

Agenda Report

TO: CITY COUNCIL

DATE: March 2, 2009

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO EXECUTE A CONTRACT WITH GENSLER FOR DEVELOPMENT AND IMPLEMENTATION OF A COMMUNITY ENGAGEMENT PROGRAM FOR THE UPDATE OF THE GENERAL PLAN LAND USE AND MOBILITY ELEMENTS

RECOMMENDATION:

It is recommended that the City Council authorize the City Manager to execute a contract with Gensler in the amount of \$100,000 to provide consulting services for the first phase, through June 30, 2009, of community engagement to support the preparation of the General Plan Land Use and Mobility Elements Update.

BACKGROUND:

Last updated in 2004, the City is about to undertake a major update of the land use and mobility elements of the General Plan. These elements are being updated concurrently to be able to capture the inter-dependent impacts of land use on transportation and vice versa. The General Plan's seven guiding principles, which serve as the guideposts for the future, will also be updated as part of the process.

Recognizing there are significant issues and difficult decisions facing the community, a comprehensive community engagement process is being designed to ensure maximum participation in the development of final recommendations to the Council. Gensler is being contracted to provide professional expertise in the design of civic engagement and community consensus building programs.

Major components of the engagement program will include an extensive learning and information module, multiple opportunities for the community to contribute thoughts and engage in debate about the future of the city, and a comprehensive communications program to keep the community informed of opportunities for engagement and the status of those discussions.

Priorities of the program include new outreach to segments of the community who do not typically participate in civic debates, outreach to youth and young adults, creative use of new media and the arts, experiential exercises to help identify the

pros and cons of alternatives, and accommodation of multiple learning and engagement styles. In addition to Gensler, further expertise and partnerships are being sought within the community to assist with integration of the arts and new media, outreach to new populations, and attraction of youth and young adults.

The update of the Open Space and Conservation Element is also underway and is just beginning an outreach program. That outreach program will be realigned with the Land Use and Mobility update and outreach programs will be designed and implemented in tandem, ensuring compatibility between all three elements.

A rough framework for a proposed program has been developed although much design work remains. Final design and implementation of the program will be guided by the General Plan Update Advisory Committee with regular reports back to the City Council.

The proposed framework includes the following events to be completed by June 30:

March	Interviews with stakeholders (approximately 100) Launch of the communications program and website
Late April	Community kick-off event and learning open house
Mid May	Community open house discussion of vision for the future and the Seven Guiding Principles
Late May	Four to five community focus groups on the Seven Guiding Principles
June	Preparation and posting of the summary of Seven Guiding Principles discussions

Following this initial phase, the proposed framework continues to focus on the priorities listed above. Events are anticipated to include a series of informational and educational events during the summer and, beginning in the fall, several more community open houses and multiple community forums to work through the evaluation of land use and mobility alternatives. A consistent communications program and web presence will also be continued. This framework will be further developed with the assistance of the General Plan Update Advisory Committee and funds will be requested in the FY2010 budget to continue the engagement program in the next fiscal year.

Scope of Work

The consultant team will work with staff and the advisory committee to design and implement a civic engagement program including the elements listed above. The full course of work is expected to last eighteen months however, the contract

authorized with this recommendation is limited to phase 1, terminating on June 30, 2009.

Key elements of the first phase of the Gensler scope of work include:

- Developing a program framework and options for discussion;
- Participating in staff core-team meetings;
- Participating in General Plan Update Advisory Working Group meetings;
- Conducting community stakeholder interviews and focus groups;
- Working with the city's Public Affairs Office to coordinate a communications program and webpage;
- Developing, with City staff and the community, a youth engagement program;
- Developing and managing community events including a community open house and four to five neighborhood forums; and
- Preparing clear and concise documentation in preparation for and summarizing the key findings of interviews, focus groups, open houses, and neighborhood forums.

Selection Process

A Request for Proposals (RFP) was prepared by staff for consultant services to assist with a public outreach and community participation program in support of the General Plan and Mobility Element Updates. Eight proposals were submitted; three were considered responsive and interviewed:

- Gensler and Hogle-Ireland, Inc.
- MIG
- Katherine Padilla & Associates and Hogle-Ireland, Inc.

The criteria used in evaluating the proposing firms were:

1. Creative and Technical Methods and Approach to perform the Work Tasks and produce the Work Products as described in the Scope of Work; experience in producing creative solutions for projects of similar complexity. (30 percent)
2. Quality of the Project Team and Individual Team Members - Ability to perform tasks efficiently in accordance with an aggressive (time efficient) schedule and an organized management approach including City staff involvement. (40 percent)
4. Price Proposal - Costs to perform the services described in the Scope of Work and proposed by the Proposer. (20 percent)
5. Small and Micro-business (certification by the State of California as a small or micro-business (5 percent)
6. Local Pasadena Business Enterprise (5 percent)

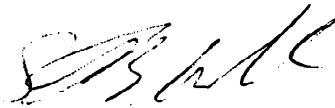
All three firm teams were interviewed by a panel that included staff from the Planning and Development and Transportation Departments as well as the City's on-site coordinator. In addition, a representative from the Planning Commission and the Transportation Advisory Commission participated in the selection process.

The team led by Gensler received the highest score from each panelist and was the unanimous preference of the panel (Attachment 1).

FISCAL IMPACT:

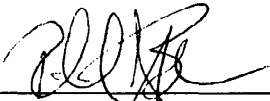
Funds in the amount of \$100,000.00 for this contract are available in the Planning & Development Department account 444100-101-8115. Additional funds will be requested in the FY2010 budget to complete the remaining phases of the outreach and community participation program through June 2010. Additional funds will be requested as needed for supplementary technical studies and the EIR.

Respectfully submitted,



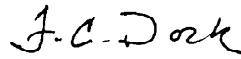
for
MICHAEL J. BECK
City Manager

Approved by:



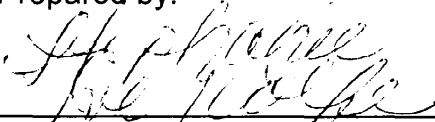
Richard J. Bruckner, Director
Planning and Development

Concurrence:



Frederick C. Dock, Director
Transportation Department

Prepared by:



Stephanie DeWolfe, Deputy Director
Planning & Development Department

General Plan Outreach Proposals
Panel Evaluation Scores

	Gensler	MIG	KPA
Methods and Approach	146	122	88
Qualifications	190	148	112
Price Proposal	73	80	68
Local Pasadena Business	0	25	25
Small/Micro-Business	0	0	25
TOTAL	409	375	318