



**ATTENTION ALL BIDDERS**

ADDENDUM NO. 4 to the  
Contract Documents for  
**Request for Proposals for**  
General Plan Update (# 262663)

**Date: June 21, 2021**

**From: Planning & Building Department and Department of Workplace and Employment Standards**

**To: Prospective Bidders**

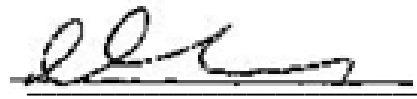
1. This Addendum No. 4 forms a part of the Contract Documents and modifies the original Request for Proposal Documents.
2. Acknowledge receipt of Addendum No.4 in the space below and attach this signed document to the Proposal.
3. All Contractors contracting directly with the City or anticipating contracting directly with the City must register through iSupplier at the following link: <https://www.oaklandca.gov/services/register-with-isupplier>. Registration via iSupplier will also ensure that Contractors receive invoice payments and future Invitation to Bids for Construction and Professional Service projects and. Once you have completed the process, please send an email to [iSupplier@oaklandca.gov](mailto:iSupplier@oaklandca.gov) with "RFP for General Plan Update" as the subject and we will add you to the invitation list for future notifications of contracting opportunities with the City of Oakland.
4. **Please see below revised (redlined) response to question#16 of the Q&A document published as Addendum no. 3 on June 11, 2021:**

*Q: Do subcontractors need to be registered in iSupplier?*

A: Registration in *iSupplier*, the City's official procurement portal, is recommended but not required for subconsultants. However, any firm that is *submitting* a proposal must be registered in *iSupplier* and submit proposals via iSupplier. And while RFP documents and amendments are being posted on the [General Plan Update project website](#), *iSupplier*, is the official portal for all of the City's RFP documents and processes. Also, in order to gain preference points as a team with certified Local and Small Local Business Enterprise (L/SLBE) or a Very Small Local Business Enterprise (VSLBE), entities must be registered in *iSupplier* before a Certification Application can be processed and must be certified prior to proposal due date. The City's current L/SLBE Program guidelines may be accessed via the following link: [https://cao-94612.s3.amazonaws.com/documents/LSLBE-Program-Guidelines\\_Revised.5.4.21.pdf](https://cao-94612.s3.amazonaws.com/documents/LSLBE-Program-Guidelines_Revised.5.4.21.pdf)

5. The updated schedule for the General Plan Update RFP is as follows:  
Friday, June 25, 2021 at 2pm PST – Deadline for Submissions  
**Thursday, July 8, 2021 – Evaluation of Proposals and Notification of Finalists**  
**Monday July 19, 2021 – Interviews with Finalists**  
**September 2021 – Confirmation of Consultant Team and Contract Negotiations**  
**October 2021 – Project Kick-off**

6. The City will be issuing a separate Request for Qualifications/Request for Proposals (RFP/RFQ) for a community-based organization or local nonprofit (“Community Consultant”) to assist with the General Plan community engagement on **June 25, 2021.**
  
7. For questions regarding the following topics below:
  - a. iSupplier questions, please send an email to [iSupplier@oaklandca.gov](mailto:iSupplier@oaklandca.gov)
  - b. Requesting to receive an invitation to participate in a project, please send an email to [iSupplier@oaklandca.gov](mailto:iSupplier@oaklandca.gov).
  - c. Project related questions, contact [generalplan@oaklandca.gov](mailto:generalplan@oaklandca.gov).
  - d. Contract compliance questions, contact Vivian Inman at 510-238-6261.
  - e. Contract administration questions (e.g., planholders list, attachments, etc.) please call 510-238-3621, fax your request to 510-238-6267 or log on to the following website <https://www.oaklandca.gov/services/active-closed-opportunities>



Christina Ferracane, Project Manager

ADDENDUM NO. 4 ACKNOWLEDGED:

\_\_\_\_\_  
Signature of Bidder

\_\_\_\_\_  
Date



**ATTENTION ALL BIDDERS**

ADDENDUM NO. 3 to the  
Contract Documents for  
**Request for Proposals for**  
General Plan Update (# 262663)

**Date: June 11, 2021**  
**From: Planning & Building Department and Department of Workplace and Employment Standards**  
**To: Prospective Bidders**

