

Agenda Report

DATE: MARCH 15, 1999
TO: CITY COUNCIL
FROM: CYNTHIA J. KURTZ, CITY MANAGER
SUBJECT: APPROVAL OF PROFESSIONAL SERVICES CONTRACT IN THE NOT-TO-EXCEED AMOUNT OF \$744,000 BETWEEN THE CITY AND THE ARROYO GROUP FOR THE PREPARATION OF A REFINED CONCEPT PLAN AND DESIGN DEVELOPMENT DOCUMENTS FOR PUBLIC IMPROVEMENTS AND RELATED COMPONENTS PROJECT PROPOSED FOR THE CIVIC CENTER/MID-TOWN DISTRICT

RECOMMENDATION:

It is recommended that the City Council take the following actions:

1. Approve the selection of "Team Pasadena", The Arroyo Group as Prime, to complete the Scope of Services outlined for the Civic Center/Mid-Town District Refined Concept Plan and Design Development Package for Public Improvements and Related Components Project and approve the terms and provisions of the recommended Professional Services Contract with The Arroyo Group for the Project;
2. Authorize the City Manager to execute, and the City Clerk to attest, the Professional Services Contract with The Arroyo Group in an amount not to exceed \$744,000. "Team Pasadena" - The Arroyo Group as Prime - was chosen through the competitive selection process as required by the City's Affirmative Action in Contracting Ordinance Chapter 4.09. Formal bidding was not required pursuant to City Charter Subsection 1002 (F), Professional Services Contracts; and
3. Approve a journal voucher recognizing additional revenue of \$744,000 from future development fees from the Civic Center/Mid-Town District and appropriate it to Project 73988, Civic Center/Mid-Town District.

EXECUTIVE SUMMARY:

On April 6, 1998, the City Council accepted the "Mayor and City Council's City Center Task Force Civic Center/Mid-Town Programming Effort Report" and on May 11, 1998, further approved the advance of City funds to commence the process for engaging consultant services for the design and financing program for public improvements for the Civic Center Mid-Town District as set forth in the Report. A Request for Proposals ("RFP") was circulated for the services and six (6) proposals were received from highly qualified teams. A rigorous

selection process was conducted by two City Center Implementation Task Force representatives and City staff. As a result, "Team Pasadena" is being recommended for a professional services contract in the not-to-exceed amount of \$744,000. "Team Pasadena" is comprised of The Arroyo Group (Prime) and nine subcontractors; the team includes 62% Local Business Enterprises (LBE) participation based on the total Scope of Services Project costs. The Scope of Services contains all Work Products called for in the RFP through the Design Development phase as well as the mobilization, public participation, transportation, parking and financing components of the Project. The funds for the Contract are contained in the approved FY '99 Budget for funding from future Civic Center/Mid-Town development-related fees based upon an advance from the Charter Capital Fund.

BACKGROUND:

A. General:

On July 21, 1997, the City Council approved the initiation of the Civic Center/Mid-Town Area Programming Effort (the "Programming Effort") and appointed twenty (20) members and five (5) alternates to the Mayor and Council's City Center Task Force (the "Task Force") representing property owners, community leaders and key advisory bodies that would be responsible for implementing the Programming Effort. The primary impetus for this Programming Effort is the emerging office, retail, entertainment, hotel and housing market in the District as well as the redevelopment of Plaza Pasadena and major vacant parcels in the District.

The Task Force's specific charge was to develop a recommended program for the Civic Center/Mid-Town District (the "Program") and to advise the City Council regarding actions required to implement the Program. On April 6, 1998, the City Council accepted the "Mayor and Council's City Center Task Force Civic Center/Mid-Town Programming Effort Report" (the "Report") and directed the City Manager to form an inter-departmental Staff Implementation Team and approved the establishment of a City Center Implementation Task Force (the "Implementation Task Force") to guide the implementation effort. On May 11, 1998, the City Council further approved the advance of City funds to commence the process for engaging consultant services for the design and funding program for public improvements for the District as private projects move forward. The capital funding for the proposed publicly financed improvements is proposed to come primarily from a number of one-time and on-going revenue sources, all of which are predicated upon and would be generated by private development occurring within the District, from grant funding as may be secured for the Project, from donor programs, and other sources as may be identified.

B. Selection Process:

1. Request for Proposals: The Drafting and Circulation Process

Staff prepared a Request of Proposals (RFP) which encompassed the following major public improvements and related components for the Civic Center/Mid-Town District: (a) streetscapes and walkways design plans and construction documents for the District as a whole; (b) Garfield Avenue/Holly Street design plans and construction documents; (c) public outreach and participation program; (d) transportation study and design plan; (e) parking analysis and management plan; and (f) financing program for capital and operation and maintenance costs, including the identification of grant opportunities.

