



# Agenda Report

September 11, 2023

**TO:** Honorable Mayor and City Council

**FROM:** City Manager

**SUBJECT: CONTRACT AWARD TO POINTC, LLC FOR STRATEGIC PLANNING AND PROJECT MANAGEMENT SERVICES RELATED TO THE 710 RELINQUISHMENT AREA IN THE AMOUNT OF \$540,000 OVER A THREE-YEAR PERIOD**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the proposed action is exempt under the California Environmental Quality Act (CEQA) in accordance with Section 15061(b)(3), the "Common-Sense" exemption that CEQA only applies to projects that may have an effect on the environment;
2. Authorize the City Manager to enter into a contract, without competitive bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services with pointC, LLC for strategic planning and project management services related to the 710 relinquishment area;
3. Amend the Office of the City Manager's Fiscal Year 2024 Operating Budget by appropriating \$90,000 in the General Fund Projects Fund (105) to support planning services related to the State Route 710 stub; and
4. Exempt the proposed contract from the competitive selection process of the Competitive Bidding and Purchasing Ordinance, pursuant to PMC Section 4.08.049(B), contracts for which the City's best interest are served.

## **BACKGROUND:**

In June 2022, Caltrans formally relinquished 50 acres of the former State Route 710 stub to the City of Pasadena and in August 2022 the title of the property was transferred to the City. With this relinquishment comes the unique opportunity to reconnect our city which was bifurcated through the eminent domain process and which created a physical divide in Pasadena. We now have the unique opportunity to "stich" Pasadena back

together. This effort is a high priority which will require many resources, various skill sets and expertise, and much community input. In addition to City staff, various contractors and consultants will need to assist in this monumental task, including the services of a unique, specialized firm to assist the City with overall project management and strategic planning, including identifying funding sources for the various stages of this endeavor (e.g. planning, entitlement, and infrastructure). City staff has identified the consulting firm pointC as having the unique expertise and experience to help guide this process.

The consulting firm pointC has a proven track record of helping the City achieve successful outcomes related to the 710 relinquishment. The firm began working with the City in 2019 via contract no. 31434. Through this contract, their legislative and governmental expertise, as well as their leadership in transportation, planning and economic development advanced the City's interests with the California State Transportation Agency (CalSTA), Caltrans and regional and local agencies that helped result in the relinquishment last year. Through contract no. 31434 and several smaller purchase orders, the City has expended \$832,404 on services provided by pointC since FY 2019.

Staff now recommends continuing the relationship with pointC through engaging their services to help develop a strategic gameplan and project management and interfacing with a variety of essential public, private and non-profit partners. pointC is a local firm whose principals, David Grannis and Tony Harris are well known and respected in the fields of planning and transportation.

This work is proposed to begin in FY 2024 and continue for approximately three years, until FY 2027. Depending on when the contract begins, as much as \$90,000 could be expended in FY 2024, \$180,000 per year in FYs 2025 and 2026 and finally, \$90,000 in FY 2027. The work will augment the large effort underway which will be more fully described in a separate agenda report this evening updating the work the City has done to date. A brief summary of these actions include:

- City Council created and appointed a 16-member Pasadena citizen Reconnecting Communities 710 Advisory Group 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;
- City Council approved the addition of a Senior Project Manager position to the City Manager's Office to work exclusively on the reconnecting project;
- City Manager appointed an internal "Executive Committee" comprised of the City Manager, two Assistant City Managers, Director of Transportation, Director of Economic Development and Senior Project Manager to advise and guide the project;

- Issued a request for proposals (RFP) for *A Historical Report on the 710 Displacement* to document the displacement of the established community formerly located within the relinquished area so the City can understand the impacts that freeway expansion has had on our community. The proposals are currently being evaluated and (if the dollar threshold of the work exceeds \$75,000) staff will return to Council to recommend award of contract(s) to consult(s) to perform this work; and
- Issued a request for information (RFI) and RFP for a consultant or consultant team to assist in the visioning, public engagement, and development of a new Master Plan/Specific Plan for the SR 710 northern stub area. The master plan will serve as the basis for a future amendment to the City's General Plan and Zoning Code to allow for the implementation of its vision. Once the solicitation period closes and the proposals are evaluated, staff will return to Council to recommend awarding a contract.
- City Manager proposes entering a contract with pointC, LLC to utilize their expertise in navigating complicated transportation and transportation-related projects and to assist in strategic and project management.

**COUNCIL POLICY CONSIDERATION:**

This action supports the City Council's strategic planning goal to maintain fiscal responsibility and stability.

**ENVIRONMENTAL ANALYSIS:**

The City's Environmental Administrator has determined this contract is categorically exempt under the California Environmental Quality Act (CEQA) Guidelines in Section 15061 (b)(3), the "Common-Sense" exemption.

**FISCAL IMPACT:**

The cost of this action is \$540,000 over the next three years, with the estimated amount needed per fiscal year as follows:

Fiscal Year	Amount
2024	\$90,000
2025	\$180,000
2026	\$180,000
2027	\$90,000
<b>TOTAL</b>	<b>\$540,000</b>

Sufficient funding exists in the General Fund Project Management Fund (105) to support this contract. Funding for the contract will be included in the Office of the City Manager operating budget in future fiscal years as shown above.

Respectfully submitted,

  
BRENDA E. HARVEY-WILLIAMS  
Assistant City Manager

Approved by:

  
MIGUEL MARQUEZ  
City Manager

Attachment A: pointC proposal and scope of work