

1 CONSULTANT AGREEMENT

2 **29983**

3 THIS AGREEMENT is made and entered, in duplicate, as of
4 February 5, 2006 for reference purposes only, pursuant to a minute order adopted by
5 the City Council of the City of Long Beach at its meeting held on September 19, 2006, by
6 and between EDAW, INC., a Delaware corporation, with a place of business at 400 South
7 Hope Street, 14th Floor, Los Angeles, California 90071 ("Consultant"), and the CITY OF
8 LONG BEACH, a municipal corporation ("City").

9 WHEREAS, City requires services requiring unique skills to be performed in
10 connection with environmental review on an "as-needed" basis ("Project"); and

11 WHEREAS, City has selected Consultant in accordance with City's
12 administrative procedures and City has ascertained that Consultant and its employees are
13 qualified, licensed, if so required, and experienced in performing such as-needed
14 specialized services; and

15 WHEREAS, City desires to have Consultant perform said as-needed
16 services, and Consultant is willing and able to do so on the terms herein;

17 NOW, THEREFORE, in consideration of the mutual terms and conditions in
18 this Agreement, the parties agree as follows:

19 1. SCOPE OF WORK OR SERVICES.

20 A. Consultant shall furnish services more particularly set forth in Exhibit "A",
21 attached to hereto and incorporated by this reference, in accordance with the standards
22 of the profession, and City shall pay for said services in the manner described below, at
23 the rates shown on Exhibit "A", not to exceed \$970,000.00. By entering into this
24 Agreement, City does not guarantee or promise that City will engage the services of
25 Consultant for a specific project or projects. City will request the services of Consultant
26 only as and if City needs and requires those services.

27 B. Consultant may select the time and place of performance provided,
28 however, that access to City documents, records, and the like, if needed by Consultant,

Robert E. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802-4664
Telephone (562) 570-2200

1 shall be available only during City's normal business hours and provided that milestones
2 for performance, if any, are met.

3 C. Consultant has requested to receive regular payments. City shall pay
4 Consultant in due course of payments following receipt from Consultant and approval by
5 City of invoices showing the services or task performed, the time expended (if billing is
6 hourly), and the name of the Project. Consultant shall certify on the invoices that
7 Consultant has performed the services in full conformance with this Agreement and is
8 entitled to receive payment. Each invoice shall be accompanied by a progress report
9 indicating the progress to date of services performed and covered by said invoice,
10 including a brief statement of any Project problems and potential causes of delay in
11 performance, and listing those services that are projected for performance by Consultant
12 during the next invoice cycle. Where billing is done and payment is made on an hourly
13 basis, the parties acknowledge that this arrangement is either customary practice for
14 Consultant's profession, industry, or business, or is necessary to satisfy audit and legal
15 requirements which may arise due to the fact that City is a municipality.

16 D. Consultant represents that Consultant has obtained all necessary
17 information on conditions and circumstances that may affect performance hereunder and
18 has conducted site visits, if necessary.

19 E. **CAUTION:** Consultant shall not begin work until this Agreement has been
20 signed by both parties and until Consultant's evidence of insurance has been delivered to
21 and approved by the City.

22 2. TERM AND TERMINATION.

23 A. The term of this Agreement shall commence at midnight on October 12,
24 2006, and shall terminate at 11:59 p.m. on September 30, 2008, unless sooner terminated
25 as provided in this Agreement, or unless the services to be performed hereunder or the
26 Project is completed sooner.

27 B. Either party shall have the right to terminate this Agreement for any
28 reason or no reason at any time by giving fifteen (15) calendar days' prior notice to the

1 other party. In the event of termination under this Section, City shall pay Consultant for
2 services satisfactorily performed and costs incurred up to the effective date of termination
3 for which Consultant has not been previously paid. The procedures for payment in Section
4 1.0 with regard to invoices shall apply. On the effective date of termination, Consultant
5 shall deliver to City all Data (as defined below) developed or accumulated in the
6 performance of this Agreement, whether in draft or final form, or in process. And,
7 Consultant acknowledges and agrees that City's obligation to make final payment is
8 conditioned on Consultant's delivery of the data to City.

9 **3. COORDINATION AND ORGANIZATION.**

10 A. Consultant shall coordinate its performance hereunder with City's
11 representative, **Angela Reynolds**. Consultant shall advise and inform City's representative
12 in making presentations and in holding meetings for the exchange of information. City shall
13 furnish to Consultant information or materials, if any, described in Exhibit "B" attached
14 hereto and incorporated herein by this reference, and shall perform any other tasks
15 described therein.

16 B. The parties acknowledge that a substantial inducement to City for entering
17 this Agreement was and is the reputation and skill of Consultant's key employee Sam
18 Gennaway. City shall have the right to approve any person proposed by Consultant to
19 replace that key employee.

20 **4. INDEPENDENT CONTRACTOR.** In performing services hereunder,
21 Consultant is and shall act as an independent contractor and not an employee,
22 representative or agent of City. Consultant shall have control of Consultant's work and the
23 manner in which it is performed. Consultant shall be free to contract for similar services
24 to be performed for others during this Agreement provided, however, that Consultant acts
25 in accordance with Section 9 and Section 11 of this Agreement. Consultant acknowledges
26 and agrees that (a) City will not withhold taxes of any kind from Consultant's compensation;
27 (b) City will not secure workers' compensation or pay unemployment insurance to, for or
28 on Consultant's behalf; and (c) City will not provide and Consultant is not entitled to any

1 of the usual and customary rights, benefits or privileges of City employees. Consultant
2 expressly warrants that neither Consultant nor any of Consultant's employees or agents
3 shall represent themselves to be employees or agents of City.

4 5. INSURANCE. As a condition precedent to the effectiveness of this
5 Agreement, Consultant shall procure and maintain at Consultant's expense for the duration
6 of this Agreement from insurance companies that are admitted to write insurance in
7 California or from authorized non-admitted insurance companies that have ratings of or
8 equivalent to A:VIII by A.M. Best Company the following insurance:

9 (a) Commercial general liability insurance (equivalent in scope to ISO
10 form CG 00 01 11 85 or CG 00 01 11 88) in an amount not less than
11 \$1,000,000 per each occurrence and \$2,000,000 general aggregate. This
12 coverage shall include but not be limited to broad form contractual liability,
13 cross liability, independent contractors liability, and products and completed
14 operations liability. The City, its officials and employees shall be named as
15 additional insureds by endorsement (on City's endorsement form or on an
16 endorsement equivalent in scope to ISO form CG 20 10 11 85 or to both CG
17 20 10 10 01 and CG 20 37 10 01), and this insurance shall contain no
18 special limitations on the scope of protection given to the City, its officials
19 and employees.

20 (b) Workers' Compensation insurance as required by the California
21 Labor Code and employer's liability insurance in an amount not less than
22 \$1,000,000.

23 (c) Professional liability or errors and omissions insurance in an
24 amount not less than \$1,000,000 per claim.