In order to assure fairness and wide circulation of the RFP, a "Notice of RFP Availability" was developed, advertised and mailed to over 200 firms, representing various disciplines required for the RFP Scope of Services. The list was compiled from the following sources: the Housing & Development Department consultant database; Disadvantaged and Local Business Enterprise ("DBE" and "LBE") lists from the City's Purchasing Division; lists from American Planning Association CAL CHAPTER; the California Downtown Association; lists taken from the Playhouse District Streetscapes and Parking Analysis Projects' RFP respondents, and recommendations from the Implementation Task Force. Additionally, staff placed an advertisement of RFP availability on the City's Web site, in the IMS and h/mt professional services advertising network, in the *Los Angeles Business Journal*, the *Pasadena Star-News*, *Los Angeles Sentinel*, *La Opinion*, and the *Los Angeles Times*.

Based upon responses to the "Notice of RFP Availability", staff distributed over 150 RFP packets to all firms having requested a copy of the RFP document. A Pre-Proposal Conference was held on June 26, 1998, to meet with potential proposers, provide an overview of the Project, and answer questions related to the RFP and City processes. A total of 25 firms participated in this conference.

2. Proposal Submittals: The Evaluation Process

On July 20, 1998, six (6) proposals were received from the Proposer Teams as follows:

- a. A.C. Martin Partners
- b. Melendrez Associates
- c. Moule & Polyzoides
- d. ROMA Design Group
- e. Team Pasadena, The Arroyo Group as Prime
- f. Wallace, Roberts and Todd

A complete list of Proposer Teams and their subconsultants is contained in Exhibit "B" attached to this Agenda Report.

As set forth in the RFP, an Evaluation Panel was convened in order to review all proposals, conduct interviews and recommend to the City Council a preferred Contractor to undertake this Project. The Evaluation Panel was comprised of City staff and representatives of the Task Force as follows:

<i>Kathryn Nack</i>	Chair, City Center Implementation Task Force
<i>Armando Gonzalez</i>	City Center Implementation Task Force Representative
<i>Marsha Rood</i>	Development Administrator, Housing & Development Department; Team Leader
<i>John Andrews</i>	Project Manager, Housing and Development Department
<i>Dan Rix</i>	City Engineer, Public Works and Transportation Department
<i>David Grosse</i>	Transportation Administrator, Public Works & Transportation Department
<i>Vic Erganian</i>	City Treasurer, Finance Department
<i>John Poindexter</i>	Senior Planner, Planning & Permitting Department
<i>Bill Trimble</i>	Planner, Planning & Permitting Department

The Evaluation Panel initially reviewed each proposal without reference to price in order to conduct a fair assessment of each Proposer's professional qualifications, project management approach and creative approach. In addition, the City's Affirmative Action and Diversity Department reviewed the proposals and provided affirmative action and local business participation ratings for all six proposers. Following a thorough review of all submitted proposals, preliminary scores were assigned to each proposer team.

Because the proposals and proposer teams submitted to the City were of the highest quality, the Evaluation Panel elected to invite all six proposer teams to a formal interview on October 6, 1998, in order to present their proposals and qualifications to the Evaluation Panel. *[Note: Prior to the interview date, the Melendrez Associates team submitted a letter to the City in which it formally withdrew from consideration based upon being engaged by TrizecHahn as landscape architect for the Plaza Pasadena renovation.]* In order to facilitate the interview process, the Evaluation Panel forwarded a list of general and specific questions for each Proposer team to address during the formal interview. Additionally, approximately 30 reference calls were conducted prior to the interviews for the Proposer teams in order to furnish additional information regarding prior projects.

Immediately upon the conclusion of the final interviews, the price proposals were opened and distributed in order for the Evaluation Panel to complete the final Overall Score Sheets as specified in the RFP. The Price proposals all significantly exceeded the \$750,000 budgeted for the Project in a range from \$250,000 to \$650,000, representing between 33% and 87% above the City Council-approved budget for the Project. In a letter to all proposers from City staff, and based upon advice from the City Attorney's office, all remaining Proposers were notified that the price would be negotiated and the selection made in accordance with Section 4528 of the State Government Code regarding Professional Services contracts. This section allows the City as a political subdivision of the State to negotiate a professional services contract with the most qualified firm based upon a fair and reasonable price for services to be performed. Should negotiation not result in a contract, the City could then negotiate with the next most qualified firm, etc.

The rank order of the proposer teams (as more particularly described in Exhibit "C" to this Agenda Report) as determined by the Evaluation Panel are as follows:

<u>Final Rank Order</u>	<u>Proposer Team</u>
1 st	Team Pasadena (The Arroyo Group - Prime)
2 nd	Wallace, Roberts & Todd
3 rd	ROMA Design Group
4 th	Moule & Polyzoides
5 th	A. C. Martin Partners

A response was received subsequently from one Proposer team questioning the legality of negotiating a price in accordance with the State Government Code, stating that this approach was not set forth in the RFP. The firm withdrew from consideration. Letters subsequently were sent to all proposer teams informing them that the City Attorney's Office had determined that the City had complied with all RFP requirements, and that negotiations would be initiated with Team Pasadena, the most qualified team, for a fair and reasonable price for the services to be performed.

