

# Agenda Report

July 31, 2023

**TO:** Honorable Mayor and City Council  
**THROUGH:** Economic Development and Technology Committee (July 18, 2023)  
**FROM:** Department of the City Manager  
**SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT FOR STRATEGIC PLANNING SERVICES WITH STREETSENSE CA LLC**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the proposed action is not a "project" pursuant to the California Environmental Quality Act ("CEQA") and State CEQA Guidelines Sections 15060(c)(3) and 15378, and therefore is not subject to environmental review; and
2. Authorize the City Manager to enter into a professional contract, as a result of a competitive selection process specified by Section 4.08.047 of the Pasadena Municipal Code (P.M.C), with Streetsense CA LLC for strategic planning services for a one-year term not to exceed \$176,920, subject to the approval of the City Manager.

## **BACKGROUND:**

The City of Pasadena's Economic Development Division sought qualified consultants to assist in developing a strategic plan to guide the Division's vision-setting, priorities, programs, and services. Economic development strategic planning is critical to shaping a vibrant and economically competitive environment. The selected consultant will work closely with the Division to convene and engage stakeholders, facilitate discussion around visioning, goal setting, prioritization, leveraging strengths and proactively addressing challenges to foster a thriving local economy. The consultant will provide in depth market analyses, and examinations of existing conditions, undervalued assets, and complex community challenges. The consultant will also analyze the portfolio of City-owned real estate, including opportunity sites and the impact of City-owned space leased by Pasadena's longstanding non-profit community partners. This process will inform high level strategies as well as specific recommended actions in a public-facing action plan document. With the economic instability brought on by the COVID-19

pandemic, now is a key time to update the Division's 2012 strategic plan to reflect Pasadena's economic strengths and challenges in 2023 and plan now for a resilient future.

A Request for Proposals ("RFP") was posted on OpenGov on 3/1/2023 and 2,656 vendors were notified of the RFP opportunity. Of the 2,656 vendors notified, 43 vendors were identified as prospective bidders and downloaded information about the RFP. By the 4/6/2023 deadline, the City received a total of 10 proposals in response to the RFP. The proposals submitted were independently reviewed and evaluated by Economic Development Division, Department of Transportation, and Planning and Community Development staff. The RFP was evaluated with weighted criteria as outlined below:

<b>Criteria</b>	<b>Weight</b>
Consultant Experience	30%
Proposed Solution, Work Sample & Additional Materials	30%
Proposed Schedule	10%
References	10%
Cost Schedule	10%
Local Pasadena Business	5%
Small or Micro-Business	5%
<b>TOTAL</b>	<b>100%</b>

Per the evaluation procedures and criteria stated in the RFP, proposals were scored and ranked as set forth in Attachment "A" to this report. The Streetsense CA LLC proposal received the highest score and as a result, staff recommends that the City Council authorize the City to enter into a contract with Streetsense CA LLC to provide Strategic Planning Services. Streetsense's Public Non-Profit (PNP) Solutions team brings expertise in developing and executing market-informed, place-based economic development strategies led by public sector entities. Streetsense has a thorough understanding of the constraints and opportunities unique to the public sector, from economic development delivery mechanisms and public resources to public sector processes and political considerations. Streetsense's award-winning approach to economic development planning has been applied across different geographies, cities, counties, and states. Their methodology has been recognized by leading industry trade organizations, including the International Economic Development Council (IEDC), American Planning Association (APA), and International Downtown Association (IDA). The consultant team will be led by principal-in-charge, Larisa Ortiz. Ms. Ortiz brings nearly three decades of experience creating place-based economic development strategies for communities. She has led hundreds of comprehensive retail planning efforts, is the author of *Improving Tenant Mix*, and currently serves as a Mayoral appointee to the NYC Planning Commission.

The total budget for this service is as follows:

Background Examination, Market Analysis & Baseline Research	\$86,370
Stakeholder & Community Engagement	\$40,395
Strategic Plan Deliverable	\$28,845
General Project Management (includes travel)	\$21,310
<b>TOTAL</b>	<b>\$176,920</b>

**COUNCIL POLICY CONSIDERATION:**

The proposed action is consistent with the City Council's Strategic Plan Goal to maintain fiscal responsibility and stability and support and promote the quality of life and local economy.

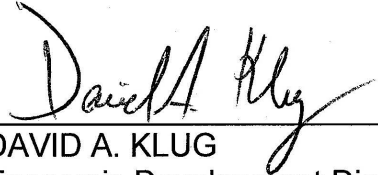
**ENVIRONMENTAL ANALYSIS:**

The action proposed herein is not subject to the California Environmental Quality Act (CEQA) in accordance with Section 21065 of CEQA and State CEQA Guidelines Sections 15060(c)(3) and 15378. CEQA Guidelines Section 15060(c)(3) excludes from environmental review those activities that are not a "project" as defined in Section 15378. Section 15378's definition of "project" includes only those actions that have the potential for resulting in either a direct or reasonably foreseeable indirect physical change or reasonably foreseeable indirect physical change in the environment. The proposed action consists of a contract and appropriation of funds for strategic planning services. No direct or reasonably foreseeable indirect physical change in the environment would result.

**FISCAL IMPACT:**

The cost of this action will be an amount not to exceed \$176,920 for the one-year term. Funding for this action will utilize existing budget appropriations under the Consultant Services account (10111005-811500). There is no additional fiscal impact to the General Fund as a result of this action.

Respectfully submitted,



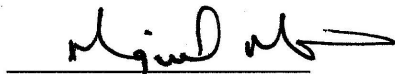
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Attachments: (1)  
Attachment A – Strategic Planning Services Proposal Evaluation