

Request for Proposals for Seaview Highway Bypass Advisory Process

Purpose: Caltrans and the Seaview City Council have partnered to initiate a Request for Proposal (RFP) process to identify a qualified vendor (consulting group) to guide and execute an advisory planning process involving the Seaview Highway Bypass proposal.

Who May Respond: Caltrans and the Seaview City Council seek a consulting group with demonstrated experience in successfully designing and implementing consensus-based planning processes around complex and high stakes transportation and/or land use projects. Applicants must have strong facilitation skills and proven experience in guiding joint-inquiry sessions and helping groups craft agreements around controversial development issues.

About Caltrans and Seaview City Council: Regional Caltrans managers have frequently worked closely with Seaview City Council members and city administrators to conduct transportation studies and coordinate highway planning initiatives. Although Caltrans and Seaview leaders do not always share common aims, they have a long history of working together to solve transportation problems impacting Seaview residents.

Project Overview: The City of Seaview is a rapidly growing community located just 45 minutes from a major metropolitan area. The population of Seaview grew from 7,355 in 1998 to 12,556 in 2020. Seaview is known for its beautiful beach walk, booming tourism industry, and commitment to regional artists. Seaview is nestled on the coastal side of a striking mountain range and has only one main transportation artery where the coastal highway merges with Seaview's main street. Historically, this has been good for many Seaview businesses since Seaview was too small to be a major destination city for much of its history. Over the past two decades, the community has benefitted from many tourists who pass through to spend the day. Over the past decade, however, a new hotel and the advent of Airbnb options have increased the number of visitors from the nearby metropolitan region who view Seaview as a weekend destination. Seaview is becoming known as a major bottleneck for those traveling the coastal highway and Caltrans has documented a significant increase in traffic accidents and complaints. Local developers have threatened to abandon a major new housing project if Seaview does not develop a plan to handle its growing traffic problems.

Recently, Caltrans worked with Seaview administrators to propose a major bypass that would redirect a significant percentage of traffic around the City of Seaview five miles outside of town in the north and 2 miles outside of town on the south. Since this proposal was made public, Seaview City Council meetings have been filled with dozens of community members speaking on this issue in an emotionally charged manner. Commuters living on the northern edge of Seaview are thrilled with the possibility of not having to navigate terrible traffic through downtown Seaview during their commute hour. Some local business owners also believe reduced traffic congestion could increase the number of visitors who are able to park and linger in Seaview. However, other business owners, especially local artists and small shop owners, have expressed significant fear and anger—they believe a bypass would lead many of their current patrons to bypass Seaview altogether. Local business association leaders have begun posting signs forecasting the 'Death of Seaview' in prominent places. Environmental groups have also expressed significant concerns about how a new highway bypass could impact watershed systems and wildlife in the Seaview

region. Ideally, the Seaview City Council and Caltrans will work with a thoughtfully structured and facilitated advisory group to collect information and explore alternatives that will inform final bypass decisions.

Scope of Work and Deliverables: We expect the project to include the following:

- Design and execution of a joint inquiry process to identify bypass features, impacts, and options
- Stakeholder engagement and strategies to reduce community conflict
- Project management

Proposals should outline a collaborative process that informs City Council and Caltrans planning and decisions relative to the City of Seaview Bypass Proposal. This process should seek to acknowledge and, to the extent possible, accommodate the economic, social, and environmental interests of a wide range of stakeholders.

Proposals Must Include:

- General information about your consulting team qualifications and roles
- A plan for identifying and engaging critical stakeholders in the bypass advisory process
- An outline of key planning and engagement phases and/or steps
- A description of the relevant facilitation competencies your team will bring to this project
- Identification of potential risks and/or notable events project leaders should anticipate
- Evaluation indicators and strategies the Seaview City Council and Caltrans should use to assess collaborative relations and the outcomes of your work
- [Budgets would normally be required as well, but will be optional in this case]

Please note that all proposals must be double-spaced and no more than 7 pages in length.