



Legislation Details (With Text)

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Title:	Report regarding a resolution authorizing a Consulting Services Agreement with Raimi + Associates to prepare the General Plan Update in an amount not to exceed \$2,660,299 for a three-year term. (Marian Lee, Assistant City Manager)		
Sponsors:			
Indexes:			
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Attachments:	1. Attachment 1 Summary Scoring Sheet, 2. Attachment 2 Raimi Associates Profile, 3. Attachment 3 Raimi Subconsultants, 4. Attachment 4 Conceptual Project Schedule, 5. Attachment 5 Raimi PowerPoint Presentation		

Date	Ver.	Action By	Action	Result
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Report regarding a resolution authorizing a Consulting Services Agreement with Raimi + Associates to prepare the General Plan Update in an amount not to exceed \$2,660,299 for a three-year term. (*Marian Lee, Assistant City Manager*)

RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing a Consulting Services Agreement with Raimi + Associates to prepare the General Plan Update Project in an amount not to exceed \$2,660,299 for a three-year term.

BACKGROUND

A General Plan is the local government's long-term blueprint for the community's vision of future growth. Each city is required by California law to have a General Plan to guide its future land use decisions. The City Council, at its January 9, 2019 approved release of the Request for Proposal (RFP) for a General Plan Update consultant team. The RFP scope included preparation of the General Plan Update, Zoning Code Update and Environmental Impact Report.

The RFP was released on January 11, 2019 with direct distribution to over 17 firms, posting on the American Planning Association website and the City website, and distribution to a bid services firm. Staff conducted a well-attended pre-bidders conference on January 25, 2019. The City received six proposals in response to the RFP from the following firms:

- Dyett & Bhatia
- MIG
- Mintier Harnish
- O'Rourke & Associates
- Placeworks
- Raimi + Associates

Staff elected to interview all six firms as the proposals were found to be responsive, the firms qualified, and the cost estimates reasonable. The interview panel included City staff (Assistant City Manager, Chief Planning, and Senior Planner), City of San Mateo Principal Planner, and County of San Mateo Planner. A member of the General Plan Community Advisory Committee, City Principal Planner and General Plan Project Administrator observed the interviews.

The firms were evaluated based on the following criteria as outlined in the RFP:

- Quality of proposal and project understanding
- Related and recent General Plan experience
- Related experience with digital General Plans and dynamic online resources
- Expertise and experience of the project team assigned to the project, and the in-house expertise, or the ability to work with sub-consultants with expertise in areas as outlined in the scope of work
- Demonstrated experience with public participation and outreach strategies
- Ability to work cooperatively with and be responsive to public agencies, Community Advisory Committee members, Planning Commissioners, City Council members and City staff
- Demonstrated ability to stay on schedule and within budget
- Management approach to the project

DISCUSSION

The interview panel unanimously recommends Raimi + Associates for the General Plan update project. See Attachment 1 for Summary of Interview Rating.

The interview panel felt the firm was the most qualified and was impressed with the firm's approach to outreach, as well as their analytical approach and creative, holistic thinking. Staff also completed a reference check on Raimi + Associates. The references expressed their enthusiasm and positive experience working with Raimi + Associates. They indicated that the firm was responsive to the City's needs, was excellent with community outreach, and was able to stay on time and on budget. The City of Hermosa Beach noted the plan prepared by Raimi + Associates was award winning. All jurisdictions reported that they would hire the firm again, and a few had already done so.

Raimi + Associates is a mission-driven planning, urban design and research firm based in Berkeley. See Attachment 2 for Firm Profile. The firm has extensive experience preparing General Plans, Precise and Specific Plans, urban design studies, vision plans, form-based codes, design guidelines and zoning codes and other ordinances. For the General Plan update process, Raimi + Associates has assembled a team that includes Fehr & Peers for traffic, Strategic Economics for economic development, FirstCarbon Solutions for preparation of the EIR and Lisa Wise Consulting for preparation of the Zoning Code update. See Attachment 3 for Subconsultants.

Raimi + Associates' scope of work includes a community engagement plan with development of a project website, stakeholder interviews, social equity meetings, community workshops, pop-up meetings at popular locations, Community Advisory Committee meetings and meetings with the Planning Commission and City Council. The consultant team will prepare an existing conditions report, social equity report, market study and demographics report, sustainability and adaptation report and environmental report as a part of their discovery process. The consultant team will then work with the community to develop the vision and guiding principles to guide the General Plan update. Following that process will be the policy development of each of the General Plan Elements and ultimately, preparation of a Draft General Plan and companion interactive website that will represent an online option for General Plan engagement.

Based on the procurement process and contract discussions, staff recommends preparing two additional elements (Sustainability/Adaptation and Social Equity Elements) that incorporate state law requirements and a third element, Economic Development, not required by state law but appropriate for the City. Also included in the scope of work is updating the City's 2014 Climate Action Plan. Staff felt this was beneficial given that a substantial amount of data collection and analysis needed for the Sustainability/Adaptation Element of the General Plan would provide the basis and framework for the strategies to be updated in the Climate Action Plan.

The Environmental Impact Report will be prepared concurrently with the General Plan update and the Zoning Code Update will follow the Council adoption of the General Plan. The timeline for preparation of the draft General Plan and Draft Environmental Impact Report is approximately two years (early 2021), with the completion and adoption of the final documents and adoption of the Zoning Code update concluding at the end of 2021. Overall, this is expected to be a three year process. See Attachment 4 for Conceptual Project Schedule.

The Consulting Services Agreement with Raimi + Associates is in an amount not to exceed \$2,660,299. The total cost includes:

- General Plan update, Zoning Code update and Environmental Impact Report at \$2,249,817
- Optional Tasks at \$188,000
- Project Contingency at \$222,482

The Optional Tasks include an update to the Climate Action Plan (\$70,000), Form Based Code option to the Zoning Ordinance (\$98,000) and Downtown Shopfront public outreach (\$20,000 for staffing and outreach materials). Staff recommends including the Optional Tasks in the contract agreement to result a better process and product.

See Exhibit A to the associated resolution for consultant Services Agreement which includes the project scope, schedule and budget.

STRATEGIC PLAN

The proposed General Plan Update project helps achieve the following goals/objectives of the City's Strategic Plan:

- Priority #2 Quality of Life - New Climate Action Plan
- Priority #5 Economic Vitality - Continue progress on new General Plan
- Priority #6 Community Connections - Support active neighborhoods

FISCAL IMPACT

The City's current General Plan project budget allocated by City Council is \$1,000,000. \$30,000 has been expended and \$970,000 is remaining. Based on the recommended contract amount for \$2,660,299, staff recommends an allocation of \$1,690,299 from the General Plan Reserve Fund to the project for this contract. There is \$4.33 million available in the General Plan Reserve Fund for this authorization and a Budget Amendment request has been completed (Budget Amendment Number #19.047).

CONCLUSION

It is recommended that the City Council approve the attached resolution authorizing a Consulting Services Agreement with Raimi + Associates to prepare the General Plan Update in an amount not to exceed \$2,660,299.

Attachments:

1. Interview Summary Scoring Sheet
2. Raimi + Associates Profile
3. Key subconsultants
4. Conceptual Project Schedule
5. Raimi + Associates PowerPoint Presentation