

Agenda Report

TO: CITY COUNCIL

DATE: JANUARY 25, 1999

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO NEGOTIATE AND EXECUTE A CONTRACT WITH MOORE IACOFANO GOLTSMAN, INC. FOR CONSULTING SERVICES FOR THE PUBLIC OUTREACH AND COMMUNITY PARTICIPATION PROGRAM TO SUPPORT DEVELOPMENT OF THE GENERAL PLAN UPDATE, ZONING CODE REVISION, CENTRAL DISTRICT DISTRICT SPECIFIC PLAN AND DESIGN GUIDELINES

RECOMMENDATION

It is recommended that the City Council authorize the City Manager to negotiate and execute a contract with Moore Iacofano Goltsman, Inc., to provide consulting services for the Public Outreach and Community Participation Program to support the preparation of the planning documents in the overall Planning Program, in an amount not to exceed \$147,500.00 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 1998, the City Council approved a multi-year work program for the Planning Division of the Planning and Permitting Department. The Planning Program for FYs 1999 - 2001 includes a required Five-Year Update of the General Plan, in conjunction with several programs designed to implement the General Plan, including the Central District Specific Plan and revision of the Zoning Code. The Public Outreach and Community Participation Program described in this report will support the overall Planning Program (Attachment 3).

The Council, on December 14, 1998, authorized the City Manager to negotiate and execute a contract with RTKL Associates, Inc. to prepare the General Plan Update, Zoning Code Revision, Central District Specific Plan and Design Guidelines. The Outreach and Participation Program will support development of those planning documents, among others (Attachment 3), by providing opportunities for people in the Pasadena community to understand and to comment on the issues and options.

Specific objectives for the Public Outreach and Community Participation Program are:

1. To identify and communicate the unifying "story" of the overall Planning Program for FYs 1999-2001, so that the primary issues are clearly defined and individual program components are comprehensible parts of the whole;

2. To develop and execute a community participation process for the components of the Planning Program, with clear objectives for participation in each component and activities appropriate for those objectives;
3. To develop interactive educational activities that will increase community understanding of the scope, issues, and options of the Planning Program;
4. To provide opportunities for community discussion and comment on various issues and options for the components of the Planning Program, organized so that the participation activities for the separate components are coordinated to maximize the effectiveness of events and convenience for the public;
5. To enhance citywide capabilities for reaching agreement on objectives, plans, processes, and projects.

The consultant team will provide public outreach and community participation activities and materials to inform the Pasadena community about planning issues and to create opportunities for discussion and comment. The outreach and participation program, which will serve the wide variety of people in the Pasadena community, will be designed to gather information for both planners and decision-makers. The program is described in the Request for Proposals Scope of Work (Attachment 2).

Selection Process

A Request for Proposals (RFP) was prepared by staff for consultant services to assist with the Public Outreach and Community Participation Program in support of the overall Planning Program. Four proposals, from the following teams, were submitted:

- Carter & Burgess, Inc., with Evans Brothers Graphics Co. and The Solis Group;
- Susan Gilmore;
- Moore Iacofano Goltsman, Inc., with Padilla & Associates and Kumamoto Associates;
- Valencia, Perez & Echeveste, with Eagle Consultant Services.

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. Experience in producing creative solutions for projects of similar complexity. (20 percent)
2. Organized Project Management Approach - Ability to perform tasks efficiently in accordance with an aggressive (time efficient) schedule and an organized management approach including City staff involvement. (20 percent)
3. Qualifications of the Project Team and Individual Team Members based on resources and experience in the type of work described in the Scope of Work. (25 percent)
4. Price Proposal - Costs to perform the services described in the Scope of Work and proposed by the Proposer. (15 percent)
5. Affirmative Action and Equal Opportunity Program (15 percent)
6. Local Pasadena Business Enterprise (5 percent)

All four proposers were interviewed by a panel that included representatives of the Planning Commission, Planning and Permitting Department, and Public Affairs. Interviews were held on November 24, 1998. Before the interviews, the Affirmative Action Department scored the consultants for Affirmative Action utilization and Local Preference.

Ratings

Although other consultant teams appeared competent to perform the work, the team led by Moore Iacofano Goltsman, Inc. (MIG), received the highest score from each panelist and was the unanimous preference of the panel (Attachment 3).

Of the four proposers, the MIG team was judged to have the most thorough understanding and well-developed approach to the project and to have the most qualified and experienced personnel to plan and accomplish it. The price proposal offered the most complete service. The combined Affirmative Action utilization and Local Preference scores were the highest of the four proposers.

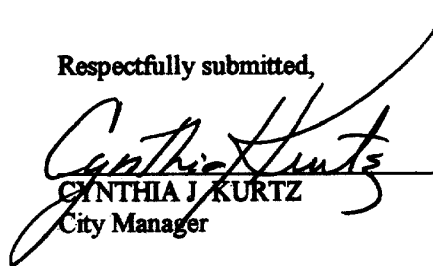
CONCLUSION

Executing a contract with Moore Iacofano Goltsman, Inc. to assist with the Public Outreach and Community Participation Program will allow the Planning Division to undertake the General Plan Update, Zoning Code revision, Central District Specific Plan, Design Guidelines and other planning projects.

FISCAL IMPACT

The \$72,500.00 budgeted for this contract in FY1999 has been allocated to the Planning Division and is in Account 443000-101-8115. An additional \$75,000.00 will be required to complete the project in FY2000 and 2001, for a total of \$147,500.00. These additional funds will be requested in the FY2000 and FY2001 budgets.

Respectfully submitted,



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City Manager

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Approved by:



Darrell L. Lewis, Director
Planning & Permitting Department

Attachments:

1. Planning Program, FYs 1999-2001
2. Scope of Work from the Request for Proposals
3. Evaluation Scoring for Public Participation and Community Outreach Proposals