

# CITY OF LONG BEACH

LONG BEACH DEVELOPMENT SERVICES

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-5237 FAX (562) 570-6068

June 18, 2013

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to accept award and execute all necessary documents with the California Department of Conservation relating to a \$929,000 grant awarded to the Department of Development Services for professional planning services to prepare a new development code for the Southeast Area Development and Improvement Plan planning area (SEADIP);

Authorize the City Manager to execute a contract with The Planning Center/DC&E for an amount not to exceed \$1,376,638 to prepare the new development code for SEADIP and the accompanying Environmental Impact Report;

Increase appropriations in the General Grants Fund (SR 120) in the Department of Development Services (DV) by \$929,000; and

Increase appropriations in the Development Services Fund (SR 137) in the Department of Development Services (DV) by \$447,638. (District 3)

## DISCUSSION

The Strategic Growth Council of the California Department of Conservation has awarded the City of Long Beach a grant under its Sustainable Communities Planning Grant and Incentive Program. This grant program is intended to assist local governments meet the challenges of adopting land use plans and integrating strategies to transform communities and create long-term prosperity. The grant will be used to offset the majority of the costs to prepare a comprehensive land use update to the Southeast Area Development and Improvement Plan area (SEADIP), a 1,500 acre portion of east Long Beach centered on the 2<sup>nd</sup> Street and Pacific Coast Highway intersection (Exhibit A – SEADIP Map). The grant will also pay for the subsequent update to the City's Local Coastal Program (LCP).

In order to proceed with acceptance of this grant, the City is required to select a consultant and negotiate a scope of services consistent with the grant requirements. As such, staff released a comprehensive Request for Proposals (RFP) in January 2013. The RFP was posted on the City's Purchasing website, and all responses were required to address

specific requirements of the City's procurement process. The bidding period concluded in March 2013 and resulted in the submission of ten responses from interested consultants. In response to a specific request, a list of the ten firms is attached (Exhibit B – List of Proposers). Staff reviewed the responses for compliance with the terms of the RFP. Three responses were deemed non-responsive; all seven remaining responses were deemed valid and included in the short list for additional review and in-person interviews.

Interviews were held over a two-week period in April 2013. Each consultant team was required to make a 15-minute presentation including an overview of their written proposal and their proposed approach to the project, participate in a question and answer session and provide closing statements. Several questions were focused on stakeholder knowledge, historical perspective and outreach strategies, along with previous experience writing code language and preparing updates to LCPs for other jurisdictions. Designed to gauge time management skills, interviews were limited to sixty minutes in length. Consultants determined which subconsultants, if any, they wished to include in the interview process, and who among their team would answer questions posed. Consultant teams were not provided the questions in advance of the interviews. The interview process provided an opportunity to observe how the consultant and the subconsultants spontaneously interacted. Based on the totality of information provided in both their response and the oral interviews, the review panel unanimously ranked The Planning Center/DC&E as the top consultant team.

As land use and environmental planning specialists, The Planning Center/DC&E has assembled a team to assist staff in a comprehensive community outreach effort and to prepare planning and land use updates for SEADIP. Specifically, the project will require preparation of a Specific Plan for revisions to SEADIP and an amendment to the City's LCP. The Planning Center/DC&E was superior in their ability to manage both their internal team members and in keeping the interview panel on track. They demonstrated excellent time management skills, a thorough knowledge of stakeholder dynamics, an imaginative community outreach process and a comprehensive understanding of the overall program, including direct experience writing code amendments and preparing updates to LCPs. Their team members' personality and temperament appear to complement the arena within which they would be functioning. For these reasons and more, staff recommends The Planning Center/DC&E for the award of this contract.

The overall project approach will require them to refine and implement the perspectives of a wide range of stakeholder groups that include property owners, businesses, residents, and interested parties. It is expected that the revisions to SEADIP and the LCP will: require significant engagement with the community about environmental, land use, mobility, and economic strategies; refine and implement the community's vision; identify expectations and locations for infill development; identify proactive strategies to preserve wetlands resources; and reduce vehicle miles traveled and greenhouse gases.

