



Office of the City Manager

**Authorize the City Manager to Enter into a
Contract with Allegra Consulting, Inc. for the
Citywide Historic Report on the 710
Displacement Planning Project**

City Council
October 30, 2023
Item #11





Staff Recommendation

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- Find that the proposed action herein is exempt from CEQA
- Authorize the City Manager to enter into a contract, as the result of a competitive selection process, as specified by Section 4.08.047 of the PMC, with Allegra Consulting, Inc. for the SR 710 Northern Stub Project in an amount not to exceed \$200,000 for a period of three years. Competitive price bidding is not required; and
- Authorize the City Manager to extend the three year contract for up to two additional one-year periods



Background

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- In June of 2022, Caltrans relinquished the former State Route 710 land to the City, with the land transfer occurring in August of 2022
- February 2023, City Council created the Reconnecting Communities 710 Advisory Group to:
 - > “To foster community engagement, civic participation and input on the vision, land use, transportation network, infrastructure, economics and restorative justice needed for this project and process of reconnecting the community.”
- The Reconnecting Communities 710 Advisory Group will collaborate with City staff and consultants to create a vision and plan



Background

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- During the planning process, Several important factors will be considered:
 - > History of the communities displaced during the State's freeway expansion.
 - > Importance of memorializing this process
- Historic consultants tasked with accurate documentation the history of Pasadena's displaced communities
- Result is integral to the overall 710 Master Plan process



Background

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- On June 6, 2023, a Request for Proposals (RFP) entitled *Historic Report on the 710 Displacement* was issued
- The RFP was divided into three sections:
 1. Historical Data/Setting
 2. The Impacts of Freeways on Segregation in Pasadena, and
 3. Oral History
- Allows for the best-qualified proposals from consultants who may specialize in one area
- RFP closed September 21, 2023 - Reviewed & evaluated by 3 experienced staff members utilizing scoring criteria in RFP



Request for Proposals

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- The evaluation criteria and weights are as follows:

Criteria	Weight
Consultant experience	20
Proposed solution, work sample & additional materials	45
Proposed schedule	15
Cost schedule	10
Local Pasadena business	5
Small or micro-business	5
TOTAL SCORE	100

- Three separate firms are recommended for award
- Only one contract exceeds \$75,000 and requires City Council approval
 - > Oral History section



Consultant Selection

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- Historical Data/Setting – Architectural Resources Group, Score 77.33, \$66,990
- Impacts of Freeways on Segregation in Pasadena – Regents of the University of California – UCLA, Score 69.87, \$57,622



Consultant Selection

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- Oral History:
- Sought consultants with experience in interviewing, collecting and memorializing community voices and experiences.
- Additional work includes:
 - > Resources to transcribe and provide audio recordings of interviews;
 - > Provide interview transcriptions in a document;
 - > Presentations to the public with a summary of the findings.



Consultant Selection

Office of the City Manager

- Oral History Project – Highest scoring proposal exceeds \$75,000 and requires City Council approval.
 - > Allegra Consulting
 - > Local Pasadena firm
- Allegra Consulting, Inc. – Cost of proposal significantly higher than other firms.
- Staff recommends City Council place a cap in spending authority - \$200,000.
- Allegra Consulting, Inc. is willing and responsive to working with staff.
- Achieve cost more in line with core deliverables.



Fiscal Impact

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- Sufficient funding exists in the General Fund Project Management Fund (105) to support this contract.
- Funding will be included in the City Manager's Office operating budget in future fiscal years.



Attachment A

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Historical Data/Setting Proposals

Vendor	Totals		
	Local	Total Average Score	Total Cost
Architectural Resources Group		77.33	\$66,990
Regents of the University of California		73.63	\$135,010
SWCA Environmental Consultants	X	72.93	\$92,293
MIG, Inc.		71.55	\$188,655
Robin Mina Training & Consulting	X	61.56	\$70,096
Weathers Wilcher, LLC		61.20	\$358,000
Mutual Realty Consultants	X	57.83	\$175,000



Attachment A

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Impacts of Freeways on Segregation in Pasadena Proposals

Vendor	Totals		
	Local	Total Average Score	Total Cost
Regents of the University of California		69.87	\$57,622
Architectural Resources Group		69.82	\$61,010
Weathers Wilcher, LLC		64.16	\$316,845
SWCA Environmental Consultants	X	63.70	\$36,654
MIG, Inc.		54.78	\$111,875
Robina Mina Training & Consulting	X	48.44	\$64,724
Mutual Realty Consultants	X	43.11	\$45,000
CMI Consultants		32.67	\$5,000



Attachment B

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Oral History Proposals

Vendor	Totals		
	Local	Total Average Score	Total Cost
Allegra Consulting	X	73.41	\$691,514
Regents of the University of California		70.42	\$66,097
Architectural Resources Group		68.63	\$79,400
SWCA Environmental Consultants	X	61.49	\$33,611
CollComm Public Relations	X	61.27	\$185,375
Weathers Wilcher, LLC		59.82	\$323,155
Blackbird Productions, LLC	X	58.52	\$263,332
MIG, Inc.		57.74	\$122,685
Mutual Realty Consultants	X	54.02	\$140,000
CMI Consultants		36.00	\$5,000