive from Los Angeles to the south and Santa Barbara to the north. The land area within the City’s boundaries is approximately 13 square miles. Moorpark is nestled in a flourishing valley with spacious mountain views, a perpetual vacation climate, beautiful residential neighborhoods, cultural arts, shopping, a variety

of restaurants, outstanding schools, and an exceptional Moorpark Community College. The City of Moorpark was incorporated in 1983 and is characterized by a unique blend of natural beauty, historical resources, and contemporary living. Moorpark is also recognized as one of the safest cities in the nation. Moorpark is a family-oriented community with 19 City parks, abundant open space, hiking and equestrian trails, and a golf course. For our residents, Moorpark is the perfect blend of country and city living. The City of Moorpark's population is approximately 37,044, and the City continues to grow with approximately 700 new housing units approved for development and an additional 1,600 new housing units proposed and in the review process. This growth is a relatively recent condition, as the City's historical population in 1980 was only 4,030. Moorpark's historic downtown is currently under study for revitalization that may include mixed-use zoning along the City's commuter rail corridor. Downtown High Street currently includes an Amtrak/Metrolink station and the surrounding half-mile radius is recognized as a High-Quality Transit Area.

Specific topics of community interest that may need to be addressed in the General Plan update include:

1. The importance of a multi-modal, robust public outreach in the General Plan process to ensure that the project reflects the community vision;
2. Improve mobility through transportation and transit improvements Citywide;
3. Revitalization of the Downtown High Street;
4. Strategies for revitalization or adaptive reuse of vacant and underutilized commercial space, including a mixed-use development program;
5. Establishing a plan for the City to address emerging technology, including broadband availability and smart city strategies;
6. Establishing the framework for the Arroyo Simi Trail; and
7. Facilitate the development of housing options for all income levels.

PROJECT DESCRIPTION AND SCOPE OF WORK

As described above, the project consists of the following core components: 1) development and implementation of a well-defined and robust public outreach strategy; 2) development of a comprehensive 2040 General Plan for the City of Moorpark; and 3) associated environmental review and documentation that provides future streamlining and tiering opportunities. This project will address the City's desire for consistency in policies across all elements and act as the vision of the City towards the 2040 planning horizon. Furthermore, the City intends for the comprehensive General Plan and associated EIR to allow for the tiering of environmental review for subsequent projects involving discretionary actions by the City, pursuant to Sections 15152 and 15168 of CEQA. Streamlining CEQA analysis in this manner will allow for an expedited, consistent and predictable process for the review of the potential impacts associated with new development and major programs, as outlined by Section 21093 of the State Public Resources Code. The City anticipates that the creation and adoption of the 2040 General Plan and associated EIR would be accomplished within 18-24 months following approval of the contract, but understands that a longer timeline may be necessary.

STAGE 1 – PROJECT FOUNDATION, INITIATION, AND PRELIMINARY COORDINATION (City and Consultant)

Once the contract is executed, the consultant will attend a kick-off meeting with City staff to accomplish the following:

1. Review and discuss the overall format and organization of the General Plan update and associated work products;
2. Establish the roles and responsibilities of City staff and the consultant team in preparing the General Plan, preparing the EIR, and involvement in public outreach efforts; and
3. Determine a schedule for work products and a method by which comments should be compiled; and determine the planning area and community boundaries.

As part of this task, City staff will lead a tour of the City to highlight areas of interest, places that are experiencing change or are expected to experience change, and other notable locations and issues.

Following the kick-off meeting, the consultant will work with City staff to confirm the final overall work program and refined schedule for the project. This will include refining the scope of work, preparing a detailed project schedule, finalizing staff and consultant roles and responsibilities regarding each task, and developing a management structure that will ensure that the project will be completed on schedule and within budget.

The work program shall propose a schedule of Community Workshops, as well as joint Planning Commission and City Council meetings where the community and decision makers will have an opportunity to review and comment on key milestones in the update process, such as the draft General Plan Vision, the Alternatives Concept Report, draft goals, policies, and implementation programs, etc.

The City will hold periodic meetings and check-in calls as needed with consultants to ensure good communication on upcoming tasks and to confirm the project deliverables are on schedule and within budget. The Consultant shall work as an extension of City staff, and shall meet in-person with staff members as needed to gather technical input and track progress of work. It is the consultant's responsibility to ensure that the physical location of the consultant's office does not impede the progress on the project or their ability to effectively coordinate with City staff.

The City will form a Departmental Advisory Committee (DAC) consisting of senior staff from each City department, led by the Community Development Department. The DAC will provide technical input and review of administrative draft documents throughout the General Plan update. The consultant and City staff will facilitate DAC meetings at key phases in the update process, including the Background Report; Issues, Assets, Opportunities, and Vision; Alternatives; General Plan preparation; and Draft EIR.

