



Response to Inquiries:

Gateway Cities and Rivers Urban Greening Master Plan Research, Writing, Graphics, and GIS Mapping

Watershed Conservation Authority

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1. There is nothing mentioned regarding inclusion of a fee proposal. Will fees be developed in the next round of the proposal? Are we expected to submit our fees in this proposal? If so, how do you want the fees formatted?

Please submit a fee with this proposal. The fees should correspond with deliverables, not rates. (Obviously, you probably use hourly rates to scope and price your work, but we'd like to complete distinct deliverables for agreed sums, so just cost out by finished deliverable.)

2. Planning Context Information. The RFP notes that "Consultant shall make use of existing Gateway Greening project materials and content, including written and graphic material on the project website, inventoried data, etc. as well as seeking out any other necessary information, data, articles, and/or visual material necessary for the creation of City Profile pages and maps" Can the WCA describe what materials will be provided and where the data gaps are?

The selected consultant/firm will have access to the in-progress beta website and all writing, maps, and other media used in its creation. They will have access to WCA's Esri Online inventory of spatial data and existing static and interactive maps. They will have access to collected literature and examples gathered by WCA. They will have access to WCA's contact lists related to the project community, agency, and city stakeholders. It is the responsibility of the consultant to determine if these materials are sufficient to complete City Profile pages and may decide to obtain more recent or comprehensive spatial data. Consultants/firms are expected to make necessary contact with local experts or stakeholders for feedback and may propose field work / photography as they see fit. Consultants may propose to provide graphic/infographic support for the City Profile page material they develop.

3. Benefits, strategies, and/or greenscapes. The RFP notes that "web pages should use appropriate research and analysis to indicate Benefits, Strategies, and/or Greenscapes that are applicable to the city" Is the consultant team recommending these strategies? Should these strategies be linked to specific sites?



Benefits, Strategies, and Greenscapes refer to plan/website elements already developed by WCA. Consultants/firms should become familiar with these materials and incorporate them into City Profile pages in the form of recommendations and links to make the City Profiles a coherent part of the complete plan/website. Reference to these materials may or may not be tied to specific sites, but should be part of a summary of recommendations made for each city. The Benefits, Strategies, and Greenscapes currently included on the site are listed below, examples of which are included in the original RFP:

- *Benefits:*
 - *Water*
 - *Climate*
 - *Equity*
 - *Economy*
 - *Health*
 - *Safety*
 - *Education*
 - *Connectivity*
 - *Aesthetics*
 - *Recreation*
 - *Air*
 - *Ecology*
- *Strategies*
 - *Parklets*
 - *Grey Water*
 - *Permeable Surfaces*
 - *Pop-Up Culture*
 - *Vendors*
 - *Urban Trees*
 - *Rain Barrels and Cisterns*
 - *Bike Lanes*
 - *Native Habitat*
 - *Wayfinding*
 - *Bioswales and Rain Gardens*
 - *Curb Cuts*
 - *Cool Pavement*
 - *Outdoor Fitness*
 - *Community Services*
 - *Farmers Markets*
 - *Community Events*
 - *Edible Landscapes*
- *Greenscapes (frequently repeated built-environment forms and spaces across the Gateway Cities plan area)*
 - *Parking Lots*
 - *Neighborhood-Scale Waterways and Channels*
 - *Infrastructure Corridors*
 - *Schools*
 - *Industrial Spaces*
 - *Single Family Housing*



- *Small Commercial Developments*
- *Multi-Family Housing*
- *Alleys*
- *Existing Open Spaces*

4. Precedents. Are there other websites that are a good example for what the WCA is trying to achieve?

The following sites are various and have diverse aims, but are generally the type of informative, interactive, public interest sites we are trying to emulate.

- <https://www.metro.net/interactives/greenplaces/>
- <https://conservationbydesign.org/>
- https://web.tplgis.org/csc_losangeles/

5. Website Format + Deliverables. Can you describe what file format WCA is expecting the website to be in? What are the final deliverables at project completion and what format are they expected to be?

The consultant/firm may submit written content in any text-editable file format such as MS Word. Final photos and graphic files should be submitted as medium-to-large JPEG files. Maps should be created in Esri Online, saved in WCA's inventory, and made available in hyperlink form.

6. What is the anticipated budget or budget range for this project?

WCA is interested in producing the best possible work while preserving existing project budget for staff to complete all scope elements. WCA has released the RFP in order to gauge the balance of quality and cost among likely firms and consultants and has not identified a budget at this time. It is up to the proposal team to decide whether to commit resources to manipulating the site itself and uploading content.

7. What is the current status of the "Gateway Greening Plan?" Is there a complete draft? Is additional research required? If the plan is not completed, can you provide a high-levels summary scope of work and schedule for the completion of the plan?

The Gateway Greening Plan is currently under development as a web-based plan. The drafting and site development process is continuous and ongoing, with the firm/consultant expected to integrate their work into that process. Although the firm/consultant will have access to all current WCA work on the plan, additional research is required at the consultants discretion to create the best possible City Profiles. This may take the form of literature review, best practices and examples review, field visits, photography, and spatial analysis and mapping. All work on the project is expected to be complete by April, 2020.

8. The objective of the RFP (1.2) states that "the proposed work will synthesize existing website content and original technical research and writing into "City Profile" web pages for each of..." Can you please



tell us where the existing website content is located? Also, what's the status of the original technical research? If complete, can you please provide this research?

The existing content is located on the in-progress beta website, WCA servers, and the Esri Online inventory (including unedited spatial data, formatted draft maps, and interactive map applications). Original technical research is ongoing. All materials will be made available to the contracted consultant/firm. The selected firm will be responsible for making use of this or other data to construct contextual and recommendation maps for each city as needed.

9. The RFP states “the site has been partially completed on a web platform that includes...” Can you please provide high-level technical summary of the existing web platform (e.g. what Content Management System (CMS) platform is used, who is supporting the CMS platform, are there dev and qa environments available for the web team to make and test updates, etc.)?

The existing web platform is developed in Apostrophe CMS (<https://apostrophecms.org>) and is supported by WCA staff and a previous development consultant on an as-needed basis. It is currently accessible only with a password to view or with a password to edit.

10. We understand why the web platform may require the use of ESRI ArcGIS online, however, we don't understand why the new web development team is required to use the existing CMS platform. Will you consider using an alternative web development platform for this project? If not, can you please explain why the existing CMS platform must be used?

WCA has developed other pages and content in the existing CMS. If consultants/firms wish to work in a compatible CMS and be responsible for the integration of material into the existing site structure, they may propose to do so. Consultants may also propose to provide material deliverables in approved formats for WCA staff to integrate into the site using the existing CMS.

11. The RFP lists two different due dates (section 1.2/Aug 23 and section 8/Aug 30). Which is the correct date?

August 23. Please see corrected RFP here https://www.wca.ca.gov/ug_rfp.

12. Can you please tell us who the current and former consultants are, what their role has been, and what services they will continue to provide in support of this project?

Previous consultants have included North East Trees for content development and outreach, Perkins+Will for research, written content, visual materials, and design, TreeStack for web development, Gateway Cities writers for subject and narrative content, and other subject area experts for written content. None of these consultants is currently working with WCA, though TreeStack is available as needed for web support.



13. Have any of the current or former consultants been invited to propose on this RFP? If so, can you please tell us which consultants?

No.

14. How do you envision the current and new consultant teams working together? Will the selected consultant be asked to add the current consultants to their team?

New consultants are anticipated to work primarily with WCA staff.