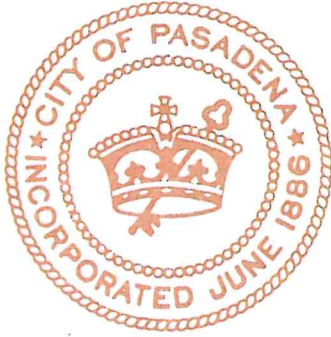




Agenda Report

November 17, 2025

TO: Honorable Mayor and City Council

FROM: Planning & Community Development Department

SUBJECT: **AUTHORIZE THE CITY MANAGER TO ENTER INTO A CONTRACT WITH DUDEK FOR AN AMOUNT NOT TO EXCEED \$339,652 FOR CONSULTING SERVICES TO ASSIST IN PREPARATION OF AN ENVIRONMENTAL JUSTICE ELEMENT OF THE GENERAL PLAN**

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the action proposed herein is not a "project" subject to the California Environmental Quality Act ("CEQA") as defined in State CEQA Guidelines Section 21065 of CEQA and within the meaning of 15378;
2. Authorize the City Manager to enter into a contract for Environmental Justice Element Consulting Services, following a competitive selection process, pursuant to Pasadena Municipal Code Section 4.08.047 with Dudek in an amount not to exceed \$339,652 for an initial two-year term. Competitive price bidding is not required pursuant to City Charter Section 1002(F) (Contracts for professional or unique services); and
3. Authorize the City Manager to extend the contract for one additional one-year period.

BACKGROUND:

In 2016, Governor Brown signed the Planning for Healthy Communities Act, Senate Bill 1000 (SB-1000), mandating cities and counties adopt an Environment Justice General Plan Element or integrate environmental justice policies into other elements of the General Plan. In 2018, SB-1000 went into effect, requiring local governments to identify disadvantaged communities (DACs) in their jurisdictions and address environmental justice in their general plans. Jurisdictions without DACs may voluntarily adopt an Environmental Justice Element or integrate policies. The law requires that environmental justice policies address topics such as: reducing unique or compounded health risks in DACs, including improving air quality, prioritizing public investments and programs for DACs, and promoting civic engagement in the public decision-making process.

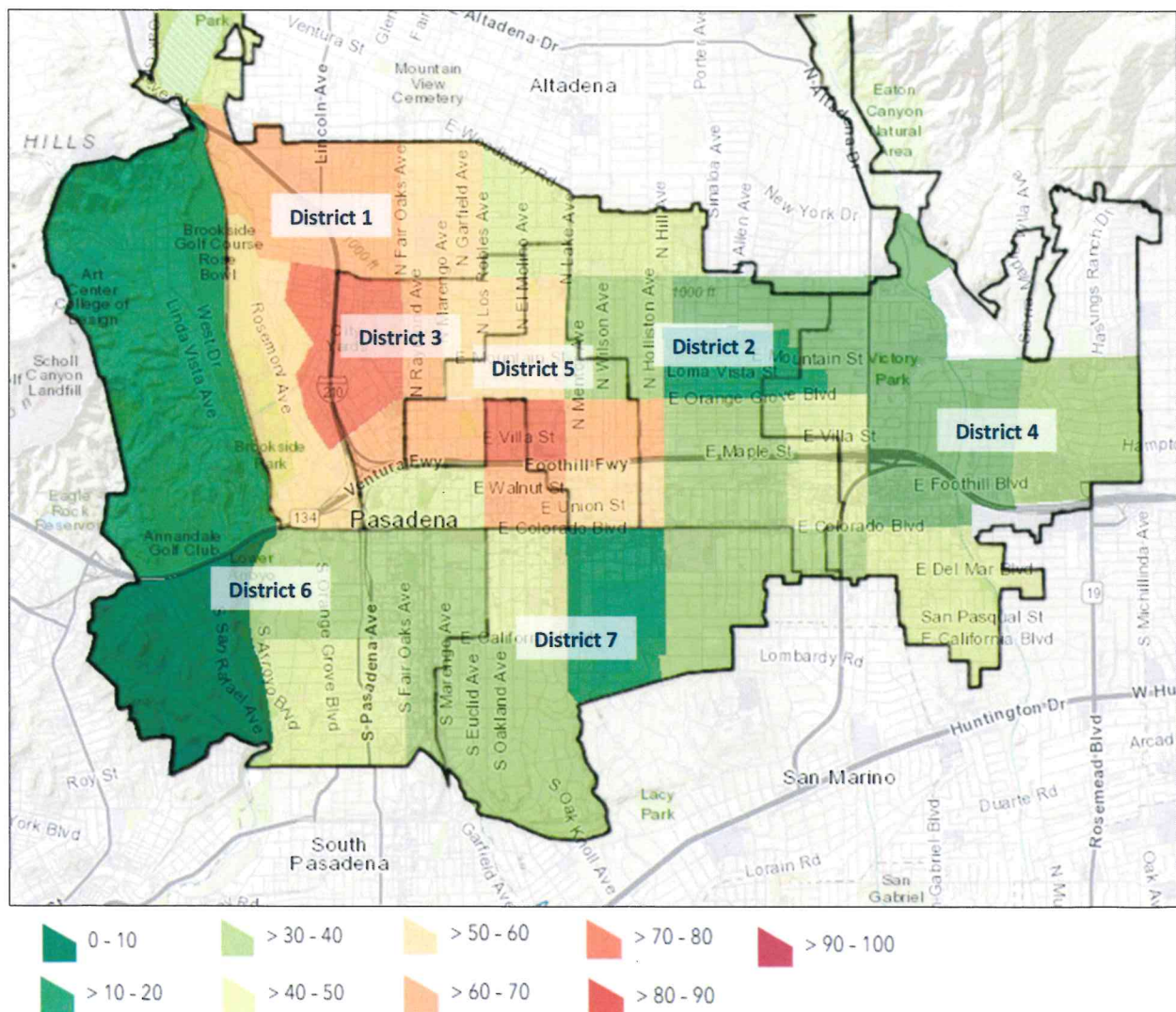
Jurisdictions can either adopt a separate environmental justice element or integrate the required policies into other elements of their General Plan.

