

*City of Brisbane*  
*Agenda Report*

**TO:** Honorable Mayor and City Council  
**FROM:** Fred Smith via Clay Holstine, City Manager  
**DATE:** Meeting of November 9, 2009  
**SUBJECT:** Consider approval of proposed Request for Proposals (RFP) for the update to the “Brisbane, City of Stars” history book.

**CITY COUNCIL GOALS:**

- 15. To encourage community involvement and participation.
- 16. To preserve the unique current character of Brisbane.

**DEPARTMENT GOALS:** Select a consultant to research and write an updated “City of Stars” history book.

**PURPOSE:** To authorize staff to solicit proposals from consultants for the preparation of a history book to commemorate the City’s 50<sup>th</sup> anniversary in 2011.

**RECOMMENDATION:**

Approve the RFP and authorize staff to distribute the RFP to selected consultants.

**BACKGROUND and DISCUSSION:**

In November 2011, the City of Brisbane will celebrate the 50<sup>th</sup> anniversary of its incorporation as a City. To honor this occasion, the City Council has established a goal of updating the last published history book of the City, which covers the period from incorporation through the 25<sup>th</sup> anniversary in 1986. Funding for this project was included in the FY 2009-10 and FY 2010-11 budgets and, in October 2008, the City Council appointed a history subcommittee to work with staff on this project.


Since then, staff has worked with the subcommittee to define the scope of the history book project and incorporate that scope into a draft RFP. The RFP will be distributed to a list of selected consultants. Consultants who submit responsive proposals will be interviewed by the subcommittee and staff who will submit their recommended consultant to the City Council for final approval.

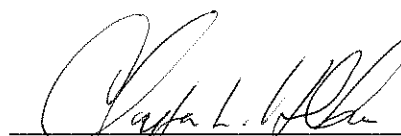
**FISCAL IMPACT/FINANCING ISSUES:**

None at this time.

**MEASURE OF SUCCESS:**

A successful recruitment with a pool of responsive proposals from which to select.

  
\_\_\_\_\_  
Department Head

  
\_\_\_\_\_  
City Manager

**ATTACHMENTS:**

Draft Request for Proposals.

[to be printed on City letterhead]

November 11, 2009

Consultant  
Name and Address

**Subject: Request for Proposals for preparation of a history book for the City of Brisbane.**

Dear:

The City of Brisbane is requesting proposals from qualified firms and individuals to research, design and produce a history book covering the period of the community's history from 1986 through November 2011 as an update to the 1989 volume "Brisbane, City of Stars – The First Twenty-five Years: 1961 – 1986".

If you are interested in undertaking the preparation of this history book project, we welcome you to respond to the attached Request for Proposals(RFP) for this project. Please submit your proposal by **January 15, 2010 at 1:00 pm** to:

**Mr. Fred Smith,  
Assistant to the City Manager  
City of Brisbane  
50 Park Place  
Brisbane, CA 94005**

All firms submitting proposals will be asked to attend an interview to present their qualifications and describe their relevant experience, project understanding, approach and methodology. Examples of previous relevant projects should accompany any submitted proposals.

If you have any questions about the services requested or the contents of the RFP, please contact me at (415) 508-2112.

Sincerely,

Fred Smith  
Assistant to the City Manager



# **REQUEST FOR PROPOSALS**

**TO PREPARE A**

**City of Brisbane, History Book Project**

**BRISBANE City of Stars  
The Second Twenty-five Years:  
1986 - 2011**

**CITY OF BRISBANE,**

**November 11, 2009**

## TABLE OF CONTENTS

	PAGE
I. Background and General Information	1
II. Preliminary Work Plan	3
III. Scope of Topics for the Book	4
IV. Information to be Submitted	8
V. Consultant Selection Procedure	9
Attachment A. Available documents for review.	10

# **I. BACKGROUND AND GENERAL INFORMATION**

## **A. Background**

The City of Brisbane is a small city in San Mateo County on the northern bayside of the San Francisco Peninsula, immediately adjacent to the City and County of San Francisco. The City incorporated in November 1961 and will be celebrating its 50<sup>th</sup> anniversary in 2011. The community, however, dates back to 1908 when the subdivision map for the City of Visitacion was filed and development of streets, homes and businesses was begun. In the mid-1980s, to celebrate its 25<sup>th</sup> anniversary, the City commissioned two history books. The first, “A Spirit of Independence”, covering the period up to incorporation and a second, titled “BRISBANE City of Stars, The First Twenty-five Years: 1961-1986” covering the City’s incorporation and the 25 years that followed.

