

Agenda Report

TO: City Council

DATE: December 14, 1998

FROM: City Manager

SUBJECT: Authorization to Negotiate and Execute a Contract with RTKL Associates, Inc. for consulting services to prepare the Central District Specific Plan, Zoning Code Revision and Land Use Element Revision

RECOMMENDATION:

It is recommended that the City Council authorize the City Manager to negotiate and execute a contract with RTKL Associates, Inc., in partnership with Parsons Harland Bartholomew & Assoc.; Crawford, Multari, & Clark Assoc.; Keyser Marston Assoc.; Kaku Assoc.; and Freilich, Leitner & Carlisle to provide consulting services for the preparation of the Central District Specific Plan, Zoning Code Revision and Land Use Element Revision in an amount not to exceed \$830,389.00 over a three-year period, competitive bidding is not required pursuant to Charter Section 1002(f), concerning professional services.

BACKGROUND:

Scope of Work

In approving the FY 1999 budget in June, the City Council also approved a multi-year work program for the Planning Division. The Planning Program for FY 1999 - 2001 includes a required Five-Year Update of the General Plan in conjunction with several programs designed to implement the General Plan. Several of the projects in the work program were packaged into one "scope of work" for consultant services. These projects are the Central District Specific Plan, Zoning Code Revision, Land Use Element Revision, Restructuring of the General Plan, and Citywide Design Guidelines.

The Request for Proposals for this scope of work was structured to balance a number of issues. First, many Central District Specific Plan issues relate directly to the Zoning Code, and the overlap was significant enough that it did not make sense to split these two projects into two RFPs. Second, policy issues related to the Land Use Element Revision overlap specific plans in general and the Zoning Code as well. The consolidation of citywide design guidelines overlaps significantly with the need to review and revise design guidelines in the Central District. To manage these overlaps effectively from both a product standpoint and a contract administration standpoint, these elements were combined into one RFP.

The public participation program for the projects in this scope of work and others in the Planning Division's work program will be coordinated by a consultant team under a separate contract.

Specific objectives for this scope of work are:

1. To define and develop a model for the revised Zoning Code that recognizes the evolving trends in the global economy and integrates these trends into a physical form that achieves a livable community.

2. To integrate the evolving needs and trends of the global and local economy with the physical vision of the City into a Zoning Code, which optimizes opportunities for expedited development review within the framework of a desirable urban form and community participation in the planning process.
3. To develop a revised Zoning Code that fully implements the principles, objectives and policies of the General Plan.
4. To reformat the Zoning Code to improve ease of use and readability for a variety of clientele.
5. To develop a Central District Specific Plan that articulates a vision of Pasadena's downtown, and provides the requisite land use regulations, development standards, and design guidelines for achieving that vision.
6. To coordinate the revision of the Zoning Code and the Central District Specific Plan to ensure that the two documents are consistent and compatible.
7. To refine the Land Use Element to clarify policy direction as it relates to the Seven Guiding Principles.
8. To reorganize and reformat the General Plan document to increase the focus on the Seven Guiding Principles while maintaining compliance with State Law.

The ultimate products are:

1. An updated Land Use Element and reformatted General Plan.
2. A revised Zoning Code
3. A Central District Specific Plan
4. Consolidated, unified and revised Design Guidelines

Selection Process

A Request for Proposal (RFP) was prepared by staff for consultant services to assist in the preparation of the Central District Specific Plan, Zoning Code Revision and Land Use Element Revision.

Three proposals, from the following teams, were submitted:

Cotton/Beland/Associates, Inc. – Project Management, Land Use Element, Zoning Code Revision, in conjunction with:

- The Arroyo Group – Central District Specific Plan, Graphics, Design Guidelines
- Udewitz Associates – Economics & Housing, Fiscal Analysis
- Meyer Mohaddes Associates – Parking, Mobility Analysis

Dyett & Bhatia – Project Management, Central District Specific Plan, General Plan, and Zoning Code Revision, in conjunction with:

- Moore Ruble Yudell – Central District Specific Plan, Design Guidelines
- Phoebe Wall Wilson – Project Management, Central District Specific Plan, Design Guidelines
- Keyser Marston Associates – Economics and Housing
- Kaku Associates – Parking and Traffic

- Fox and Sohagi - Legal Review
- Historic Resources Group
- Nelson Consultants, Inc.

