

## **Request for Proposals**

CEQA Review for  
296 Apple Avenue Subdivision

City of Greenfield, California  
Paul Mugan, Community Development Director  
599 El Camino Real  
Greenfield, CA 93927



Contact Person: Rob Mullane, AICP, Consulting Planner  
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**RFP Issue Date: January 21, 2022**  
**Proposal Due Date & Time: February 18, 2022 at 4:30 pm**

**Proposals should be submitted electronically to the contact person. Late proposals will not be accepted.**

Submittal Address: Community Development Department  
City of Greenfield  
599 El Camino Real  
Greenfield, CA 93927

The City of Greenfield (City) is accepting proposals from qualified firms or teams to prepare the requisite CEQA documents and conduct peer review of technical reports for a proposed subdivision and single-family home residential development located at 296 Apple Avenue. The applicant, People’s Self Help Housing (PSHH), has filed Major Subdivision and Planned Unit Development applications with the City of Greenfield for the subdivision of an existing 4.55-acre parcel into 37 lots for the development of 36 detached single-family homes and related infrastructure.

If you or your firm has experience with CEQA review, we invite you to respond to our Request for Proposals (RFP). Should you have any questions, please contact:

Rob Mullane, AICP, Consulting Planner  
ph. (805) 227-4359, or  
[rmullane@hrandassociates.org](mailto:rmullane@hrandassociates.org)

## I. BACKGROUND

The City of Greenfield is located in the Salinas Valley in the southern portion of Monterey County. Greenfield is situated along U.S. Highway 101, south of Salinas. Neighboring communities include the cities of King City, Gonzales, and Soledad. Based on the most recent census estimates, Greenfield has a population of approximately 17,700 residents.

## II. PROJECT LOCATION

The project site is comprised of Assessor’s Parcel Number 109-082-013-000. The PSHH Housing Project is located on a 4.55-acre parcel at 296 Apple Avenue in Greenfield, CA. The project site is currently vacant and undeveloped. To the west of the project site across 3<sup>rd</sup> Street is a park and agricultural land, with single-family residential properties surrounding the site to the south, east and north. The property is currently zoned Multi-Family Residential (R-M) with a residential density of 7 to 15 du/ac.

## III. PROPOSED PROJECT

### ***General Information***

People’s Self-Help Housing (PSHH) proposes to subdivide the property and build 36 detached single-family homes and a detention basin. The project address is 296 Apple Avenue, which is located on the NE corner of 3<sup>rd</sup> Street and Apple Avenue. The project site is zoned R-M (Multi-Family Residential). Proposed lots would be 3,160+ sf. The one- and two-story homes would range in size from 1,100 to 1,650 sf. Each home would have a 2-car garage as well as space to park two cars in the driveway. Proposed lots are 40 ft to 50 ft wide and 78 ft to 80 ft deep. Garages would be set back 20 ft to allow for cars to be parked in the driveways. Proposed side yards are 5 ft, and proposed rear yards are 10 ft. The applicant has applied for a Vesting Tentative Tract Map and a Planned Development. As the Planned Development requires City Council approval, the

City Council will take action on the requested planning entitlements and associated CEQA document, following a recommendation from the Planning Commission.

The Planned Development component would allow reduced development standards for the Multiple-Family Residential (R-M) Zoning District, including reductions in minimum lot size and minimum lot width, while still resulting in a development that does not exceed the maximum allowed residential density of 15 dwelling units/acre. However, given the targeted low-income affordability of the proposed residences, a density bonus incentive has been invoked to provide relief on the park/open space requirements for a Planned Development (PD) as set forth in Section 17.16.080 of the City's Zoning Code.

### ***Site Design***

The streets and alley are proposed to be public. Cardona Circle would be extended from the adjacent subdivision through the site to 3<sup>rd</sup> Street. A new street would extend from Apple Avenue to intersect with Cardona. A 20 ft wide alley off the new street would provide access to homes in the west-central portion of the site. The alley would extend from 3<sup>rd</sup> street, but its intersection with 3<sup>rd</sup> street would only be accessible for pedestrians, cyclists, and emergency vehicles. Streets and sidewalks would be built to the City standards. 3<sup>rd</sup> Street and Apple Avenue would be widened and improved with curbs, gutters and sidewalks and parkways. Parking is proposed on both sides of the Cardona Street extension and on one side of the new internal street which will connect Apple Avenue to Cardona Street. No parking would be allowed in the alley. 3<sup>rd</sup> Street would be widened and developed per the City master plan. It is intended that the landscaped parkways be annexed into a City Landscape and Lighting District for maintenance.