As part of the 50<sup>th</sup> anniversary celebration, the City Council wishes to update the written history of the City by commissioning a sequel to “BRISBANE City of Stars” to cover the second twenty-five years of the history of the City.

The proposed book is envisioned as a companion volume to the previous book, updating it through the 50<sup>th</sup> anniversary in November 2011 and broadening the scope of the community’s recorded history, as outlined more fully in Sec. III of this Request for Proposals, below. The City is seeking a consultant to research, draft, design and produce this book.

## **B. General Information**

The City of Brisbane is requesting proposals from qualified firms and individuals to research, write produce, design, and coordinate the printing of a history book covering the period of the community’s history from 1986 through November 2011 as generally described in this RFP.

If you are interested in undertaking the preparation of this history book project, please submit your proposal by **January 15, 2010 at 1:00 pm** to:

**Mr. Fred Smith,  
Assistant to the City Manager  
City of Brisbane  
50 Park Place  
Brisbane, CA 94005**

Proposals received after the deadline may not be considered. The City of Brisbane is not liable for any costs incurred in the preparation of proposals for this work.

Consultants submitting responsive proposals will be asked to attend an interview to present their qualifications and describe their relevant experience, project understanding, approach and

methodology. Examples of previous relevant projects should accompany any submitted proposals.

The interviews will be scheduled following the submission deadline. You will receive notice of the interview date and time well in advance of the scheduled date.

If you have any questions about the services requested or the contents of the RFP, please contact Fred Smith, Assistant to the City Manager at (415) 508-2112.

#### C. Subcontracting

Following the award of the consulting contract, no subcontracting will be allowed without the express written consent of the City of Brisbane.

#### D. Work product

All work product of the consultant related to this history book project shall, upon payment under the contract, be the property of the City of Brisbane, including but not limited to manuscripts, drafts, proofs, photographs, digital files and interview notes. Consultant's working notes and internal documents are excluded from this condition.



## II. PRELIMINARY WORK PLAN

The following is a Preliminary Work Plan, which has been developed for this RFP to assist in the preparation of more complete proposals. Proposers are encouraged to use it as a guide, but should feel free to suggest variations or modifications in their approach to the work.

### A. Major Tasks and Products.

The Preliminary Work Plan consists of six tasks to be performed in the process of defining the project, conducting the research, preparing preliminary and final drafts, designing the layout, and coordinating the printing of the book.

1. Develop project schedule. The projected release date for the book is mid-2012. The project schedule should contain major and minor milestones and a description of the work needed to accomplish each milestone.
2. Develop outline of history book. The consultant will work with a subcommittee comprised of two City Council members, City staff and one or more residents to develop the thematic layout and conceptual structure of the book based on the outline in Sec. III, below. The book would likely be structured both chronologically and by theme or issue.
3. Interview key subjects and conduct archival research. The subcommittee will work with the consultant to develop a list of interview subjects. Each topic will likely require interviewing from one to five or more subjects. The City has official files and limited historical archives from this period that can be used and some of the interview subjects may be able to provide photos, records, literature, etc. for use in the book.
4. Write the draft text of the volume and select photos to accompany text. Present draft chapters to subcommittee for review and feedback on accuracy, tone and style. Some rewrites and/or edits will be required.
5. Prepare final draft of the volume and develop the layout and style of the book. Although substance will be more important than style, the City desires an aesthetically pleasing and easy to read volume.
6. Arrange for printing of the volume and coordinate any issues with the printer. Proposals should include a separate line item estimating the cost of printing 500 copies of a 150 to 250 page 8½" x 11" soft cover book with color cover and mostly black and white photos.

### III. SCOPE OF TOPICS FOR THE BOOK

Below is a generally complete list of possible topics/events/themes that should be covered in the book. These are in approximate but not strictly chronological order. The City Council Subcommittee has approved the following outline in regard to the scope of work for the project. New topics could be added between now and 2011 as events warrant.

