

DOWNTOWN SPECIFIC PLAN



REQUEST FOR QUALIFICATIONS

ISSUED DATE:

AUGUST 18, 2025

DEADLINE TO SUBMIT:

OCTOBER 16, 2025

EMAIL SUBMITTAL ONLY TO:

DRUBY@MANTECA.GOV

WWW.MANTECA.GOV/PLANNING/DSP



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INTRODUCTION, BACKGROUND, AND PURPOSE

The purpose of this Request for Qualifications (RFQ) is to retain professional services from urban design and planning consulting firms interested in providing planning/design services for the preparation of a Downtown Specific Plan (DSP) for the City of Manteca. The goal is to create a DSP to integrate sustainability policies and recommendations into the City's planning strategies for Downtown Manteca. The DSP would help provide a unique vision for Downtown Manteca to ensure continued growth and revitalization that benefits downtown residents and the larger community. The plan will provide sound policy and guidance on development, land use, transportation, economic development, housing, public spaces, and cultural arts.

The City of Manteca is located in California's San Joaquin County, with a population of approximately 94,000 people and encompassing just over 17 square miles in area. Manteca is located at the crossroads of SR-120, I-5, and SR-99, about 10 miles north of Modesto and 10 miles south of Stockton. The City is governed by a city council with five members.

Development in Manteca is strong with 11,000+ new housing units in the development pipeline. As the City grows, the vision is to develop Downtown Manteca into the "heart and soul" of the City. The City initiated a Downtown Improvement Plan in 2001. The plan included land use and design criteria and public improvement amenities. Most of the public improvements identified in the plan have been completed. However, the land use and design guidelines were not implemented. The DSP will not only identify additional public amenities but will complete the missing elements of the 2001 Downtown Improvement Plan.



PROJECT SCOPE AND OBJECTIVES

Project Objectives:

The planning effort will focus on evaluating existing and potential land uses, analyzing circulation, infrastructure conditions and economic/market conditions. The plan will also develop land use regulations and implementation strategies that incorporate design guidelines to encourage appropriate infill development within the project area while preserving the historic fabric of the downtown.

The primary objectives to be achieved through the DSP are:

- Comprehensive vision/design strategy for downtown.
- Development and implementation of urban design standards which promote walkable and livable environments within the project area.
- Develop a land use plan and policy framework to accommodate increased commercial and housing density in downtown, along with other transit supportive uses and improvements.
- Develop transportation standards in support of the City's Climate Action Plan, complete Street concepts and walkable communities strategies.
- Inform the public about infill design concepts and the DSP process through comprehensive community involvement.
- Inform the public about transportation design concepts and the DSP process through comprehensive community involvement.
- Complete a market/economic analysis and detailed infrastructure analysis.
- Prepare the necessary environmental study and document for the Specific Plan, expected to be an EIR.
- Prepare any necessary revisions to Manteca Municipal Code Sections 17.26.050, 17.26.060, and 17.28.020 to capture changes triggered by the adoption of the DSP.

Project Components:

The DSP will be prepared in compliance with State law, adopted City policies, and ordinance as described below:

1. Area Profile/Existing Conditions Report. Profile of the project area must be completed that evaluates current conditions. The DSP will then build on this information to create a profile about the population in the study area, including age, ethnicity, employment, income and poverty, and travel mode to work. Information on existing land uses and vacant or underdeveloped land must be evaluated. This basic demographic and land use information will provide guidance to develop the DSP. Building on the profile, existing conditions, and opportunities map, a report will be developed. The consultant will evaluate the existing physical and regulatory conditions in the project area, including but not limited to, existing land use, and the number of existing housing units or lack thereof.

PROJECT SCOPE AND OBJECTIVES

2. Community Involvement Strategy. Community involvement will be a key component of the DSP. Stakeholders will be identified and outreach methods customized to ensure maximum involvement. Community stakeholders include residents, business owners, property owners, developers, transit agencies, and neighborhood groups/homeowners' associations. A Community Involvement Plan will be developed to ensure significant involvement as well as identifying issues and envisioning future conditions in the project area. Components of the Plan will include:

Community Advisory Committee. This group would include area residents, business owners, property owners, environmental groups, housing advocates, and members of the development community. The Community Advisory Committee will serve as a voice for the community to ensure that feedback and interests are heard and reflected in the process.

Technical Advisory Committee. This group would include, but is not limited to, City staff from appropriate departments. This group will advise on technical aspects of the plan.