25 (d) Commercial automobile liability insurance (equivalent in scope to
26 ISO form CA 00 01 06 92), covering Auto Symbol 1 (Any Auto) in an amount
27 not less than \$500,000 combined single limit per accident.

28 Any self-insurance program, self-insured retention, or deductible must be

1 separately approved in writing by City's Risk Manager or designee and shall protect City,
2 its officials and employees in the same manner and to the same extent as they would have
3 been protected had the policy or policies not contained retention or deductible provisions.
4 Each insurance policy shall be endorsed to state that coverage shall not be reduced,
5 non-renewed, or canceled except after thirty (30) days prior written notice to City, and shall
6 be primary (except Professional Liability and Workers Compensation) and not contributing
7 to any other insurance or self-insurance maintained by City. Consultant shall notify the City
8 in writing within five (5) days after any insurance has been voided by the insurer or
9 cancelled by the insured. If this coverage is written on a "claims made" basis, it must
10 provide for an extended reporting period of not less than one year, commencing on the
11 date this Agreement expires or is terminated, unless Consultant guarantees that
12 Consultant will provide to the City evidence of uninterrupted, continuing coverage for a
13 period of not less than three (3) years, commencing on the date this Agreement expires
14 or is terminated.

15 Consultant shall require that all subconsultants or contractors which
16 Consultant uses in the performance of these services maintain insurance in compliance
17 with this Section unless otherwise agreed in writing by City's Risk Manager or designee.

18 Prior to the start of performance, Consultant shall deliver to City certificates
19 of insurance and the endorsements for approval as to sufficiency and form. In addition,
20 Consultant, shall, within thirty (30) days prior to expiration of the insurance, furnish to City
21 certificates of insurance and endorsements evidencing renewal of the insurance. City
22 reserves the right to require complete certified copies of all policies of Consultant and
23 Consultant's subconsultants and contractors, at any time. Consultant shall make available
24 to City's Risk Manager or designee all books, records and other information relating to this
25 insurance, during normal business hours.

26 Any modification or waiver of these insurance requirements shall only be
27 made with the approval of City's Risk Manager or designee. Not more frequently than
28 once a year, the City's Risk Manager or designee may require that Consultant,

1 Consultant's subconsultants and contractors change the amount, scope or types of
2 coverages required in this Section if, in his or her sole opinion, the amount, scope, or types
3 of coverages are not adequate.

4 The procuring or existence of insurance shall not be construed or deemed
5 as a limitation on liability relating to Consultant's performance or as full performance of or
6 compliance with the indemnification provisions of this Agreement.

7 6. ASSIGNMENT AND SUBCONTRACTING. This Agreement contemplates
8 the personal services of Consultant and Consultant's employees, and the parties
9 acknowledge that a substantial inducement to City for entering this Agreement was and is
10 the professional reputation and competence of Consultant and Consultant's employees.
11 Consultant shall not assign its rights or delegate its duties hereunder, or any interest
12 herein, or any portion hereof, without the prior approval of City, except that Consultant may
13 with the prior approval of the City Manager of City, assign any moneys due or to become
14 due Consultant hereunder. Any attempted assignment or delegation shall be void, and any
15 assignee or delegate shall acquire no right or interest by reason of such attempted
16 assignment or delegation. Furthermore, Consultant shall not subcontract any portion of
17 its performance required hereunder without the prior approval of the City Manager or
18 designee, or substitute an approved subcontractor without said prior approval to the
19 substitution. Nothing stated in this Section 6 shall prevent Consultant from employing as
20 many employees as Consultant deems necessary for performance of this Agreement.

21 7. CONFLICT OF INTEREST. Consultant, by executing this Agreement,
22 certifies and shall obtain similar certifications from Consultant's employees and approved
23 subconsultants that, at the time Consultant executes this Agreement and for its duration,
24 Consultant does not and will not perform services for any other client which would create
25 a conflict, whether monetary or otherwise, as between the interests of City hereunder and
26 the interests of such other client.

27 8. MATERIALS. Consultant shall furnish all labor and supervision, supplies,
28 materials, tools, machinery, equipment, appliances, transportation and services necessary

1 to or used in the performance of Consultant's obligations hereunder, except as stated in
2 Exhibit "B".

3 9. OWNERSHIP OF DATA. All materials, information and data prepared,
4 developed, or assembled by Consultant or furnished to Consultant in connection with this
5 Agreement, including but not limited to documents, estimates, calculations, studies, maps,
6 graphs, charts, computer disks, computer source documentation, samples, models,
7 reports, summaries, drawings, designs, notes, plans, information, material, and
8 memorandum ("Data") shall be the exclusive property of City. Data shall be given to City,
9 and City shall upon payment for all services related to that Data have the unrestricted right
10 to use and disclose the Data in any manner and for any purpose without payment of further
11 compensation to Consultant. Copies of Data may be retained by Consultant but
12 Consultant warrants that Data shall not be made available to any person or entity for use
13 without the prior approval of City. This warranty shall survive termination of this Agreement
14 for three (3) years.

15 10. CONFIDENTIALITY. Consultant shall keep the Data confidential and
16 shall not disclose the Data or use the Data directly or indirectly other than in the course of
17 services provided hereunder during the term of this Agreement and for three (3) years
18 following expiration or termination of this Agreement. In addition, Consultant shall keep
19 confidential all information, whether written, oral, or visual, obtained by any means
20 whatsoever in the course of Consultant's performance hereunder for the same period of
21 time. Consultant shall not disclose any or all of the Data to any third party, nor use it for
22 Consultant's own benefit or the benefit of others except for the purpose of this Agreement.

23 11. BREACH OF CONFIDENTIALITY. Consultant shall not be liable for a
24 breach of confidentiality with respect to Data that: (a) Consultant demonstrates Consultant
25 knew prior to the time City disclosed it; or (b) Is or becomes publicly available without
26 breach of this Agreement by Consultant; or (c) A third party who has a right to disclose
27 does so to Consultant without restrictions on further disclosure; or (d) Must be disclosed
28 pursuant to subpoena or court order.

1 12. AMENDMENT. This Agreement, including all Exhibits, shall not be
2 amended, nor any provision or breach waived, except in writing signed by the parties which
3 expressly refers to this Agreement.

4 13. LAW. This Agreement shall be governed by and construed pursuant to
5 the laws of the State of California (except those provisions of California law pertaining to
6 conflicts of laws). Consultant shall comply with all laws, ordinances, rules and regulations
7 of and obtain such permits, licenses, and certificates required by all federal, state and local
8 governmental authorities.

9 14. ENTIRE AGREEMENT. This Agreement, including all Exhibits,
10 constitutes the entire understanding between the parties and supersedes all other
11 agreements, oral or written, with respect to the subject matter herein.

