

**REPORT TO THE
CITY COUNCIL**
City of Salinas, California

DATE: July 12, 2016

FROM: Megan Hunter, Director of CDD

BY: Lisa Brinton, Senior Planner

SUBJECT: **PROFESSIONAL SERVICES AGREEMENT WITH RAIMI + ASSOCIATES
TO PREPARE THE ALISAL COMMUNITY VIBRANCY PLAN**

RECOMMENDATION:

It is recommended that the City Council approve a resolution authorizing the City Manager and City Attorney to enter into an agreement for professional services (the “Agreement”) with Raimi +Associates, Inc (Raimi) to prepare a community vibrancy plan for the Alisal/East Salinas neighborhoods.

DISCUSSION:

Background

In June 2014, the Salinas City Council accepted the Draft Economic Development Element (EDE), which is a comprehensive, strategic planning document, providing the vision, context, and focus for the community’s economic development efforts. The EDE deals in depth with how Salinas can create and support an economy that is prosperous, healthy, and environmentally sustainable: a vision summarized in the phrase Safety, Jobs and Health. The EDE recommends 17 goals, 8 strategies/topic areas, 97 policies and 337 actions, which are based on three strategic foci: (1) Workforce and Education, (2) Land Use and (3) Quality of Life and Public Services. The EDE will guide future decisions of the City Council and the community in all aspect of City policy and budgeting to proactively promote responsible economic development to achieve this vision.

Several of the draft EDE’s goals, policies and action items specifically identify Alisal, Alisal Marketplace and East Salinas areas for the creation of a vibrant, mixed-use, cultural district. This area represents one of the City’s primary nodes of activity and an area of great opportunity. The EDE calls for the preparation of a community-driven plan to guide the revitalization and enhancement of the economic, social, and cultural fabric of the Alisal/East Salinas neighborhoods.

Alisal Community Vibrancy Plan

The Alisal Community Vibrancy Plan (the “Vibrancy Plan” or “Plan”) is envisioned to be more than just a land use and mobility planning document. It will also focus on the development and empowerment of the community. The Vibrancy Plan will communicate the collective vision of the residents, community stakeholders, will provide a foundation for on-going collaboration and partnership between the City and community in addressing issues and opportunities specific to Alisal/East Salinas neighborhoods, and will outline the strategies to achieve that vision to the general public, stakeholders and potential funders and partners. This includes a unified design theme for

signage, lighting, gateways, landscaping, streetscape, and other features to distinguish and brand the area; design and construction of infrastructure and circulation improvements; the identification and creation of economic opportunity sites; and improved neighborhood resources and services including public safety, open space/recreation, and education and job training.

Housing and Urban Development Choice Neighborhood Initiative

The City intends to apply for Plan implementation funding through the Housing and Urban Development's (HUD) Choice Neighborhood Initiative program. It is therefore required that the Alisal Vibrancy Plan also address all Choice program criteria and program components. The goal of the Choice program is to transform distressed neighborhoods through a community-based, comprehensive neighborhood revitalization strategy that focuses on the three principal focus areas of People, Housing, and Neighborhoods. Community engagement and plan implementation strategies are also critical pieces of the Choice Neighborhood Initiative.

Consultant Selection Process

On April 27, 2016, the City released a Request for Proposals (RFP) seeking a qualified firm to prepare the Alisal Community Vibrancy Plan. The RFP stated the City's desire for a consultant team with expertise working in distressed, culturally diverse, rural/urban communities to develop innovative, community-driven plans that build off of the community's cultural assets and character. The RFP stressed that the project approach be highly participatory, with the goal of developing a community-generated plan with broad stakeholder support. The RFP scope of work was prepared in consultation with community stakeholders including Building Healthy Communities (BHC) and its partners. Four proposals from the following firms were received by the submittal deadline of June 8, 2016:

- Kimley-Horn and Associates, Inc
- Michael Baker International, Inc
- MIG, Inc
- Raimi +Associates, Inc

The proposals were distributed to a ten (10) member panel consisting of staff and community stakeholders for review, comment and rating. Stakeholder panelists included Building Healthy Communities and County of Monterey Health Department staff. Staff from Community Development, Public Works, Community Safety and Parks and Community Services Departments also participated in the review. The panelists reviewed and rated the written proposals based on the following evaluation criteria:

- Organization, presentation and content of the proposal
- Qualification and experience of consultant team members
- Consultant/firm's capacity
- Understanding of requested scope and proposed methodology

An average panel score for each proposal was calculated. There was a ten (10) point spread between the two highest rated proposals and the third ranked proposal. As a result, the top two firms, MIG and Raimi + Associates, were invited to an oral interview on June 29, 2016. The five-member Oral Interview Panel included the following community stakeholders:

- Jean Goebel, Housing Authority of Monterey County (HACM)
- Megan Hunter, Community Development Department (CDD)
- Sabino Lopez, Center for Community Advocacy (CCA)

