

## **History of Holtville**

The city of Holtville, which was originally called Holton, was founded in 1903 by W.F. Holt, and incorporated on June 20, 1908. The name was changed to Holtville due to a request by the U. S. Postal Service because the name Holton sounded too much like Colton, (in San Bernardino County), the regional headquarters of the Southern Pacific Railroad at the time. The name honors W.F. Holt, founder of the community

The city lies on the northeast bank of the Alamo River formed by the floods of 1905-07 when the Colorado River break made the river's course turn west and filled the low-lying depression of water now known as the Salton Sea.

As of the census of 2000, there were 5,612 people, 1,564 households, and 1,340 families residing in the city. The population density was 4,920.8 people per square mile (1,900.7/km<sup>2</sup>). There were 1,617 housing units at an average density of 1,417.8 per square mile (547.7/km<sup>2</sup>). The racial makeup of the city was 54.4% White, 0.6% Black or African Americans, 0.8% Native American, 0.8% Asian, 0.1% Pacific Islander, 39.2% from other races, and 4.1% from two or more races. 73.8% of the population were Hispanic or Latino of any race.

There were 1,564 households out of which 52.1% had children under the age of 18 living with them, 64.9% were married couples living together, 16.5% had a female householder with no husband present, and 14.3% were non-families. 12.3% of all households were made up of individuals and 5.8% had someone living alone who was 65 years of age or older. The average household size was 3.5 and the average family size was 3.8.

In the city the population was spread out with 35.2% under the age of 18, 8.9% from 18 to 24, 26.5% from 25 to 44, 18.3% from 45 to 64, and 11.1% who were 65 years of age or older. The median age was 30 years. For every 100 females there were 94.1 males. For every 100 females age 18 and over, there were 89.4 males.

The median income for a household in the city was \$36,318, and the median income for a family was \$39,347. Males had a median income of \$31,328 versus \$26,477 for females. The per capita income for the city was \$12,505. About 15.7% of families and 18.2% of the population were below the poverty line, including 23.2% of those under age 18 and 11.8% of those age 65 or over.

## **Request**

City of Holtville is soliciting qualifications from urban planning and design consultants to help guide the development of a Sustainable Community master plan for the City of Holtville.

All responses to this RFP must be delivered in a sealed envelope no later than 5:00 p.m. Thursday, June 25, 2015, to the Holtville City offices located at 121 W Fifth St., Holtville, CA 92250, Attn: Nick Wells, City Manager. Late responses will be

returned unopened. Six (6) copies of submissions are required plus one complete proposal in a PDF format on a USB/Flashdrive.

## HOLTVILLE MASTER PLAN ELEMENTS

The goal of the Holtville Community Master Plan is to provide a document that will create a community-wide vision to guide the growth, development and redevelopment of the community, improve the stability, physical condition, and economic wellbeing of the City and surrounding community, and make Holtville a more livable and sustainable community of choice between now and 2030.

The Holtville Master Plan Steering Committee will work with the chosen consultant to help guide the development of the plan. The consultant may suggest additional elements as part of the RFQ response, but the following is a list of elements that should form the foundation of the Holtville Sustainability Master Plan.

- Community Profile and Demographics
- Asset Inventory
- Sustainability and the Environment
- Economic Development and Jobs
- Neighborhood Preservation and Enhancement
- Housing
- Transportation, mobility, connectivity
- Culture, Art and Historic Resources
- Community Services, Facilities, and Institutions
- Public Safety
- Land Use
- Parks and Open Space
- Infrastructure
- Marketing and tourism opportunities and a specific marketing plan
- Central Business District planning and development
- Goals, recommendations, and implementation strategies

The City is looking for the process, content, and structure of the Holtville Sustainable Community Master Plan that achieves the following:

- Builds upon and considers previous plans while identifying areas of improvement and guidelines contained in Prop 84.
- Incorporates and promotes the principles of Smart Growth and Sustainability and identifies what it means to become a sustainable city in the short and long term.
- Identifies how to facilitate better connections within the community, complements the current efforts of citizens, neighborhoods, businesses and other stakeholders,

and ensures that the most is made of their resources and energy.