A 37<sup>th</sup> lot would serve as a retention basin. The drainage basin would be commonly owned and annexed into a City Storm Water Maintenance District. Streetlights would provide ambiance and safety. The police chief has indicated the City's desire to place cameras at the entrances to the subdivision on 3<sup>rd</sup> Street and Apple Avenue, if it is determined to be feasible for the City to operate such as system.

### ***Mutual Self-Help Construction Method and Affordability***

It is intended that the lots would be purchased by Low (<80%) and very low-income households (<50%) who are approved for USDA 502 mortgages that would fund the lot purchase and the construction of the homes. The homes will be constructed via the Mutual Self-Help Method. PSHH has assisted families to build over 1,200 homes in San Luis Obispo, Santa Barbara and Ventura counties and is currently assisting seven families to build their homes on Mustang Court in King City. Under the supervision of PSHH Construction staff, the owner/builders work in groups of 9 to 12 households to perform about 70% of the tasks to build their homes. Tasks that require greater skills, such as plumbing, electrical, HVAC and stucco are performed by contractors. The homes take approximately one year to build. The owner/builders perform most of the work on Saturdays and Sundays when they are not working at their regular jobs.

### ***Grading and Construction, Work Schedule, and Timeline***

The site is mostly level, with low slopes. Grading would be limited to excavation and compaction as required for building pads and streets as well as the construction of the storm water basin. Site work would be conducted Monday through Friday excluding holidays from 7 am to 5 pm and is anticipated to span about a six-month period. It is anticipated that 10-12 persons will work to perform the grading and public improvements.

The homes will be constructed over a two-year period (in 3 or 4 groups with overlapping building periods of approximately one year). Contractors will work on the homes Monday through Friday excluding holidays, however the owner/builders will work on the homes primarily on weekends from 7 am to 5 pm, as for the most part, they work at their regular jobs during the work week. In addition to the owner/builder, it is anticipated that there may be one or two contractors with up to three employees working on site on any given workday.

## **IV. REFERENCE MATERIALS**

The Project's plan set is included as Attachment A. The following technical studies are included as Attachment B:

1. Applicant-Prepared Traffic and Circulation Study (Associated Transportation Engineers)
2. Applicant-Prepared Biological Resource Assessment (Althouse and Meade, Inc.)
3. Applicant-Prepared Geotechnical Investigation Report (Pacific Coast Testing)
4. Applicant-Prepared Cultural Resource Inventory Survey (Cultural Resource Management Services) – confidential report, please request via email

*(Note: The plan set and technical studies are available on the City's website. The link to the RFP and these associated materials is: <https://ci.greenfield.ca.us/464/Request-for-Proposals-296-Apple-Avenue-S.>)*

## **V. SCOPE OF WORK**

The City anticipates that a Mitigated Negative Declaration (MND) will be required for the Project's environmental review under CEQA. The selected consultant will prepare the MND. The consultant will also peer review the technical studies included with the application and incorporate any appropriate environmental analysis into the MND. The MND will analyze each of the environmental issue areas under Appendix G of the CEQA Guidelines. Mitigation measures should be included in the environmental document where applicable.

Careful analysis should be provided for the following issue areas: Utilities/Service Systems, Hydrology and Water Quality, Public Services, and Transportation. The Transportation analysis should include, as a separate technical memorandum, a Level of Service analysis to allow the City to evaluate the project's consistency with LOS-related policies in the City's Circulation Element. As stated under Appendix G of the CEQA Guidelines: "All answers must take account of the whole action involved, including off-site as well as on-site cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts." The City requests that particular attention be paid to understanding the cumulative impacts of the project.

The scope of work should include all components required to initiate, complete, and adopt an MND for the Project, including peer review of existing technical documents, performing any additional necessary impact analyses, providing administrative draft, draft, and final versions of the MND, CEQA-related notices (which City staff will file), CEQA findings, and the Mitigation Monitoring and Reporting Plan (MMRP). The consultant should plan to organize and facilitate monthly project status meetings as well as attend Planning Commission and City Council public hearings on the project. The consultant shall also be responsible for facilitating the City's compliance with AB52 tribal consultation requirements.

## **VI. DELIVERABLES**

All deliverables shall be in electronic format and hardcopy. Electronic submittals shall be in both Microsoft Word format and as pdf format documents. Electronic submittals shall be via thumb drive or alternatively, DropBox, OneDrive, or an equivalent platform may be used. PDF submittals for draft and final CEQA documents shall be in a format and file size for ready posting on this City's website, with City staff arranging for the uploading of these files.