1. This Addendum No. 3 forms a part of the Contract Documents and modifies the original Request for Proposal Documents.
2. Acknowledge receipt of Addendum No. 3 in the space below and attach this signed document to the Proposal.
3. All Contractors contracting directly with the City or anticipating contracting directly with the City must register through iSupplier at the following link: <https://www.oaklandca.gov/services/register-with-isupplier>. Registration via iSupplier will also ensure that Contractors receive invoice payments and future Invitation to Bids for Construction and Professional Service projects and. Once you have completed the process, please send an email to [iSupplier@oaklandca.gov](mailto:iSupplier@oaklandca.gov) with "RFP for General Plan Update" as the subject and we will add you to the invitation list for future notifications of contracting opportunities with the City of Oakland.
- 4. Please see attached responses to questions received as of May 21, 2021.**
5. For questions regarding the following topics below:
  - a. iSupplier questions, please send an email to [iSupplier@oaklandca.gov](mailto:iSupplier@oaklandca.gov)
  - b. Requesting to receive an invitation to participate in a project, please send an email to [iSupplier@oaklandca.gov](mailto:iSupplier@oaklandca.gov).
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A handwritten signature in black ink, appearing to read "Christina Ferracane".

Christina Ferracane, Project Manager

ADDENDUM NO. 3 ACKNOWLEDGED:

\_\_\_\_\_  
Signature of Bidder

\_\_\_\_\_  
Date

## Request for Proposals for General Plan Update (# 262663)

### Response to Questions

**Part 1** – General Questions and Answers (page 2)

**Part 2** – Revised Approach to Participation of Local Non-Profits and Community-Based-Organizations (page 6)

### Part 1 – General Questions & Answers

The following are responses to questions that were received at the pre-proposal meeting held on May 11, 2021 or via email before May 21, 2021.

1. *Q: When was the City of Oakland's General Plan last updated?*

A: The City's General Plan Land Use and Transportation Element was last comprehensively updated in 1998. However, some individual Elements have been amended more recently (for example, the Housing Element was last updated in 2014) and other Elements were last updated before 1998. See Section 3.1 of the [General Plan Update Technical Memo](#) for more details.

2. *Q: Has an overall budget for the General Plan Update been identified by component?*

A: The City has estimates for the overall budget that are described in Section 13.3 of the [General Plan Update Technical Memo](#). But as noted in the RFP, the City understands that the exact budget will be based on a specific scope of work. We're looking for Consultant Teams to propose that specific scope of work with an accompanying estimated budget in their RFP submittals. The final scope of work and budget will be based on negotiations with the City after the Consultant Team has been selected.

3. *Q: For the [guiding principle areas](#), should a community-based organization select the areas that they are most interested in participating in as a consultant or just give input?*

A: The guiding principles help frame how the process might unfold. The City expects that community-based organizations (CBOs) may have a variety of roles in the General Plan Update process, as described in Section 12.3.1 of the [General Plan Update Technical Memo](#). In addition to CBOs that are sub-contracted members of the Consultant Team, the City expects to engage with a wide variety of CBOs, non-profits and other local stakeholders. The key role of CBOs and other local organizations will be to help engage the community in the General Plan Update process and elevate the concerns (and therefore the policy alternatives) that reflect communities that are typically under-represented in city planning processes.

4. *Q: Does the City anticipate a large Steering Committee comprised of residents that will meet regularly during Phases One and Two?*

A: The City does not anticipate utilizing a Steering Committee for the General Plan process, but instead intends to have meetings with various stakeholder groups, hold larger public workshops, pop-up meetings around the City, and attend meetings that are already occurring with various groups throughout the City in order to insure reaching communities that typically do not participate in the city planning process. Also See Part 2 of this document (starting [on page 6](#)) for unique guidance regarding participation of local non-profits, foundations, community-based organizations in the Consultant Team.

