DCCSP and PEIR: RFQ Questions and Answers: Round 1 of Questions Received between January 31st and February 11th	
Question	**Answer**
The RFQ calls for a Specific Plan and a Program Level EIR. Does the City anticipate that separate firms will prepare the Specific Plan and EIR under one team or does the City prefer one firm do both? Does the City reserve the right to select the design team to develop the Specific Plan and select a different firm for preparation of the EIR under a separate selection process?	The DCCSP and PEIR may be prepared by the same firm or separate firms that are joined on a team. The City will select a team for the overall project (DCCSP and PEIR). The overall project will not be separated into two selection processes or contracts.
Our firm did not respond to RFEOI that was issued in September of 2010 as we were not aware of its release. Is our firm still eligible to participate in the RFQ process for the project?	Yes.
Does the cover letter count towards the 25 page limit?	Yes.
Do page dividers count towards the 25 page limit?	Tab dividers with only roman numerals on the tabs (I, II, III, IV, V) may be used and will not count toward the 25 page limit. No other words, numbers, graphics, illustrations, or photographs may be used on the tab dividers. The City will issue an addendum to the Request for Qualifications (RFQ) to specifically allow tab dividers.
What is the status of the GP Update and EIR? I've been watching the website and there doesn't seem to be current information and the "calendar" link has not been working.	The public review draft of the General Plan will be available in the summer of 2011. The City anticipates adopting the document in the fall of 2011.
Assuming the GP Update and EIR are approved prior to start of the DCCSP process, how has the GP Update addressed the DCCSP study area?	The General Plan Update does not change land uses within the DCCSP Area. However, increased development intensities have been contemplated for the DCCSP Area for purposes of the environmental analysis. Many of the areas within the DCCSP Area are identified as Focus Ares of the General Plan. Information about each Focus Area is provided on the City's website for the General Plan Update.
Is it expected that the GP EIR info can be used for the DCCSP EIR for certain technical analysis? This will ultimately be important to know for budgeting the EIR since the Specific Plan funds cannot be used for EIR preparation and there are technical issues that typically do not need to be addressed for the SP.	Yes, the General Plan EIR data and analysis will be provided to the selected Consultant Team.
Have the community members that will be involved in the evaluation process been selected? If so, is the list of individuals	The members of the evaluation committee have not been selected yet.

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available?	
What "reimbursable expenses" were assumed in the fee estimates provided in Table 4.A of the grant application?	Reimbursable expenses would include travel/ lodging and related expenses, mail and overnight delivery expenses, printing expenses, supplies for community meetings and community outreach events.
Will the City's Project Manager for the Specific Plan also be responsible for managing the EIR?	Yes.
How does the City anticipate linking this project with the planning and design work that has been completed for the FTC area? Should we assume that the land uses, improvements, and other elements of the FTC Specific Plan are to be "givens," or are there any circumstances where the recommendations for the greater downtown area and corridors might suggest changes for the FTC?	The Fullerton Transportation Center Specific Plan is not included in the DCCSP Area and the DCCSP process will not involve changes to the FTC Specific Plan. With that being said, the FTC Specific Plan is an important area that needs to be contextually understood and considered in the process.
Similarly, are the CBD Design Guidelines assumed to be a "given," or would changes be considered?	It is anticipated that the CBD Design Guidelines will be replaced by new design standards and guidelines within the DCCSP. Some of the CBD design guidelines may be incorporated into the Specific Plan.
How will the Fullerton/Smart Growth 2030 program be integrated with the DCCSP process?	Fullerton/Smart Growth 2030 is a SCAG Compass Blueprint Project that will evaluate creative ways to finance and implement projects within the FTC Specific Plan Area. Fullerton/Smart Growth 2030 is anticipated to begin in the early summer of 2011 and conclude 6 months thereafter. The funding and financing strategies within Fullerton/Smart Growth 2030 will be available for the DCCSP and PEIR team.
What strategies have the City used in the past for public and business outreach and engagement and, of these, what has worked and what has not?	The City has used the following strategies in the past: • Project Website • Community Education Series • Stakeholder Meetings • Speakers Bureaus • Newsletters • Neighborhood Dialogues • Interagency Forums • One-on-One Interviews • Youth Workshops • Telephone Surveys • Citizen Advisory Committees