Hardcopies shall be in color and bound, with plan sheets and similar figures included as 11" x 17" fold out pages where appropriate. Five copies of the administrative draft MND are required. Sixteen copies of the public review draft MND and final MND are required. The consultant should include in the proposal a discussion of how deliverables will be packaged and provided.

## **VII. PROJECT TIMELINE**

The City is requesting that Consultants adhere to an expeditious timeline, with a Final MND prepared and ready for hearings within approximately four to five months from the authorization to proceed. Consultant shall include in the proposal a tentative project schedule, starting from the City's authorization to proceed. Major milestones and deliverables should be noted in the project timeline.



## **VIII. PROPOSAL ORGANIZATION**

### **1. Introductory Letter/Statement of Project Understanding and Approach:**

The introductory letter shall be addressed to Paul Mugan, Community Development Director. A brief discussion of the consultant's understanding of the project and work is requested. Describe your approach to the performance of the work requested that illustrates the consultant's understanding of the tasks addressed in the "Scope of Work" section above. The letter shall indicate proposed deviations and modifications, if any, to the City's standard Agreement for Professional Services (Attachment C), with supporting rationale.

### **2. Proposed Project Team Members:**

Provide the consultant's contact information, key staff assigned, and list any sub-consultants. Identify the offices where work will be conducted. Identify the project manager and members of the project team, and describe each member's role and responsibilities. The project manager will be expected to be the City's single point of contact and should have adequate capacity to manage the project within the project timeline.

### **3. Qualifications and Experience Statement:**

Discuss the consultant's qualifications and experience pertinent to this assignment, and describe the Consultant's ability and capacity for successfully completing the project. The statement shall include résumés of key staff and note previous project experience relevant to this project. The statement should explain how previous experience will enable the Consultant to deliver high-quality, cost-effective services. The statement shall discuss the projected availability of key staff and how the Consultant will assure staff continuity and timely work performance. The statement shall include at least three references (name and telephone number plus email address) for the consultant and each sub-consultant.

### **4. Scope of Work.**

Expand upon the "Scope of Work" section included in the RFP and present a detailed scope of work.

### **5. Costs:**

The proposal shall include a cost breakdown by task and a total budget. Include billing rates and an hourly breakdown by task for each staff person working on the project. Lowest cost will not necessarily be chosen as the criterion for consultant selection.

**6. Schedule:**

Provide a CEQA documentation schedule for the tasks included in the scope of work with the understanding that a more detailed schedule with specific dates will be required approximately one-week after the kick-off meeting.

**IX. SELECTION PROCESS AND EVALUATION CRITERIA**

City staff will evaluate and rank the submitted written proposals based on demonstrated competence and professional qualifications for performance of the services required.

Depending upon the relative quality of the proposals, the City may elect to interview two or three firms that in the opinion of the evaluators appear to be most capable of meeting the conditions of the project.

Based on the City’s ranking of proposals and interviews if conducted, the City Manager, or designee, will enter directly into contract negotiations with the highest-ranked firm. If the City is unable to successfully negotiate a satisfactory agreement with the highest-ranked firm, the City may commence negotiations with the remaining firms in order of their ranking.

The final Agreement for Professional Services will be submitted to the City of Greenfield City Council for the Council’s review and authorization.

Proposals should contain information sufficient to enable the City to properly evaluate the competence and qualifications of the consultant for achieving the project objectives. Proposals will be evaluated based on the following criteria:

- Understanding of project objectives;
- Proposed project approach and staffing plan;
- Ability to provide high-quality, cost-effective consultation services; and
- Comparable experience.

Proposals will be scored and ranked as follows:

<b>Criteria</b>	<b>Weight/Percentage</b>
Project understanding / timeline	25%
Proposed approach/design	25%
Quality/cost-effectiveness	25%
Comparable experience/staffing	25%
Total	100%



**X. CONTRACT**

Unless as otherwise requested under Section VIII above, the Consultant shall adhere to the Greenfield Agreement for Professional Services (Attachment C to this RFP). Any revisions requested by Consultant will be subject to review and approval by the City during the contract negotiation process.

Attachments:

- A. Project Plan Set
- B. Applicant-Prepared Supporting Technical Studies (see the list on Page 4 above)
- C. City of Greenfield Standard Agreement for Professional Services