On May 14, 2013, staff requested authorization to execute the contracts with the California Department of Conservation and The Planning Center/DC&E, and to accept these planning services. During that meeting, the City Council expressed a desire for The Planning Center/DC& E to augment their team with a local component or advisor that could bring historical perspective and familiarity with the Long Beach community, and assist in navigating politically sensitive discussions. To allow the Planning Center/DC& E sufficient time to respond to that request, the City Council voted to continue the item for approximately four weeks. The Planning Center/DC & E has identified that local component to augment their team, and staff is again requesting City Council authorization to move forward with the execution of the contracts.

It is expected that the work program will kick off within 60 days of execution of all necessary documents. In addition to the scope of work satisfying grant requirements, the contract also includes up to \$299,132 to pay for the preparation of an Environmental Impact Report (EIR), and approximately \$148,506 for additional tasks, including: a biological survey for the Belding's Savannah sparrow; optional community outreach strategies and additional community workshops; additional contingency to achieve a 10 percent contingency for the entire project; and a local advisor. The consultant has identified a dedicated project manager to provide hands-on management throughout the entire process to ensure timely completion of the planning effort.

This matter was reviewed by Assistant City Attorney Michael Mais on June 3, 2013 and by Budget Management Officer Victoria Bell on June 4, 2013.

#### SUSTAINABILITY

The project will involve the adoption of sustainable development policies and programs to encourage compact development, facilitate alternative modes of transportation, and promote wetlands preservation.

#### TIMING CONSIDERATIONS

City Council action is requested on June 18, 2013, to accept the grant and commence the project.

#### FISCAL IMPACT

The proposed contract amount of \$1,376,638 will be funded by a grant award of \$929,000 from the Strategic Growth Council, and City funds of up to \$447,638 from the Development Services Fund (SR 137). The City funds will pay for the preparation of an Environmental Impact Report (EIR), additional outreach services and a contingency, if necessary. An appropriation of \$929,000 for the grant award is requested in the General Grants Fund (SR 120) in the Department of Development Services (DV) for the grant. An appropriation of

HONORABLE MAYOR AND CITY COUNCIL

June 18, 2013

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\$447,638 is also requested in the Development Services Fund (SR 137) in the Department of Development Services (DV) for the additional services not covered by the grant.

The Plan will facilitate investment in commercial properties and preservation of natural resources in the SEADIP planning area, which will have a positive impact on local jobs. However, the planning study and EIR will not directly create any local jobs.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,

