



Agenda Report

November 13, 2017

TO: Honorable Mayor and City Council

FROM: Planning & Community Development Department

SUBJECT: AUTHORIZE THE CITY MANAGER TO EXECUTE CONTRACTS WITH AECOM AND DYETT AND BHATIA, AMEND EXISTING CONTRACTS WITH PLACEWORKS AND MIG TO PROVIDE GENERAL PLAN IMPLEMENTATION SERVICES

RECOMMENDATION:

It is recommended that the City Council:

1. Find that actions 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 contracts, as a result of a competitive Selection Process, as specified in Section 4.08.047 of the Pasadena Municipal Code, for a total amount of \$2,427,071, which is a base fee amount of \$2,206,428 and a 10% contingency of \$220,642, more specifically as follows:
 - (a) AECOM for a total amount not to exceed \$1,711,587 (\$1,555,988 base fee plus 10% contingency) for specific plan and planning and urban design services, and
 - (b) Dyett & Bhatia for a total amount not to exceed \$715,484 (\$650,440 base fee plus 10% contingency) for planning and urban design services.
3. Authorize the City Manager to amend Contract No. 30819 with PlaceWorks to increase the not to exceed amount by \$887,933, for a new total amount not to exceed \$2,967,932 (\$2,698,121 base fee plus 10% contingency) for specific plan, planning and urban design, and environmental analysis services.
4. Authorize the City Manager to amend Contract No. 30820 with MIG to increase the not to exceed amount by \$110,000, for a new total amount not to exceed \$385,000 (\$350,000 base fee plus 10% contingency) for public outreach services.
5. To the extent the contract amendments could be considered a separate procurement subject to the Competitive Selection process, grant the proposed amendments for PlaceWorks and MIG an exemption from the Competitive Selection

process pursuant to Pasadena Municipal Code (PMC) Section 4.08.049(B), contracts for which the City's best interests are served.

EXECUTIVE SUMMARY:

In 2015, the City Council adopted the updated General Plan, Pasadena's long-range plan for managing growth and improving quality of life. Based on the City Council's direction, the Planning & Community Development Department developed an estimated three-year work effort to update all eight of Pasadena's specific plans, conduct targeted updates to the Zoning Code, and consolidate the citywide design guidelines. In May 2016, the City released a Request for Proposal (RFP) for General Plan Implementation services. In February 2017, the City Council authorized the City Manager to enter into contracts with MIG, Moule & Polyzoides, Opticos, and PlaceWorks to provide General Plan Implementation services. Staff was unable to reach agreeable contract terms with Opticos and recommended to the City Council in April 2017 to redistribute those services amongst the three remaining qualified firms. The City Council did not approve staff's recommendation and requested that the City release a second RFP to competitively seek out consultants to update the remaining three specific plan areas, Central District, East Colorado, and South Fair Oaks, and conduct targeted updates to the Zoning Code. Based on the City Council direction, the City released a second RFP in June 2017. Staff recommends that the City Council authorize the City Manager to enter into contract agreements with AECOM to update the remaining three specific plan areas and Dyett & Bhatia to develop new zoning districts and conduct targeted updates to the Zoning Code to implement the General Plan and rescind the West Gateway Specific Plan.

Following a competitive selection process, the City awarded the following contracts in July 2017: PlaceWorks to update five out of the eight specific plan areas, East Pasadena, Fair Oaks/Orange Grove, Lamanda Park, Lincoln Avenue, and North Lake, and conduct the environmental analysis for all of the specific plan updates, and MIG to develop a website and assist with the program's public engagement and outreach efforts. In order to complete the overall General Plan implementation work program, staff also recommends that the City Council authorize the City Manager to amend the existing contracts with PlaceWorks and MIG in order to provide additional services to complete the overall General Plan Implementation work program. Specifically, staff recommends that PlaceWorks' contract be amended to perform an urban form analysis to inform the development of design guidelines for the five specific plan areas, provide technical assistance to ensure consistency between all of the specific plan updates and the General Plan, and assist with the development of the new zoning districts. Staff recommends MIG's contract be amended in order to prepare a more comprehensive and cohesive public engagement and social media strategy to reach out to a wider range of stakeholders. The proposed contracts, including the contract amendments, total \$5,780,003 (\$5,254,549 base fee plus 10% contingency). The contracts are to be funded by awarded grants and the Building Fund.

BACKGROUND:

The RFP released in June 2017 solicited services for specific plan, planning, urban design, architecture, master planning, and/or project management services. The RFP specifically solicited services to update the remaining three specific plan areas, Central District, East Colorado, and South Fair Oaks, and conduct targeted updates to the City’s Zoning Code. The City received submissions from eight firms. Staff reviewed written proposals and rated each category of service based on the established criteria stated in the RFP.

The established criteria is as follows:

A	Experience – Technical experience as documented by previous experience on similar projects by the Proposer	25 points
B.	Project Approach – Project approach or methodology with detailed plan for how the General Plan implementation strategy can be achieved within three years	25 points
C	Staffing of Project / Ability to Perform – Availability and capability of the project team to accomplish the work within the estimated time frame	20 points
D.	Project Understanding – Familiarity and understanding of Proposed General Plan and Implementation Strategy, Project Objectives, and necessary Scope of Work.	15 points
E.	Best Value / Cost Effectiveness (per hourly rate) – Evaluation of the fee schedule (hourly rate) and the ability of the consultant to effectively perform the Scope of Work.	5 points
F.	Local Pasadena Business received a 5 point preference	5 points
G.	Small / Micro-Businesses Preference entitlement received a 5 point preference	5 points
	<i>TOTAL</i>	<i>100 points</i>