1. Resolution of Northeast Ridge development dispute – aftermath of State efforts to legislate resolution, mediation with developer, settlement of lawsuit and approval of project – 1986-1989.
2. Tom Hitchcock appointed Police Chief and serves over 20 years.
3. Civic Center controversy and recall election and aftermath.
4. Visitacion Ave. beautification project – undergrounding utilities, new sidewalks, crosswalks and trees.
5. Star Award program.
6. Susan Nielsen wins Council seat in hard fought race against former Councilman John Bell (Nov. 1987)
7. City helps broker deal for Trust for Public Land to buy Owl and Buckeye Canyons from quarry owner and transfer to Dept. of Fish and Game.
8. Brisbane Star newsletter.
9. Loma Prieta earthquake – establishment of CEVs, damage to Tunnel Bridge, demolition of Moore building.
10. Steve Waldo and former City Manager Brad Kerwin win City Council seats following 1989 recall election. Steve Waldo and Brad Kerwin re-elected and Lee Panza elected three months later at regular election. Clara Johnson elected in early 1990 in special election to fill seat of Susan Nielsen.
11. City Hall moves to 150 North Hill Dr.
12. Casino election.
13. General Plan update, controversy and referendum.
14. Construction of Northeast Ridge project, listing of Calippe, lawsuit, project revisions, HCP amendment, etc. 1992 to present
15. Roger Kalil, former Finance Director, passes away.
16. Clarke Conway unseats incumbent Brad Kerwin to win seat on City Council. 1993
17. New fire station on Bayshore Blvd.
18. Margaret Ave. water tank.
19. Development of Community Park at former Civic Center site.
20. Crocker Park Shuttle established.
21. Community Festival and Festival of Lights.
22. City sues County to halt clearcut logging of eucalyptus groves in San Bruno Mtn. Park.
23. City purchases 50 Park Lane for City Hall.
24. Construction and opening of Community Pool.
25. Acquisition of Filling Station Pizza building for Teen Center.
26. New Public Works corporation yard on Tunnel Ave.

27. Remediation of Levinson/PG&E marsh. Controversy Midway Village (Daly City) residents.
28. Mission Blue Center constructed and dedicated to the City.
29. Acquisition of Crocker Park rail rights of way and conversion to trail system.
30. Robin Leiter retires, Clay Holstine hired as new City Manager.
31. Acquisition of Old Quarry Rd. from Dept of Fish and Game – developed into walking trail, community garden and park.
32. Park Lane extension to Old County Rd. through old Post Office site – opening of new post office facility.
33. Establishment of OS&EC and development of Open Space Plan.
34. Renovation of Brisbane Village shopping center after acquisition by Charles NG.
35. Development of Brisbane Technology Park office development at Bayshore and Guadalupe.
36. Senior housing project, Brisbane's first affordable housing project, constructed.
37. School parcel tax passes by one vote in 2001
38. Deannexation of southern portion of Bayshore Blvd to SSF for construction of Oyster Pt./US 101 interchange, improving southbound freeway access for Brisbane.
39. Establishment of Recreation Dept. in the City, hiring of Jim Skeels as first Department Head and expansion of programs.
40. City Website.
41. Municipal Utility District (MUD) election.
42. Open space acquisitions in the Brisbane Acres.
43. Creation of North County Fire Authority to assume administrative functions for Brisbane Fire Department.
44. Emergence of shared services throughout the County and Brisbane's role in this trend.
45. Establishment of Brisbane government access cable channel 27.
46. Fire at the old SP Roundhouse at Baylands.
47. Development and implementation of infrastructure master plans for the City.
48. Increases in water and sewer rates.
49. Silverspot coop.
50. Baylands application and process.
51. Habitat for Humanity project.
52. Crocker Park trail.
53. Sale of Hitachi building.
54. 1 San Bruno condo project at former Gil's Oly site.
55. Quarry housing development vote.
56. City Blog.
57. Construction of new Tunnel Ave. Bridge.
58. Biotech campus development on Sierra Point.
59. Controversy over freight forwarder proposal for former Gilmore Envelope building.
60. City Hall remodel.

Below are some of the other topics that should be included in the book.

Community based social networks, clubs and organizations and what they do and have done in the community.

1. Lions Club
2. Eagles
3. Womens' Club
4. BEST
5. Mothers of Brisbane.
6. San Bruno Mtn. Watch.
7. CREBL
8. Mission Blue Concerts
9. Brisbane Artists Group
10. Brisbane Dance Workshop
11. Seniors Club
12. Chamber of Commerce.
13. CEVs (Community Emergency Volunteers)
14. Friends of the Brisbane Library
15. Scouts
16. Citizens for a Brisbane High School
17. Sierra Point Yacht Club
18. Silverspot Nursery School Co-op.

Deceased, community leaders to profile/commemorate.

1. Frank Walsh
2. Bill Lawrence
3. Bill Del Chairo Jr.
4. Ed Schwenderlauf
5. Art Montenegro Jr.

Other Community Leaders who have been and continue to be active in the community.

1. Ray and Anja Miller,
2. David Schooley,
3. Peter Stiehler,
4. John Quilter
5. Lee Panza
6. Bob Dettmer
7. Clara Johnson

Key City staff:

Both City Managers and selected department heads.

Churches.

