



# Agenda Report

April 24, 2017

**TO:** Honorable Mayor and City Council

**FROM:** Planning & Community Development Department

**SUBJECT: AMENDMENTS TO CONTRACTS WITH PLACEWORKS, MOULE & POLYZOIDES, AND MIG FOR GENERAL PLAN IMPLEMENTATION SERVICES**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that action proposed herein is not a project subject to the California Environmental Quality Act ("CEQA") as defined in Section 21065 of CEQA and the State CEQA Guidelines Section 15060 (c)(2), 15060 (c)(3), and 15378; and
2. Authorize amendments to previously approved contracts for General Plan implementation services, as modified below:
  - (a) Increase the not to exceed amount of Contract No. 30819 with PlaceWorks by an amount of \$926,033, for a new amount not to exceed \$3,006,032 (\$2,732,756 base fee plus 10% contingency) for specific plan, planning and urban design, and environmental analysis services;
  - (b) Increase the not to exceed amount of Contract No. 30824 with Moule & Polyzoides by an amount of \$1,253,757, for a new amount not to exceed \$2,153,756 (\$1,957,960 base fee plus 10% contingency) for form based coding and development standards and planning and urban design services; and
  - (c) Increase the not to exceed of Contract No. 30820 with MIG by an amount of \$114,400, for a new amount not to exceed \$389,400 (\$354,000 base fee plus 10% contingency) for public outreach services.
3. To the extent this could be considered a separate procurement subject to the Competitive Selection process, grant the contracts an exemption pursuant to Pasadena Municipal Code (PMC) Section 4.08.049(B), contracts for which the City's best interests are served.

## **EXECUTIVE SUMMARY:**

On February 6, 2017, City Council authorized the City Manager to enter into contracts with PlaceWorks, Opticos, Moule & Polyzoides, and MIG to provide General Plan implementation services for a total aggregate amount not to exceed \$5,557,433. Staff was unable to reach agreeable contract terms with Opticos and is therefore recommending redistributing those services amongst the three remaining qualified firms. The contracts now total in aggregate \$5,549,188 and are within the originally authorized amount.

## **BACKGROUND:**

### Work Program and Key Tasks

On February 6, 2017, City Council authorized the City Manager to enter into contracts with PlaceWorks, Opticos, Moule & Polyzoides, and MIG to assist with the implementation of the General Plan following a competitive selection process through a Request for Proposals. The strategy is to hire multiple consultants to complete the following key tasks within three years:

(1) New Zoning Districts - the City's Zoning Code would be amended to achieve consistency with the adopted land use designations identified by the Land Use Diagram of the Land Use Element. A series of zoning districts for each of the new Land Use Designations would be established. These new zoning districts would specify allowed uses, minimum lot size, height, setbacks, FAR, dwelling unit density, parking, etc., as appropriate. In addition, the City would explore the use of form-based zoning principles in the creation of these new zoning districts.

(2) Citywide Design Guidelines - existing design guidelines in each specific plan would be consolidated and revised as necessary to establish new citywide design guidelines. These citywide design guidelines would draw upon the existing building typologies and historical development pattern of Pasadena and establish a clear and common understanding of the City's design expectations.

(3) Specific Plan Updates - all of the existing specific plans would be updated with new goals, policies and regulations that implement the vision established by the 2015 General Plan. In recognition of the varied development patterns within the City, zoning regulations and development standards would be tailored to each individual specific plan area in order to address the unique circumstances and/or to accomplish a particular goal, such as preserving neighborhood character, encouraging pedestrian activity, or focusing greater densities adjacent to transit stations.

In discussions with Opticos, staff and the consultant were not able to reach consensus on contract terms and scope of work. Consequently, staff recommends redistributing this work to the three other consultants: PlaceWorks, Moule & Polyzoides, and MIG.

This action will enable the project timeline to continue as expected and is in the overall best interest of the City.

