



City of Cambridge

PURCHASING DEPARTMENT

795 Massachusetts Ave. • Cambridge, Massachusetts 02139-3219

Amy L. Witts
Purchasing Agent

To: All bidders
From: City of Cambridge
Date: June 12, 2015
Re: File No 6848, Request for Qualifications, Citywide Comprehensive Planning Services, Addendum No. 2

The following questions were submitted and answered at the pre-submission conference held on Monday, June 8, 2015.

1) How would you measure success?

Two markers of success will be the ability to work with the community to develop a common vision for Cambridge, and the ability to develop actionable and implementable recommendations.

The first phase in this approximately three-year process will be to work with the community and City to develop comprehensive shared vision for Cambridge. This process should be heavily informed by community engagement and be largely data-driven.

Bringing together the wider community and its differing viewpoints will be critical, and engaging with members of the community that are underrepresented when using traditional approaches to public participation will be an important component of this effort.

The ability to develop actionable recommendations that have community consensus and that are implementable during or following the span of the planning process will be another key measure of success.

2) What will be the nature of the recommendations that come out of this process? E.g., policy recommendations, land use, or "the full gamut?"

The expectation is that the recommendations could include a wide range, including (but not limited to) policy recommendations, zoning changes, or infrastructure projects.

It is key that the recommendations are arrived at through a robust community process. This process should be data-driven, and data collection should be factored into a consultant work plan.

3) How does Alewife planning fit into the overall process?

The Alewife planning phase of the process will be an early stage of the process, happening concurrently with visioning.

Alewife is one of the areas of the city that has seen recent development and has additional development capacity under current zoning. The key topics that have emerged through recent development discussions include the amount and character of development, transportation and traffic – including regional traffic, location of parts of the area within the floodplain, flooding, climate change vulnerability and resilience, urban design, and creating a sense of place and public amenities in an area with multiple property owners rather than a master developer.

4) Is there a sense that the zoning in Alewife is too permissive?

Residential development is desirable and has helped create a mix of uses in Alewife area, which was previously predominantly commercial/industrial. The pace of development – dormant for many years, with a sharp uptick in the current economic cycle, has triggered discussions about the amount and nature of development in the area. We expect the Alewife area study to engage with the question of the appropriate amount and nature of development in the Alewife area.

5) Given the largely collaborative nature envisioned for this process, how is the City going to support the consultant team in this effort?

The consultant team will work closely with Community Development Department (CDD) staff, who bring a Cambridge experience and expertise in housing, land use and zoning, urban design, transportation, climate and energy, and economic development and staff from other city departments including Human Service Programs, Public Works, Traffic Parking & Transportation and the Cambridge Health Alliance.

The team will also work closely with the City's consultants on other ongoing initiatives, the Climate Change Preparedness/Resilience Planning effort being principal among them.

The consultant effort will also be supported by data collected, organized and collated in conjunction with the STAR Communities process the City is undertaking (see below), but there should be an expectation of additional data collection.

6) Given the ambitious nature of the scope, is there one aspect that is the lead?

There is no single topic area that takes precedence: the range of topics from livability, economic development, environmental sustainability, equity and social justice and others should be treated equally and inform one another.

7) What will the timeline be between now and the start date?

8) What is the estimate for when there will be a selected team chosen?

9) When will the presentations be?

10) What will be the content of the public presentation?

Responses to the RFQ are due to the Purchasing Department by Thursday, June 25, 2015 at 11:00 A.M.

The Selection Committee will review the submissions received by the deadline and decide on a shortlist of at least three submitters to be invited for interviews in Cambridge.

The shortlisted submitters will be also be asked to prepare a presentation to the public. Shortlisted submitters will be provided guidance on the content and duration of their interview and public presentation. The presentations will be scheduled for the second half of July, and will be around the time of the interviews. Further instructions regarding the interviews and presentations will be sent to the shortlisted teams.

Generally, the public presentations will be an opportunity for the community to get an introduction to the team and a sense of the team's approach to the scope of the project. This will also be an opportunity for the shortlisted teams to have an opportunity to get a sense of the community. The City aims to have a team in place to start a public process in September.

Following the interviews and public presentations, the Selection Committee will rank the teams and submit a recommendation to the City Manager. While it is rare, the City Manager may choose to interview some or all of the finalist teams. Upon approval of the ranking, the City will begin price negotiations with the first ranked team.

11) Who will be on the selection committee?

The Selection Committee will be chaired by the Deputy City Manager, and will include the City's Purchasing Agent, the Acting Assistant City Manager of CDD, the Director of Environmental and Transportation Planning for CDD, Commissioner of Public Works, Assistant City Manager for Human Service Programs, and Chief Public Health Officer, or their respective designees.

12) Has the project been funded?

The project has not yet been formally funded, but there is a commitment from the City Manager and the City Council to fund it.

13) What approvals will be needed during the planning process, and what will be the process for those?

As proposed, there is currently no formal process to move from one stage of the process to the next. There is a commitment to provide quarterly updates to the City Council and Planning Board, as well as potential additional updates at key project milestones. As appropriate, endorsement or approval of interim products may be requested.

We anticipate that some recommendations will be finalized as early actions during the course of the three-year project. Depending on the nature of the recommendation, specific approvals may be needed. For example, changes to the Zoning Ordinance emerging from the Alewife area study would need to be approved by City Council.

14) Will the DSB form be part of a larger response packet?

Yes, the DSB form is part of the required submission materials but other responsive materials are permitted and should be submitted.

15) Is there any flexibility on the June 25th deadline?

All submissions must be received by the deadline stated in the RFQ. If for any reason the deadline is extended, an addendum will be issued prior to the deadline.

16) Can you speak more about data availability and STAR Communities?

The City has signed on to the STAR Communities Rating System (<http://www.starcommunities.org/>), which is a certification program that provides a framework for assessing community sustainability according to a number of sustainability goals and objectives developed by STAR Communities.

The City is currently compiling data to submit as a part of STAR Communities. More information is available on the STAR Communities website regarding the goal areas and objectives. The comprehensive planning consultant will also have access to the data compiled as a part of this process.

17) How will the planning process interface with the upcoming City Council elections?

City Council elections happen every two years in Cambridge. The topic of citywide planning came up during the previous election cycle, and may come up again during this election.

18) Are there specific WBE/MBE goals for this project?

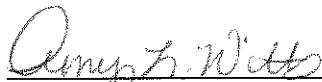
While there is no WBE/MBE requirement for this project, the City has a strong commitment to doing business women and minority owned businesses.

The following question was submitted and answered.

19) I have a few questions about the format of this proposal. On page 25, the Submission requirements dictate that we submit (1), a completed DSB Form (2), resumes of all persons, (3) statement of project understanding, and (4) references. From my understanding, DSB forms have section for resumes. Do these submission requirements suggest that we try to use the DSB Form to fill out all of the resumes, or that we have a separate, non-form section for the resumes and remainder of these items, like the approach? May we attach additional graphic materials? If so, are there page limits?

The DSB forms are required forms and must be completed according to the instructions on the forms. Resumes may also be included as a part of a separate section that addresses the additional submission requirements. Additional graphic materials may be included. There are no page limits.

All other details remain the same.



AMY L. WITTS
PURCHASING AGENT