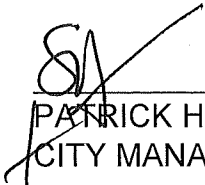


AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES

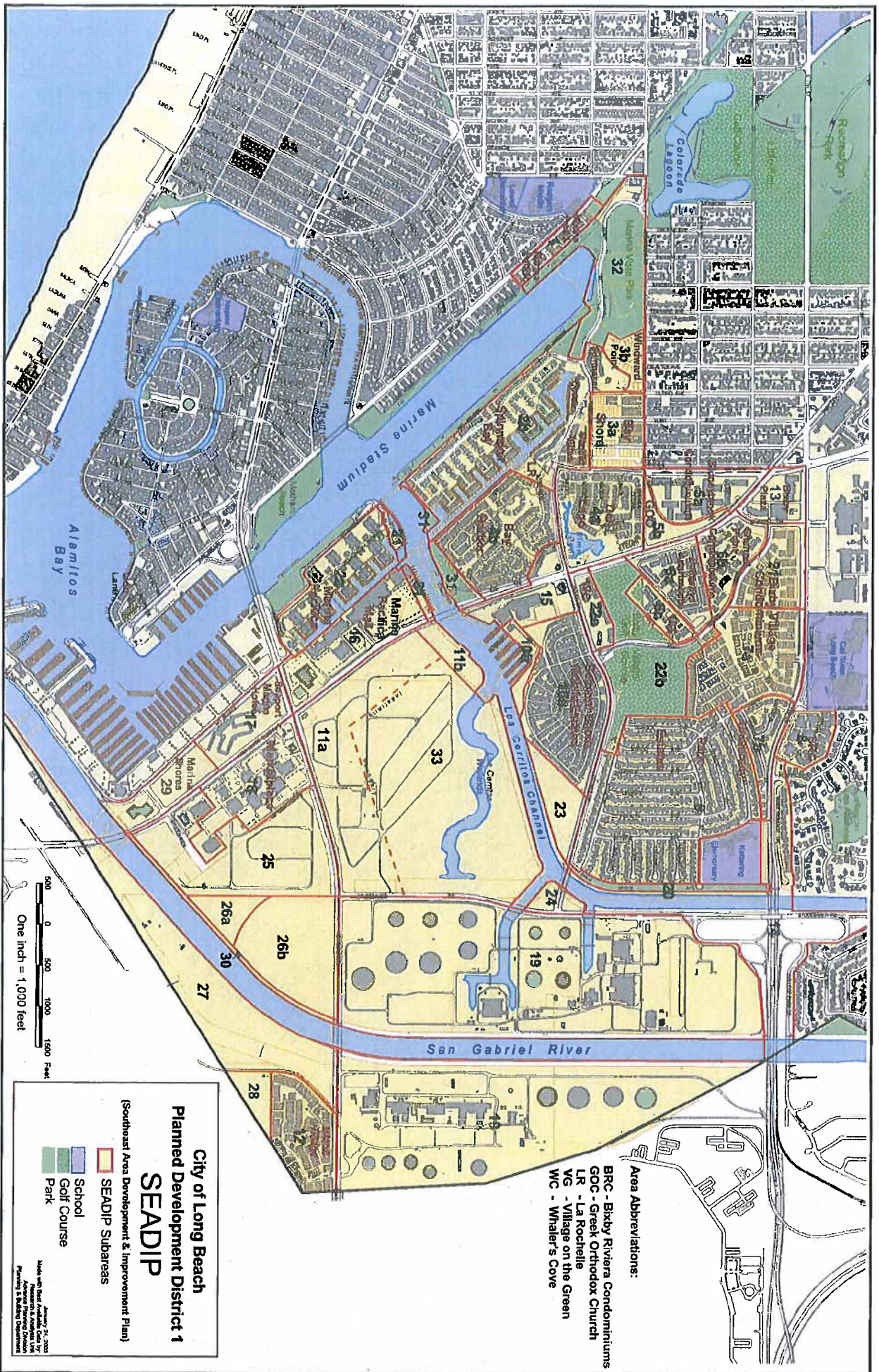
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Attachments: Exhibit A - SEADIP Map  
Exhibit B - List of Proposers

APPROVED:

  
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PATRICK H. WEST  
CITY MANAGER





500 0 500 1000 1500 Feet  
 One inch = 1,000 feet

**City of Long Beach**  
**Planned Development District 1**  
**SEADIP**  
 (Southeast Area Development & Improvement Plan)  
 SEADIP Subareas  
 School  
 Golf Course  
 Park

Adopted by the Board of Public Works, City of Long Beach, California, on January 24, 2002.  
 Approved by the Board of Public Works, City of Long Beach, California, on January 24, 2002.  
 Planning & Building Department

**Area Abbreviations:**  
 BRC - Bixby Riviera Condominiums  
 GOC - Greek Orthodox Church  
 LR - La Rochelle  
 VG - Village on the Green  
 WC - Whaler's Cove

**Exhibit A**

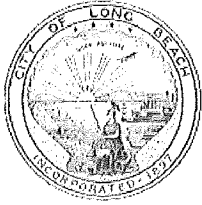
Due Date: February 19, 2013  
 RFP No.: RFP NO. DV13-019

DESCRIPTION: *Planning Services for the Preparation of the Southeast Area Specific Plan (SEADIP), Local Coastal Program and Program EIR*

LIST OF PROPOSERS	AECOM Technical Services, Inc.	Dongell Lawrence Finney, LLP	LSA Associates, Inc.	Lisa Wise Consulting, Inc.	MIG, Inc.	P3 Services	The Planning Center I DC&E
Location	San Diego	Los Angeles	Irvine	San Luis Obispo	Berkeley	Long Beach	Santa Ana

LIST OF PROPOSERS (Continued)	Project Dimensions, Inc.	SWA Group	Studio One Eleven at Perkowitz + Ruth Architects
Location	Irvine	Laguna Beach	Long Beach





# CITY OF LONG BEACH

LONG BEACH DEVELOPMENT SERVICES

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-5237 FAX (562) 570-6068

~~R-8~~

May 14, 2013

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to accept award and execute all necessary documents with the California Department of Conservation relating to a \$929,000 grant awarded to the Department of Development Services for professional planning services to prepare a new development code for the Southeast Area Development and Improvement Plan planning area, also known as SEADIP, and to commit matching funds not to exceed \$299,000 for the preparation of an Environmental Impact Report (EIR) related to the contemplated SEADIP amendments;