DISADVANTAGED COMMUNITIES IDENTIFIED IN PASADENA:

The Office of Environmental Health Hazards Assessment developed the CalEnviroScreen tool to assist local jurisdictions in identifying communities that are disproportionately impacted by or vulnerable to environmental pollution and contaminants. The tool uses a variety of indicators related to pollution, population characteristics, and vulnerabilities to measure cumulative burdens. The tool ranks all California census tracts a score from zero to 100, with those scoring 75 or higher (i.e., the top 25%) designated as a DAC. Pasadena has 33 census tracts with an overall average CalEnviroScreen score of 43.6, which falls within California's middle range. Individual scores, however, show significant variation, ranging from a low of six to a high of 74.

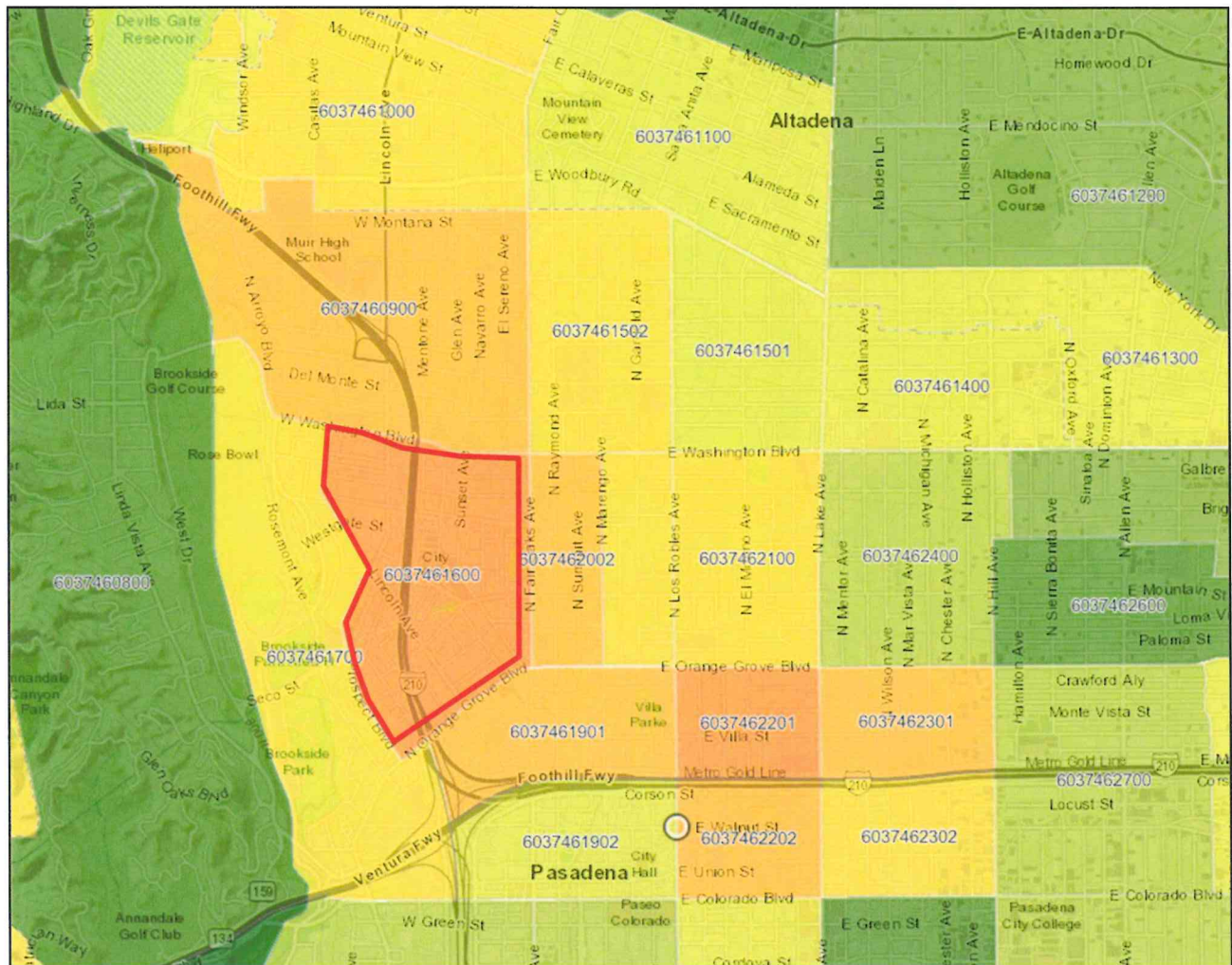
As shown in Map 1, areas with a score above 60 are generally located in most of Northwest Pasadena and near the 210 Freeway. Tracts with a score below 40 are generally located in West Pasadena and parts of Northeast and Southeast Pasadena.

Map 1: CalEnviroScreen Scores for Pasadena (by Census Tract)



Pasadena has one census tract identified as a DAC with a score of 74. As shown in Map 2, it is bound by Washington Boulevard to the north, Fair Oaks Avenue to the east, Orange Grove Boulevard to the south, and Prospect Boulevard and Forest Avenue to the west. Generally, a tract is designated a DAC if its score is above 75, placing it in the top 25% of tracts statewide. While the Pasadena's tract has a score just below 75, it scored higher in previous modeling methodologies used by the state; therefore, the state still classifies it as a DAC.

Map 2: Census Tract Identified as a DAC in Pasadena



PREPARATION OF AN ENVIRONMENTAL JUSTICE ELEMENT:

Planning staff will be creating a new Environmental Justice Element, which would be the eighth element of the General Plan. This new element will prioritize the City's commitment to environmental justice.

Under SB 1000, the measures included in the element must specifically address pollution exposure and improve community health within DACs. At a minimum, the policies or the element must cover the following objectives:

- Reduce pollution exposure
- Improve air quality
- Promote public facilities
- Promote physical activity
- Promote food access
- Promote safe and sanitary homes
- Prioritize community engagement activities
- Prioritize funding and programming

CONSULTANT SELECTION:

A Request for Proposals (RFP) for Environmental Justice Element Consulting Services was issued on June 2, 2025, on OpenGov. The following is the list of proposers and overall scores, on a scale from 0 to 100.

Firm	City	Score*
Dudek	Pasadena, CA	86
ESA	Pasadena, CA	81
MIG, Inc.	Pasadena, CA	81
Raimi + Associates	Los Angeles, CA	77
Estolano Advisors	Los Angeles, CA	74
A&D Solutions	Ranch Cucamonga, CA	63

*Scores are rounded to the nearest whole number.

To be considered for selection, proposals were to demonstrate substantial knowledge and experience in the following:

- Managing planning processes that involve the community and promote civic engagement in public decision-making. Plan for an inclusive, accessible, culturally appropriate, and creative public engagement process that may include weekend and evening events, childcare, and food. Expertise in building community knowledge and leadership on environmental justice topics is also essential to promote ongoing engagement in planning and implementation over time. Partnering with local stakeholders (e.g., community-based organization, advocacy group, or educational institution) is vital.
- Knowledge of California's environmental justice history and requirements regarding General Plans and the Environmental Justice Element. Technical expertise on General Plan Elements, preparation of an Environmental Justice Element, and developing meaningful policies and implementable actions will be evaluated. Understanding of social equity, healthy communities, and other planning issues is also important.
- Understanding of CalEnviroScreen and other screening tools and techniques to customize and identify "Environmental Justice Communities" in Pasadena. Be knowledgeable and be able to explain the data to City staff and the community

utilizing a variety of tools, data visualization, and storytelling methods (e.g., web, surveys, graphics, boards, and email/mail).