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	• Open Houses • Public Workshops • Design Charrettes • Focus Group Discussions • Walking Tours All of the above methods have worked to some degree. The challenge to the consultant team is generating sustained interest and a broader level of participation. The results of the General Plan Update telephone survey are available for review on the City's website for the General Plan Update.
Will the consultant have access to the Downtown 3D model and what is the City's expectations regarding its use?	Yes, the consultant will have access to the Downtown 3D model. The City expects the consultant to use the model to show the community alternative scenarios for the future of the DCCSP Project Area. The model can be modified to show how future buildings and public spaces would fit into the existing fabric of the community. It could also be used as a base for architectural illustrations and renderings. New models developed by the consultant team need to be geo-referenced in accordance with City specifications.
What data exists regarding the DCCSP planning area, relating specifically to land area, built space by product type, employment and taxable sales? Is that data organized by subarea?	The City has a range of parcel level data and is compiling a list of available data (which will be available during the next round of the selection process). At this point, the teams should assume that data gathering and analysis is part of the scope of work for the DCCSP.
What is the status of the General Plan update? What elements have been completed and/or products available?	The Housing Element for the General Plan has been adopted. The public review draft of the General Plan will be available in the summer of 2011. The City anticipates adopting the document in fall of 2011.
Will General Plan traffic forecasts be available for the DCCSP?	Yes.
Does the City anticipate adopting green building standards that exceed current state codes?	The City does not anticipate adopting green building standards that exceed current state codes. However, the community-based process for the plan could result in the preparation of guidelines and incentive programs for green buildings.
What level of City staff participation is anticipated?	City staff will be involved in the project and will make themselves available to the consultant

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	team and the community throughout the process. City staff will attend public meetings, conduct regularly scheduled conference calls, and participate in coordination meetings. The City will hire a contract planner to serve as an extension of staff to help manage the project. City staff will not prepare products, but will take an active role in reviewing products and providing input into their development.
Elaborate on expectations regarding engagement of the Spanish- and Korean-speaking communities?	The City expects the consultant team to engage multicultural communities within Fullerton. The City expects the consulting team to identify innovative and creative ways to encourage these communities to participate in the process. This could include multi-lingual community outreach materials, translation services at meetings, and specific outreach events with organizations that represent these communities. Tailored community outreach programs that match the needs of these communities should be developed and implemented.
What is the City CIP program for the next five years and is 2010/2011 online? Is funding secure for projects in the proposed project area?	The City of Fullerton Engineering Department website has a list of projects that are currently under construction and within the design phase. Funding limitations may postpone various projects.
Are any RDA projects in critical jeopardy due to state budget issues in the next two years?	No, but the Governor of California is proposing to eliminate Redevelopment within the State of California as part of the current State budget.
Are any city programs in jeopardy due to city budget cuts in the next two years that serve the project area?	Unknown at this time.
Will the consultant team have any interaction with the Strategic Growth Council in regards to the Grant? We are assuming the City is coordinating the grant efforts/progress with the state and that the team would have very limited interaction.	The City is in the process of working with the State of California Strategic Growth Council to determine how the grant funds will be administered. The City will take the lead in coordinating with the Strategic Growth Council in regards to grant administration. The Strategic Growth Council may review the consultant teams draft scope of work for consistency with grant application. The consultant team will have no or limited interaction with the Strategic Growth Council. However, the consultant's invoices and record keeping will need to be consistent with the Strategic Growth Council's requirements.

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How will funding be distributed? Will the grant funds be issued to the City after major milestones or has the city received funding and can issue payments as work is completed?	Unknown at this time. The City is in the process of working with the State of California Strategic Growth Council to determine how the grant funds will be administered.
Can the qualifications submittal be 25 pages, each of which can be two-sided or one sided?	25 numbered pages are allowed. If double-sided printing is used, the front side of the page counts as one numbered page and the back side of the page counts as one numbered page. If single-sided printing is used, each page counts as a numbered page.
We did not see a page size limitation for the response to the SOQ. Can we submit an 11" x 17" format or larger, such as one folded 24 x 36 poster to 8.5 x 11 (as an example of presentation material, process chart, or other visual aid).	The RFQ does not have a page size limitation. An addendum to the RFQ will be issued noting that the page size shall be 8.5 x 11. Larger pull out pages or folded posters are not allowed.
Can there be an appendix that is not part of the 25 pages for the SOQ submittal?	No.
We understand that we are submitting representative products on what the team can produce as internet links within the 25 pages; what about resumes? Can they be extra to the 25 pages?	Part 5 of the consultant's SOQ may include a list of internet links to 12 sample products or a reference to an included CD/DVD with PDF files of the sample products. Resumes are not required, but if they are provided they must be included within the 25 page limit.
How strictly do we have to meet the consultant team average hourly rate of $125/hr? Is an average greater than that a disqualifying factor? If not, then is there an absolute upper limit to the average hourly rate?	The City used an average hourly rate of $125 to estimate the cost of the project when preparing the grant application. The consultant team does not have to have an average hourly rate of $125 (it may be lower or higher).