### Work Program Strategy and Modified Scope of Work

Overall, the approach to implement the General Plan remains the same. The strategy is to engage multiple consultants and form a team to conduct the work managed by in-house staff. The difference is that only three out of the four previously authorized firms are being recommended to complete this work effort. The same work program and key tasks as described above were redistributed amongst the three remaining firms instead of the four. The three firms would work collaboratively as a team across all eight Specific Plans. In general, each firm would focus on specific tasks, as outlined below:

#### ***PlaceWorks***

The scope of work previously identified for PlaceWorks consisted of updating all of the existing specific plans, focusing on revising the plan text, creating a new specific plan for Lamanda Park, and conducting the environmental analysis for the entire work program. The contract for PlaceWorks for that scope of work was for an amount not to exceed \$2,079,999. In addition to the scope of work previously authorized, the modified scope of work now includes PlaceWorks working with Moule & Polyzoides in conducting background research and analysis, developing new citywide zoning districts and updating all the specific plan development regulations. The contract for PlaceWorks for the modified scope of work is for an amount not to exceed \$3,006,033, an increase of \$926,033 for the added scope of work

#### ***Moule & Polyzoides***

The scope of work previously identified for Moule & Polyzoides consisted of documenting and analyzing the City's building typologies, preparing design guidelines for each of the specific plans, and consolidating the citywide design guidelines. The contract for Moule & Polyzoides for that scope of work was for an amount not to exceed \$899,999. In addition to the scope of work previously authorized, the modified scope of work now includes developing new citywide zoning districts, and updating all the Specific Plans collaboratively with Placeworks. As part of their new work, Moule & Polyzoides would explore the use of form based zoning principles in the creation of new zones and Specific plan regulations in order to establish standards that regulate the form and scale of new development and assure that new construction is sensitive to the existing neighborhood character and uses. The contract for Moule & Polyzoides for the modified scope of work is for an amount not to exceed \$2,153,756, an increase of \$1,253,757 for the added scope of work.

**MIG**

The scope of work previously identified for MIG consisted of developing an interactive website for the program, an online mapping and survey tool, and a social media campaign. The contract for MIG for that scope of work was for an amount not to exceed \$275,000. In addition to the scope of work previously authorized, the modified scope of work now includes preparing a more comprehensive and cohesive public engagement and social media strategy to reach out to a wider range of stakeholders. This strategy would integrate the specific plan and zoning code updates, as well as the consolidation of existing design guidelines into a cohesive work program. As part of their modified scope of work, MIG would also conduct specialty outreach to high schools, youth groups, and the Pasadena City College to establish a youth ambassadors program as well as provide translation services in Spanish. In addition, MIG would work with PlaceWorks and Moule & Polyzoides to design interactive and engaging formats (i.e., display materials) for the various community meetings, as well as develop meeting fliers and notices. The contract for MIG is for an amount not to exceed \$389,400 for the modified scope of work, an increase of \$114,400.

**PUBLIC ENGAGEMENT STRATEGY AND SCHEDULE**

In preparation for the kick-off team meeting with the consultants, staff has been working to develop an initial public engagement strategy and schedule. The public engagement strategy envisioned for this effort would build upon the work that was already done under the General Plan Update process. This strategy would focus on specific plan details that reinforce Pasadena’s Guiding Principles and implements the vision that was established in the 2015 General Plan. Given the condensed three-year timeline, it is particularly critical that community outreach remain focused. The following diagram provides an overview of the General Plan implementation program and the multiple opportunities for public engagement that are anticipated.



**GENERAL PLAN IMPLEMENTATION PROGRAM**  
*Public Engagement Process & Schedule*



**ENVIRONMENTAL ANALYSIS:**

The proposed action is authorization to modify the contracts with PlaceWorks, Moule & Polyzoides, and MIG for General Plan implementation services. The action proposed herein is not a project subject to the California Environmental Quality Act (CEQA) in accordance with Section 21065 of CEQA and State CEQA Guidelines Sections 15060 (c)(2), 15060 (c)(3), and 15378. This is an organizational and administrative action that would not cause either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. Therefore, the proposed action is not a "project" subject to CEQA, as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines. Since the action is not a project subject to CEQA, no environmental document is required.

**FISCAL IMPACT:**

There are no significant changes to the fiscal impact, as presented to Council on February 6, 2017. The proposed contracts, as modified in this report, total in aggregate \$5,549,188 over three years and are to be funded by awarded grants and the Building Fund. Funding for this action will utilize existing Fiscal Year 2017 budgeted appropriations of \$2,249,428 in the Community Planning Consultant Services account 20421004-811500-91178. Appropriations in subsequent years for contract costs will be authorized through the City's budget process.

The awarded grants include the Los Angeles County Metropolitan Transportation Authority (Metro) Round 4 TOD FY17 Budget grant and the Strategic Growth Council (SGC) Sustainable Communities Planning grant. The City of Pasadena Building Fund will fund the remainder of the expenditures. The breakdown of funds is as follows:

- Metro Grant Funds \$1,500,000
- SGC Grant Funds \$399,985
- City Building Funds \$3,649,203

Respectfully submitted,

  
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