12 15. INDEMNITY. Consultant shall, with respect to services performed in
13 connection with this Agreement, indemnify and hold harmless City, its Boards,
14 Commissions, and their officials, employees and agents (collectively in this Section, "City")
15 from and against any and all liability, claims, demands, damage, loss, causes of action,
16 proceedings, penalties, costs and expenses (including reasonable attorney's fees, court
17 costs, and expert and witness fees) (collectively "Claims" or individually "Claim") arising
18 from allegations or Claims for property damage, personal injury or death arising in whole
19 or in part from any negligent act or omission of Consultant, its officers, employees, agents,
20 sub-consultants, or anyone under Consultant's control (collectively "Indemnitor");
21 negligence; misrepresentation; or willful misconduct. Independent of the duty to indemnify
22 and as a free-standing duty on the part of Consultant, Consultant shall defend City and
23 shall continue such defense until the Claim is resolved, whether by settlement, judgment
24 or otherwise. No finding or judgment of negligence, fault, or the like on the part of
25 Indemnitor shall be required for the duty to defend to arise. Consultant shall notify City of
26 any Claim within ten (10) days. Likewise, City shall notify Consultant of any Claim, shall
27 tender the defense of such Claim to Consultant, and shall assist Consultant, as may be
28 reasonably requested, in such defense.

1 16. AMBIGUITY. In the event of any conflict or ambiguity between this
2 Agreement and any Exhibit, the provisions of this Agreement shall govern.

3 17. COSTS. If there is any legal proceeding between the parties to enforce
4 or interpret this Agreement or to protect or establish any rights or remedies hereunder, the
5 prevailing party shall be entitled to its costs and expenses, including reasonable attorneys'
6 fees and court costs (including appeals).

7 18. NONDISCRIMINATION. In connection with performance of this
8 Agreement and subject to federal and state laws, rules and regulations, Consultant shall
9 not discriminate in employment or in the performance of this Agreement on the basis of
10 race, religion, national origin, color, age, sex, sexual orientation, AIDS, HIV status,
11 handicap, or disability.

12 It is the policy of City to encourage the participation of Disadvantaged,
13 Minority and Women-owned Business Enterprises in City's procurement process, and
14 Consultant agrees to use its best efforts to carry out this policy in the award of all approved
15 subcontracts to the fullest extent consistent with the efficient performance of this
16 Agreement. Consultant may rely on written representations by subconsultants regarding
17 their status. City's policy is attached as Exhibit "C" hereto. Consultant shall report to City
18 in March and in September or, in the case of short-term agreements, prior to invoicing for
19 final payment, the names of all subconsultants engaged by Consultant for this Project and
20 information on whether or not they are a Disadvantaged, Minority or Women-Owned
21 Business Enterprise, as defined in Section 8 of the Small Business Act (15 U.S.C.
22 Sec. 637).

23 19. NOTICES. Any notice or approval required hereunder by either party
24 shall be in writing and personally delivered or deposited in the U.S. Postal Service, first
25 class, postage prepaid, addressed to Consultant at the address first stated herein, and to
26 City at 333 West Ocean Boulevard, Long Beach, California 90802, Attention: City
27 Manager. Consultant shall also send a copy to the City Engineer at the same address but,
28 for purposes of satisfying the requirement for notice under this Section, notice to the City

1 Manager shall be sufficient. Notice of change of address shall be given in the same
2 manner as stated herein for other notices. Notice shall be deemed given on the date
3 deposited in the mail or on the date personal delivery is made, whichever first occurs.

4 20. REDESIGN. If the Project involves construction and the scope of work
5 or services requires Consultant to prepare plans and specifications with an estimate of the
6 cost of construction, then Consultant may be required to modify the plans and
7 specifications, any construction documents relating thereto, and Consultants estimate, at
8 no cost to City, when the lowest bid for construction received by City exceeds by more than
9 ten percent (10%) Consultant's estimate. Said modification shall be submitted in a timely
10 fashion to allow City to receive new bids within four (4) months of the date on which the
11 original plans and specifications were submitted by Consultant.

12 21. COPYRIGHTS AND PATENT RIGHTS. A. Consultant shall place the
13 following copyright protection on all Data: © City of Long Beach, California _____, inserting
14 the appropriate year.

15 B. City reserves the exclusive right to seek and obtain a patent or copyright
16 registration on any Data or other result arising from Consultant's performance of this
17 Agreement. By executing this Agreement, Consultant assigns any ownership interest
18 Consultant may have in the Data to the City.

19 C. Consultant warrants that the Data does not violate or infringe any patent,
20 copyright, trade secret or other proprietary right of any other party. Consultant agrees to
21 and shall protect, defend, indemnify and hold City, its officials and employees harmless
22 from any and all claims, demands, damages, loss, liability, causes of action, costs or
23 expenses (including reasonable attorneys' fees) whether or not reduced to judgment,
24 arising from any breach or breach of this warranty.

25 22. COVENANT AGAINST CONTINGENT FEES. Consultant warrants that
26 Consultant has not employed or retained any entity or person to solicit or obtain this
27 Agreement and that Consultant has not paid or agreed to pay any entity or person any fee,
28 commission, or other monies based on or from the award of this Agreement. If Consultant

1 breaches this warranty, City shall have the right to terminate this Agreement immediately
2 notwithstanding the provisions of Section 10 hereof or, in its discretion, to deduct from
3 payments due under this Agreement or otherwise recover the full amount of the fee,
4 commission, or other monies.

5 23. WAIVER. The acceptance of any services or the payment of any money
6 by City shall not operate as a waiver of any provision of this Agreement, or of any right to
7 damages or indemnity stated in this Agreement. The waiver of any breach of this
8 Agreement shall not constitute a waiver of any other or subsequent breach of this
9 Agreement.

10 24. CONTINUATION. Termination or expiration of this Agreement shall not
11 affect rights or liabilities of the parties which accrued prior to termination or expiration of
12 this Agreement, and shall not extinguish any warranties hereunder.

13 25. TAX REPORTING. As required by federal and state law, City is
14 obligated to and will report the payment of compensation to Consultant on
15 Form 1099-Misc. Consultant shall be solely responsible for payment of all federal and
16 state taxes resulting from payments under this Agreement.

17 26. ADVERTISING. Consultant shall not use the name of City, its officials
18 or employees in any advertising or solicitation for business, nor as a reference, without the
19 prior approval of the City Manager or designee.

20 27. AUDIT. City shall have the right at all reasonable times during the term
21 of this Agreement and for a period of three (3) years after termination or expiration of this
22 Agreement to examine, audit, inspect, review, extract information from, and copy all books,
23 records, accounts, and other documents of Consultant relating to this Agreement.

24 28. THIRD PARTY BENEFICIARY. This Agreement is not intended or
25 designed to or entered for the purpose of creating any benefit or right for any person or
26 entity of any kind that is not a party to this Agreement.

27 IN WITNESS WHEREOF, the parties have caused this document to be duly

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Robert E. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802-4664
Telephone (562) 570-2200

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executed with all formalities required by law as of the date first stated herein.