- Examines and reviews the city's relationship to the surrounding greater area and unincorporated communities and how to better connect them to the core of the city.
- Provides a solid foundation for continued community redevelopment and revitalization.
- Establishes quantitative performance goals and service standards for essential public services, and outlines funding necessary to achieve those goals and standards.
- Suggests innovative implementation and fiscal approaches to ensure successful implementation of the policies and programs outlined in the Holtville Master Plan.
- Promotes participation by all segments of the community by offering a wide range of communication media, including press releases, public displays, surveys, and interactive web based tools.
- Takes advantage of new and existing technologies to make it easy for the public to access information and incorporates all information directly into public databases and GIS systems to achieve maximum return on investment in the consultant's work.
- Minimizes cost and waste by making information easily and efficiently available, by providing electronic media and making printed copies available at the local library, city government offices, and other publicly accessible outlet.
- Promote sustainable and viable development measures that will utilize green friendly, aesthetically-pleasing design standards and land-use combinations;
- Develop ways to revitalize brown fields/gray fields in the neighborhood as well as design for park and green spaces.
- Develop, maintain, and manage an adequate, safe, accessible, and environmentally sound transportation system for people of all ages, abilities, and transportation modes, to provide for the efficient movement of people and goods
- An evaluation of public infrastructure to determine if additional public infrastructure is needed to support new or expanded economic development as well as the aging/senior population of the area;
- Strengthen the pedestrian link between the neighborhood and nearby neighborhoods, shopping areas and the downtown corridor.
- Design an implementation strategy that will develop policy tools that can be used by staff and the Administration to insure that development results in the desired physical form.
- Be a relevant, readable visioning guide for the study area.
- Emphasize practical means of marketing and implementing the plan.
- Establish a public/private sector partnership program to incrementally enhance public amenities and designated capital improvements within the Neighborhood including creative techniques for ensuring neighborhood participation in the future economic success of the community.
- Establish funding strategies to cover the financial needs of implementation

- Have a Master Plan that represents Holtville as a mixed income community.
- A creative theme-based plan linked to either historical significance of the Community, nationwide priorities such as "Go – Green," or promotion of Education Excellence, or all the above.

## GENERAL REQUIREMENTS

- Project Cover sheet and Cover Letter
- Table of Contents
- State the interpretation of the Grant Management Services to be performed. The consultant is to demonstrate and understanding of the Scope of Work and Agency requirements regarding project.
- Provide the name(s) of the primary and/or alternate individuals authorized to respond to this RFP. Include titles, addresses, license numbers, e-mail if available, and phone number.
- List any sub consultants participating in the project. Describe the services to be performed by the sub consultants. Qualifications of sub consultants may be requested.
- Statement of Understanding A statement describing the applicant's understanding of the objectives defined for the proposed Plan.
- Specific Project Experience Provide information on similar or relevant projects, which the applicant has executed. Primary attention will be paid with those firms showing evidence of working in communities with similar dynamics to Holtville (i.e. low income, significant minority representation, etc) and with evidence of cultural competence as shown in their previous projects. Note: please identify projects completed within budget and schedule.
- Proposed Project Team Members Submit a written description of the applicant's organizational composition, disciplines and the primary role of each firm or individual on the team.
- List of References Provide a minimum of three client references with which the applicant has provided similar planning/design services within the last three years. Reference shall include name and telephone number of the contact person.
- Project Approach Describe the applicant's approach and understanding of the project. Please indicate a proposed plan of utilizing and leveraging local resources and networks either for team composition, stakeholder engagement, or other. Please include a proposed cost for your services and plan.
- Additional information you feel is relevant.

## WORK PLAN

The work plan should delineate the proposed approach of completing the tasks set forth in the Scope of Services. Proposals should indicate procedures and methods

of analysis that will be used. Firms should address any problems that they envision to be associated with the project and suggestions for avoiding them.

- Background research on the neighborhood including existing conditions assessment, historic research, and needs assessments.
- An illustrative/visual design plan of the neighborhood that depicts improvements and changes.
- Before and after images of selected sites/buildings in the neighborhood to depict specific improvement projects.
- Include suggested residential/housing design guidelines and costs
- Presentation plan that keeps stakeholders updated and involved
- An executive summary that can be used to promote the plan.
- Where possible, the plan is to give priority to keeping the existing residents in place
- Include benchmarks/best practices and program recommendations from other cities/counties, specifically as it relates to property tax reassessment, annual increases, transitional housing options, land banking/land trusts, etc.

#### Consultant Responsibilities & Expectations

- Review existing plans, assessments and current revitalization efforts and evaluate appropriateness and applicability.
- Work with the Master Plan Committee throughout the project to refine the work program, define districts and establish a vision.
- Host a series of charettes/public meetings with community residents and key stakeholders to obtain ideas suggestions, and create a collaborative vision for the neighborhood.
- Prepare conceptual development plans and graphics for the study area, and specific development plans and graphics for key nodes and sites.
- Meet with the Master Plan Committee and the neighborhood residents to obtain input regarding the proposed work plan and maintain ongoing communication and feedback loops.
- Present final documents to City Council and community.

Questions on this project should be directed to Nick Wells, City Manager/Project Administrator 760-956-4574