



Legislation Details (With Text)

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Title: CONSULTING SERVICES AGREEMENT WITH DYETT & BHATIA TO PREPARE CITY'S COMPREHENSIVE GENERAL PLAN UPDATE FOR A NOT-TO-EXCEED AMOUNT OF \$1,110,194 (CITY COUNCIL)

Sponsors:

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Attachments: 1. Consulting Services Agreement Dated June 6, 2017, 2. Request for Proposals, 3. Proposal from Dyett & Bhatia

Date	Ver.	Action By	Action	Result
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Report to Mayor and City Council

Monday, December 25, 2017

Discussion

SUBJECT:

CONSULTING SERVICES AGREEMENT WITH DYETT & BHATIA TO PREPARE CITY'S COMPREHENSIVE GENERAL PLAN UPDATE FOR A NOT-TO-EXCEED AMOUNT OF \$1,110,194 (CITY COUNCIL)

I. SUMMARY

In 2018 the City will celebrate its 50th anniversary as an incorporated City. To address the City's ambitions for the next several decades, the City will need to undertake a comprehensive update of its General Plan. The community engagement process as part of the General Plan Update will enable the community to evaluate opportunities and develop a community-wide vision for the City. The result of this effort will be a blueprint for the future of Carson - an action-oriented General Plan along with an implementation plan for achieving those goals. After a thorough Request for Proposals process, staff is recommending the firm of Dyett & Bhatia to assist the City with this project and recommends approval of a consulting services contract.

II. RECOMMENDATION

AWARD a consulting services contract in the amount of \$1,110,194 to Dyett & Bhatia.

III. ALTERNATIVES

NONE

IV. BACKGROUND

State Law requires each California local jurisdiction to adopt a General Plan “for the physical development of the City.” A General Plan is a planning document containing the goals, objectives and policies to guide a jurisdiction’s physical growth, transformation and/or preservation for a period of approximately 20 years. It is comprised of text, diagrams and maps to effectively communicate how the General Plan is to be implemented.

Carson’s current General Plan was adopted in 2004. Carson and its population and businesses are changing and growing. The City has now reached an appropriate point in time to revisit the guiding vision and policies in Carson’s General Plan, and initiate a comprehensive General Plan Update program. In the period since the 2004 adoption, Carson has grown and matured and now faces new challenges and opportunities. For example, the once abstract principles of environmental justice and sustainability are now an accepted part of local policymaking.

An updated General Plan will enable Carson to address the many land use, transportation, and environmental challenges currently facing the City in the years ahead, assist the City in setting a vision, and identify the steps necessary to realize the vision. It will also assist the local government and the community in prioritize their goals, and to assist the City in managing and supporting this change and growth by providing diversified housing, business, and employment opportunities. At the same time, the City’s economic viability may be at risk unless it formulates new strategies to promote fiscally sound practices. A comprehensive update to the General Plan would enable the City to proactively guide the City through another period of growth and change.

CONSULTANT SELECTION PROCESS

On December 21, 2016, the City sent an RFP to seven highly qualified planning firms, inviting them to submit proposals to prepare the Comprehensive General Plan Update. The City also placed an announcement in the American Planning Association national website. In response, the City received proposals from six firms: DeNovo Planning Group, Civic Solutions, Dyett & Bhatia, Michael Baker, PlaceWorks, and Raimi & Associates. A staff panel reviewed all six proposals and selected the three highest scoring proposals to be interviewed.

On February 27, 2017 and March 3, 2017, a staff panel interviewed the three firms. All firms submitted outstanding proposals; however, Dyett and Bhatia (D&B) delivered a superior scope of work and approach and demonstrated through their presentation their

superior experience assisting communities with challenges and opportunities similar to the Carson.

SUMMARY OF DYETT & BHATIA PROPOSAL

Project Approach - D&B has a thorough understanding of the City's objectives for the General Plan Update and presented an approach to address the following key planning issues:

- Working with the community and decision makers to articulate a vision for the City, and translate this vision into a viable implementation program;
- Fostering balanced land use development;
- Fostering complete streets, improving multimodal mobility, and completing transportation facility improvements;
- Enhancing the built environment and place-making to foster quality of life and community health;
- Enhancing the City fiscally through economic development and other means;
- Adapt to a diverse and changing population;
- Fostering sustainable development, reducing greenhouse gas emissions, and environmental justice.

Schedule - The General Plan and the Zoning Code update is expected to be completed in Fall of 2019.

Firm Credentials - Within the past five years, D&B has won 14 awards from the American Planning Association. The firm has prepared general plans for more than 60 cities and counties in California, including more than 20 communities in the last 10 years.