RTKL Associates, Inc. – Project Management, Central District Specific Plan, Design Guidelines, in conjunction with:

- Parsons, Harland Bartholomew & Associates – General Plan Update
- Crawford, Multari and Clark Associates – Zoning Ordinance Revision
- Keyser Marston Associates – Economics and Housing Market Analysis
- Kaku Associates – Traffic and Parking
- Freilich, Leitner, and Carlisle – Legal Review, Implementation, Innovative Zoning Techniques

The criteria used in evaluating the proposing firms were:

1. Creative and Technical Approach to perform the work tasks and produce the work products as described in the scope of work (20 percent)
2. Organized Project Management Approach - Ability to perform tasks efficiently and in accordance with an aggressive (time efficient) schedule. (20 percent)
3. Qualifications of the Project Team and Individual Team Members based on resources and experience in the type of work needed for this project. (25 percent)
4. Price Proposal - Cost to perform the required services. (15 percent)
5. Affirmative Action and Equal Opportunity Program (15 percent)
6. Local Pasadena Business Enterprise (5 percent)

All three teams were interviewed by a panel that included representatives of the Planning Commission, and the Public Works and Transportation, Housing and Development, and Planning and Permitting Departments.

Interviews were held on December 2, 1998. Before the interviews, the Affirmative Action Department scored the consultants for Affirmative Action utilization and Local Preference. The RFP allocated a maximum of fifteen percent for Affirmative Action and five percent for Local Preference. The project teams scored as follows: Cotton Beland Associates – AA = 8.33%, Local = 5.0%; Dyett & Bhatia– AA = 7.91%, Local = 2.5%; and RTKL Associates, Inc. – AA = 9.07%, Local = 2.5%.

Ratings

Although all of the consultant teams appeared competent to perform the work, the team led by RTKL Associates, Inc. received the highest score. The total scores for the teams were:

- | | |
|-----------------------------|--------|
| 1. RTKL Associates, Inc. | 672.56 |
| 2. Dyett & Bhatia | 623.28 |
| 3. Cotton Beland Associates | 602.14 |

Of the three firms, RTKL Associates, Inc. was judged to have the most balanced approach to undertaking the project, including good use of market and housing feasibility to inform all aspects of the project. The selection team felt that RTKL Associates, Inc. had superior depth and experience to handle this complicated three year project. All members of the RTKL Associates' team are experts in their respective fields and much of the work will be done by the principal's of these firms. The selection team agreed that the RTKL Associates Team was the best choice for this project.

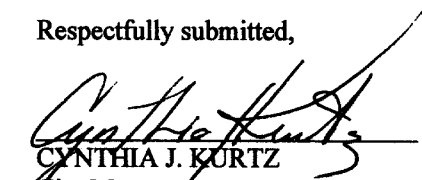
CONCLUSION

Negotiating a contract with RTKL Associates, Inc. to prepare the Central District Specific Plan, Zoning Code Revision and Land Use Element Revision will allow the Planning Division to undertake several of the City's highest priority planning projects. Doing these projects simultaneously, by one consultant team, will result in a more coordinated, integrated planning process.

FISCAL IMPACT

The \$410,500.00 budgeted for this contract in FY99 has been allocated to the Planning Division and in Account 443000-101-8115. An additional \$419,889.00 will be required to complete the project in FY00 and 01, for a total of \$830,389.00. These funds will be requested in the FY00 and FY01 budgets.

Respectfully submitted,



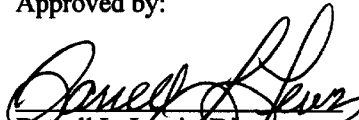
CYNTHIA J. KURTZ
City Manager

Prepared by:



Laura Fitch Dahl
Senior Planner

Approved by:



Darrell L. Lewis, Director
Planning & Permitting Dept

Attachments:

1. Scope of Work from the Request for Proposals