A Technical Advisory Committee (TAC) will also be formed to provide citizen input on the draft documents throughout the General Plan update. The consultant shall assist

the City staff with determining those individuals, groups, and stakeholders to be invited to form the TAC. The consultant and City staff will facilitate TAC meetings at key phases in the update process.

Evaluate Existing General Plan - The majority of the General Plan elements require significant, comprehensive revision. Along with evaluation of Goals, Policies, and Objectives, the intensity/density of the land use categories, and the categories themselves are also due for a comprehensive update. The consultants and City staff will conduct an evaluation of the existing General Plan strengths and weaknesses and the efficiency and effectiveness of its policies and implementation programs. City staff will detail the experience working with the existing General Plan and prioritize a list of major policy issues.

Existing Conditions Information Needs - This task involves the Consultant's review of the existing conditions and data produced by City staff and the information collected from City Departments to assess the usefulness of the information to the update effort. The Consultant shall then identify the additional research, data collection, and growth and economic trend analysis tasks necessary to complete the Background Report, General Plan Update, and associated EIR.

STAGE 2 – EXISTING CONDITIONS BACKGROUND REPORT (Consultant)

Administrative Draft - From the information provided by City staff, the Consultant shall produce an Administrative Draft Existing Conditions Background Report that will identify future opportunities and constraints and, where appropriate, lay the groundwork for policy development on the full range of environmental, land use, and public service issues. This report will also act as the Existing Setting section for the General Plan and EIR. The sections of the report will include: land use, population, employment and housing, circulation and transportation, biological resources, cultural resources, economics, infrastructure, public services, noise, air quality, climate action planning, safety and hazards, geology, hydrology and water quality, and social justice. The report must also evaluate the City's regional context for these topic areas.

Final Background Report - The consultant and City Staff will facilitate DAC review of the Administrative Draft Background Report. While DAC members will be encouraged to review the entire Report, they will be principally responsible for reviewing sections of the Report for which they provided data to assure that the information is complete and accurate. Based on DAC comments, the consultant will prepare a Screencheck Draft Background Report for staff to review and provide revisions. Following that review, the consultant will prepare the Final Background Report.

STAGE 3 – DEVELOP AND IMPLEMENT AN ONGOING PUBLIC OUTREACH STRATEGY (City and Consultant)

Robust and inclusive community engagement is a vital component of all aspects of the General Plan update. The City desires the design of an extensive outreach strategy. Proposals must provide a thoughtful, dynamic, and multi-modal strategy for public outreach that engages our community during each stage of the project. It is also

desired that the consultant propose a range of programs to encourage community involvement in the proposal, such as pop-up events within the City and the distribution of a community attitudes survey. The consultant must create and maintain a website related to the update as well as establish branding, publicity, and a social media presence related to the project. It is expected that the nature of engagement will evolve as the project advances, generally moving through the following stages:

1. Visioning Phase - An extensive community visioning exercise prior to the preparation of the General Plan Update will identify community strengths, priorities for future development, and areas for improvement – thus beginning the process of formulating the vision for the future. In addition, the visioning phase should educate the community regarding the land use planning principles prior to more extensive outreach. The visioning process must be inclusive of all members of the community and the consultant should anticipate the need for translation services, childcare, multiple venues, and additional strategies to maximize public engagement.
2. Collaboration Phase - After establishing a general baseline for community goals in the Visioning Phase, strategic options for reaching these goals and associated policy priorities should be presented for discussion and collaboration.
3. Decision Making Phase - By this point, the Visioning and Collaboration Phases have identified the priorities necessary for achieving the General Plan vision. These priorities will now inform a framework to help identify and select individual policy options and assemble a draft plan.
4. Monitoring and Evaluation Phase – A strategy for continued community engagement following adoption of the General Plan should be included. Ongoing outreach will provide updates on successful policy implementation and implementation challenges. This Phase can be an opportunity to elicit feedback and help evaluate progress toward community goals, all of which will inform subsequent updates to the City's General Plan.

STAGE 4 - EVALUATE ALTERNATIVES (City and Consultant)

The majority of land within the City is developed. Future growth may be accommodated through infill and redevelopment of underutilized land and/or annexations. The alternatives phase of the General Plan update will develop and explore different options for how the City of Moorpark could grow in the future and how the General Plan could address major policy issues. The alternatives process will provide an opportunity to facilitate discussions with community members, stakeholders, and decision-makers about land use alternatives, annexation, and policy options. This will provide the community with an opportunity to discuss pros and cons of different options, decide the best way to achieve the vision, and build consensus for preferred land use strategies. This phase would provide the framework for future growth and development and establish the basis for the updated goals, policies, and implementation programs contained in the general plan which will result in efficient growth while minimizing costs

to the City and taxpayers. It is anticipated that this stage will consist of the following tasks:

- Evaluate Land Use Alternative Concepts and Policy Options - The consultant and City staff will develop an existing trends scenario and alternative Land Use concepts. The consultant will prepare at least one land use alternative that focuses future growth and development to the existing undeveloped and/or underutilized areas within the City. In addition to land use concepts, the consultants and City staff will identify policy option topics to address key programmatic issues and opportunities. The consultant and staff will review existing land use designations and develop a set of updated land use designations on which to base the land use alternative concepts. The land use designations will include allowed uses and standards of population density and building intensity, as well as guidelines for urban form. The designations will be illustrated with graphics and images to show the intended development outcome. The consultants will provide technical analysis to estimate a balanced land supply for the different components of the projected market demand through 2040.
- Evaluate Growth Alternatives and Identify Policy Options - Using the Alternatives Concepts, the consultant and staff will develop population and employment projections based on buildout of each alternative. The consultant will evaluate the land use alternatives in terms of impacts on an identified set of topics, such as existing/programmed public facilities or networks, the natural environment, the economy, Greenhouse Gas emission reduction, and City finances. The consultant will address the fiscal implications of each alternative in five-year increments within the 20-year planning horizon. The consultants and staff will develop policy options to address identified key assets, issues, and opportunities.
- Traffic Model Forecasts - The consultant will perform circulation forecasts for the land use alternatives. The consultant will also perform future year buildout traffic operations analyses for each alternative, review future year Vehicle Miles Traveled (VMT) and Level of Service (LOS) forecast results for reasonableness relative to existing conditions, and identify future deficiencies in the city. As part of this analysis, the Consultant shall analyze the possible application of transportation system management strategies for their potential success in reducing existing traffic congestion and vehicle miles traveled as well as providing recommendations for environmental impact thresholds associated with both the LOS and VMT metrics. The City does not maintain a comprehensive traffic model. A regional traffic model currently being developed by the Ventura County Transportation Commission may provide sufficient context to analyze the City's circulation system but the consultant should be able to provide this analysis, if required.
- Fiscal Impact Analysis - The consultants will perform a fiscal analysis and report based on the land use alternatives. Identifying underutilized commercial and

industrial land will be key in this analysis. Through economic and fiscal analyses of existing and projected conditions, the draft General Plan shall optimize the mix, amount, types, and location of land uses.

- Alternatives Report - The consultants will compile the land use alternatives evaluation and policy options and key issues into an Administrative Draft Alternatives Report for review by the DAC. Following the review, the consultant will revise the Alternatives Report to reflect changes directed by staff and produce and publish the Alternatives Report.
- Preferred Alternative - Based on direction from a Planning Commission and City Council Study Session, the consultants and staff will prepare a Preferred Alternative land use diagram and description, as well as a set of preferred policy options to address identified assets, issues, and opportunities. This work product will inform the initial draft of the General Plan.

STAGE 5 - Prepare the Draft Comprehensive 2040 General Plan (Consultant)

The City initially desires preparation of the elements listed below as part of the comprehensive General Plan update. Additional content may be identified during the public outreach process or as required by State law. Typically, each element will identify a specific issue or subject area, provide a thorough context and assessments of the current and planned impacts associated with this topic, and identify specific goals, policies, and programs to implement policy goals related to that topic during the 20-year planning period. The analysis and components of each element must comply with California Government Code (CGC) Section 65302 and generally conform to the State of California - General Plan Guidelines (2017), published by the Governor's Office of Planning and Research. Multiple elements may be presented within a single, broad topic area within the General Plan (i.e. a Land Use Chapter that includes the Land Use and Housing Elements). Final organization of the General Plan will be directed by City staff with the consultant.

1. **A Land Use Element** prepared pursuant to CGC Section 65302(a) that designates the proposed general distribution and general location and extent of the uses of land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, greenways, and other categories of public and private uses of land within the City and its defined Sphere of Influence.
2. **A Circulation Element** prepared pursuant to CGC Section 65302(b) and consisting of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military airports and ports, and other local public utilities and facilities, all correlated with the land use element of the plan. The Circulation Element must also include plans for a balanced, multi-modal transportation network that meets the needs of all users of streets, roads and highways (including bicyclists, children, persons with

disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors) for safe and convenient travel in a manner that is appropriate within the context of our community.