EDAW, INC., a Delaware corporation

October 9, 2006

By [Signature]
Vice President
James H. Cleland, Ph.D.
(Type or Print Name)

_____, 2006

By _____
Secretary
(Type or Print Name)

"Consultant"

CITY OF LONG BEACH

2.5. 2006⁷

By [Signature]
City Manager

"City"

This Agreement is approved as to form on _____ 1/25, 2006⁷.

ROBERT E. SHANNON, City Attorney

By [Signature]
Deputy

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EXHIBIT “A”

City of Long Beach
GENERAL PLAN UPDATE
Work Program, Scope of Work, and Budget
October 2006

Visioning Phase Begins

Visioning Phase Objectives:

- Review and summarize the previous planning efforts from throughout the City.
- Through an extensive public participation program, validate the merits of the previous planning efforts and draft a comprehensive Land Use Vision for the Framework and Community Plan phase.

October 2006

Task	Task Title and Description	Budget
0.2	<p>Project Kick-Off Meeting with Staff</p> <p>Once the work scope has been finalized, the Project team will hold a complete team meeting (including the mobility, urban design, and historic preservation consultants under separate contract to the City) to brainstorm ideas and ensure coordination of all team members.</p>	\$5,180
0.5	<p>Begin Project Team Coordination Calls (Allowance)</p> <p>The Project Team will attend staff meetings on an as needed basis (via telephone) over the course of the program. The focus of these meetings will be to work with City staff on: 1) planning for and refining the strategy for public engagement, 2) presenting and processing input from the community outreach activities, and 3) coordination and evaluation of draft materials.</p>	\$37,190
0.10	<p>Begin Development of GIS Base Maps</p> <p>This sub-task involves a coordinated data collection effort to provide the background information necessary to ensure that the Project team has the appropriate GIS base maps and supporting layers.</p>	\$4,020
1.1	<p>Review and Summary of Existing Work to Date</p> <p>Many visions and plans have been developed in recent years articulating future visions for the City of Long Beach. To help community members, planners, and the planning team establish a common direction we will review key documents and develop a White Paper identifying common directions and visions, and noting any disparities that need to be tested through the public input and planning process. We will synthesize those materials into a single vision document that addresses issues relative to land use, urban design, mobility, sustainability, and historic preservation. The scope provides for one (1) revision of the White Paper.</p>	\$19,840
1.4	<p>Begin Community Resources Mapping</p> <p>The Project team will work with the Neighborhood Services Department and other appropriate City agencies and departments to identify resources within the Long Beach community that includes community based organizations and community leaders. These results will be consolidated into a list of community resources that can be used to implement the community engagement strategy.</p>	\$10,970
0.6	<p>General Plan Team Meetings</p> <p>We will be available to attend meetings with the City's mobility, historic preservation, and urban design consultants over the course of the program, as well as with the City's EIR consultant. We have provided an allowance for such meetings throughout the work program.</p>	\$22,400
0.11	<p>Project Management</p> <p>The purpose of this subtask is to ensure a consistent basis for project management procedure, including contract administration, invoicing, scheduling, and the timely delivery of products and services. The Project Manager will maintain regular contact with the City's designated staff member to monitor and review project progress and results. EDAW will also meet with City staff to finalize the work scope, timeline, cost estimate, and contract for the program.</p>	\$43,440

City of Long Beach
GENERAL PLAN UPDATE
Work Program, Scope of Work, and Budget
October 2006

November 2006

0.2	Begin Branding and Identity Process The Project team will work with staff to develop a distinctive identity package including logo, color scheme and fonts that can be applied to major collateral materials like the newsletters, FAQ's and website as well as flyers and final products. Because the branding and identify goes beyond graphics, the Project team will work with the planning staff to develop the messaging that will live through the life of the project. The scope provides for two (2) rounds of review and revision of materials.	\$13,250
0.5	GPU CATS Meeting 1 of 4: Introductions, Schedule & Expectations The GPU CATS team, consisting of various City department representatives will be convened to provide the Project team with insight into and feedback on issues that arise as part of the program.	\$16,750
0.7	Begin Website Development The Project team will design and manage an interactive website that can be locally accessed by the community through personal or public internet stations. The website will be used to provide project information, and will include clickable reference locations including a connection to an e-mail address to submit public inquires regarding issues and comments. The Project team will prepare a site map of the project website, and provide input and consultation on design conventions to maximize public input opportunities. The budget includes an allowance of 170 hours for website development and maintenance over the 18-month work program.	\$23,130
1.3	Begin Focus Group Interviews We will conduct up to twenty (20) one-hour interviews with various focus groups representing different aspects of the community, to explore issues, opportunities, barriers, and resources to be considered in the update process. These interviews will be conducted in person. The scope assumes that City staff will arrange for these interviews and that they are grouped, as much as possible, over a two- to three-day period. The outcome will be the production of a Key Findings summary. The scope provides for one (1) round of review of the Key Findings summary.	\$15,390
4.1	Meeting with Historic Resource Consultants We will meet with the City's historic resource consultant to understand how historic resources should be considered in development of land use and urban design plans (and to be able to communicate this information to the public).	\$3,760
0.6	Meeting with Meyer, Mohaddes Associates and Transit Providers We will work with Meyer, Mohaddes Associates (MMA), the City's traffic consultant, to review work to date and plans being developed to enhance mobility. We will also meet with staff from Long Beach Transit and Los Angeles Metro to explore opportunities for increased connectivity and transit-supportive development incentives. We will also incorporate port, airport, and highway access and impact recommendations into our plans, including recent agreements on direction with Port development, rail opportunities, and the I-710 corridor. We will consult with MMA throughout the process.	\$4,325

December 2006

0.1	Complete Development of GIS Base Maps	
1.1	Complete Review and Summary of Existing Work to Date	
0.3	Complete Branding and Identity Process	

City of Long Beach
GENERAL PLAN UPDATE
Work Program, Scope of Work, and Budget
October 2006

0.9	<p>Create General Plan Traveling Kiosk, Speakers Bureau and Talking Point Documents – Fact Sheet, FAQ, etc.</p> <p>The General Plan Kiosk and Speakers Bureau will allow for consistent key messages and will be updated throughout the process. The General Plan Kiosk will be a passive display that can be displayed by community organizations and neighborhood groups or at local businesses and community events. The Kiosk will include key information about the process, timeline and participation opportunities. Several Kiosks will be produced and travel to different parts of the City. The scope allows for up to two (2) reviews and revisions to the materials.</p> <p>The consultant team will also produce collateral materials that can be used during Speakers Bureau presentations. The Speakers Bureau packets will include a PowerPoint Presentation, Newsletter, Frequently Asked Questions (FAQs), and comment sheets. Community Planners and other key staff will use these Speaker's Bureau packets as a tool for community engagement. Community leaders identified through the Community Resource Map (Task 1.4) process can also use the Speaker's Bureau collateral materials to inform the extended community about the General Plan process.</p>	\$21,895
1.2	<p>Bus Tour with City Staff</p> <p>Key members of the consultant team and City staff will take a bus/van tour to visit potential focus areas, verify existing planning and environmental conditions, and identify other issues that staff would like to address in the General Plan elements. The scope assumes that the City will make arrangements and provide for the bus.</p>	\$5,185