3. The Recommended Contractor

As a result of the process described above, the Evaluation Panel is recommending "Team Pasadena" with The Arroyo Group as Prime as the most qualified proposer team for this Project. The key reasons for the Evaluation Panel's recommendation of Team Pasadena are as follows:

- a. Recent and relevant experience working as a team with cities and public agencies on complex projects in the public right-of-way;
- b. Creative plan for public outreach program and community participation, with highly regarded outreach/facilitation and marketing consultants;
- c. Excellent references for all firms which comprise the Team;
- d. 62% participation by Local Business Enterprises based on total Project costs;
- e. The Prime and a majority of its subcontractors are locally based in Pasadena, and have completed a number of projects in the City and/or on City-funded projects. Team members have received awards for Pasadena projects from Pasadena-based and other local and national organizations;
- f. Knowledge and recent experience working with the City and its numerous review and entitlement processes, including working within an historic context and within the Central Area;
- g. Clear understanding of functional issues related to the District as well as the need to program/enhance pedestrian use;
- h. Commitment of Prime and Subcontractor principals to be personally involved/to actively manage the process from beginning to end;
- i. The inclusion of an independent cost estimator, a civil engineering firm, a lighting expert, and a citizen participation consultant with recent Pasadena experience as part of Team;
- j. Project management approach that better ensures coordination and detailed scheduling of key tasks, including AutoCAD computer software and a manageable number of key subcontractors; and
- k. Proven ability to work with diverse citizen groups, business leaders, property owners, developers and merchants to accomplish a common program.

As a result of negotiations with the City, "Team Pasadena" was able to reduce both the Scope of Services and budget while providing a quality Project for the City which is responsive to the key refined concept plan and design development components as well as the related public participation, transportation, parking, and financing studies and programming outlined in the RFP Scope of Services. The Construction Document phase of the Project is being deferred, subject to the identification of capital funding for the Project.

“Team Pasadena” consists of the following firms:

Prime Contractor: The Arroyo Group - Architects/Urban Design

Subcontractors:

- ▶ EPT Landscape Architecture - Landscape Architects
- ▶ Michelle Isenberg & Associates - Public Art
- ▶ Hunt Design Associates - Graphic Design/Signage
- ▶ Meyer, Mohaddes & Associates - Transportation/Parking Studies
- ▶ ASL Consulting Engineers - Civil Engineering
- ▶ Manuel Pastor, Jr. - Public Outreach/Facilitation
- ▶ Stanley P. Hoffman - Finance
- ▶ Keyser Marston Associates - Economics
- ▶ William F. Mullen Associates - Cost Estimation
- ▶ Patrick B. Quigley & Associates - Lighting

It is on this basis that staff is recommending The Arroyo Group as Prime (Team Pasadena) for a professional services contract for the Project. The summary Scope of Services is attached to this report as Exhibit “D”.

C. Proposed Professional Services Contract

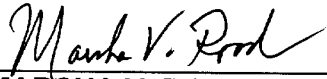
The proposed Professional Services Contract (the "Contract") was drafted by the City Attorney's Office and has been reviewed in final form by that office, by the proposed Contractor, by key members of the Staff Implementation Team and the Finance/Liability Claims Division. The Scope of Services, the Work Schedule and the Payment Schedule for Work Products components of the proposed Contract have been thoroughly reviewed by City staff (i.e. the Public Works and Transportation Department, the Community Planning and Design and Historic Preservation Sections of the Planning and Permitting Department, and the Finance Department) as well as key representatives of the Implementation Task Force (including its Chair) and reflects the comments and revisions received. The key provisions of the proposed Contract are contained in Exhibit “D”.

Construction Plans and Documents as set forth in the RFP are recommended to be performed subject to approved funding the proposed capital improvements. On this basis, are not a part of the recommended Scope of Services.

D. Project Reviewing Advisory Bodies and City Council Approvals

Advisory bodies which will be involved in the programming, transportation and parking analyses and plans, financial plan, design review and/or approvals of the Project include the Design Commission and its Urban Forestry Advisory Committee, Community Development Committee, Arts Commission, Cultural Heritage Commission, Transportation Advisory Commission, and other appropriate bodies. Also, the City Council will be requested to take action at a future date regarding financing for capital improvements for the Project. Finally, City Council will be advised on a quarterly basis regarding the progress of the Project.

Prepared by:



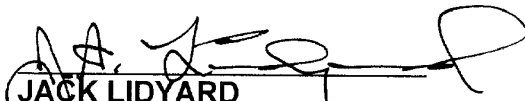
MARSHA V. ROOD
Development Administrator

Approved by:



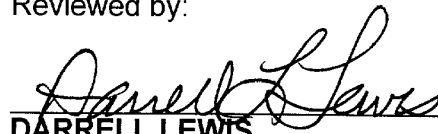
STEPHEN G. HARDING
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Concurrence:



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Acting Director, Public Works
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Reviewed by:



DARRELL LEWIS
Director, Planning and Permitting Department

ATTACHMENTS: EXHIBIT "A" - CIVIC CENTER/MID-TOWN DISTRICT PROJECT AREA
EXHIBIT "B" - LIST OF PROPOSER TEAMS
EXHIBIT "C" - SUMMARY EVALUATION SHEET
EXHIBIT "D" - SUMMARY SCOPE OF SERVICES
EXHIBIT "E" - SUMMARY CONTRACT TERMS

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