3. **A Housing Element** prepared pursuant to CGC Section 65302(c) and consisting of an identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives, financial resources, and scheduled programs for the preservation, improvement, and development of housing. The Housing Element shall identify adequate sites for housing (including rental housing), factory-built housing, mobile homes, and emergency shelters, and shall make adequate provision for the existing and projected needs of all economic segments of the community. The California Department of Housing and Community Development establish deadlines for jurisdictions to complete updates to the Housing Element. For the City of Moorpark, this tentative deadline is October 15, 2021. As a result, the Housing Element (and associated environmental review) may need to advance ahead of the comprehensive General Plan to be adopted by this deadline and comply with State law.
4. **A Conservation Element** prepared pursuant to CGC Section 65302(d) for the conservation, development, and utilization of natural resources including water and its hydraulic force, forests, soils, rivers and other waters, harbors, fisheries, wildlife, minerals, and other natural resources. The Conservation Element shall consider the effect of development within the jurisdiction, as described in the land use element, on other natural resources located on public lands. That portion of the conservation element, including waters, shall be developed in coordination with any countywide water agency and with all district and City agencies, including flood management, water conservation, or groundwater agencies that have developed, served, controlled, managed, or conserved water of any type for any purpose in the City. Coordination shall include the discussion and evaluation of any water supply and demand information.
5. **An Open Space Element** (potentially including an agricultural land component) prepared pursuant to CGC Sections 65302(e) and 65560 for the comprehensive and long-range preservation and conservation of open space land within the City. The Open Space Element will include details regarding the preservation of natural resources, the managed production of resources, outdoor recreation, public health and safety, as well as tribal resources, within the context of related state and regional plans.
6. **A Noise Element** prepared pursuant to CGC Section 65302(f), the Noise Element utilizes the most accurate and up-to-date information to model the noise environment, stationary sources of noise, predicted levels of noise, and the impacts of noise on local residents. The Noise Element must include the details necessary to describe the local situation and offer solutions to local noise issues. The analysis must also include the consideration of noise levels from a

comprehensive variety of sources, such as: highways and freeways, primary arterials and major local streets, passenger and freight online railroad operations and ground rapid transit systems, commercial, general aviation, heliport, and military operations, aircraft overflights, and related functions, local industrial plants, including railroad classification yards.

7. **A Safety Element** prepared pursuant to CGC Section 65302(g). The Safety Element is intended to identify all potential short and long-term risk of death, injuries, property damage, as well as economic and social dislocation resulting from fires, floods, droughts, earthquakes, landslides, climate change, and other hazards. Other locally relevant safety issues, such as airport land use, emergency response, hazardous materials spills, and crime reduction may also be included. This element should acknowledge the context of other relevant plans at the regional and state level and align City goals and policies with these efforts, where appropriate. The City is currently included in the Ventura County Multi-Hazard Mitigation Plan (2015).
8. **An Environmental Justice Element** *may be required* pursuant to CGC Section 65302(h) if the City is found to include a disadvantage community, as defined by Section 39711 of the Health and Safety Code. There are not currently any disadvantaged communities identified within or adjacent to the City. If required, the Environmental Justice Element would examine environmental hazards and identify strategies to protect communities from poor health. The Environmental Justice Element would also identify goals and policies to ensure that disadvantaged communities have access to government and are able to participate in the public decision-making process. City staff will evaluate the inclusion of this element with the consultant team.

Potential Focus Areas of the General Plan:

In addition to the mandatory elements outlined above, the following topics may be included as focus areas within the General Plan. These additional topics broaden the scope of the General Plan to address issues of community importance. Focus areas may be presented as individual elements of the General Plan or integrated into other elements.

Economic Development – a focus on economic development recognizes that the achievement of a robust economic base is interrelated to and informed by the associated policies and objectives identified within various elements of the General Plan. This focus ties together the relationships between the City economy and the Land Use, Circulation, and Housing Elements, the goals and policies of which will provide critical foundations for the development of a strong economic base for the community. This includes identification of the contributors that comprise the City's economic base, including retail, commercial, recreation and tourism, and educational institutions. This discussion may be expanded to identify strategies to attract, retain, and expand employment within the City, establish permit streamlining programs and improve the City's facilitation of local and regional economic development, identify transportation,

construction and other public works projects necessary to leverage potential economic benefits, and others.

Community Design - The community design focus considers the form and character of the built environment, such as the groupings of buildings, public spaces, neighborhoods, streetscapes and public improvements.

Public Health - A focus on public health establishes population-level health policies that seek to improve public health and the supporting natural and built environment. This context also allows the City to identify and address health inequities, improving health outcomes for everyone in Moorpark.

Regionalism - A focus on regionalism includes other regional local governments and any cooperative agreements or organizations involved in regional planning matters. For example, other regional organizations may include air quality districts, regional planning organizations, councils of government, and regional transportation planning agencies. In coordination with these other organizations and agencies and the public, policies, goals, objectives and implementation measures are identified to address planning issues that affect the City and neighboring jurisdictions

Parks and Recreation - The Parks and Recreation focus area would include an assessment of the current condition of parks and related facilities, analyze the existing and projected public demand for parks and recreation facilities, establish policies and guidelines for park planning and development, propose future park locations, and identify funding sources for these initiatives.