January 2007

2.3	<p>Begin Youth Planning Council Program</p> <p>The Youth Planning Council provides an opportunity for high school age youth to become involved in community-building process while learning about planning, government and local geography. MIG will develop a curriculum plan that can be used by teachers from the Long Beach Unified School district and other private schools. The program can also build on the diverse high schools program such as the academies, alternatives, and magnet schools. The curriculum plan will outline lessons and activities that teachers can apply to existing curriculum in subjects such as government, history, math, art and science. Teachers will have the option to select the level of involvement whether it is to participate in a one-time activity or a term project/activity that can span the length of a semester. The input generated from these activities will be collected and used to inform the General Plan process.</p> <p>The curriculum plan will describe the purpose of General Plan, its function in city government, the public involvement process, and the relevance to the lives of City of Long Beach residents. After participating in Youth Planning activities, high school students will have learned about the planning profession and the importance of youth involvement in city government. In addition to the activities conducted in the classroom, youth will also be encouraged to participate in citywide planning activities and to gather input from peers and family. Youth demonstrating leadership abilities and motivated to become involved in the process beyond these activities, can be encouraged to participate in the Speakers Bureau.</p>	\$7,575
0.4	<p>GPU CATS Meeting 2 of 4: Developing Visualization Options</p> <p>We will meet with the GPU CATS to develop the relevant Visualization Options that will be used throughout the public outreach process and other analysis.</p>	\$3,140
9.1	<p>Develop Preliminary Visualization Options</p> <p>The purpose of this task is to develop the visualization options to be used in assessing land use choices. The options will address those issues of most interest to the City such as: environmental impacts (air, noise, water quality); traffic and transportation impacts (such as traffic LOS indicators at selected intersections, traffic analysis zone Average Daily Traffic levels, potential transit ridership increases); growth patterns (population densities, housing program implications); economic impacts (potential retail</p>	\$13,590

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	<p>sales generation and related supportable retail square footage, tax implications, and jobs generation); community services and infrastructure impacts (school enrollment levels, infrastructure service impacts, sewer, water, storm drainage and power capacity impacts, as well as garbage, waste production and recycling impacts); and growth-inducing impacts.</p> <p>Working with Planning staff, we will define the options issues to be included, and we will draft options for the values to be assigned for each indicator. The scope assumes three (3) rounds of review.</p>	
2.1	<p>Begin Preparation for 5 Community Festivals: Who We Are Today</p> <p>The first Community Festival will be designed to introduce community members to the General Plan process and reaffirm and/or re-interpret vision directions identified through previous planning processes and work accomplished during previous tasks. The Festival will be held in five areas of the City to provide the greatest opportunity for community members from various parts of Long Beach to attend. The consultant team will work with staff to identify the best locations for these Festivals. The format for each Festival will feature booths and activities presented by agencies and departments relevant to the planning process, along with activities designed to specifically educate and gather input on the planning process. Where appropriate, the Festivals will be combined with existing activities. The content and format for all five will be the same.</p>	\$42,040

February 2007

1.6	<p>Identifying Other Factors Influencing Land Use Planning</p> <p>The most recent General Plan effort included documentation of existing infrastructure conditions relevant to land use planning: sewer, water, storm drains, telecommunications, etc. We will contact responsible City Departments and service providers to supplement any information we feel needs augmentation to assist with the later task of developing community indicators.</p>	\$4,480
0.7	<p>Public Rollout of Website</p>	

March 2007

2.1	<p>Conduct 5 Community Festivals: Who We Are Today</p>	
9.2	<p>Draft Final Visualization Options</p>	\$5,570
	<p>Develop Urban Design Challenges and Opportunities Report</p>	
0.4	<p>GPU CATS Meeting 3 of 4: Review of Work to Date – Vision Statement, Visualization Options, and Design Challenges and Opportunities</p>	

<p>Visioning Phase Products</p> <p>Comprehensive Visions Statement Visualization Options Website GIS Base Maps Community Mapping Database Branding and Identity Program General Plan Traveling Kiosk and Materials General Plan Speakers Bureau and Materials Development of the Youth Planning Council Program</p>
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Framework Phase Begins

Framework Phase Objectives:

- Develop the framework for a comprehensive Element that combines land use, urban design, sustainability, economic development, and mobility into one element.
- Provide alternative development scenarios for 5 community planning areas including North Long Beach, Central Long Beach, and three other areas to be determined during the Visioning Phase.

April 2007

Task	Task Title and Description	Budget
2.4	<p>PC/RA/CC Workshop: What We Heard From the Community Throughout the program, we plan to conduct a series of separate workshops with the Planning Commission, Redevelopment Agency Board, and City Council at key decision points. During this Education phase, the purpose of the first series of workshops will be twofold: 1) to provide each decision-making body with an overview of the work program and to describe the integrated approach to planning land use, economic development, mobility, and historic preservation, and 2) to affirm the Community Vision developed during Phase I as the foundation for the future of Long Beach.</p>	\$5,110
3.1	<p>Prepare Sustainable Long Beach Opportunities Report Team member John Zinner will prepare a paper that identifies opportunities in Long Beach to practice sustainability, from macro land-use planning level to micro business practices and building approaches. We will outline a range of strategies and specific options for discussion with the Delegates, public, and decision-makers. The paper will discuss costs, benefits, and implementation approaches, and will provide examples of successful programs in other communities that have relevance to Long Beach. The scope assumes two (2) rounds of review.</p>	\$13,800
10.1	<p>Develop Land Use Model Areas – Staff Review Draft We will prepare a version of the model for review with City staff. For budgeting purposes we have assumed that we would analyze 6 major opportunity areas.</p> <ol style="list-style-type: none"> 1. Identification of areas for scenario building/modeling Based on input received to date, we will identify areas for land use change and those that will remain fixed land uses. 2. Existing Land Use Analysis Based on existing land use data provided by the City from the recent General Plan effort undertaken by others, will analyze existing uses in the identified opportunity areas and develop a GIS database for each area. We will test accuracy of the data with staff. 3. Develop Land Use Scenarios and Criteria Based on the Vision, market/economics analysis, existing land use analysis, and input received during prior tasks, we will develop the conceptual scenarios to be modeled. The indicators approved by staff will be built into the model. 4. Computer Model Analysis Utilizing GIS-based modeling software such as Community VIZ or INDEX, we will run up to three (3) computer models for each scenario developed. We will evaluate them based on the indicator criteria to provide a qualitative comparison among the alternatives so that the Delegates and the community decision-makers can make an informed decision about a preferred land use scheme. 	\$32,690