5. *Q: Can you list, and also prioritize that list in order, the City's objectives for this phase of the General Plan Update?*

A: As noted in the Request for Proposals, the General Plan Update is divided into two phases, and submittals must be responsive to items articulated in both phases (including optional items). The main objective of Phase One is to adopt comprehensive and equitable Housing, Safety and Environmental Justice Elements of the General Plan by January 2023 to meet statutory deadlines that must be met in order for the City to comply with State law and maintain regional and State affordable housing and emergency disaster funding. The guiding principles in the RFP describe the vision for the planning process. A central guiding principle of the General Plan Update is to advance the City of Oakland's codified mission to "intentionally integrate, on a citywide basis, the principle of 'fair and just' in all the City does in order to achieve equitable opportunities for all people and communities." Each Element has specific requirements, as described in State law and various guidance documents, including but not limited to the [California Office of Planning and Research's \(OPR's\) guidelines and technical advisories regarding General Plans](#). In addition to statutory requirements, the City wants its Element to serve as roadmaps for how the City functions and focuses its resources. The City's Listening Sessions held in fall of 2020, daylighted many of the issues that will need to be teased out in the General Plan Update process. And during further community engagement, other issues may come forth.

6. *Q: For Task I.E.1. Alternatives Based on Different Future Scenarios, to what extent will travel behavior, physical activity and health outcomes be desired for the future alternative scenarios? What is the City's preferred scenario or sketch planning tool (e.g., UrbanFootprint, CommunityViz, Envision Tomorrow)?*

A: The City is currently researching the various urban planning 3D Modeling software options but has not yet decided on a preferred scenario planning tool. We are open to the Consultant Team providing input on what they think is best. Ideally the City is interested in an ESRI-based platform. The City desires a scenario planning tool that could be used for the General Plan Update and then be maintained on an ongoing basis by City staff. Health outcomes are an important piece of well-being and trying to understand which alternatives have better health outcomes is part of that. Travel will be related to that, as well as evacuation routes for wildfires, along with mapping for other hazards for the Safety Element.

7. *Q: Can you talk about staff's role in the process? Last time, there were the equivalent of 6-8 full-time employees (FTEs) working on the project, plus the consultant team. Do you anticipate something similar this time?*

A: In terms of staff support, as articulated in the [General Plan Update Technical Memo](#), the City anticipates the equivalent of 4-5 FTEs from Strategic Planning Division (Planning Bureau) dedicated to this project. We will have additional staff that will assist part time, especially for community meetings and outreach. Beyond Planners in Strategic Planning, we also have Planners in Current Planning and staff from other City of Oakland departments, such as Department of Transportation, Public Works, Department of Race and Equity, Fire, the City Administrator's Office, and others.

8. *Q: The RFP's scope of work identifies that the desired California Environmental Quality Act (CEQA) approach for Phase One is to prepare and certify an Environmental Impact Report. Can you clarify if that is requirement or can a prospective Consultant Team propose another CEQA approach?*

A: The City understands the difficulty in anticipating a CEQA approach before we really know what the new Housing, Safety and Environmental Justice Elements will propose. We are open to a responding

consultant team proposing a CEQA approach they believe, based on informed experience, is appropriate and feasible (given timing and other constraints). The Scope of Work included in the RFP is not meant to be rigid. The RFP states that the scope of work “reflects the sequence of tasks that the selected consultant team might undertake” and the actual scope of work “proposed by Consultant Teams may vary and may be expanded or refined in coordination with the City, depending on the strategies chosen to address various issues.”

9. *Q: The RFP’s scope of work identifies that any necessary rezoning that would accompany the update of the Safety, Housing and Environmental Justice Elements would occur in Phase One. Does the City anticipate the rezoning would need to occur concurrent with the adoption of these Elements, by January 2023?*

A: The City is open to a responding consultant team proposing a rezoning approach they believe is appropriate and feasible (given timing and other constraints), including the potential adoption of zoning after January 2023 to implement the programs identified in the Phase One tasks. The Scope of Work included in the RFP is not meant to be rigid. The RFP states that the scope of work “reflects the sequence of tasks that the selected consultant team might undertake” and the actual scope of work “proposed by Consultant Teams may vary and may be expanded or refined in coordination with the City, depending on the strategies chosen to address various issues.”

Rezoning is listed as part of Phase One under Task I.K, but the RFP does not specifically state that the rezoning must be completed by a certain date. In other words, it is up to the consultant in their proposal to outline their vision of the best path forward.