Implementation - A clear focus on implementation demonstrates the City's commitment to the General Plan and all goals and policies included within the General Plan. This includes the specific implementation programs that are included in each of the General Plan's elements, along with a schedule and assignment of responsibility to various City departments. The implementation strategy also identifies potential funding sources for each initiative.

Relationship Between General Plan Elements: State law requires that the General Plan discuss interrelated topics across multiple elements of the General Plan. These discussions must be presented in a manner that is internally consistent across the entire document. The table below illustrates the desired relationships between the eight State-mandated General Plan Elements and potential topics addressed in the General Plan. The consultant will be responsible for ensuring that the project maintains internal consistency within the shared context of the Plan and the various topics presented.

Topics, Elements	Land Use	Circulation	Housing	Conservation	Open Space	Noise	Safety	Environmental Justice
Agriculture	IN STATUTE	-	IN STATUTE	RELATED	IN STATUTE	-	RELATED	RELATED
Air Quality	RELATED	RELATED	RELATED	-	RELATED	-	RELATED	IN STATUTE
Airports	RELATED	IN STATUTE	RELATED	-	RELATED	IN STATUTE	RELATED	RELATED
Bicycle and Pedestrian Routes	RELATED	IN STATUTE	RELATED	-	-	-	RELATED	RELATED
Climate Change (Adaptation)	RELATED	RELATED	RELATED	RELATED	RELATED	-	RELATED	RELATED
Climate Change (GHG Emissions)	RELATED	RELATED	RELATED	RELATED	RELATED	-	RELATED	RELATED
Density	IN STATUTE	RELATED	IN STATUTE	-	-	-	RELATED	RELATED
Education	IN STATUTE	RELATED	RELATED	-	-	-	RELATED	RELATED
Social Equity	RELATED	RELATED	RELATED	RELATED	RELATED	RELATED	RELATED	RELATED
Environmental Justice	RELATED	RELATED	IN STATUTE	-	-	-	RELATED	IN STATUTE
Fire	RELATED	-	IN STATUTE	-	IN STATUTE	-	IN STATUTE	RELATED
Fisheries	RELATED	-	-	IN STATUTE	IN STATUTE	RELATED	RELATED	RELATED
Flooding	IN STATUTE	RELATED	IN STATUTE	IN STATUTE	-	-	IN STATUTE	RELATED
Food Access	RELATED	RELATED	RELATED	-	-	-	RELATED	IN STATUTE
Forests/Timber	IN STATUTE	RELATED	-	IN STATUTE	IN STATUTE	-	RELATED	RELATED
Health	RELATED	RELATED	RELATED	RELATED	RELATED	RELATED	RELATED	IN STATUTE
Housing	IN STATUTE	RELATED	IN STATUTE	RELATED	RELATED	RELATED	RELATED	IN STATUTE
Industrial Uses	IN STATUTE	RELATED	RELATED	-	-	IN STATUTE	RELATED	IN STATUTE
Land Reclamation	-	-	-	IN STATUTE	-	-	RELATED	RELATED
Land Use	IN STATUTE	IN STATUTE	IN STATUTE	IN STATUTE	RELATED	IN STATUTE	IN STATUTE	RELATED
Military Compatibility	IN STATUTE	RELATED	RELATED	RELATED	RELATED	RELATED	RELATED	RELATED
Minerals	RELATED	RELATED	-	IN STATUTE	IN STATUTE	-	RELATED	RELATED
Noise Contours	RELATED	IN STATUTE	RELATED	-	-	IN STATUTE	-	RELATED
Public Buildings	IN STATUTE	RELATED	RELATED	RELATED	RELATED	RELATED	IN STATUTE	RELATED
Railways and Yards	RELATED	IN STATUTE	RELATED	-	-	IN STATUTE	RELATED	RELATED
Recreation	IN STATUTE	RELATED	-	RELATED	IN STATUTE	-	RELATED	IN STATUTE
Scenic Resources	IN STATUTE	RELATED	RELATED	RELATED	IN STATUTE	RELATED	-	RELATED
School Siting	IN STATUTE	RELATED	RELATED	-	RELATED	RELATED	IN STATUTE	RELATED
Seismic Hazards	RELATED	RELATED	RELATED	RELATED	IN STATUTE	-	IN STATUTE	RELATED
Soil Conservation	RELATED	RELATED	RELATED	IN STATUTE	IN STATUTE	-	-	RELATED
Soil Instability	RELATED	RELATED	RELATED	-	-	-	IN STATUTE	RELATED
Transportation Routes	RELATED	IN STATUTE	IN STATUTE	RELATED	IN STATUTE	IN STATUTE	IN STATUTE	RELATED
Transportation Terminals	RELATED	IN STATUTE	-	IN STATUTE	-	RELATED	RELATED	RELATED
Utilities/Easements	RELATED	IN STATUTE	RELATED	RELATED	IN STATUTE	RELATED	RELATED	RELATED
Waste Facilities	IN STATUTE	RELATED	IN STATUTE	-	-	RELATED	RELATED	RELATED
Water Quality	RELATED	-	-	IN STATUTE	IN STATUTE	-	RELATED	RELATED
Water Supply	RELATED	-	IN STATUTE	IN STATUTE	IN STATUTE	-	IN STATUTE	RELATED
Watersheds	RELATED	-	RELATED	IN STATUTE	IN STATUTE	-	RELATED	-
Waterways/Water Bodies	RELATED	-	RELATED	IN STATUTE	IN STATUTE	RELATED	RELATED	-
Wildlife	RELATED	RELATED	RELATED	IN STATUTE	IN STATUTE	-	-	-