- Expertise in environmental justice topics, including healthy food access, equitable public facilities, promoting physical activity, climate change mitigation and adaptation, environmental burdens and health risks, equity, tree canopy, safe and reliable multi-modal mobility, and civic engagement and participation.
- Developing an Environmental Justice Element with measurable goals and policies and formulate a strategy and implementation plan to monitor and evaluate it post-adoption.
- Translation and interpretation availability in the various spoken languages in Pasadena at community events. Some media/print translation services might be required.
- Knowledge of State requirements and California Environmental Quality Act (CEQA) environmental review.
- Consistency among all General Plan Elements and other City plans.
- Funding opportunities for short-term project/program implementation.

An inter-departmental committee assessed the proposals based on the criteria outlined in the RFP. The scoring criteria included: project approach, staffing and ability to perform, cost proposal, involvement of local Pasadena businesses, and support for small or micro-businesses.

Based on the evaluation criteria specified in the RFP, Dudek was selected because of its experience in preparing environmental justice elements and also its partnership with Day One for outreach. This collaboration partners a local Pasadena Planning firm with a local Pasadena non-profit organization that together can provide specialized services to supplement staff resources

Dudek has received multiple American Planning Association Awards for innovative environmental justice plans in the San Gabriel Valley and Southern California. For instance, the California Attorney General's Office specifically commended Dudek for its work on the Health, Wellness, and Environmental Justice Element for the Placentia General Plan update. Additionally, the firm has developed climate community plans that helping clients secure over \$20 million each in implementation grant funding.

Dudek will partner with Day One, a local non-profit that is trusted within the community. For nearly four decades, Day One has collaborated with Pasadena residents, youth, educational institutions, service providers, and local leaders to promote environmental justice through culturally relevant public health education, community engagement, and policy advocacy. Day One has extensive experience addressing environmental injustices and they have successfully educated communities and decision makers throughout the San Gabriel Valley, including Pasadena.

Proactive and meaningful community engagement from the start of the planning process is critical to achieving the goals of SB 1000. Environmental injustices often result from inadequate community involvement in planning-related decisions; therefore, a strong community engagement strategy is central to development of this element. There are not sufficient staff resources or expertise to reach the communities that typically do not engage in city outreach. Staff will work very closely with Dudek and Day One to utilize specialized language and communication resources and to access groups that do not participate in traditional ways.

The Environmental Justice element will be a new element of the General Plan focusing on topic areas that have not been addressed in past work. This work requires assistance from consultants with proven methods and experience to augment staff's work. As such, it is recommended that the contract be awarded to Dudek in the amount not to exceed \$339,652, for a two-year term with an optional one-year extension.

The proposed contract will be structured as follows:

Environmental Justice Element Consulting Services	\$295,350
Contingency (approximately 15%)	<u>\$ 44,302</u>
Contract "Not to Exceed" Amount	\$339,652

The project is expected to begin in January 2026.

COUNCIL POLICY CONSIDERATION:

The proposed contract furthers the City Council's strategic plan goals of enhancing public safety, improving public facilities and infrastructure, increasing sustainability and environmental stewardship, and prioritizing the creation of accessible and equitable communities.

ENVIRONMENTAL ANALYSIS:

The proposed action is authorization to enter into a contract with Dudek for Environmental Justice Element Consulting 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.

FISCAL IMPACT:

The proposed contract with Dudek will not have a fiscal impact on the City's General Fund. The total expense for the two-year contract plus the optional one-year time extension including contingency is \$339,652. The FY2026 Operating Budget includes a \$1,300,000 appropriation in the Building Fund for General Plan contract services. Each year monies are appropriated for General Plan services and there is a sufficient balance to cover the contract expense.

Respectfully submitted,



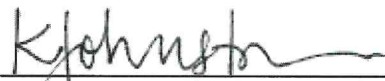
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Approved by:



MIGUEL MÁRQUEZ
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Attachments (1):
Attachment A – Firm Scores by Evaluation Criteria