Authorize the City Manager to execute a contract with The Planning Center/DC&E for an amount not to exceed \$1,228,000 to prepare the new development code for SEADIP and the accompanying Environmental Impact Report; and

Increase appropriations in the General Grants Fund (SR 120) in the Department of Development Services (DV) by \$929,000. (District 3)

## DISCUSSION

The Strategic Growth Council of the California Department of Conservation has awarded the City of Long Beach a grant under its Sustainable Communities Planning Grant and Incentive Program. This grant program is intended to assist local governments meet the challenges of adopting land use plans and integrating strategies to transform communities and create long-term prosperity. The primary goal of this program is to develop and implement plans that reduce greenhouse gas emissions consistent with AB 32 and SB 375, and achieve the following program objectives: improve air and water quality; promote public health; promote equity; increase housing affordability; promote infill and compact development; revitalize urban and community centers; protect natural resources; reduce automobile usage and fuel consumption; improve infrastructure systems; promote water conservation; promote energy efficiency and conservation; and strengthen the economy.

In order to proceed with acceptance of this grant, the City was required to select a consultant and negotiate a scope of services consistent with the grant requirements. As such, staff released a comprehensive Request for Proposals (RFP) in early 2013. The RFP proposal yielded many competitive proposals, and after review and interviews, staff

recommends the selection of The Planning Center/DC&E. As land use and environmental planning specialists, The Planning Center/DC&E has assembled a team of experts to assist staff in a comprehensive community outreach effort and to prepare planning and land use studies for the SEADIP planning area, a 1,500-acre portion of eastern Long Beach. Specifically, this project will require the preparation of a Specific Plan for revisions to the SEADIP zoning text and an amendment to the City's Local Coastal Program (LCP).

The overall project approach will be to refine and implement the perspectives of a wide range of stakeholder groups that include property owners, businesses, residents, and interested parties. It is expected that the revisions to SEADIP and the LCP resulting from this Specific Plan will require significant engagement with the community about environmental, land use, mobility, and economic strategies; will refine and implement the community's vision; identify expectations and locations for infill development; identify proactive strategies to preserve wetlands resources; and reduce vehicle miles traveled and greenhouse gases.

City Council authorization is required to execute the contracts with the California Department of Conservation and The Planning Center/DC&E and to accept these planning services. It is expected that the work program will kick off within 60 days of execution of all necessary documents. The consultant has identified a dedicated project manager to provide hands-on management throughout the entire process to ensure timely completion of the planning effort.

This matter was reviewed by Assistant City Attorney Michael Mais on April 23, 2013 and by Budget Management Officer Victoria Bell on May 3, 2013.

#### SUSTAINABILITY

The project will involve the adoption of sustainable development policies and programs to encourage compact development, facilitate alternative modes of transportation, and promote wetlands preservation.

#### TIMING CONSIDERATIONS

City Council action is requested on May 14, 2013, to ensure the timely completion of the Specific Plan within the period of the grant award. As stated earlier, it is expected that full project kick off would occur by mid-summer 2013.

#### FISCAL IMPACT

The proposed contract amount of \$1,228,000 will be funded by a grant award of \$929,000 from the Strategic Growth Council, and City matching funds of up to \$299,000 from the Development Services Fund (SR 137). The City matching funds will pay for the preparation of an Environmental Impact Report (EIR). An appropriation of \$929,000 for the grant award is requested in the General Grants Fund (SR 120) in the Department of Development Services (DV).



The plan will facilitate investment in commercial properties and preservation of natural resources in the SEADIP planning area, which will have a positive impact on local jobs. However, the planning study and EIR will not directly create any jobs.

SUGGESTED ACTION:

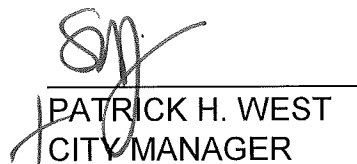
Approve recommendation.