■ Identified in statute ■ Closely related to statutory requirements

STAGE 6 – PREPARE A PROGRAM ENVIRONMENTAL IMPACT REPORT ASSOCIATED WITH THE GENERAL PLAN (City and Consultant)

The City desires the preparation of an EIR concurrent with the development of the General Plan. The EIR must fully assess environmental impacts associated with implementation of the 2040 General Plan pursuant to CEQA. This includes the

preparation and distribution of all required technical elements, such as a Notice of Preparation, Scoping Meetings, the Draft EIR and public comment period, preparing responses to comments, Statement of Facts and Findings and potentially a Statement of Overriding Considerations, Final EIR, and Notice of Determination.

It is also desired that the EIR identify major points of intersection between the General Plan and EIR. The CEQA process should be integrated into the planning process and inform development of the General Plan itself. Furthermore, the EIR must facilitate implementation of the General Plan, by streamlining and tiering of subsequent environmental review of projects that are consistent with the General Plan (including land development, capital improvement projects, subdivisions, etc.).

STAGE 7 – PUBLIC REVIEW OF FINAL DOCUMENTS AND ADOPTION (City and Consultant)

The consultant will be required to attend all public meetings and hearings regarding the General Plan and EIR, as directed by City staff. The Community Development Department will conduct a public hearing with the Planning Commission to review the Draft General Plan and Draft EIR. At the hearing, the Planning Commission will consider all public comments and make recommendations to the City Council regarding the Draft General Plan and Draft EIR.

Following conclusion of the Planning Commission public hearing, the City Council will conduct a public hearing to review the Draft General Plan and Draft EIR. At the hearing, the City Council will consider the Planning Commission's recommendation and all public comments. The Council will then direct City staff to incorporate its recommendations and prepare the Final General Plan and Final EIR and return for final approval.

ADDITIONAL AND RELATED TASKS TO BE PERFORMED

The Consultant will be expected to perform all tasks related to the project scope outlined above. These include, but are not limited to: creating and maintaining geographic information system (GIS) data in support of the General Plan and EIR; creating and maintaining maps, exhibits, and associated visuals for inclusion in the General Plan, EIR, and public outreach efforts; the preparation of technical plans and studies related to the General Plan and EIR; preparing mailing labels and notices; distributing notices and updates by mail, online, in local newspapers, and by similar methods; compiling and maintaining stakeholder lists; the administration of all subconsultants performing tasks related to the General Plan and EIR, including technical and practical review of all work products, reports, and presentations; attending and presenting at various meetings and public hearings; the preparation of staff reports, presentations, notices, ordinances, and resolutions related to the General Plan and EIR; and all other related functions associated with the project.

PROPOSAL CONTENT AND ORGANIZATION

The organization of the proposal should follow the general outline below. Each proposal must include a Technical Proposal (items 1-6 below) and a Cost Proposal

(item 7). The Cost Proposal must be provided in a separate, sealed envelope. It is recommended that the elements of each proposal are clearly indicated, where possible. When relevant, responding firms may include additional information beyond that requested below.

A. Technical Proposal

1. Transmittal Letter

The transmittal letter should include the name, title, address, phone number, and original signature of an individual with authority to negotiate on behalf of and to contractually bind the consultant(s) firm, and who may be contacted during the period of proposal evaluation. Only one transmittal letter need be prepared to accompany all copies of the technical and cost proposals. Proposal transmittal letter shall also affirmatively state the consultant's ability to comply with the contract provisions as outlined in the City's sample professional services agreement and insurance requirements, or indicate which provisions will require amendments during contract negotiations

2. Introduction

In this section, the consultant should demonstrate an adequate understanding of the role and relationships of the City and an awareness of issues specific to expectations outlined in the RFP. The Introduction shall include:

- a. A brief description of the consultant(s) firm, including the year the firm was established, type of organization of firm (partnership, corporation, etc.), and any variation in size over the last five years, along with a statement of the firm's qualifications (as opposed to the qualifications of staff) for performing the subject consulting services; and
- b. A brief description of the firm's experience with similar projects.

