



# Agenda Report

**TO:** City Council

**DATE:** August 13, 2001

**FROM:** City Manager

**SUBJECT:** Authorization to enter into a contract with Cotton/Bridges/Associates to provide professional consulting services for an Environmental Impact Report for updates currently under preparation to the City's General Plan (including the Land Use Element, the Mobility Element, the Noise Element, and the Safety Element), preparation of the central district specific plan, consolidation of Citywide design guidelines, and the revision to the Zoning Code.

## RECOMMENDATION

It is recommended that the City Council:

1. Authorize the City Manager to execute a contract with Cotton/Bridges/Associates (CBA), for an amount not to exceed \$200,000 to provide consulting services for an Environmental Impact Report (EIR) for updates currently under preparation to the City's General Plan (including the Land Use Element, the Mobility Element, the Noise Element, and the Safety Element), preparation of the Central District Specific Plan, consolidation of Citywide Design Guidelines, and the revision to the Zoning Code.
2. Approve a Journal Voucher appropriating \$200,000 from the Building Services Fund Balance to the 8115-101-444100-95601.

## BACKGROUND

The City currently is updating several General Plan elements, including the Land Use Element, the Mobility Element, the Noise Element, and the Safety Element, referred to herein as the Project. Components of the Land Use Element and Mobility Element update scope include a comprehensive Zoning Code revision, preparation of the Central District Specific Plan, and consolidation of Citywide design guidelines.

The California Environmental Quality Act (CEQA, Public Resources Code Section 21000 et seq.) requires public agencies to analyze the environmental effects of their actions. Accordingly, staff distributed Request for Proposals (RFP) to approximately 25 consulting firms on June 8, 2001 requesting consultant services to prepare and process an Environmental Impact Report (EIR) for the Project pursuant to the CEQA and the City's CEQA Guidelines. Staff advertised the availability of the RFP on the City's bid opportunity website, as well as with two companies that advertise such opportunities to the consulting community. Approximately ten additional RFPs were issued to firms so requesting after learning of the RFP from the City's

outreach efforts. A Pre-Bid Conference was held on June 21, 2001 to answer questions about the project, the RFP and the selection process.

Two proposals were received: one from CBA and one from Rincon Consultants, Inc (RCI). CBA's cost proposal was \$173,651. RCI's cost proposal was \$169,829. Both firms included Kimley-Horn Associates as a subconsultant to undertake a peer review of the Mobility Element. RCI included Historic Resources Group as a subconsultant for CEQA review of available documentation.

Staff interviewed several prominent consulting firms that had received the RFP but had not attended the Pre-Bid Conference in an effort to determine why there was an apparent lack of interest in the RFP. Most firms contacted indicated that they would not be submitting a proposal for this EIR. The two most common reasons cited were that either (1) the consulting firm was too busy or (2) the consulting firm felt that the City's preference for local contractors afforded an advantage to local contractors.

A panel, consisting of City staff from the Planning Division and the Public Works and Transportation Department, as well as a member of the Planning Commission, analyzed the proposals and conducted interviews on July 18, 2001. The panel evaluated the EIR proposals and interviews using the criteria set forth in the RFP, in accordance with the City's competitive selection process for professional services. The criteria included the following: (1) qualifications of the project team and individuals, (2) general capabilities, (3) specific experience on similar projects, (4) cost estimate, (5) compliance with the City's affirmative action requirements, and (6) local Pasadena preference. Each firm received five points for complying with the City's affirmative action requirements. CBA received five extra points for being a local contractor.

The panel's written comments indicate that both firms are qualified to undertake preparation of the EIR. However, CBA received the highest number of points. Therefore, it is recommended that CBA be awarded the contract.

After further refinement of CBA's scope and cost proposal, and assuming a contingency of about seven percent, staff anticipates that \$200,000 will be adequate to complete this EIR. Because of experience with recent EIRs and the additional costs associated with responding to numerous comments, this contingency will allow the City to complete the project and respond to unexpected issues arising during the process. The expected timeline is about nine months, with certification of the Final EIR roughly coinciding with completion of all other Project elements. Work on the EIR is expected to commence in August 2001 and continue through spring 2002.

#### **FISCAL IMPACT**

Sufficient funds in the amount of \$200,000 are available in the Building Services Fund.

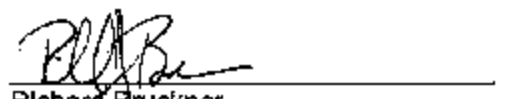
Respectfully submitted,

  
CYNTHIA J. KURTZ  
City Manager

Prepared by:

  
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Joshua Hart, Assistant Planner  
Planning and Development Department

Approved by:

  
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Richard Bruckner  
Director of Planning and Development