



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Ristow

SUBJECT: SEE BELOW

DATE: March 22, 2024

Approved

Date

3/27/24

COUNCIL DISTRICT: 3, 6

**SUBJECT: AGREEMENT WITH RC DESIGN COLLABORATIVE FOR
REIMAGINING SANTA CLARA STREET COMPLETE STREET PLAN**

RECOMMENDATION

Adopt a resolution authorizing the City Manager or her designee to negotiate and execute a consulting services agreement with RC Design Collaborative (doing business as Sitalab Urban Studio) for the Reimagining Santa Clara Street Complete Street Plan from the date of execution through December 30, 2025, for an amount not to exceed \$485,000.

SUMMARY AND OUTCOME

City staff recommends that the City Council adopt this resolution, allowing staff to engage RC Design Collaborative (doing business as Sitalab Urban Studio) consultant services in support of the Reimagining Santa Clara Street Plan (Project) for an amount not to exceed \$485,000. This Project will deliver a comprehensive community-based streetscape plan for a reimagined Santa Clara Street that is attractive, equitable, vibrant, and welcoming to all, both today and in the future. The Project will study Santa Clara Street between 17th Street and White Street, from building façade to façade. The plan will seek to improve transit speed and reliability, revitalize and activate the streetscape, and support local ground floor retail through expanded and improved pedestrian areas and experience. Upon completion, the Project will deliver a selected alternative plan drawing detailing a 10% plan view design of the corridor, an engagement summary, a key sites and landmarks guide discussing strategies to integrate key public and private activity nodes into the corridor, as well as an implementation guide.

BACKGROUND

The City Council adopted the Downtown Transportation Plan on November 15, 2022. This ambitious 20-year plan sets ambitious mode shift and greenhouse gas emissions reductions as

goals for the success of downtown. The Downtown Transportation Plan prioritizes equitable and inclusive street design and seeks to create a public realm that is open and welcoming to all, one that puts people first. Key to achieving these objectives is four “Big Moves,” which the Downtown Transportation Plan defines as large, transformative physical improvements that address important community needs. Through this process, the community expressed a strong desire for a more people-focused, culturally, and economically vibrant Santa Clara Street. This is being advanced via the Reimagining Santa Clara Street Complete Street Plan. As the current Project will only produce 10 percent conceptual designs for the corridor, no construction or physical change will occur under this agreement.

The Project will develop a vision for the “main drag” of the Capital of Silicon Valley as a focal point of commercial activity and public life, of which residents and workers can be proud. The Project will plan a street that is vibrant, welcoming, and accessible to all users, whether they are on foot, taking transit, or in a car. The Project will bring together a diverse group of local stakeholders, including elected officials, downtown businesses, and local residents and workers to co-create a bold plan that balances competing desires for transportation, street front retail, and public space.

ANALYSIS

To support this effort, the City Council approved \$500,000 in October 2022, for the Department of Transportation to hire a consultant team to support ongoing planning efforts. With these funds, the department issued a request for proposals on November 16, 2023, with a closing date of January 17, 2024, on the online bid solicitation website Biddingo. The department received eight responsive proposals from the following entities: Arcadis U.S. Inc.; CSW Stuber-Stroeh Engineering Group; Kimley-Horn and Associates Inc; Moore Iacofano Goltsman Inc.; RC Design Collaborative (DBA Sitelab Urban Studio); Skidmore, Owings & Merrill LLP; SWA Group Inc.; and Toole Design Group LLC.

Proposals were evaluated by a team of City of San José and Santa Clara Valley Transportation Authority staff to determine a set of finalists to interview. The review panel consisted of experts in local transportation planning, transit planning, and economic development. Reviewers scored proposers on the following criteria.

Criteria	Percentage of Score
Proposal Responsiveness	(Pass / Fail)
Firm Qualifications and Relevant Experience	15
Key Staff’s Relevant Experience	20
Work Plan/Technical Approach to the Project	30
Interview	20 (only applicable to top 3 applicants)
Local Business Enterprise	5
Small Business Enterprise	5
Fee Structure	5

Of these eight qualified responses, the Department of Transportation invited the top three proposers to discuss their proposals with the review panel. The three highest-ranked teams and their scores after the oral interviews were as follows: RC Design Collaborative (DBA Sitelab Urban Studio) with a score of 80, SWA Group Inc. with a score of 78, and Kimley-Horn and Associates Inc. with a score of 76.