Community Workshops. Public meetings will be held at various stages of the planning process to introduce the project, envision a future, consider planned land uses, and study the transportation network.

Interactive website. A project website will be established to provide information on the project and community meetings, and to allow community members to comment and provide input through interactive means.

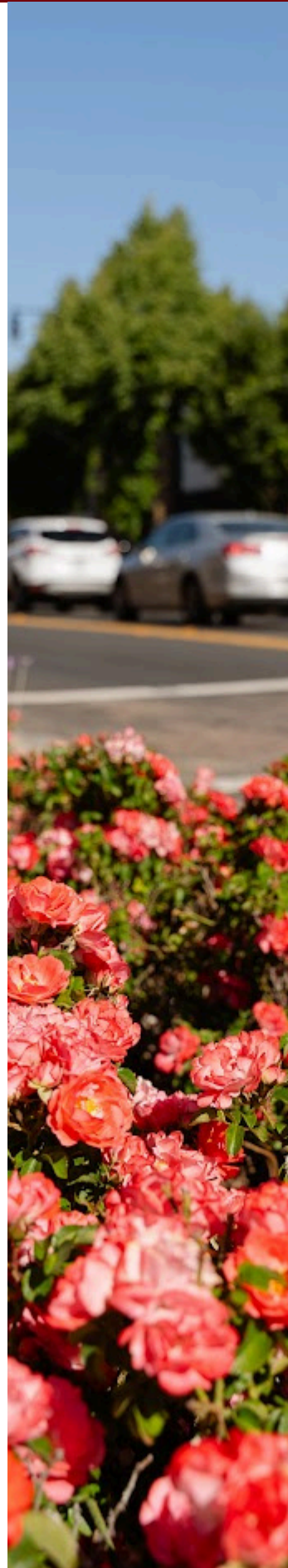


PROJECT SCOPE AND OBJECTIVES

3. Opportunity Sites Analysis. The Specific Plan will examine significant opportunity sites within the plan area that can serve as catalysts for future revitalization of the Downtown. Infill development, particularly mixed use, will be encouraged for sites identified by this Specific Plan process by establishing a clear vision and appropriate development regulations/guidelines with market and economic analysis.

4. Alternative Analysis. At least two alternatives will be prepared examining different future scenarios for higher density residential within the project area. The scenarios will be developed utilizing smart growth principles and will provide for a mix of housing types. The alternatives will include recommendations regarding adjustments to land use categories, modification of development standards, and the incorporation of form-based code. The alternatives will be developed based on input from the community workshops and meetings of the Technical Advisory Committee through the Area Profile and market study. A report describing and analyzing the alternatives will be prepared to quantify development potential.

5. Economic/Market Demand Analysis. An economic/market demand analysis will be conducted to assess future market conditions for residential, commercial and mixed-use development within Downtown, taking current conditions and long-range potential into consideration. Projected absorption of dwelling units and square footage by non-residential use will be included for the planning period. The residential analysis will assess the future potential for housing of various types and at increased densities, at all levels of affordability. It will consider the likelihood and benefits of transit-oriented residential development in the Plan area. The commercial analysis will assess trends in retail, office, and mixed-use development in the area as well as future potential by type. The potential for employment in each of these areas shall also be included.



PROJECT SCOPE AND OBJECTIVES

6. Building, Art, and Urban Design. Analyze the DSP area's built environment to include building architecture, public art, and urban design themes. This plan component will need to include conceptual designs, graphics, and images of an enhanced or revitalized DSP area. This section should include recommendations on repurposing or refurbishing buildings. Specifics will be determined as part of the community engagement process.

7. Public Space and Uses. Analyze existing and potential public spaces and uses to serve as the primary community special event (i.e. City-operated Market on Maple and Chamber of Commerce events, etc.) gathering area(s). The Specific Plan effort will evaluate options and designs to retain and enhance these spaces as public amenities.

8. Multi-Modal Access and Connectivity. This plan component will identify and provide recommendations on activities that can be incorporated to ensure the development of complete streets that includes transit, pedestrian and bicycle networks with well-designed connections to the Transit Center and any other access to public transportation and other modes of transportation.

9. Pedestrian-Friendly Design/Placemaking Strategy. Evaluate the existing streetscape and make recommendations on placemaking designs. The recommendations will assist in creating a program for streetscape improvements.

