

Agenda Report

September 14, 2020

TO: Honorable Mayor and City Council

FROM: Planning & Community Development Department

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH MIG FOR AN AMOUNT NOT TO EXCEED \$374,655 TO PROVIDE CONSULTING SERVICES FOR THE PREPARATION OF THE 2021-2029 HOUSING ELEMENT UPDATE

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 the City Manager to enter into a contract as a result of a competitive selection process pursuant to Pasadena Municipal Code Section 4.08.047 with MIG for an amount not to exceed \$374,655 for the preparation of the 2021-2029 Housing Element update.

BACKGROUND:

Housing Element Update

The Housing Element is one of nine State-mandated elements in a city's General Plan and implements the declaration of State law that "the availability of housing is a matter of vital statewide importance and the attainment of decent housing and a suitable living environment for all Californians is a priority of the highest order" (Gov. § Code 65580). At the local level, the Housing Element allows each city to prepare a community-specific approach to "how" and "where" housing will be addressed to meet the needs of the community. The Housing Element must be updated every eight years following the development by HCD and SCAG of each local jurisdiction's Regional Housing Needs Allocation (RHNA). The City's 2014-2021 Housing Element was adopted by the City Council on February 3, 2014. Local jurisdictions will be required to update their Housing Elements in 2021, which will cover the planning period 2021-2029.

Consultant Selection

On April 23, 2020 the City issued a Request for Proposals (RFP) to competitively seek out consultants to prepare the 2021-2029 Housing Element update. This update includes the following major tasks:

- 1) Preparing and implementing a community outreach program for the Housing Element update;
- 2) Preparing all required Housing Element sections and components per State law guidelines;
- 3) Preparing and completing required CEQA documentation; and
- 4) Coordinating with the California Department of Housing and Community Development to achieve Housing Element certification.

The City received one submission from one firm. The RFP response period was extended and several consulting firms were contacted in order to solicit more submissions but the City did not receive any additional proposals. Staff also contacted other Cities and professionals in the field and learned that the pool of qualified consultants to prepare a certified Housing Element is not that big. Moreover, because all California cities are required to complete this task in the same time frame, those that are qualified generally speak to one another and discuss which cities that they will apply for. These factors lead to the singular submission. A team of staff reviewed the proposal submitted by MIG and rated each category of service based on established criteria stated in the RFP.

The established criteria is as follows:

	Criteria	Possible Points	MIG Score
A.	Approach and Scope of Work – Project approach or methodology with detailed plan for how the Housing Element update will be completed by the State’s statutory deadline.	30 points	29
B.	Qualifications of Proposed Personnel – Technical experience of identified staff on similar types of projects.	30 points	26
C.	Experience of Firm – Background, experience, specialties, and capabilities of the firm to perform the scope of services.	20 points	18
D.	Fee – Complete time and materials schedule for all services provided.	5 points	5
E.	Schedule – Detailed scope of work identifying key tasks and deliverables.	5 points	5
F.	Local Pasadena Business – Receive a 5 point preference	5 points	5
G.	Small / Micro-Businesses Preference – Receive a 5 point preference	5 points	0
	TOTAL	100 points	88

MIG’s proposal received an average score of 88/100 points. Staff recommends MIG to prepare the 2014-2021 Housing Element update. MIG is a Pasadena firm familiar with the many constituencies and stakeholders in the City. The firm proposed a thoughtful approach to gain valuable community input; demonstrated their technical knowledge of Housing Element law and requirements; and identified previous experience with similar projects. MIG has previously served as a City consultant for the Our Pasadena Specific Plan Updates in a community outreach capacity.

The proposed scope of work includes preparation of all required Housing Element sections, a proactive method for identifying housing sites, completing required CEQA documentation, and maintaining communication with the State Housing and Community Development Department to achieve certification. The proposed Housing Element update schedule outlines the following major project milestones:

- Housing Element Update Project Kick-Off – October 2020
- Start of Community Engagement – October 2020
- Preliminary Sites Identification – December 2020
- Start of CEQA Documentation – January 2021
- Public Review Draft Housing Element – May 2021
- Submittal of Draft Housing Element to HCD – June 2021
- Planning Commission/City Council Public Hearings – September to October 2021
- Submit Adopted Housing Element to HCD – October 2021
- Housing Element Certification – January 2021 (within 90 days of submittal to HCD)

Sources of Funding for Housing Element Update

There are currently two sources of funding for the 2014-2021 Housing Element update: the Local Early Action Planning (LEAP) grant awarded by the State Housing and Community Development Department, and the City of Pasadena Building Services Funds (General Plan Maintenance Fee). The breakdown of funds in these sources is as follows:

Project Component	Budgeted Amount	Funding Source	
		LEAP Grant Funds	GP Maintenance Fee
2021-2029 Housing Element	\$166,814	\$150,000	\$16,814
CEQA Documentation	\$190,000	\$90,000	\$100,000
5% Contingency	\$17,841	\$0	\$17,841
TOTAL	\$374,655	\$240,000	\$134,655

ENVIRONMENTAL ANALYSIS:

The proposed action is authorization to enter into a contract with MIG, Inc. for consulting services to prepare the 2021-2029 Housing Element update. 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.

FISCAL IMPACT:

Authorize the City Manager to enter into a contract, without competitive bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services, with MIG in the amount not to exceed \$374,655 for consulting services to prepare the 2021-2029 Housing Element update.

Funding for this action will utilize Fiscal Year 2021 budgeted appropriations of \$1,278,982 in the Community Planning Consultant Services account 20421004-811500-91178.

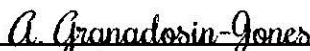
The LEAP grant from HCD is anticipated to offset approximately \$240,000 of the contract expenses. In addition, revenue from the City's General Plan Maintenance Fee collected in the Building Services Fund will offset the contract expenses. Revenue of \$875,500 was collected in Fiscal Year 2020 and \$1,305,202 was collected in Fiscal Year 2019.

Respectfully submitted,



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Concurred by:



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Approved by:



STEVE MERMELL
City Manager

Attachment:
Attachment A – Proposed Schedule by MIG for 2014-2029 Housing Element Update