



CITY OF LONG BEACH **R-27**

DEPARTMENT OF DEVELOPMENT SERVICES

333 W. OCEAN BLVD, 3RD FLOOR • LONG BEACH, CALIFORNIA 90802 • (562) 570-5237 • FAX: (562) 570-6068

December 2, 2014

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt Specifications No. RFP DV14-044 for On-Call Planning Consulting Services and award contracts to Dyett & Bhatia, of San Francisco, CA; M. Arthur Gensler, Jr., & Associates, dba Gensler, of Los Angeles, CA; Meléndrez Associates of Los Angeles, CA; Placeworks, Inc., of Santa Ana, CA; Pacific Municipal Consultants, dba PMC, of Long Beach, CA; RBF Consulting, of Irvine, CA; Roger Sherman Architecture + Urban Design/Utile, Inc., of Venice, CA; RRM Design Group, of San Juan Capistrano, CA; and Willdan Engineering, of Industry, CA, for as-needed on-call planning consulting services, in an aggregate annual amount not to exceed \$2,500,000, for a period of two years, with the option to renew for two additional one-year periods, and authorize the City Manager or designee to execute all documents necessary to enter into the contracts, including any necessary amendments thereto. (Citywide)

DISCUSSION

City Council approval is requested to enter into agreements with nine firms for on-call planning consulting services.

The Department of Development Services seeks to establish a list of qualified and experienced firms to provide services including, but not limited to, preparing and developing special area and specific plans, form-based zoning, special studies, zoning code updates, and providing peer review assistance on an as-needed basis.

A Request for Proposals (RFP) was advertised in the Press-Telegram on August 18, 2014, and 3,212 potential bidders specializing in professional, architectural, and technical services were notified of the RFP opportunity. Of those proposers, 150 downloaded the RFP document via our electronic bid system. The RFP document was made available from the Purchasing Division, located on the seventh 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 30 local minority and women-owned business groups. Seventeen proposals were received on September 12, 2014. Of those 17 proposals, two were Disadvantaged Business Enterprises (DBEs), one was a Minority-owned Business Enterprise (MBE), one was a Women-owned Business Enterprise (WBE), six were certified Small Business Enterprises (SBEs), and three were Long Beach businesses (Local).

A selection committee reviewed the proposals and evaluated each firm on the criteria set forth in the RFP. Nine firms were recommended by the selection committee as having the expertise required to provide a broad range of planning consulting services and/or technical sub-specialties required by the City. The selection committee determined that the following nine planning firms submitted the most qualified and responsive proposals based upon the criteria specified in the RFP:

- Dyett & Bhatia, of San Francisco, CA (DBE, MBE)
- M. Arthur Gensler, Jr., & Associates, dba Gensler, of Los Angeles, CA (not an MBE, WBE, SBE or Local)
- Meléndrez Associates, of Los Angeles, CA (DBE, SBE)
- Placeworks, Inc., of Santa Ana, CA (not an MBE, WBE, SBE or Local)
- Pacific Municipal Consultants, dba PMC, of Long Beach, CA (SBE and Local)
- RBF Consulting, of Irvine, CA (not an MBE, WBE, SBE or Local)
- Roger Sherman Architecture + Urban Design/Utile, Inc., of Venice, CA (not an MBE, WBE, SBE or Local)
- RRM Design Group, of San Juan Capistrano, CA (SBE)
- Willdan Engineering of Industry, CA (not an MBE, WBE, SBE or Local)

Local Business Outreach

In an effort to align with our outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the Bids Online database to download RFP specifications. Through outreach, 359 Long Beach vendors were notified to submit proposals, of which 15 downloaded and three 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 Linda Vu on October 24, 2014 and by Budget Management Officer Victoria Bell on November 12, 2014.

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. RFP DV14-044 and award a contract concurrently is requested on December 2, 2014, because current on-call contracts will expire on December 31, 2014.

FISCAL IMPACT

The aggregate contract authority requested is a not-to-exceed annual amount of \$2,500,000 for a two-year term with the option to renew for two additional one-year periods. Sufficient appropriations to support this action are budgeted in the Development Services Fund (EF 337) in the Department of Development Services (DV). No appropriation increase is required at this time. Any work not currently budgeted will only proceed at such time that appropriations have been approved by City Council. The

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award of this contract will provide continued support to our local economy by assisting in the preservation of employment for 29 full-time employees and two part-time employees residing in Long Beach.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK, AICP
DIRECTOR OF DEVELOPMENT SERVICES



JOHN GROSS
DIRECTOR OF FINANCIAL MANAGEMENT

AJB:LAF:AA:bp

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APPROVED:



PATRICK H. WEST
CITY MANAGER