

December 13, 2022

R-26

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt Specifications No. RFP DV-22-104 and award a contract to PlaceWorks, Inc., of Santa Ana, CA, for the PD-6 Downtown Shoreline Vision and Plan Update, in the amount of \$2,095,960, with a 10 percent contingency in the amount of \$209,596, for a total contract amount not to exceed \$2,305,556, for a period of three years, with the option to renew for three additional one-year periods, at the discretion of the City Manager; and, authorize the City Manager, or designee, to execute all documents necessary to enter into the contract, including any necessary amendments; and,

Increase appropriations in the Development Services Fund Group in the Development Services Department by \$500,000, offset by funds available. (District 1)

DISCUSSION

City Council approval is requested to enter into a contract with PlaceWorks, Inc. (PlaceWorks), to manage the public visioning project and ultimately update and environmentally clear a new specific plan to replace the current Downtown Shoreline Planned Development District 6 (PD-6).

The downtown shoreline area is home to iconic residences, offices, hotels and restaurants set amid the City of Long Beach's (City) convention center, harbors, marinas, shoreline parks and beaches. The regulatory zoning document for this area, PD-6, was last updated in 2011. The services provided by PlaceWorks will enable the City to replace PD-6 with a contemporary specific plan. The new plan will embrace the City's recent growth and look to future opportunities in this area for further housing, hospitality, and recreational development. The work will begin with a comprehensive public outreach visioning process to gauge stakeholder expectations and aspirations for the downtown shoreline area. At the conclusion of the initial visioning process, the City will determine whether to continue the project, and if continued, PlaceWorks will then be tasked to draft the specific plan, complete the environmental review, and guide the plan through the local State, and California Coastal Commission (CCC), approval processes.

The Request for Proposals (RFP) was advertised in the Long Beach Press-Telegram on September 21, 2022, and 250 potential proposers specializing in professional, scientific, architectural and technical services, civil engineering, and construction were notified of the RFP opportunity. Of those proposers, 30 downloaded the RFP via the City's electronic bid system. The RFP document was made available from the Purchasing Division, located on the 6th floor of City Hall, and the Division's website at www.longbeach.gov/purchasing. An RFP announcement was also included in the

Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 22 local, minority-owned, and women-owned business groups. There were three proposals received by the RFP due date, October 4, 2022. Of those three proposers, none were Minority-owned Business Enterprises, Women-owned Business Enterprises, certified Small Business Enterprises, or Long Beach vendors (Local). The selection committee determined that PlaceWorks, Inc., of Santa Ana, CA, was the most qualified firm to provide the services.

PlaceWorks demonstrated competence and experience in similar engagements that require conducting public outreach, developing a vision, and translating that vision into a specific plan. The firm also presented a cohesive approach that utilizes experienced personnel with an in-depth understanding of the Long Beach context and experience working with decision-making bodies, including the CCC.

Local Business Outreach

To align with the City's outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the Long Beach Buys platform to download RFP specifications. Through outreach, 16 Local vendors were notified to submit proposals, of which none downloaded or submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley on November 7, 2022, Business Services Bureau Manager Tara Mortensen on November 15, 2022, and Revenue Management Officer Geraldine Alejo on November 23, 2022.

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. RFP DV22-104 and award the contract concurrently is requested on December 13, 2022, to ensure the contract is in place expeditiously.

FISCAL IMPACT

The total contract amount will not exceed \$2,305,556, inclusive of a 10 percent contingency. The contract will be used to manage the PD-6 Downtown Shoreline Vision and Plan Update, which may be completed in project phases during a period up to five years. Of the total contract amount, \$750,000 will be used in Fiscal Year 2023 (FY 23) to initiate the first phase (the visioning process). The first phase is partially funded with \$250,000 in one-time funding from the Tidelands Fund Group, previously approved specifically for this purpose and will be reappropriated as part of the first FY 23 citywide budget appropriation adjustment. An appropriation increase for the balance of \$500,000 is requested in the Development Services Fund Group in the Development Services Department, offset from funds available. Following FY 23, funding required to complete the project will need to be identified and appropriated through the annual budget process. Each phase will only proceed at such time that appropriations have been approved by City Council. The recommendation has no staffing impact beyond the normal budgeted

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scope of duties and is consistent with existing City Council priorities. The number of additional local jobs associated with this recommendation is unknown.

SUGGESTED ACTION:

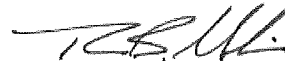
Approve recommendation.

Respectfully submitted,



CHRISTOPHER KOONTZ, AICP
DIRECTOR OF DEVELOPMENT SERVICES

APPROVED:



THOMAS B. MODICA
CITY MANAGER