Project Approach - The final product will be a contemporary General Plan that will inform and guide decision makers, stakeholders, and staff with the challenges the community and the City will face in the next two decades. D&B's describes their philosophy as follows:

At Dyett & Bhatia, we believe that plan-making is a collaborative process that involves decision-makers, the public, and staff. We use the best tools available for research and analysis and are adept at synthesizing a wide range of information into choices that are logical and understandable. Through our work we seek to give form to community aspirations and foster places that are vital, livable, and reflect environmental stewardship. Our work is responsive to physical and natural settings, economic realities, and community needs. We always tailor our work programs to each community's needs; we don't have "cookie-cutter" solutions, nor are we missionaries, advocating a particular community design philosophy. We believe that planning

decisions must express a community's personality and its perception of the public interest.

Growth and change can affect a community's quality of life and a government's ability to serve its citizens. To lessen these impacts, local officials-and the residents and businesses they serve-must be informed of the consequences of land use alternatives by a systematic assessment of the impacts of future development on capital facilities, public services, and the natural environment. How much and where to grow is, ultimately, a policy issue that must be decided by elected officials with informed public participation. Planners can help by offering creative choices that respond to local issues and concerns and by outlining the economic, fiscal, and environmental trade-offs. The Carson General Plan should serve as the City's constitution. To be effective, this constitution should:

- *Be clear, concise, easy to use, and internally consistent;*
- *Address a comprehensive range of subject matter, such as land use, transportation, natural resource management, economic development and community design; and*
- *Provide clear direction for evaluating development proposals and for planning capital improvements.*

Project Manager - Rajeev Bhatia, AICP, ASLA will serve as the project manager. Mr. Bhatia is a partner/principal with the firm and led the presentation during the interview process. As a partner with the firm, Mr. Bhatia will be able to make immediate decisions when required to do without delays.

Project Team - D&B will serve as the project lead and will be assisted by the following firms:

- **Environmental Science Associates (ESA)** will perform technical analysis for the General Plan Update and assistance with CEQA compliance through the preparation of EIR sections as it pertains to air quality, biological resources, cultural resources, GHG, noise, hazards and hydrology. ESA will also be responsible for performing noise measurements as a means of developing existing noise contours, peer review of associated General Plan elements, and assist in responding to comments associated with these sections.
- **Fehr & Peers** will prepare the transportation and mobility analyses for the Circulation Element and the EIR. They will consider existing conditions, analyze alternatives, develop the final recommended transportation network for all modes, and prepare the Circulation Element with D&B.
- **HR&A Advisors** HR&A will provide market and economic analysis to support assessment of land use alternatives and development of the General Plan; prepare the fiscal impact analysis; and prepare the financial feasibility analysis of site testing

scenarios.

- **Arellano Associates** Arellano Associates will assist D&B with community outreach and facilitation. They will help design and lead workshops, promote the project at community events, attend additional meetings with neighborhood groups, and create interactive elements for the website to facilitate enhanced online engagement.

References - D&B and their project team has excellent references from previous clients providing similar services (cities of San Diego, South San Francisco, Diamond Bar, and Emeryville).

Budget - Once D&B was selected as the top firm, staff negotiated some revisions to the scope (market analysis, zoning code revisions) and budget. With these revisions, D&B's project budget is \$1,110,194, as summarized in the table below:

DYETT & BHATIA PROJECT BUDGET

Phase I: Project Initiation, Visioning, and Issue Identification	
1. Project Initiation	\$34,876
2. Visioning and Issue Identification	\$73,331
3. Existing Conditions, Trends, and Oppor	\$147,926
Phase II: Options and Strategies	
4. Alternatives	\$144,067
5. Preferred Plan and Key Goals	\$76,120
Phase III: Draft and Final Documents	
6. Draft General Plan	\$155,132
7. Draft and Final EIR	\$203,495
8. Zoning Code Update	\$249,500
9. General Plan Hearings and Adoption	\$25,747
TOTAL	\$1,110,194

V. FISCAL IMPACT

The City Council adopted the General Plan and Zoning Code Update fee as part of the FY 2016/2017 budget. This fee is assessed through building permits and is expected to pay for the entire cost of the update. The fee has collected to date approximately \$145,000 and staff estimates that the fee will collect \$302,000 during the next fiscal year. The proposed three-year Consulting Services Agreement authorizes the Consultant to submit invoices to the City for a not-to-exceed amount of \$1,110,194. It is anticipated over the next four years that the General Plan and Zone Code Update fee will reimburse the entire costs of this contract and staffing to complete the updates to the General Fund reserve account.

VI. EXHIBITS

1. Consulting Services Agreement Dated April 18, 2017 (p. 7-69)
2. Request for Proposals (p. 70- 78)
3. Proposal from Dyett & Bhatia (p. 79- 199)

Prepared by: Richard Rojas, Senior Planner