10. *Q: The RFP’s scope of work identifies that development of an “Industrial Lands Policy” would occur in Phase I. Does the City anticipate these would need to be adopted concurrent with the adoption of these Safety, Housing and Environmental Justice Elements, by January 2023?*

A: The Industrial Lands Policy is listed as part of Phase One under Task I.F, and will help to establish the guiding principles for how the city will approach the update of the General Plan’s industrial land use designations as part of Phase Two. The City understand that the “Industrial Lands Policy” is not statutorily required to be adopted by January 2023, but would like for that to be adopted as close to that time as possible.

11. *Q: **Project Personnel Resumes:** The RFP states that resumes of principal-in-charge and project manager(s), and project managers for sub-consultants should be included. Could resumes of some additional key personnel/technical leads be included?*

A: Yes, if Consultant Team thinks that is appropriate those can be included.

12. *Q: **Relevant Experience:** The RFP asks for ... “experiences performing similar functions in three local government operations.” Would an overview of qualifications followed by three project examples meet the desired intent? No separate qualifications requirements for sub-consultants are listed. Should their qualifications be included, and would an overview of their qualifications be sufficient, or should three examples for each also be included?*

A: Yes, the Consultant Team must include all team member qualifications

13. *Q: **Billing Rates and Budget:** The RFP calls for submittal of “budget estimates” and states that “The exact budget for the General Plan Update contract will be based on a specific approved Scope of Work with*

*specified interim and final deliverables.” We want to confirm that budget submittal in response to the RFP would indeed be an estimate, with final scope and budget to be determined at a later stage or negotiated, and the submitted budget will not form a criteria or become the driver for consultant selection.*

A: Yes, it is the City’s understanding that the budget submittal in response to the RFP will be an estimate, and a final scope and budget will be negotiated and finalized in the actual contract with the selected Team. To clarify, while the City shall not make its professional selection based on fee, the submitted budget will be evaluated as part of the selection process to evaluate the cost and resources assigned to the proposed scope of work, and as a starting point for a negotiated scope of work and budget.

14. *Q: The Safety Element update might contain policies related to policing practices, along with more traditional policies related to police, fire & medical emergency response times, etc. Is it the City’s intention to conduct some level of policy debate around police reform as part of the General Plan update process or is this being addressed separately in another process?*

A: The City has a separate process, Reimagining Public Safety, which is considering how to operationalize the Oakland City Council’s commitment to enhancing public safety through more appropriate, efficient & equitable allocation of resources. The City of Oakland’s Safety Element will be focused on the natural hazards identified in California Government Code Section 65302(g), and the City’s ability to prepare for, mitigate, adapt, and respond to those hazards.

15. *Q: Are costs associated with City staff time included in the budget cited in the GP Technical Memorandum?*

A: No. The budget estimate in Section 13.3 of the [General Plan Update Technical Memo](#) is only for Consultant Team’s scope of work.

16. *Q: Do subcontractors need to be registered in iSupplier?*

A: Registration in *iSupplier*, the City’s official procurement portal, is recommended but not required for subconsultants. However, any firm that is *submitting* a proposal must be registered in *iSupplier*. And while RFP documents and amendments are being posted on the [General Plan Update project website](#), *iSupplier*, is the official portal for all of the City’s RFP documents and processes. Also, in order to gain preference points as a team with certified Local and Small Local Business Enterprise (L/SLBE) or a Very Small Local Business Enterprise (VSLBE), entities must be registered in *iSupplier* before a Certification Application can be processed.

17. *Q: Would participation requirements (see Schedule E: Project Consultant Team Listing Form) need to be met both for Phase One and Phase Two, in case City does not proceed with Phase Two?*

A: Consultant Teams shall submit separate Schedule Es for Phase One and Two, and would need to achieve the 50% participation goal in order to qualify for preference points.

18. *Q: How is an entity’s role on the Consultant Team determined? Is it determined by the Teams or by the City?*

A: See Part 2 of this document (starting on page 6) for unique guidance regarding participation of local non-profits, foundations, community-based organizations in the Consultant Team. The City does not direct the formation of Teams. Subconsultants may be part of more than one Consultant Team. As described in the RFP’s section on “Submittal Requirements”, the proposal must describe the Team structure and the project responsibility of each team member, among other items. Following submittal

of proposals, the City does reserve the right to make *recommendations* regarding changes to team composition if adjustments are deemed necessary to accomplish the Scope of Work and advance the General Plan Update’s guiding principles.