10. Parking Analysis. Analysis of existing parking requirements, parking demand, and inventory will be included, and will address the potential increase of density in the downtown. The Specific Plan will build off the parking needs/strategy analysis and parking management recommendations of the Downtown Parking Analysis. The Specific Plan will identify how to implement strategies of the Downtown Parking Analysis. The plan shall include parking for the future Ace Commuter Train service to be located at the City's Transit Center.

PROJECT SCOPE AND OBJECTIVES

11. Downtown Preservation Strategy. This plan component will need to identify and provide short- and long-term downtown preservation strategies to address current and future blight, vagrancy, deleterious uses, and activities, including identifying responsible City departments, community/association groups, and/or setting task enforcement programs.

12. Implementation Plan and Financing Strategy. An implementation section will be included in the plan to identify actions and responsible entities to carry out the proposed plan. Strategies to finance actions and improvement and general timeframes for completion will be included.

13. Infrastructure Development Budget. The plan will assess the current public infrastructure facilities, and services to determine whether deficiencies exist that could impact development. An action plan and cost estimate will be developed.

14. Zoning Ordinance Code Update. The sections of existing Manteca Municipal Code (MMC) which address the DMU zoning district and Specific Plans (17.26.050, 17.26.060, and 17.28.020) will need updated to agree with the adopted DSP. Prepare draft revisions to these MMC Sections as needed.

15. Environmental Impact Report. The Downtown Specific Plan will be supported by environmental review anticipated to culminate in an Environmental Impact Report (EIR), itself based on technical studies. The Consultant team will manage the EIR through its necessary steps, in accordance with the California Environmental Quality Act (CEQA) Guidelines, and arrange for any technical studies that may be warranted to address potential project impacts.



GENERAL PLAN/HOUSING ELEMENT

It is encouraged for the applicant to review the Manteca General Plan and Housing Element which has downtown development standards that lay out the:

- Types of Allowed Uses
- Density Requirements
- Height Requirements
- Setback Requirements
- Lot Size Info
- Site Coverage
- Parking Requirements
- Design Guidelines (can include staff required conditions)

General Plan:

https://manteca.generalplan.org/s/Manteca_GeneralPlan_Adopted_2-24.pdf

Housing Element: <https://www.manteca.gov/departments/development-services/housing-hcd-review-draft-housing-element>

During the process the applicant may be asked to make recommendations to update or modify the plan or policy if needed to best serve the downtown.



ESTIMATED TIMELINE & DELIVERY

Due to the high priority of the Project, time is of the essence to complete and present the Project. Project schedule will be scored as part of proposal review, with truncated timelines scoring more favorably.

The Consultant shall provide an estimated project schedule as part of their proposal, based on the following target dates:



RFQ Released
August 18, 2025

Questions Due
October 2, 2025



Proposals Due
October 16, 2025



Proposals Review
October 2025



Consultant Selection
November 2025



Contract to City Council
for Approval
December 2025

SUBMITTAL REQUIREMENTS

Proposals shall be submitted via email with the subject line “Downtown Specific Plan” to: druby@manteca.gov

Proposals shall have a 50-page limit (not including front and back cover or table of contents). Double sided is encouraged. Content requirements for a proposal are as follows. Each section should be labeled for ease of reference:

A. Cover Letter

The cover letter should state the team’s interest in the project and summarize the unique qualities and approach to the study, anticipated interaction and involvement with City staff, approach to community outreach and a clear mission statement of how the study should be undertaken.

B. Qualifications

This section will discuss in detail the proposing team’s qualifications, experience, and ability in developing a specific plan. Include:

1. Lead firm description
2. Sub-consultant(s) description(s)
3. Team member résumés. Clearly identify the lead firm’s project manager and include up to three (3) résumés of lead firm staff and one (1) résumé for each sub-consultant.
4. Organizational chart illustrating the management structure of the entire project team.
5. Similar projects. Include the name, location, completion date, and specific plan description completed in the last 10 years. In each example, provide the name(s) of team members involved who will be assigned to this project and client contact references (including name, title, phone number, and email address).



SUBMITTAL REQUIREMENTS

C. Approach and Methodology

Describe your organization's approach to specific plans, the form or character of the final product, and suggested methodologies for issues anticipated and tasks to be completed.

D. Detailed Scope of Services

Using the general scope provided in this RFQ as a guide, provide a detailed, itemized description of tasks and services to be completed as well as associated deliverables.

E. Project Schedule

Provide a project schedule indicating anticipated milestones and meetings.