3. The Technical Approach

The consultant shall detail a technical approach for the project consisting of the following elements:

- a. A thorough explanation of the consultant's proposed course of action relative to the scope of work. References should be made to the RFP requirements and the consultant's plans for meeting those requirements, while including tasks for review of work products by City staff; and
- b. An itemized description of the proposed project schedule and the final work products to be produced.

4. Project Management

The consultant must prepare an explanation of the project management system and specific practices to be used to assure that the consultant will remain responsive to the City, that the proposed services will be completed in a timely manner, and that the quality of all work products will meet the City's requirements.

5. Consultant Staff

The proposal must describe the qualifications and experience of each professional who will participate in the project, including a resume for each member of the project team. A project manager must be designated, and an organizational chart showing the manager and all project staff proposed who will provide services must be included, preferably identifying the topic areas of each staffing assignment.

6. Consultant Qualifications and References

The proposal must include a list of references for similar clients and similar projects. References should include client contact names, addresses, phone numbers, a description of the type of work performed, approximate dates when the work was completed, and identification of the professional staff that performed the work. If a subcontractor is proposed, two to three similar qualifications and references should be provided for each subcontractor. Web links to the work products associated with each reference should also be included for review, when available.

Subcontracts must also meet all requirements requested of the selected Consultant and be approved by the City. The proposal must also include a full and complete disclosure of any actual, apparent, or potential conflicts of interest.

7. Project Scope

Preparation of a draft work plan identifying and describing in detail: tasks, meetings, products, City staff commitment needed, key personnel involvement, length of time to complete tasks, and budget.

8. Project Schedule

A project schedule shall indicate the logical breakdown of project tasks and associated completion deadlines. The schedule should also be designed to provide time for staff input. The Consultant should specify all scheduled meetings with staff. The schedule shall indicate all milestones, the critical path necessary for the project, and the anticipated completion timeframe upon notice to proceed. Timeframes should be stated in terms of the number of calendar days required to complete the specified tasks using the City's Notice to Proceed as the start date. Timing for the preparation of the General Plan update and the EIR shall be overlapping.

B. Cost Proposal – Submit in separate sealed envelope:

The cost proposal shall be submitted in a separately sealed envelope and will not be opened until the consultants' proposals have been ranked based on their qualifications.

The proposer shall prepare a detailed cost proposal for the work to be performed, listed by task. The cost proposal shall identify the hourly billing rates by classification, as well as any other cost factors that the firm would need to price extra work. The same cost proposal detail is required for subconsultants. Furthermore, the cost proposal must identify a total project budget "not-to-exceed" amount for this proposal and identify any conditions that could affect your firm's costs.

PROPOSAL EVALUATION CRITERIA

The City of Moorpark intends to evaluate and rank the technical proposals received by utilizing the criteria below.

CRITERIA	SCORE
Understanding of the project purpose and objective.	20
Familiarity with the project area and the type of issues that may be relevant to the project and environmental review.	10
Approach to be followed and the tasks to be performed, including detailed steps, resources identified, and proposed project schedule.	25
Prior experience of the firm and consultant staff in drafting General Plans per performing community outreach and engagement efforts, complex environmental analysis and reporting, and knowledge of related California State laws.	25
Quality and experience of the firm and consultant staff assigned to the project.	20
TOTAL	100

The proposal submitted by each firm will be ranked using the evaluation method described above. City staff will interview the highest ranked firm(s). The technical ranking may be adjusted subsequent to the completion of these interviews.

The final evaluation and ranking of the proposals will consider the scores from the technical review and interviews, with the final selection being based upon qualification, experience, resources, understanding of the City’s requirements, approach, methods and procedures, and schedule. The highest ranked firm will be selected to negotiate an Agreement utilizing the submitted cost proposal as a starting point. Authorization to execute the negotiated agreement shall be subject to the approval of the City Council.

The City is not bound to select any of the firms submitting proposals, may waive any irregularities in proposals and their submittal that may be advantageous to the City, and is not liable for any costs of preparation and submittal of proposals, including any presentations made to the City.

SELECTION COMMITTEE

The RPF Selection Committee will be appointed by the Community Development Director and consist of senior staff representing each City department.

GENERAL INFORMATION

- The City reserves the right to reject any and all submittals.
- The Consultant shall provide the City with any exceptions, additions, or suggestions that will aide in the selection process.
- The proposal and this RFP shall jointly become part of the Agreement for Professional Services for this project when said agreement is fully executed by the Consultant and City.