Staff recommends that the contract be awarded to the highest ranked firm, RC Design Collaborative (DBA Sitelab Urban Studio), for a total amount not to exceed \$485,000. RC Design Collaborative (DBA Sitelab Urban Studio) has a proven track record of providing high-quality transportation plans with an emphasis on community-based planning strategies. The interview panel felt the RC Design Collaborative (DBA Sitelab Urban Studio) team demonstrated the deepest understanding of the Project scope and of the Project's many and varied needs relating to community engagement. The panel also felt that, while all three finalists demonstrated excellent professionalism and technical abilities, RC Design Collaborative (DBA Sitelab Urban Studio) showed the greatest commitment to the aspirational intent of the Project as described in the request for proposals and that its overall approach to the Project was most convincing.

A 10-day protest period began on February 16, 2024, after a notice to award was sent to RC Design Collaborative (DBA Sitelab Urban Studio). No protests were received.

Climate Smart San José Analysis

The street envisioned through this Project will support the Climate Smart San José Plan in three ways. First, by improving transit speed, reliability, and access, the Project will encourage mode shift and facilitate mode choice from gas-powered single occupancy vehicle trips to more sustainable modes. Similarly, a revitalized street scape and improved pedestrian environment will encourage walking over driving. Second, this people-centered streetscape and the Project's emphasis on placemaking will make Santa Clara Street more of a destination for shopping, dining, community, and increase the viability of local ground floor retail creating local employment. Third, as Santa Clara Street becomes more of a destination with major employment and cultural sites, such as San Pedro Square, City Hall, and San José State University, it will become better integrated into the streetscape, more accessible on foot and by transit, and support a reduction in vehicle miles traveled.

EVALUATION AND FOLLOW-UP

With the direction of City Council, the City Manager or her designee will negotiate and execute a consulting services agreement with RC Design Collaborative (DBA Sitelab Urban Studio) for the Reimagining Santa Clara Street Complete Street Plan from the date of execution through December 30, 2025, for an amount not to exceed \$485,000. Subsequently, this negotiated

contract will be brought before City Council for review and consideration, and based on City Council direction and authorization, will be entered into.

COST SUMMARY/IMPLICATIONS

TOTAL COST OF CONTRACT/AGREEMENT: not to exceed \$485,000

Contract/Agreement Amount: not to exceed \$485,000

Recommended Amendment (as included in memorandum): not to exceed \$485,000

Total Contract/Agreement Amount: not to exceed \$485,000

BUDGET REFERENCE

This Project is funded by a \$500,000 appropriation identified as part of the Fiscal Year 2022-2023 City Budget and carried over in the 2024-2028 Capital Improvement Program Budget.

The table below identifies the fund and appropriations to fund the contract recommended as part of this memorandum and remaining Project costs, including project delivery, construction, and contingency costs.

Fund #	Appn #	Appn Name	Total Appn	Amt. for Contract	2023-2024 Adopted Capital Budget Page	Last Budget Action (Date, Ord. No.)
429	428O	Santa Clara Street Transit and Streetscape Enhancement Study	\$488,000	\$485,000	1030	10/17/2023, 30966

COORDINATION

This memorandum has been coordinating with City Attorney's Office, City Manager's Budget Office, and Planning, Building, and Code Enforcement Department.

PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the April 9, 2024 City Council meeting.

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COMMISSION RECOMMENDATION AND INPUT

No commission recommendation or input is associated with this action.

CEQA

Not a Project, File No. PP17-002, Consultant services for design, study, inspection, or other professional services with no commitment to future action.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/

John Ristow

Department of Transportation

For questions, please contact Ramses Madou, Division Manager, Policy and Planning, Department of Transportation, at ramses.madou@sanjoseca.gov or 4089753283.