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	<p>The results and information developed for this Analysis can be further utilized during the environmental impact analysis phase to consider additional scenarios and other impacts.</p> <p>Using ArcView and Community Viz software, we will develop three 3-D visualization models (one for each scenario) to test the visual impacts of land use alternatives developed during the planning process. The 3-D visualizations allow participants to walk through the development opportunity sites and explore alternative development intensities in their setting.</p>	
1.1	<p>Review and Summary of Existing Work to Date</p> <p>Many visions and plans have been developed in recent years articulating future visions for the City of Long Beach. To help community members, planners, and the planning team establish a common direction we will review key documents and develop a White Paper identifying common directions and visions, and noting any disparities that need to be tested through the public input and planning process. We will synthesize those materials into a single vision document that addresses issues relative to land use, urban design, mobility, sustainability, and historic preservation. The scope provides for one (1) revision of the White Paper.</p>	\$19,840
	<p>Begin Urban Form Analysis</p> <p>Based on background studies and the Bus Tour (Task 1.2), an initial analysis will be done to better understand the existing built form of the City. Conceptual overlays will be developed to portray existing issues and opportunities that will influence potential land use changes and urban design guidelines.</p>	
1.5	<p>Begin Economic/Demographics Conditions White Paper</p> <p>The work prepared by Marie Jones Consulting (MJC) for the Long Beach Economic & Market Analysis provides a very thorough analysis of Long Beach's current economic structure, its major demographic characteristics, and significant real estate market conditions. For purposes of the General Plan, this work will be expanded in several key ways. The scope allows for up to two (2) revisions of the White Paper.</p>	\$15,000
	<p>Coordination on Sustainable and Mobility Opportunities</p> <p>Work with EDAW consultants so sustainability and mobility opportunities are reflected in the "Design Challenges and Opportunities" summary paper.</p>	

May 2007

2.5	<p>Distribute Newsletter #1</p> <p>The first newsletter will be an orientation piece that can be used by City staff, officials, and community leaders as a tool for educating and informing the larger population. It will serve as an illustrated guide to planning and its relevance to the City of Long Beach and its neighborhoods and describe opportunities for community engagement during the process. The scope assumes two (2) rounds of review.</p>	\$12,600
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June 2007

6.1	<p>Neighborhood Focus Workshops</p> <p>The purpose of this task is work with community members to identify areas of their neighborhoods and business districts where change is appropriate and desired. We plan for interactive workshops. The consultant team will work with community leaders identified during the Community Resource Mapping task and members of the Youth Planning Council to develop workshop strategies for addressing the community groups identified through the first phase of the planning process. Although each approach will be customized to ensure it reflects the character and distinct identity of the neighborhood culture, a set of consistent outreach tools will be used for all.</p> <p>An example will be the North Long Beach and Central Long areas. Although these areas will undergo a higher level of detail than the other three Focus Areas, much of the process will be similar. The budget</p>	\$16,590
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12.1	<p>for task 6.1 is for all other areas of the City. The budget figures to the right are for the North Long Beach and Central Long Beach process only. Other Focus Areas are included within the master budget.</p> <p>Focused Meetings with Area Residents and Businesses: To provide for in-depth review of ideas and options for the North Long Beach area, we propose to conduct two or three meetings just with the stakeholders and interest groups from the area. These meetings will allow for a more comprehensive discussion of all issues to be addressed. We will document the discussions in an internal paper.</p>	\$6,295
12.2	<p>Focused Economic Development Analysis: Although the market analysis conducted in Subtask 1.5 should provide much of the market information necessary to help direct the specific plan, there will be a need for market information that is more specific to the North Long Beach neighborhood. Further analysis may include market analysis for specific types of real estate products, e.g., live/work units, or may use case studies from other places to help understand possible unique market options for this neighborhood. The market research will be an essential part of formulating the land use alternatives and implementation strategies for the Specific Plan.</p> <p>Design Opportunities and Constraints</p> <p>Design Review and Comment</p>	\$10,140
12.4	<p>North Long Beach (only) Preliminary Draft Specific Plan: North Long Beach Only – Completed by August 2007. Our budget provides for two (2) rounds of review of a preliminary draft document.</p> <p>We will prepare the preliminary draft plan for review by City staff. The Specific Plan will include all components required by state law for such documents.</p>	\$59,350
12.3	<p>PC/RA/CC Workshop: North Long Beach: The purpose of this workshop is to update the City policymakers on the progress of the North Long Beach Specific Plan and to gather additional direction prior to the release of the draft Plan.</p>	\$5,195
12.5	<p>North Long Beach (only) Draft Specific Plan: Based on direction given by decision-makers, we will make revisions to the preliminary draft Specific Plan and prepare a draft North Long Beach Specific Plan for public review. The scope assumes up to two (2) revisions. The Draft Specific Plan will be completed by October 2007.</p>	\$23,570
10.2	<p>Draft of Land Use Models Framework for Discussion with Decision Makers</p> <p>The Project team proposes to use an integrated, GIS-based land use evaluation model for land use planning that allows for full integration the policy, data, maps and images that planners and designers traditionally use for planning into one, real-time, multidimensional environment. This dynamic model is achieved by using GIS to modify data "on the fly", linking it to real-time, photo-realistic 3-D visualization, and adding the fourth dimension of time.</p>	\$8,740
0.4	GPU CATS Meeting 3 of 4: Review of Land Use Models Framework	
2.3	Coordinate with Youth Planning Council	
	<p>Develop Design Guidelines</p> <p>Guidelines will be developed that build off of a framework (the big idea) and provide diagrams and examples to support good urban design principles.</p>	

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	Review and Comment on Land Use Models Framework from Design Perspective Provide input on EDAW's land use models from a design perspective.	
	Develop Conceptual Graphics for Vision and Guidelines Sketch concepts, diagrams and perspectives will be created that support the Vision and Guidelines and that will be used as illustrations in the General Plan.	

July 2007

7.1	PC/RA/CC Workshop: Review of the Land Use Models Framework	\$6,795
	Develop Design Options for Land Use Models	

August 2007

11.2	PC/RA/CC Workshop: Looking at Alternatives	\$5,085
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September 2007

11.1	Neighborhood Focus Workshops: Looking at Alternatives The objective is to revisit the Neighborhood Opportunity Areas and to assess which land use alternative would be the most appropriate solution. Participants will review a series of alternatives and comment on which serves their neighborhood best.	\$16,590
13.2	Testing Using Visualization Options The draft land use plan will be tested in the land use model to confirm the indicators and whether overall City objectives can be attained with this plan. The scope assumes two (2) rounds of testing.	\$8,480

<p>Framework Phase Products Draft Element Framework Draft North Long Beach Plan Draft Central Long Beach Plan Sustainable Long Beach Opportunities Report Development of the Framework Visualization Options tools Economic/Demographics Conditions White Paper Newsletter #1 Neighborhood Focus Workshops Development of Land Use Models Framework</p>		
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Community Plans Phase Begins

Community Plans Phase Objectives:

- Validate the preferred alternative for inclusion in the Element (including land use, urban design, sustainability, economic development, and mobility) for each of the 5 community planning areas (North Long Beach, Central Long Beach, and three other areas).
- Conduct a Citywide festival and public hearings that bring the 5 Community Plans together into one comprehensive element that achieves the goal of One City: Many Neighborhoods.

