

# REQUEST FOR PROPOSALS CITY OF CAPITOLA



## PLANNING CONSULTANT TO IMPLEMENT SB2 GRANT TO DEVELOP PUBLIC OUTREACH TOOLS FOR ACCESSORY DWELLING UNITS AND DEVELOP A PROTOTYPE PROGRAM FOR PRE-APPROVED ACCESSORY DWELLING UNIT BUILDING PLANS.

City of Capitola  
420 Capitola Avenue  
Capitola, CA 95010

ISSUE DATE:  
February 8, 2021

DEADLINE FOR SUBMISSION:  
March 8, 2021

CONTACT:  
Matt Orbach, Associate Planner  
(831) 475-7300  
[morbach@ci.capitola.ca.us](mailto:morbach@ci.capitola.ca.us)

**Request for Proposals (RFP) for Planning Consultant to develop public outreach tools for accessory dwelling units (ADUs) and develop a prototype program for pre-approved architectural plans of ADUs designed by local architects.**

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**RELEASE: February 8, 2021**

**Proposals are due Monday, March 8, 2021, at 4 pm.**

**I. Introduction**

The City of Capitola, at just under two square miles in size, is a small coastal city of approximately 10,000 residents located within Santa Cruz County. As is true with most cities in the Bay Area of California, housing demand is higher than supply. In Capitola, this is attributed to the desire for the high quality of coastal living and growing second home trend. These factors contribute to an extremely high cost of living.

In response to recent housing legislation, the City of Capitola is inviting proposals from qualified planning and design consultants (or consultant teams) to develop: (1) Public outreach tools for accessory dwelling units (“ADUs”) and (2) a prototype program to design four to five pre-approved ADU building plans.

**II. Role of Planning Services**

In response to 2019 housing legislation, the City of Capitola adopted an updated the ADU ordinance to allow ADUs on all properties where residential land uses are permitted. The ordinance introduced new standards for maximum size, setbacks, height, and objective design standards as well as decreased discretionary review in compliance with the new state legislation.

On March 11, 2020, the City of Capitola was awarded an SB2 grant of \$160,000 of which \$107,000 is budgeted for the development of public outreach tools for ADUs and creating a program for prototype architectural and building plans of ADUs. The City is inviting proposals from qualified consultants (or consultant teams) to execute the tasks outlined in the grant, including:

- Develop informational materials to guide homeowners through the permit process to build an ADU.
- Update the City’s website to guide property owners through the ADU permitting process, including but not limited to new guidance documents, ADU application, checklist for plan submittal, FAQs, scenario planning tool, and more.
- Develop a preapproved ADU prototype program. Consultant to produce a minimum of four ADU prototypes that would fit within a typical Capitola property. Consultant may utilize their own team of architects or include a description of the process for selecting architects in their scope of services. Deliverables must include a minimum of four prototypes. Prototypes must fit within a typical Capitola property and be developed to the stage of preapproved building plans. The City will make the prototypes available to the public at no cost.
- As provided for in the Program, the contract with the selected consultant is required to provide for compliance with all the requirements of the grant program, including expenses and reimbursements, clear deliverables, and records retention.

### **III. Planning Consultant Requirements**

The planning consultant must work collaboratively with City staff to implement the tasks outlined in the SB2 grant related to objective design standards and ADUs, as outlined in Section II above. The city is seeking a planning consultant with the following qualifications:

1. Thorough understanding of Government Code 65852.2 (2020 California ADU law) and experience updating local municipal ordinances to be in compliance with state law
2. Experience with creating informational guides, applicant checklists, and web page development related to planning information, municipal regulations, and accessory dwelling units.
3. Experience working with architects to create single-family homes or accessory dwelling units in compliance with local regulations. Planning consultant may include their own architects or outline scope to subcontract architects.
4. Familiarity with coastal California communities, California Coastal Commission, and the Coastal Act.

### **IV. Terms of Contract and Selection.**

Selection will be based on review of proposals presented in the submittal, matching skills with the needed expertise, and may include an interview process. The evaluation will consider technical approach, including project understanding, scope of work, overall project team, staff-hour allocation per task, fee schedule, and examples of comparable projects. The City will make selection decisions on the basis of relevant experience, past performance, presentation skills, availability, billing rate, examples of comparable projects, and the best alignment of specific skills and experience with specific project needs. At the completion of the proposal review, the panel may elect to invite the top scoring firms to make a presentation at no cost to the City. The City may request Best and Final offers. Based on the presentation and the Best and Final offers, if requested, the panel will select the proposal that best fulfills the City's requirements. The City may negotiate with that firm to determine final pricing and contract form. There will be no public opening and reading of proposals.

Selected consultant must be willing to accept the terms included in the City's standard professional services contract (attached).

Pursuant to the City's Purchasing Policy for Professional Consultants, price alone will not dictate selection.

### **V. Response Requirements**

Please submit the following (max length 10 pages)

1. Cover letter describing specific qualifications related to above services.
2. Proposed scope of services.
3. Brief consultant biography and qualifications.
4. Examples of relevant projects with URL links to examples if available on web.
5. Fee Summary. The fee summary should contain the following:

- Name of the firm
- Certification that the person signing the fee proposal is authorized to represent the firm.
- Rates for partners, specialists, supervisors, and staff as well as hours anticipated for each.
- Payment terms.
- All consultants who respond to this RFP should propose a “Not to Exceed” maximum dollar amount that will be the maximum cost to complete the project scope, including expenses and sub-consultant work. The cost schedule should list the cost associated with each task and list known sub-consultant that is assigned to the project. For ADU prototypes, designers/architect may be selected at a later date with approval of City. Cost related to prototypes must be included with response.

6. Three references.

Please submit either one electronic submittal or three copies of Proposal, clearly marked on the outside “SB2 Consultant”

Proposals will be accepted either electronically, in person, or by mail. Proposals **will be accepted until March 8, 2021, at 4:00 p.m.** No qualification will be accepted by oral communication, telephone, or facsimile transmission. Proposals may be withdrawn prior to the time set for closing. Any proposals received after the time set for closing will be rejected.

In order to ensure that all interested firms have access to the same information, all questions must be submitted by email prior to February 26, 2021, to the Associate Planner, Matt Orbach, at [morbach@ci.capitola.ca.us](mailto:morbach@ci.capitola.ca.us). Responses to questions will posted on the City website.

Please submit your Proposals to the attention of:

**Matt Orbach**  
**Associate Planner**  
**City of Capitola**  
**420 Capitola Avenue**  
**Capitola, CA 95010**  
**(831) 475-7300**

**VI. SUPPORTING MATERIALS**

1. Capitola Zoning Code Chapter 17.74 “Accessory Dwelling Units”
2. City Standard Contract