- Andrea Manzo, Building Healthy Communities (BHC)
- Frank Ramirez, Salinas Unified Business Association (SUBA)

Oral interviews were conducted as a community meeting in the Building Healthy Communities Room at the Cesar Chavez Library. The public was invited to view the consultants' presentation, listen to their responses to questions from the Oral Interview Panel, provide public comment and to vote for their preferred consultant team by written ballot. In addition to its traditional methods of community outreach: newspaper advertisements; public service announcements; web-page posting; e-blasts; social media; and posting at City Hall and in community facilities, staff also worked closely with its community partners to encourage participation. Flyers were provided to BHC and its partners, the City's Community Leadership program and the County's EnLACE to distribute to community members and program participants. Radio Bilingue hosted City and BHC staff for an hour-long, live interview discussing the goal of the Vibrancy Plan, the importance of community involvement, and the opportunity to provide input on the consultant selection process. Over fifty members of the community attended the oral interviews.

The weighting of proposal and interview rating was based on the following formula:

- 1/2 Written Proposal (professional panel)
- 1/2 Oral Interview (professional panel)
- Input received from the community

Using the formula, Raimi + Associates emerged as the preferred consultant. Raimi had the highest combined score (written proposal and oral interview) and was the community's preferred consultant by a 2 to 1.

Raimi + Associates Consultant Team

Raimi has substantial local knowledge and past experience working in East Salinas. Raimi was involved in the community outreach process for the EDE and has provided technical assistance to BHC and the Monterey County Health Department on separate community engagement and empowerment initiatives. In addition, a member of the Raimi team was born and raised in East Salinas and has experience working closely with the community and local business. Raimi will serve as the project lead and the point of contact for the City. Members of the Raimi team include:

- **Raimi + Associates:** expertise in emphasizing health, racial and social equity, sustainability and innovative community engagement throughout the planning process
- **Placeworks:** expertise in urban and streetscape design, place making; illustrative concepts, and related guidelines and regulations
- **Nelson/Nygaard:** expertise in circulation and mobility and multi-modal design
- **Urban Transformations:** expertise in revitalizing commercial districts and implementation of economic development strategies

ISSUE:

Shall the City Council approve a resolution authorizing the City Manager and City Attorney to execute a professional services agreement with Raimi for the preparation of the Alisal Community Vibrancy Plan?

FISCAL IMPACT:

The authorized Agreement amount is not to exceed Four Hundred Thousand (\$400,000) Dollars. The funding source for the agreement is the City’s 2016-2017 FY Capital Improvement Program Budget, CIP Project 9246 (Alisal Vibrancy Plan).

TIME CONSIDERATIONS:

The selection of a consultant team and the execution of an agreement for a negotiated scope of work is the first step towards commencing Alisal Community Vibrancy Plan preparation. It is important that the community remain engaged and have confidence that the City is moving the process forward in a timely manner. In addition, there is a desire to hold a celebratory event in August acknowledging EDE implementation efforts and the commencement of the community vibrancy planning process. The goal is to tie the celebration to planned community events.

ALTERNATIVES/IMPLICATIONS:

As alternatives to approving this resolution, the City Council could:

1. adopt the resolution with modifications;
2. take no action regarding this resolution;
3. request that staff negotiate the agreement, scope of work and budget and return to the Council for further consideration;
4. direct staff to reissue an RFP; or
5. other actions the City Council deems appropriate in this matter.

However, staff will not be able to move forward with the Vibrancy Plan without an executed agreement with the selected consultant team, which would stall the preparation and implementation of the Plan and the EDE.

CITY COUNCIL GOALS:

Alisal/East Salinas is one of the areas identified as a Focused Growth Area in the City’s accepted draft Economic Development Element (EDE). The preparation of the Alisal Community Vibrancy Plan is key to the implementation of several EDE goals, policies, and actions items related to promoting economic development and vibrancy in East Salinas. The EDE, as a strategy document, as well as its implementation, aligns closely with the City Council’s goals (2016-2019) of:

- I. Economic Diversity and Prosperity
- II. Safe, Livable Community
- III. Effective, Sustainable Government
- IV. Well Planned City and Excellent Infrastructure
- V. Quality of Life

The proposed resolution is consistent with:

1. 2016-2019 Salinas City Council Strategic Plan Goal I: Economic Diversity and Prosperity; and
2. 2016-2017 Key Strategy: Develop and Implement the Alisal Vibrancy Plan

CONCLUSIONS:

Based on Raimi’s demonstrated knowledge of the Salinas community, its experience facilitating and preparing community-driven plans, and track record of producing quality work product on time and within budget, it is recommended that the City Council adopt the attached resolution authorizing the City Manager and City Attorney to execute an agreement for professional services with Raimi + Associates, Inc. to prepare a community vibrancy plan for the Alisal/East Salinas neighborhoods.

Distribution:
City Council
City Manager
City Attorney
Department Directors

Attachments: Resolution, Raimi + Associates Alisal Vibrancy Plan Proposal