October 2007

Task	Task Title and Description	Budget
13.1	Prepare Preliminary Draft Land Use Plan At this stage, the consultant team has compiled adequate background information and received appropriate direction policy for the Community Function and Form Element during community-focused and decision-maker workshops and meetings to develop the preferred land use plan.	\$14,900
11.1	Neighborhood Focus Workshops: Developing Consensus Once opportunity areas have been confirmed and the land use model developed, we will meet with community groups to review and discuss options, including design opportunities. We will review the recommendations from the modeling and, using interactive "voting" technology, review opinions and reactions to the recommended directions and facilitate an interactive discussion of the implications of this input for final plan directions and recommendations.	\$16,590

November 2007

13.3	PC/RA/CC Workshop: Review of Draft Land Use Plan We will meet with decision-makers to present the preliminary draft land use plan and determine whether any final "tweaks" are required prior to preparation of the Community Function and Form Element.	\$5,085
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December 2007

13.4	Refinements to the Draft Land Use Plan As directed by City staff, we will refine the draft land use plan to develop the version to be included in the Community Function and Form Element.	\$6,470
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January 2008

2.2	Citywide Plan Festival At this festival residents and business owners will have the opportunity to review draft the draft plan and provide input. The meeting will be an open house format with a variety of interactive displays that describe how the Mobility, Historic Preservation, and Community Function and Form Elements complement and support the sustainable land use plan and urban design framework.	\$26,455
14.1	Preliminary Draft Element The Element will seamlessly integrate five components that will define Long Beach in the future: land use, urban design, mobility, historic preservation, and economic development. We envision a highly illustrative Element that will that identifies neighborhood preservation strategies, provides clear direction	\$65,940

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	<p>for targeted revitalization of the opportunity areas, incorporates development approaches that will implement City sustainability objectives, and puts forth land use strategies that maximize economic growth and mobility. The Element will address treatment of the public realm and integration of historic preservation ideas into revitalization efforts citywide. The illustrations from the Pattern Book (Task 8.1) will be incorporated into the Element.</p> <p>One important product within the updated Element is the creation of a new land use policy diagram that identifies how land use categories are applied to each parcel in the City. We will use the City's GIS parcel base map to complete a colorful, parcel- specific map depicting the preferred land use plan. The attribute table within the GIS shapefile will contain the General Plan land use designation for each parcel. This approach allows for efficient quantification of dwelling units, population, and square footage of commercial and industrial development.</p> <p>We will expend substantial effort to develop goals, policies, and programs for the Element. Community design issues will be interwoven throughout the Element. Specific ideas for individual neighborhoods will be illustrated, as well as overall goals and policies for the improved aesthetic appearance of streetscapes and new development. Historic resources within the City will also be described, and the Element will outline a long-term preservation strategy for these key resources.</p> <p>A key component of the Element will be identification and definition of discrete implementation actions. In many cases this will involve continuing to use existing ordinances, plans, and programs to achieve the goals and policies described in the Element. In other cases, it may involve new programs, ordinances, assessments/impact fees, capital projects, and design standards. Implementation programs also will include outreach initiatives, intergovernmental coordination, and participation in regional planning and conservation activities that are consistent Element policies. Each of the implementation actions will be prioritized in coordination with City staff in terms of its feasibility, effectiveness, and political acceptability. Potential funding sources will be discussed qualitatively in light of current municipal finance and fiscal trends.</p> <p>Our scope provides for two rounds of City staff review of the preliminary draft Element.</p>	
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February 2008

2.5	<p>Distribute Newsletter #2</p> <p>This newsletter will announce the Draft Community Function and Form Element and Land Use Plans and will be used as an informational document leading into the public hearings. It will summarize key components of the Element and the relationship to the citywide vision. The scope assumes up to two (2) rounds of review and revisions.</p>	\$12,600
14.2	<p>Administrative Draft Element</p> <p>Prior to releasing a draft of the Community Function and Form Element for broad public review, we propose to take an administrative draft version to decision-makers for review and comment. This will allow the consultant team and Planning staff to ensure the Element reflects the goals and concepts explored and endorsed during earlier phases of the work program. The scope assumes up to two (2) rounds of review and revisions.</p>	\$12,350
8.1	<p>Develop Urban Form Pattern Book</p> <p>During this task, we will develop a pattern book (or some other appropriate title) that identifies many options for land use "futures". The book will not be site specific. Rather, it will present varying types and intensities of land use reflective of the ideas generated by the public, staff, and decision-makers. The scope assumes up to two (2) rounds of review and revision.</p>	\$9,500

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March 2008

14.3	<p>PC/RA/CC Workshop: Review of the Administrative Draft Element Prior to releasing a draft of the Administrative Draft Community Function and Form Element for broad public review, we propose to take an administrative draft version to decision-makers for review and comment. This will allow the consultant team and Planning staff to ensure the Element reflects the goals and concepts explored and endorsed during earlier phases of the work program. We plan to meet with the Planning Commission, Redevelopment Agency Board, and City Council in an interactive series of three (3) workshops.</p>	\$5,725
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April 2008

14.4	<p>Draft Element for Public Hearings Following review of administrative draft versions of the Elements provided in subtasks 14.1 and 14.2, we will make revisions directed by Planning staff and prepare versions of the Elements for broad public distribution and review. This task includes an allocation of hours and costs. Additional work required beyond this allowance will be billed on a reimbursable basis.</p>	\$15,980
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May 2008

15.1	<p>Public Hearings – Planning Commission The EDAW Principal and Project Manager will be available to attend Planning Commission hearings to present the Draft General Plan Elements and North Long Beach Specific Plan, and to respond to public and Commission comments and questions. Other members of the project team will be available to attend on a reimbursable basis. Our fee proposal includes a budget allowance for attending Planning Commission hearings. Attendance at hearings in excess of this allowance may require either a budget amendment or modification to another portion of this scope of work.</p> <p>The scope and budget also provide for our team to prepare a PowerPoint presentation summarizing key concepts of the Elements and Specific Plan.</p>	\$7,220
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June 2008

15.1	<p>Public Hearings – Planning Commission</p>	\$7,220
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July 2008

15.2	<p>Public Hearings – City Council The EDAW Principal and Project Manager will be available to attend City Council hearings to present the Draft General Plan Elements and North Long Beach Specific Plan, and to respond to public and Council comments and questions. Other members of the project team will be available to attend on a reimbursable basis. Our fee proposal includes a budget allowance for attending City Council hearings. Attendance at hearings in excess of this allowance may require either a budget amendment or modification to another portion of this scope of work.</p> <p>The scope and budget also provide for our team to prepare a PowerPoint presentation summarizing key concepts of the Elements and Specific Plan.</p>	\$7,220
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August 2008

