REPORT TO THE CITY COUNCIL

DATE ISSUED: REPORT NO.:

ATTENTION: Land Use and Housing Committee
Agenda of May 20, 2009

SUBJECT: Consultant Agreements to provide professional services in public outreach and urban design for the Uptown-North Park-Golden Hill Community Plan Updates

REQUESTED ACTION: Recommend City Council Approval of the three Agreements

STAFF RECOMMENDATION:

1. (a) RECOMMEND authorizing the Mayor, or his designee, to execute an agreement with Collaborative Services, Inc. to provide professional public outreach, involvement, and meeting facilitation services for the Uptown-North Park-Golden Hill Community Plan Updates, in the amount of $219,790.

   (b) RECOMMEND authorizing the expenditure of an amount not to exceed $219,790 from the General Fund Allocated Reserve Fund 10001 for the purpose of executing this agreement.

2. (a) RECOMMEND authorizing the Mayor, or his designee, to execute an agreement with Wallace Roberts & Todd, LLC to provide professional urban design services for the Uptown Community Plan Update in the amount of $150,000.

   (b) RECOMMEND authorizing the expenditure of an amount not to exceed $150,000 from the Community Planning & Community Investment Department FY 09 Operating Fund for the purpose of executing this agreement.

3. (a) RECOMMEND authorizing the Mayor, or his designee, to execute an agreement with KTU+A, Inc. to provide professional urban design services for the North Park Community Plan Update in the amount of $118,900.

   (b) RECOMMEND authorizing the expenditure of an amount not to exceed $80,210 from General Fund Allocated Reserve Fund 10001 and $38,690 from the Community Planning & Community Investment Department FY 09 Operating Fund for the purpose of executing this agreement.

SUMMARY:

Background:

The Community Planning & Community Investment Department (CPCI) has embarked on concurrent updates of the community plans for Uptown, Greater North Park, and Greater Golden Hill. As part of the work program for the community plan updates, supplemental professional services representing the fields of public outreach, historic resource preservation, urban design, transportation planning, and Environmental Impact Report (EIR) preparation have been identified in the CPCI FY09 and FY10 budgets. These services will be provided by consultants working as extensions of department staff responsible for the plan updates. The City has completed a competitive bidding process for public outreach and urban design services, and is in the process of selecting consultants for historic resources preservation and transportation planning. The EIR consultant selection process will begin in FY10.

The update to the community plans will be guided by the vision, goals and policies of the recent update to the City's General Plan. The community plans are long range plans established as essential components of the General Plan to provide the community-specific detail, relevant policies, and implementation strategies necessary to fulfill General Plan objectives. The Uptown, Greater North Park and Greater Golden Hill communities are some of the oldest in the City and share similar challenges of minimally coordinated infill development, aging, outdated infrastructure and preserving neighborhood character and historic resources. The community plans for each of these three communities are over 20 years old. Because the recent update to the General Plan shifts focus from how to develop vacant land to how to design infill development and reinvest in existing communities, the update of these community plans is a priority.

On January 28, 2009, the City Planning & Community Investment Department (CPCI) held a kick-off meeting with each of the community planning groups as well as other stakeholders and community members to begin the public involvement process. Staff is currently working with the community planning groups on how to involve other interested stakeholders in the community plan update effort.

Consultant Agreements Proposed

As a result of the competitive bidding process, staff has selected Collaborative Services, Inc. to provide professional public outreach, citizen involvement, and meeting facilitation services for all three community plan updates at a cost of 219,790. Since the combined total of City-related contract awards for Collaborative Services, Inc. exceed $250,000 within this fiscal year, City Council approval of this action is required.

In order to provide more opportunities for sharing creative approaches and innovative ideas in addressing the issue of urban design within these three communities, urban design services will be provided by separate consultants selected through the competitive bidding

process for each of the three community plans. Individual consultants are expected to provide a more focused work effort within each community. Wallace Roberts & Todd, LLC has been selected to provide professional services for the Uptown Community Plan Update at a cost of $150,000. KTU+A, Inc. has been selected to provide professional services for the North Park Community Plan Update at a cost of $118,900. Since the combined total of City-related contract awards for these two firms exceeds $250,000, City Council approval is also required.

Professional urban design services for the Golden Hill Community Plan Update will be provided by the M.W. Steele Group, Inc. at a cost of $100,000. Execution of this consultant agreement would not cause this firm to exceed the $250,000 fiscal year limit and can be authorized by the Mayor without City Council action.

Environmental Analysis:

Executing an agreement for public outreach, involvement, and facilitation services and urban design services is statutorily exempt from CEQA pursuant to state CEQA Guidelines Section 15262. The community plan updates will be subject to environmental review.

FISCAL CONSIDERATIONS:
The total cost of public outreach and urban design services would be $588,690. A portion of this cost ($400,000) would be made available from General Fund Allocated Reserve Fund 10001. This funding represents a prior year encumbrance of funds allocated for the three community plan updates. The remaining portion of funds ($188,690) would be made available from the CPCI Department FY 09 Operating Fund.

EQUAL OPPORTUNITY CONTRACTING INFORMATION:
All three firms have current and complete Equal Opportunity Contracting (EOC) Workforce Reports on file with the City. An EOC Program Evaluation is attached to this report for Collaborative Services, Inc. EOC Program Evaluations for the urban design consultants are not available at this time, but will be made available once EOC staff has completed their review.

PREVIOUS COUNCIL and/or COMMITTEE ACTION: None

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:
The 'request for proposals' and consultant selection process was presented at the January project kick-off meeting with the community. Since the kick-off meeting, CPCI Department staff has provided periodic updates on the progress toward consultant selection (within the bounds of confidentiality requirements) to the recognized community planning groups for each community: Uptown Planners, North Park Community Planning Committee, and the Greater Golden Hill Planning Committee.

KEY STAKEHOLDERS (& Projected Impacts if applicable):
The three firms requiring City Council approval of their consultant agreements: Collaborative Services, Inc., Wallace Roberts & Todd, LLC and KTU+A, Inc.; and the

stakeholders in the community plan update process including the community planning groups listed above.

Respectfully submitted,

Mary P. Wright, AICP
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City Planning & Community Investment

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Director
City Planning & Community Investment

MPW/WA/m

Attachments:

1. Memorandum of Agreement
2. Request for Proposals No. 9439-90-Z-RFP
3. General Provisions for Proposals
4. RFP Addendum
5. RFP Clarification 1
6. RFP Clarification 2
7. Technical Proposal
8. Initial Price Proposal and Implementation Plan
9. Best and Final Offer and Implementation Plan
10. Equal Opportunity Contracting Program Evaluation- Collaborative Services, Inc.
11. Uptown-North Park-Golden Hill Community Plan Updates Urban Design Scope of Services