19. *Q: What is the process for matchmaking to develop the Consultant Teams?*

A: See Part 2 of this document (starting on page 6) for unique guidance regarding participation of local non-profits, foundations, community-based organizations in the Consultant Team. As noted in the response to question #18 the City is not directing the formation of Consultant Teams. The City created an [Expression of Interest Form](#) that can be completed by interested firms, CBO(s) and/or non-profits who are interested in being part of the General Plan Update process. The City also memorialized a list of attendees at the pre-proposal meeting held on May 11, 2021. Both that list of attendees and the rolling list of “Firms and CBOs That Have Expressed Interest” are available in the [RFP section](#) of the project website.

20. *Q: Can the City ask Consultants to identify who is thinking about being a prime on the Consultant Team?*

A: Both the list of attendees and the rolling list of “Firms and CBOs That Have Expressed Interest,” which are described in the response to Question #19, prompted organizations to identify themselves as a prime or sub-consultant firm, a CBO or other, and are available in the [RFP section](#) of the project website.

21. *Q: Is participating in a Consultant Team like being a subcontractor with the chosen consultant?*

A: Yes, typically a prime consultant firm manages the subcontractors. Also see Part 2 of this document (starting on page 6), which has additional unique guidance regarding participation of local non-profit(s) and CBOs.

22. *Q: Is the community engagement plan available? Will CBOs participate in that process?*

A: The specific community engagement plan for the General Plan Update process has not yet been established. It will be developed in coordination with the chosen Consulting Team. Consultant Teams should describe their approach for developing that community engagement plan, including engagement strategies, associated timelines and resource allocations. Community engagement strategies and principles were a key topic of discussion in the Listening Sessions held in the fall of 2020, as described in multiple sections of the [General Plan Update Technical Memo](#). Also see Part 2 of this document (starting on page 6), which has additional unique guidance regarding participation of local non-profit(s) and CBOs in development of the community engagement plan.

## **Part 2 – Revised Approach to Participation of Local Non-Profit(s) and/or Community-Based Organization(s) in the Consultant Team**

During the pre-proposal meeting on May 11, 2021 and in subsequent communications with firms and other organizations, many questions and concerns were raised regarding the mechanisms for including non-profits(s) and/or community-based-organizations (CBOs) as part of the General Plan Update Consultant Team. The main concerns around this matchmaking process were as follows:

- *A desire for City assistance/facilitation in the matchmaking process, as many non-profit(s) and CBO(s) are not familiar with the prime firms or the typical process for forming Consultant Teams.*



- *A desire for the matchmaking process to happen after non-profits and/or CBOs submit their best thinking about the process, so that those approaches can be considered independently and directly by the City, rather than through a Prime Consultant.*

In response to these concerns, ***the City will be issuing a separate Request for Qualifications/Request for Proposals (RFP/RFQ) for a community-based organization or local nonprofit (“Community Consultant”)*** to assist in the development and implementation of a community engagement process to inform the General Plan Update and serve as a backbone organization for managing the work and partnerships with other community-based groups to create a robust community engagement program that reaches all City residents, with a particular focus on communities historically underrepresented in traditional planning processes.

Key elements of this updated approach include:

- The Community Consultant will be compensated sub-contractor of the prime General Plan Update Consultant, and is expected to sub-contract (compensate) and manage the work of other smaller or supplemental CBOs or nonprofits that collaborate with the City and the Consultant Team on specific deliverables and responsibilities.
- The Community Consultant should select the smaller, additional CBOs that have relationships in underrepresented communities and have a focus on the issues that are pertinent for Phase I (housing, environmental justice, safety from hazards).
- Rather than hourly billing rates, it would be appropriate to detail lump-sums by deliverable or task.
- The City’s preferred Prime Consultant Firm will select the preferred Community Consultant to include as part of the Consultant Team, with input from the City of Oakland.

More information will be include in the RFP/RFQ, which the City anticipates will be released on June 18, 2021. Consultants registered on iSupplier will receive notice there. In addition, all General Plan Update interested parties will be notified, including those who’ve signed up for General Plan Updates, completed an Expression of Interest Form and attended the Pre-proposal meeting on May 11, 2021. The City will also send out notification via newspapers and social media.