15.1	Public Hearings – City Council	\$7,220
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September 2008

16.1	<p>Prepare Final Element</p> <p>Following the final City Council public hearing, we will meet with Planning staff to review all final revisions to be incorporated into the General Plan and the North Long Beach Specific Plan. We will prepare screencheck final documents that incorporate all final changes corrections to goals, policies, implementation actions, maps, graphics and diagrams. Following staff review, we will prepare the final versions. Our budget includes an allowance for this task, since the extent of final revisions cannot be known at this time. The budget all provides for a direct cost allowance to coordinate professional reproduction of the final documents. We will work with City staff to determine the copy quantity and style of reproduction (i.e. full-color, partial-color, black-and-white) within the allowance following adoption of the Elements and Specific Plan.</p> <p>The General Plan Element and Specific Plan will be available to the public through the Internet. Our approach to creating web-ready versions of these planning documents is to make combined use of Adobe Acrobat and ESRI ArcIMS technology.</p> <p>We propose to create cross-referenced versions of the General Plan Elements and Specific Plan in PDF format using Adobe Acrobat utilities. Each cross-referenced document will include a master table of contents that, by clicking on the table of contents, leads the reader directly to the corresponding document section and any relevant background reports. All tables, graphics, and maps in the Elements and Specific Plan will be converted to PDF format. The General Plan and Specific Plan will also include an index and full text indexes searchable with Acrobat Search. These documents will be transferred to the City via CD-ROM for posting on the City's website.</p> <p>In addition, we propose to work the City to utilize ArcIMS technology to create on-line versions of the Land Use Diagram. Our approach to this task is to work directly with the City's GIS staff to provide an interactive mapping tool that would reside permanently on the City's website. Cost estimates to provide web-ready versions of each document are provided within the budget. All of this subtask will be billed on a reimbursable basis.</p>	\$20,870
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<p>Community Plans Phase Products</p> <p>The Element North Long Beach Plan Central Long Beach Plan 3 Neighborhood Focus Plans Citywide Plan Festival Newsletter #2 Urban Form Pattern Book Public Hearings</p>
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Direct Costs

Task	Products	EDAW	MIG	SE	Zinner	Total Project
Products and Direct Costs						
0.1	Work Program Refinement	\$100	\$100			\$200
0.2	Project Kick-Off Meeting with Staff	\$100	\$200			\$300
0.3	Branding and Identity Process	\$750	\$750			\$1500
0.4	TAC Meetings Allowance	\$500	\$2,400			\$2,900
0.5	Project Team Coordination Calls (Allowance)	\$400	\$300			\$700
0.6	General Plan Team Meetings	\$400	\$2,400			\$2,800
0.7	Website Development		\$1,200			\$1,200
0.8	Staff Briefing and Training	\$50	\$250			\$300
0.9	General Plan Traveling Kiosk and Speakers Bureau		\$250			\$250
0.10	GIS Base Maps	\$200				\$200
0.11	Project Management	\$100	\$100			\$200
	Subtotal	\$2,600	\$7,950			\$10,550
1.1	Review/Summary of Existing Work to Date					
1.2	Bus Tour with City Staff	\$200	\$50			\$250
1.3	Key Stakeholder Interviews	\$200	\$25			\$225
1.4	Community Resources Mapping		\$250			\$250
1.5	Economic/Demographics White Paper					
1.6	Identifying Other Factors Influencing Land Use Planning	\$400				\$400
	Subtotal	\$800	\$325			\$1,125
2.1	Community Festivals (5)	\$600	\$8,000			\$8,600
2.2	Citywide Plan Festival	\$500	\$4,000			\$4,500
2.3	Youth Planning Council Program	\$50	\$2,400			\$2,450
2.4	PC/RA/CC Workshop	\$500	\$500			\$1,000
2.5	Newsletters and Fact Sheets	\$25	\$3,300			\$3,325
	Subtotal	\$1,675	\$18,200			\$19,875
3.1	Sustainable Long Beach Opportunities Report					
4.1	Meeting with Historic Resources Consultants	\$25				\$25
5.1	Meeting with MMA and Transit Providers	\$50	\$150			\$200
6.1	Neighborhood Opportunity Area Workshops	\$100	\$3,750			\$3,850
7.1	PC/RA/CC Workshop: Review of Land Use Models	\$500	\$600			\$1,100
8.1	Develop Urban Form Pattern Book	\$2,000				\$2,000
	Subtotal	\$2,675	\$4,500			\$7,175
9.1	Develop Preliminary Indicators	\$100				\$100
9.2	Draft Final Indicators	\$100				\$100
	Subtotal	\$200				\$200

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10.1	Develop Land Use Model Areas – Staff Review Draft	\$500				\$500
10.2	Draft of Land Use Models for Discussion with Decision Makers	\$500				\$500

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Task	Products	EDAW	MIG	SE	Zinner	Total Project
11.1	Neighborhood Opportunity Area Workshop: Looking at Alternatives	\$500	\$3,750			\$4,250
11.2	PC/RA/CC Workshop: Looking at Alternatives	\$500	\$600			\$1,100
	Subtotal	\$2,000	\$4,350			\$6,350
12.1	North Long Beach: Focused Meetings with Area Key Stakeholders	\$100	\$100			\$200
12.2	North Long Beach: Focused Economic Development Analysis					
12.3	North Long Beach: PC/RA/CC Workshop	\$700	\$500			\$1,200
12.4	North Long Beach: Preliminary Draft Specific Plan	\$500				\$500
12.5	North Long Beach: Draft Specific Plan	\$2,500				\$2,500
	Subtotal	\$3,800	\$600			\$4,400
13.1	Prepare Preliminary Draft Land Use Plan	\$500				\$500
13.2	Testing Using Indicators					
13.4	PC/RA/CC Workshop: Review of Draft Land Use Plan	\$650	\$500			\$1,150
13.5	Refinements to the Draft Land Use Plan					
	Subtotal	\$1,150	\$500			\$1,650
14.1	Preliminary Draft Community Form and Function Element	\$1,000				\$1,000
14.2	Administrative Draft Element	\$1,000				\$1,000
14.3	PC/RA/CC Workshop: Review the Administrative Draft Element	\$500	\$500			\$1,000
14.4	Draft Element for Public Hearings	\$600				\$600
	Subtotal	\$3,100	\$500			\$3,600
15.1	Planning Commission Public Hearings	\$200				\$200
15.2	City Council Public Hearings	\$200				\$200
	Subtotal	\$400				\$400
16.1	Prepare Final Element (master)	\$200				\$200
	Subtotal	\$200				\$200
	Mileage, Communications	\$10,000		\$1,900	\$1,000	\$12,900
	Total Cost Estimate	\$28,600	\$36,925	\$1,900	\$1,000	\$60,125

THERE IS NO EXHIBIT “B”

CITY OF LONG BEACH POLICY FOR DISADVANTAGED, MINORITY-OWNED
AND WOMEN-OWNED BUSINESS ENTERPRISES

It is the policy of the City of Long Beach to utilize Disadvantaged, Minority-owned and Women-owned business Enterprises in all aspects of contracting including construction, the purchase of materials and services, including professional services, leases and the granting of concessions.

EXHIBIT “C”