Based on the evaluation of the proposals and interviews with highest scoring firms, staff recommends that the City Council authorize the City Manager to enter into contract agreements with AECOM and Dyett & Bhatia to provide General Plan implementation services. The recommended firms scored the highest in the categories of service for which they are recommended herein (refer to Attachment A for scoring details). The following consulting firms are recommended to provide General Plan Implementation services:

Dyett & Bhatia

Staff recommends Dyett & Bhatia for planning and urban design services. The scope of work identified for Dyett & Bhatia consists of undertaking a focused update of the City’s Zoning Code to ensure that it would be an effective tool for implementing both the 2015 General Plan as well as the eight specific plans that are being revised to conform to the General Plan. Dyett & Bhatia would specifically work on creating new zoning districts

that are consistent with the Land Use Diagram of the Land Use Element of the General Plan. Working in close partnership with City staff and the consultants who would be preparing the specific plans, Dyett & Bhatia would identify, evaluate, and devise approaches that are the most appropriate in light of existing conditions and the General Plan's goals and objectives. Dyett & Bhatia would also incorporate a range of approaches and regulatory techniques, including provisions for community benefits that would affect the form of development, its function and use, performance and other characteristics to achieve the desired outcome. Dyett & Bhatia would also review the existing West Gateway Specific Plan and identify changes needed in permitted uses, development standards, and performance requirements to rescind the plan.

Dyett & Bhatia was selected to create new zoning districts and update the City's Zoning Code because of their experience in updating a variety of zoning codes, including form-based, performance-based, incentive, and conventional zoning. This firm has extensive knowledge of Pasadena's existing Zoning Code and proven success in providing a variety of solutions that are grounded in reality and rooted in each unique place. Their experience will be essential in the creation of new zoning districts that achieve not only consistency with the General Plan's goals and policies but also maintaining Pasadena's unique sense of place, character and urban fabric.

AECOM

Staff recommends AECOM for specific plan services. The scope of work identified for AECOM consists of updating the Central District, East Colorado, and South Fair Oaks specific plan areas. Specifically, AECOM would focus on revising specific plan text, including the background, goals, policies, development standards, and design guidelines to achieve desired outcomes. AECOM would also prepare and conduct the community workshop and stakeholder group meetings for the three specific plan areas. In addition, AECOM would collaborate with the other consultants to ensure consistency among all plans and assist with the preparation of the City's Zoning Code updates.

AECOM is a multi-disciplinary organization and has extensive experience with writing specific plans, creating development standards and design guidelines, engaging the community and conducting outreach that produces meaningful input, and incorporating feedback into the specific plans obtained through community engagement. In particular, AECOM has experience in revising multiple specific plans simultaneously, conducting economic and market analysis, and developing implementation strategies that are realistic and achievable. AECOM offers the City a team of professionals dedicated to working on implementing the General Plan.

Recommended Contract Amendments

In February 2017, the City Council authorized the City Manager to enter into contracts with PlaceWorks and MIG for a not to exceed amount of \$2,354,999 to perform General Plan Implementation services. Staff recommends that the City Council authorize the City Manager to amend the existing contracts with PlaceWorks and MIG in order to

include additional services to complete and complement the overall General Plan Implementation work program, as follows:

PlaceWorks

PlaceWorks is currently under contract with the City to update five out of the eight specific plan areas, East Pasadena, Lincoln Avenue, North Lake, Fair Oaks/Orange Grove, and Lamanda Park, and conduct the environmental analysis for all eight of the specific plan areas for an amount not to exceed \$2,079,999. Staff recommends amending PlaceWorks' existing contract to provide the following additional services: perform an urban form analysis and develop design guidelines for the five specific plan areas, provide additional environmental analysis for all eight of the specific plan updates, assist with the preparation of the new zoning districts, and provide technical assistance to ensure consistency between the specific plan updates and the General Plan. The contract for PlaceWorks for the modified scope of work is for an amount not to exceed \$2,967,932, an increase of \$887,933 for the added scope of work.

PlaceWorks is uniquely knowledgeable on the adopted General Plan, and an expanded role will help to ensure that the intentions of the General Plan for application of goals, policies, and implementation programs at the specific-plan level are fully and consistently realized. PlaceWorks offers the City a unique blend of policy and urban design experience and resources and their experience and familiarity with Pasadena will enable them to work efficiently and effectively in the preparation of the new development standards and design guidelines in a manner consistent with the City's needs and goals.

MIG

MIG is currently under contract with the City to provide public outreach services for the specific plan updates for an amount not to exceed \$275,000. Staff is seeking additional services in public outreach to reach out to a wider range of stakeholders and provide support for the targeted Zoning Code updates. Staff recommends amending MIG's contract to include intercept campaigns to distribute paper versions of the surveys and questionnaires to solicit in person feedback at community events, support workshops and/or public involvement meetings for the targeted Zoning Code updates, provide website enhancements to include web-based surveys and virtual workshops, and create a video to educate the public about the planning process and how specific plans are one tool in implementing the General Plan. These additional services have been identified to achieve a more expansive level of outreach while still adhering to the ambitious three-year schedule for updating all eight of Pasadena's specific plans and the Zoning Code. The contract for MIG for the modified scope of work is for an amount not to exceed \$385,000, an increase of \$110,000 for the augmented scope of work.

ENVIRONMENTAL ANALYSIS:

The proposed action is authorization to enter into a contract with AECOM and Dyett & Bhatia and amend the City's existing contracts with PlaceWorks 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:

The proposed contracts, including the contract amendments, total \$5,780,003 over three years and are to be funded by awarded grants and the Building Fund. Funding for this action will utilize existing Fiscal Year 2018 budgeted appropriations of \$1,278,982 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 Transit Oriented Development 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 \$3,880,018

Respectfully submitted,



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