

# Agenda Report

January 25, 2010

**TO:** Honorable Mayor and City Council  
**FROM:** Planning and Development  
**SUBJECT: AUTHORIZATION TO INCREASE PURCHASE ORDER NO. 43443 WITH GENSLER BY \$28,000 TO A NEW NOT TO EXCEED AMOUNT OF \$128,000 – FOR THE COMMUNITY OUTREACH PROGRAM FOR THE GENERAL PLAN UPDATE OF THE LAND USE AND MOBILITY ELEMENTS**

**RECOMMENDATION:**

It is recommended that the City Council authorize the City Manager to increase Purchase Order No. 43443 with Gensler by \$28,000 to a new not to exceed amount of \$128,000 for the Community Outreach Program for the General Plan Update of the Land Use and Mobility Elements due to an increase in the scope and services provided.

**BACKGROUND:**

On March 2, 2009, the City Council authorized the City Manager to execute a purchase order with Gensler for the Community Outreach Program for the update of the General Plan Land Use and Mobility Elements. The original scope of the program included the following:

- Developing a program framework and options for discussion;
- Participating in General Plan Update Advisory (GPUAC) meetings;
- Conducting stakeholder interviews and community organization workshops;
- Developing a youth engagement program;
- Developing and managing community events including a community open house and four to five community workshops; and
- Preparing documentation and summarizing the key findings of the outreach efforts.

In anticipation of the first GPUAC meeting in spring 2009, Gensler prepared a proposed outreach program and schedule including a large kick-off event in May. However, at the first GPUAC meeting, the group expressed concerns that resulted in a full redesign of the program with additional outreach workshops all to culminate into a large community event in the fall. Staff also added the MoveAbout tours with the consent of the GPUAC.

These changes in program's scope and services will result in a total increase in the cost of the program by \$28,000 to \$128,000.


**COUNCIL POLICY CONSIDERATION:**

The Land Use and Mobility Elements of the General Plan were last updated in 1994 and 2004. Policy 27.1 of the Land Use Element states that the General Plan is to be updated every five years and should include public meetings. In addition, one of the seven guiding principles of the existing General Plan states that community participation is to be a permanent part of shaping plans and policies for the city's future. The changes in scope and services is necessary to achieve these objectives.


**FISCAL IMPACT:**

Funds to cover this additional request are available in Planning Account No. 101-444100-95628 (General Plan Update).

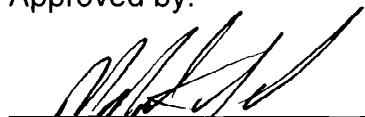
Respectfully submitted,

*for*   
Richard Bruckner  
Director  
Planning and Development

Prepared by:

  
Jason Mikaelian, General Plan Manager

Approved by:

  
MICHAEL J. BECK  
City Manager