

Request for Qualifications for the Downtown Core and Corridors Specific Plan and Program Environmental Impact Report: ADDENDUM #2

Released on Wednesday, February 23, 2011

The following changes have been made to the Request for Qualifications (additions are <u>underlined</u> and deletions are in <u>strikethrough</u>):

SOQ TOPICS

<u>Part II: Background, Experience, and Availability of Key Team Members and</u> Client References

At minimum, describe the background, relevant experience, and availability of the following team members:

- DCCSP Project Manager
- PEIR Project Manager
- Community Involvement/Public Engagement Leader
- District and Neighborhood Revitalization Leader
- Market Analysis/Economic Development Leader
- Parking Analysis/Parking Management Leader
- Transportation/Mobility Leader
- Urban Design Leader
- Form-Based Code Leader
- Infrastructure Leader
- District Branding and Promotions Leader(s)

SOQs should clearly note if one person is designated to serve multiple roles on the team (such as the Urban Design Leader and Form-Based Code Leader). Client references for

the above individuals must be included. No less than three and no more than five references should be provided for each the DCCSP Project Manager and PEIR Project Manager. No less than two and no more than three client references should be provided for each of the other team members. If one person is serving multiple roles on the team (such as the Urban Design Leader and Form-Based Code Leader) the references provided should be able to speak to all of the designated roles of that team member. The name, title, current phone number, and current email of the person providing the reference shall be provided to assist the City in the reference check process. NOTE: Prior to submittal of an SOQ, each team should inform its references that they will be contacted by the City of Fullerton.

Part V: Sample Products

Gaining an understanding of the products prepared by key team members (see Part II) is important to the Evaluation Committee. Please provide internet links (or PDF files on a CD/DVD) to no more than twelve (12) sample products that represent the work of key team members. If a CD/DVD is provided, each SOQ should have an attached CD/DVD (a total of 18 CD/DVDs should be included, one for every required hardcopy SOQ submitted to the City of Fullerton). A range of small to large products should be provided, such as community workshop fliers, on-line surveys, economic studies, technical studies, PowerPoint presentations, branding reports, parking studies, architectural illustration, form-based codes, urban design concepts, specific plans, neighborhood revitalization strategy, and environmental impact reports.