- Consultant is obligated to provide evidence of insurance liability pursuant to City requirements.
- Consultant shall obtain a City of Moorpark Business Registration prior to commencing any work.
- Subcontractors/subconsultants (subcontractors): The Proposer may utilize the services of subcontractors on those parts of the work which, under normal contracting practices, are performed by specialty subcontractors. Unless a specific subcontractor is listed by the Proposer, Proposer is representing to City that Proposer has all appropriate licenses, certifications, and registrations to perform the work hereunder.

After submission of the proposal, the Proposer shall not award work to any unlisted subcontractor without prior written approval of the City. The proposer shall be fully responsible to the City for the performance of his/her subcontractors, and of persons either directly or indirectly employed by them.

Nothing contained herein shall create any contractual relation between any subcontractor and the City.

The following is the City's tentative schedule for selection of the Consultant:

1. Issuance of RFP:	X
2. Deadline for RFP submittal:	X + 45 Days
3. City review of qualifications:	X + 70 Days
4. Consultant interviews (if necessary)	X + 80 Days
5. Award of Agreement & Notice to Proceed:	December X, 2019

Five (5) hardcopies of each proposal and one electronic copy of all proposal materials provided on a USB flash drive must be received by 4:30 p.m. on [DATE] at:

City of Moorpark
Community Development Department
799 Moorpark Avenue
Moorpark, CA 93021
Attn: Douglas Spondello, Planning Manager

Please clearly mark the envelope as follows:

RFP – General Plan Update Proposal

The consultant's cost proposal shall be submitted in a separate sealed envelope from the submittal documents and clearly marked "COST PROPOSAL".

Attachment 1 - Background and Resource List

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ATTACHMENT 1: **BACKGROUND AND RESOURCE LIST**

1. General Plan (Elements): <https://www.moorparkca.gov/212/General-Plan>
2. Bidding opportunities: <http://www.moorparkca.gov/Bids.aspx>
3. Resource List Hyperlinks:
 - a. Quarterly Development Activity Report:
<https://www.moorparkca.gov/189/Status-Reports>
 - b. Quarterly Status Report: <http://www.moorparkca.gov/189/Status-Reports>
 - c. Moorpark's Geoviewer (GIS): <http://www.moorparkca.gov/205/GeoViewer--GIS>
 - d. Adopted Budget FY 19/20: <http://www.moorparkca.gov/229/Budget>
 - e. Moorpark Municipal Code: <http://qcode.us/codes/moorpark/>
 - f. General Plan: <http://www.moorparkca.gov/212/General-Plan>
 - g. Zoning Map: <http://www.moorparkca.gov/215/Zoning-Map>
 - h. Downtown Specific Plan: <http://www.moorparkca.gov/190/Specific-Plans>
 - i. Arroyo Simi Trail Study: <http://www.moorparkca.gov/190/Specific-Plans>
 - j. Local Utilities: <http://www.moorparkca.gov/382/Local-Utilities>
 - k. California Pepper Tree Maintenance Plan:
<http://www.moorparkca.gov/673/California-Pepper-Trees-Maintenance-Plan>
 - l. Demographics: <http://www.moorparkca.gov/386/Population-Income-Education-Housing>
 - m. Moorpark Mammoth (Prehistoric finding):
<http://www.moorparkca.gov/747/Moorpark-Mammoth>
 - n. Park Locations:
<http://www.moorparkca.gov/businessdirectoryii.aspx?bid=242>
 - o. Parks & Rec Master Plan: Not available on the web
 - p. Landscape Design Standards and Guidelines:
<http://www.moorparkca.gov/Search?searchPhrase=landscape>
 - q. Moorpark Commercial Market Analysis:
<http://www.moorparkca.gov/234/Economic-Development>
 - r. City Council Adopted Strategic Goals and Objectives:
<http://www.moorparkca.gov/DocumentCenter/View/9430/2019-2021-Goals-and-Objectives-July-30-Draft?bidId=>
4. Waste Management GI Industries:
<https://www.wm.com/location/california/ventura-county/moorpark/index.jsp>
5. Moorpark Unified School District: <https://www.mrpk.org/>
6. Moorpark Police Department: <http://www.venturasheriff.org/divisions/patrol-services/moorpark/>
7. Ventura County Fire Department : <https://vcfd.org/station-42>
8. Ventura Local Agency Formation Commission: <https://www.ventura.lafco.ca.gov/>
9. Ventura County Waterworks District No. 1: <https://www.vcpublicworks.org/wsd/>
10. Moorpark Historical Society: <http://moorparkhistoricalsociety.org/>
11. Moorpark Chamber of Commerce: <https://moorparkchamber.com/>
12. Amtrak Information: <https://www.amtrak.com/stations/mpk>
13. Calleguas Municipal Water District: <http://www.calleguas.com/>
14. Southern California Association of Governments (SCAG) Community Profile:
<https://www.scag.ca.gov/Documents/Moorpark.pdf>