



# CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

R-10

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May 13, 2014

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt Specifications No. RFP DV14-019 and award a contract to Melendrez Associates, of Los Angeles, CA, to develop a West Long Beach Livability Implementation Plan, for an amount not to exceed \$300,000 for a period of one year; authorize the City Manager or designee to execute all documents necessary to enter into the contract, including any necessary amendments thereto; and increase appropriations in the Development Services Fund (EF 337) in the Department of Development Services (DV) by \$300,000. (Districts 1, 2, 6, 7, & 8)

## DISCUSSION

The City of Long Beach (City) has adopted numerous initiatives and community plans to enhance the built environment and overall livability in neighborhoods. Recently, the Department of Development Services (Department) has been working with various stakeholders to execute proposed strategies and concepts targeted toward west Long Beach neighborhoods. To that end, the Department has identified the need to develop a West Long Beach Livability Implementation Plan (Plan) that aims to improve the quality of life in west Long Beach and expeditiously bring to fruition the community's vision of a healthy, vibrant, and livable neighborhood through land use initiatives and capital improvement investments.

The Plan will be constructed on a foundation of extensive community outreach and public participation, and technical knowledge and expertise. The project team will work with Westside residents, industrial and port-related users, and community stakeholders to analyze existing conditions, evaluate adopted plans and policies, and develop a comprehensive implementation plan to achieve the desired goals for the area. The Plan will identify innovative funding sources and mechanisms to ensure that the full range of benefits intended for the Plan area are achieved.

The impetus to develop the Plan is the result of on-going collaboration between the Harbor Department and Development Services Department, and a shared interest in improving west Long Beach. On November 18, 2013, the Board of Harbor

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Commissioners approved \$300,000 in funding for the Plan. The development of the Plan would not be possible without the support of the Harbor Department.

A Request for Proposals (RFP) was advertised in the Press-Telegram on December 17, 2013, and 2,621 potential bidders specializing in professional, architectural, and technical services were notified of the RFP opportunity. Of those proposers, 113 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](http://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's business groups. Five proposals were received on January 23, 2014. Of those five proposals, one was a Disadvantaged Business Enterprise (DBE), one was a Minority-owned Business Enterprise (MBE), three were Women-owned Business Enterprises (WBEs), three were certified Small Business Enterprises (SBEs), and none were Long Beach businesses (Local).

A selection committee comprised of the Director of Development Services, the City Traffic Engineer, a staff Planner from the Development Services Department, and a staff Planner from the Harbor Department, reviewed the proposals and evaluated each firm on the criteria set forth in the RFP. Three firms were selected to participate in the interview phase of the evaluation, and Melendrez Associates was recommended by the selection committee as having the expertise that will best meet the City's needs. Melendrez is a full-service planning and urban design firm, with nearly 30 years of experience in improving the quality of life in the urban built environment. The City has determined that Melendrez Associates, of Los Angeles, CA (DBE, WBE and SBE), submitted the most qualified and responsive proposal.

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, 321 Long Beach vendors were notified to submit proposals, of which 13 downloaded and none 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 and by Budget Management Officer Victoria Bell on April 22, 2014.

### TIMING CONSIDERATIONS

City Council action is requested on May 13, 2014, to ensure the project can be completed on schedule.

### FISCAL IMPACT

The Board of Harbor Commissioners approved \$300,000 in funding for the Plan. Since this expense is currently unbudgeted, an appropriation increase, offset by this revenue,

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of \$300,000 is requested in the Development Services Fund (EF 337) in the Development Services Department (DV). There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES

  
JOHN GROSS  
DIRECTOR OF FINANCIAL MANAGEMENT

AJB:LAF:AA

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APPROVED:

  
PATRICK H. WEST  
CITY MANAGER