



## COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: June 3, 2014  
Staff Report #: 14-104

Agenda Item #: I-2

### INFORMATIONAL ITEM: Update on Consultant Selection Process for the General Plan Update and M-2 Area Zoning Update

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#### RECOMMENDATION

This is an informational item and does not require Council action.

#### ANALYSIS

On February 22, 2014, the Council authorized staff to issue a Request for Proposal (RFP) for consultant services. The City received proposals from the following five lead consultants, each of which assembled teams of highly qualified firms from various disciplines:

- Dyett & Bhatia
- MIG
- Mintier Harnish
- PlaceWorks (formerly The Planning Center|DC&E)
- Raimi + Associates

The proposals have been available for review at the City offices and on the City website since early April 2014.

In order to assist in the screening process, the Council formed a Consultant Selection Advisory Panel (Panel) comprised of the following members:

- Mayor Mueller (General Plan Update Subcommittee Member);
- Council Member Ohtaki (General Plan Update Subcommittee Member);
- Planning Commission Chair Kadvany (As recommended by the Planning Commission on January 27, 2014);
- Former Planning Commissioner Riggs (As recommended by the Planning Commission on January 27, 2014);
- City Manager McIntyre;
- Community Development Director Heineck; and
- Public Works Director Taylor.

The Panel held two meetings, both of which were open to the public and provided opportunities for public comment. On April 9, 2014, the Panel interviewed all five firms.

At the conclusion of the interviews, the Panel identified Dyett & Bhatia and PlaceWorks as the top two firms for further consideration. City staff then conducted second round interviews and reference checks. At the conclusion of these activities, staff reported its findings at a Panel meeting on May 28, 2014. Although both consultant teams were highly qualified, the Panel reached a consensus that the firm best suited for this assignment is PlaceWorks due to its ability to lead a community driven process coupled with its technical expertise.

Staff is now working with PlaceWorks to refine its proposal and establish a scope of work for the City Council's consideration as a regular business item on June 17, 2014. The more substantial refinements include the following:

- Cost:
  - Decreasing the cost through a reduction in the number of hours and elimination of certain tasks (see below).
  - Targeting a budget of \$1.5 million plus a 10 percent contingency subject to City Manager approval.
- Team composition:
  - Team members from the original proposal include TJKM (transportation modeling), BAE (economic & fiscal) and Jill Johnson | Knapp Architects (historic resources), all of which worked on the recent updates to the Housing Element and Open Space, Conservation, Noise and Safety Elements.
  - Nelson\Nygaard has been added to the team to lead transportation policy issues.
  - GHD is no longer part of the team since a Water Supply Assessment is not required for General Plan Updates. In addition, the City and CalWater will be updating their respective Urban Water Management Plans in 2015 and the preparation of these documents can be coordinated with the General Plan Update process.
  - Environmental Collaborative will replace TRA Environmental Services as the biological sub-consultant due to TRA Environmental Services' work on the Stanford University Habitat Conservation Plan.
- Tasks:
  - Pursue the inventory of existing community character on a neighborhood-by-neighborhood basis as part of the existing conditions/background report of the General Plan, but not pursue a distinct Community Character Element (Task 3.4) of the General Plan at this time. Information collected would be used to inform potential Land Use and Circulation Element policies.
  - Elimination of discrete Economic Working Group (Task 2.8.b), and instead rely on the General Plan Advisory Committee or an existing City body, such as the Finance and Audit Committee.
  - Elimination of many of the optional tasks such as Workshop for Youth (Task 2.14.a), Social Media discreet from existing City tools such as Facebook and Twitter (Task 2.14.b), and Design Guidelines for M-2, while still including Design Standards (Task 3.5.h).

- Reduce the number of hours associated with the preparation of the Environmental Impact Report (Task 3.6) and the preparation of the Historic Resource analysis (Tasks 3.4 and 3.6).

In order to provide an extended period of time for public review and comment of the revised scope of work as compared to the original proposal, staff intends to release the staff report and draft scope of work for the June 17 Council meeting earlier than normal, either on Friday, June 6 or Monday, June 9.

## **IMPACT ON CITY RESOURCES**

The proposed work program would require both staff resources dedicated to the project, as well consultant services. The Council has budgeted \$2,000,000 for Fiscal Year 2013-14 for the General Plan Update for consultant assistance and staff time. Dependent on the scope of the work program, additional funding may be necessary in future years. Similar to the El Camino Real/Downtown Specific Plan, staff will explore options for a potential fee that could be imposed as a way to reimburse the City for the expenditure related to a specific geographic area. In addition, staff will explore a General Plan maintenance fee in order to achieve cost recovery for the cost of updating and maintaining the General Plan Citywide over the long term.

## **POLICY ISSUES**

The General Plan and M-2 Zoning update process will consider a number of policy issues.

## **ENVIRONMENTAL REVIEW**

The General Plan and M-2 Zoning update is subject to the California Environmental Quality Act (CEQA) and an Environmental Impact Report (EIR) will be prepared at the appropriate time in the process.

## **PUBLIC NOTICE**

Public notification was achieved by posting the agenda, at least 72 hours prior to the meeting, with this agenda item being listed. In addition, the City sent an email update to subscribers of the General Plan Update project page. This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress and allow users to sign up for automatic email bulletins, notifying them when content is updated or meetings are scheduled. The page is currently available at the following location: <http://www.menlopark.org/739/General-Plan-Update>.

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