F. Contract Exceptions

Indicate any exceptions to the terms of the City's "Agreement for Professional Services," "Attachment A", which can be found on the Downtown Specific Plan RFQ webpage at www.manteca.gov/Planning/DSP. Please make comments as specific as possible.

G. Fee Proposal

Submit with the proposal, under separate sealed envelope, one (1) hard copy of your compensation summary, hourly rates (for all lead firm and sub-consultants), and any other applicable fees or expenses.

To be provided by the City:

- A City-assigned Project Manager;
- Electronic access to all existing studies, plans, programs and other data;
- Access to all applicable City records as determined by the City's Project Manager;
- Assistance with community meetings related to logistical arrangements. City will be responsible for the arrangement, notice and related costs associated with the public input meetings. The consultant shall review with the project manager all prepared information for the public meetings.

CONSULTANT SELECTION/ EVALUATION PROCESS

The primary objective of the City is to select a qualified firm to perform necessary services for the City at a fair and reasonable fee. The selection process shall be fair, open and competitive. The selection of a consultant preferred for this project shall be based upon demonstrated competence, professional qualifications, experience, and capabilities to perform the required services. To that end, the City has established the following criteria and point scoring system for the selection process:

CRITERIA	POSSIBLE POINTS
A. Qualifications and Experience.....	25
B. Approach and Methodology.....	20
C. Detailed Scope of Services.....	20
D. Project Schedule.....	10
E. References.....	10
F. Budget.....	15
TOTAL POSSIBLE POINTS.....	100



SELECTION AND AWARD OF CONTRACT

The selection process is summarized below:

1. PRE-SELECTION - Proposals will be reviewed by a Selection Committee that will select a short list of the three (3) "most qualified" finalists.

2. SELECTION - The Selection Committee may invite the finalists for an oral interview and presentation. Project staff listed in the submittal must be present at the oral interview. Interviews may or may not have their own separate scoring during the evaluation process.

3. NEGOTIATIONS - The City will negotiate with the highest ranked firm. If an agreement is not reached, negotiation will be terminated and started with next highest ranked firm. This process will continue until an agreement is reached.



GENERAL CONDITIONS

The following general conditions apply to Proposals:

A. General Guidelines for Content: The proposal shall be clear, concise, and detailed enough to enable the Selection Committee to make a thorough evaluation and arrive at a sound determination as to whether the respondent meets the requirements of the City. The proposal should demonstrate that the respondent has a thorough understanding of the City's requirements.

B. Explanation to Respondents: The City reserves the right to interpret or change any provision of this RFQ at any time prior to the due date. Such interpretations shall be in the form of an addendum and will be made available to each organization that has received the RFQ. Oral explanations will not be binding. The City may determine that a time extension is required for submission of the proposals. In such a case an addendum will be issued with a new due date.

C. Financial and Insurance Information: The City may require evidence, as it deems necessary, of a respondent's financial stability. The City reserves the right to request further information from the authorized representative of a respondent, either orally or in writing. Written requests will be addressed to the authorized representative of the respondent. Respondents are required to meet the insurance requirements described in Attachment B of this RFQ. Additionally, the successful respondent will be required to obtain a City of Manteca business license.

D. Truth and Accuracy of Representations: False, incomplete, or non-responsive statements will be cause for rejection of a proposal. The evaluation and determination of the fulfillment of the above requirements will be the City's responsibility and its judgment will be final.



GENERAL CONDITIONS

E. Rights to Proposal and Other Respondent Information: Information disclosed in a proposal and attendant submissions, and all work submitted to the City becomes property of the City. Any information considered proprietary shall be identified as such when the proposal is submitted. All documents submitted as part of the proposal will be deemed confidential during the evaluation process but may be subject to disclosure following an award.

F. Notification: All teams responding to this RFQ will be notified of their selection or non-selection after the Selection Committee has completed the selection process.

G. Disclaimer: This solicitation does not commit the City of Manteca to award a contract, to pay any costs incurred in the preparation of a proposal, or to procure a contract for any services. The City, at its sole discretion, may reject any and all submittals.


Visit the City's Downtown Specific Plan Website for more information, reference documents and attachments.

www.manteca.gov/Planning/DSP

QUESTIONS & INQUIRIES

Your requests for information, questions, and clarifications should be submitted in writing, prior to October 2, 2025. A response to questions submitted will be released on October 7, 2025. Please submit questions to:

Dave Ruby, AICP, Senior Planner

 **(209) 456-8561**

 **druby@manteca.gov**