Respectfully submitted,



AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES

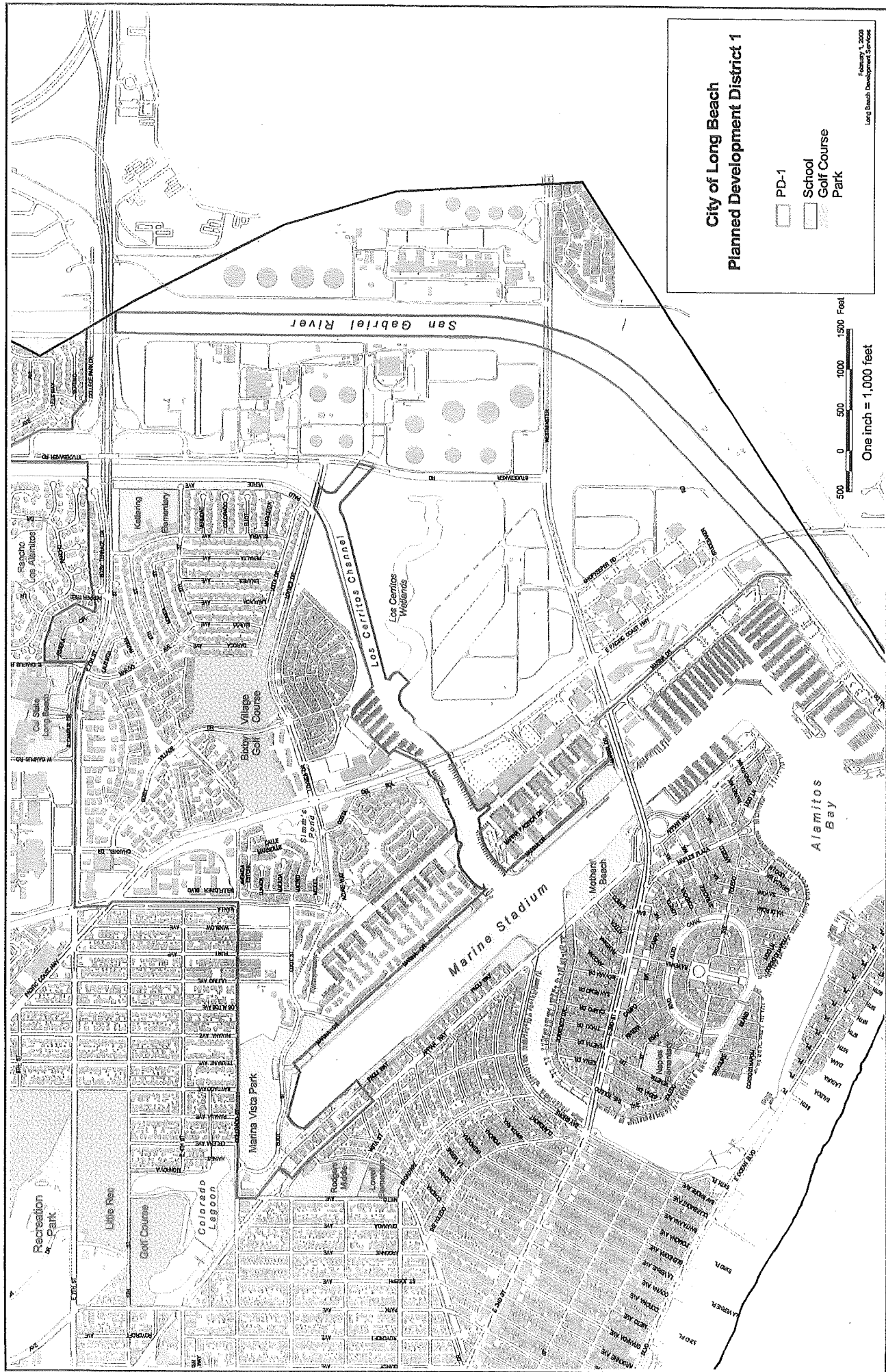
APPROVED:



PATRICK H. WEST  
CITY MANAGER

AJB:DB  
P:\ExOfc\CC\2013\5.14.13 SEADIP Grant Final V5.doc

Attachment: Project Area Map



**City of Long Beach  
Planned Development District 1**

- PD-1
- School
- Golf Course
- Park

500 0 500 1000 1500 Feet  
One inch = 1,000 feet

February 1, 2006  
Long Beach Development Services