1. Community Church
2. Catholic mission

Schools:

1. BES (Brisbane Elementary) and Lipman Intermediate.
2. Changes in educational philosophy
3. Refurbishing BES.
4. Combined programs with City/Joint use agreements.
5. High school students get choice to attend Terra Nova/Oceana in Pacific instead of Jefferson High in Daly City.

Businesses: Downtown as well as Seirra Point/Crocker Park/Technology Park.

1. 23 Club
2. Ron Davis Realty/Madhouse Coffee Shop
3. Brisbane Hardware
4. Midtown Market
5. Mangiari Restaurant
6. Hitachi
7. 7 Mile House
8. Arthur Court Designs

Social, cultural, ethnic and demographic changes and trends.

1. Environmental consciousness as an established community value reflected in, e.g., the 1994 General Plan, the establishment of the OSEC, the consensus for sustainability in the Baylands and development and the adoption of the Green Building Ordinance. While disagreements remain, unlike during the first 25 years, there seems to be little constituency for unrestrained growth and development.
2. Changes in the demographics and socioeconomics of Brisbane since 1986 as the Northeast Ridge has built out and new, more affluent people have moved into town and how their values may differ from long time residents and how this may have shaped cultural changes in the town? Examples – Madhouse Coffee vs. Flo and Carols; Mangiare/Xebec vs. DeMarco's 23 Club; Community festival vs. Western Days, country western music at Visitacion Ave. bars vs. Mission Blue Concert Series, etc.
3. Ethnic changes – increased diversity reflected in composition of residents and business ownership, e.g., Asian owners buy Midtown Market from Rossi brothers, Bamboo Garden restaurant, Teriyaki House, etc.
4. Changes in housing stock as income/socioeconomic status of residents rises, e.g., larger, fancier houses built, old small homes remodeled/expanded.

## **IV. INFORMATION TO BE SUBMITTED**

Consultants responding to this request must supply six copies of their written proposal by the date and time requested. We expect the proposals to be primarily focused on the Preliminary Work Plan and Scope of Topics from Sections II and III, above.

To be considered complete and responsive, we expect that the Proposals should include the following information, at a minimum:

1. Project Understanding – This section should demonstrate the consultant’s understanding of the proposed project, defining methodology to be used and an outline of key issues and unique challenges involved.
2. Work Program – This would be the core of your proposal. It should address the tasks and topics described in Sec. II and Sec. III, above, and any other tasks or issues that you feel should be incorporated into the Scope of Work.
3. Project Staffing – This section should discuss how the consultant would propose to staff this project. Consultant project team members are to be identified by name, location, and specific responsibilities on the project. Please include resumes for key staff in an appendix.
4. Project Budget – Include a project budget indicating by task and by person or position, with the hourly rate and cost, and projected direct costs. The budget should have a not-to-exceed cost for services for the research, writing, design and layout of the book. An estimate of printing costs should be included, as well. The City acknowledges the final amount is subject to change based on the volume and complexity of the project.
5. Project Time Schedule – The consultant’s proposal should set forth a specific schedule for accomplishing the work.
6. General Qualifications – This section should include a sufficient description of the overall level of experience and areas of special expertise of your firm and your team that are particularly relevant to this project.
7. Project Qualifications – This section should include a brief description of the consultant’s qualifications for the project and previous experience on similar or related work.
8. Examples of Previous Work – The consultant’s proposal should include examples of previous work similar or relevant to this project.
9. Other information that might assist the City in determining your qualifications.

## **V. CONSULTANT SELECTION PROCEDURE**

The City expects to conduct oral interviews of consultants submitting a responsive proposal. Final selection will be made following the interviews. If the City receives a large number of proposals, it reserves the right to screen proposals prior to conducting interviews.

Consultant selection will be based on information contained in the proposal and presented in the interview. It will include consideration of the following criteria:

- Demonstrated understanding of the project and the key issues.
- Qualifications of the consultant for this project. We are not only interested in the consultant's history of successful projects, but also in the background and ability of the people working on this project.
- Demonstrated experience and success of the project team in working on projects similar in size and scope to the proposed book.
- Demonstrated effectiveness at managing research, efficiently acquiring information from diverse individuals and archival sources and synthesizing the information in a clear, readable and concise manner.
- Understanding of Brisbane's needs and approach to the documenting of its history.
- Quality of the proposal.
- Proposed cost of consultant's services.

# ATTACHMENT A

## Available Documents

**If your firm is interested in submitting a proposal, the City can provide you with copies of the following documents.**

A Spirit of Independence – A History of Brisbane Before Incorporation, c.1986

Brisbane City of Stars – The First Twenty-Five Years: 1961-1986, c. 1989