

RESOLUTION NO. _____ (N.C.S.)

AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH ECONOMIC PLANNING SYSTEMS TO PREPARE HOUSING TARGET MARKET ANALYSES FOR A NOT TO EXCEED AMOUNT OF \$129,500

WHEREAS, over the past ten years, the City of Salinas, in partnership with various community groups, business associations, and private individuals/entities, has undertaken a significant amount of work in the area of housing and community/neighborhood planning in the Downtown, Chinatown and Alisal/East Salinas neighborhoods; and

WHEREAS, one of the key implementation recommendations of the Downtown Vibrancy Plan was to stimulate development activity by creating catalyst sites through the re-zoning of public surface parking lots to allow for desired uses such as residential or mixed-use development, and to focus on aligning the land use approval process to facilitate private investments in downtown development; and

WHEREAS, a better understanding of the housing target market, product demand, and absorption rates will allow the City and its partners and stakeholders to prioritize housing development efforts in these target areas; and

WHEREAS, on March 21, 2016 the City released a Request for Proposals (RFP) soliciting proposals from qualified firms to prepare Housing Target Market Analyses (HTMA) for the Downtown, Chinatown and Alisal/East Salinas areas; and

WHEREAS, one proposal, from EPS working EMC Planning Group as a sub-consultant, was received by the submittal deadline of April 13, 2016; and

WHEREAS, EPS has considerable knowledge of and involvement with planning efforts in the City and the study areas and brings in-depth knowledge of regional economic dynamics, socio-economic trends, community composition, and land and other underutilized assets throughout the City; and

WHEREAS, based on community stakeholder review of the proposal, staff negotiated a final scope of work that will provide actionable, strategic recommendations to advance viable development prototypes for specific development sites.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF SALINAS: the City Manager is authorized to enter into a professional services agreement (Agreement) with Economic Planning Systems, Inc (EPS) to prepare Housing Target Market Analyses (HTMA) for the Downtown, Chinatown and Alisal/East Salinas neighborhoods as outlines in the scope of work provided as Exhibit "A" of the attached professional services agreement for an amount not to exceed One Hundred Twenty-Nine Thousand Five Hundred Dollars (\$129,500). The funding sources for this agreement is the City's 2016-2016 FY Capital Improvement Program Budget, CIP Project 9246 Downtown Vibrancy Plan Zone Changes (\$54,010) and CIP Project 9136 EDE Adoption and Implementation (\$75,488).

PASSED AND ADOPTED this 14th day of June, 2016, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

APPROVED:

Joe Gunter, MAYOR

ATTEST:

Patricia M. Barajas, CITY CLERK

Exhibit "A"

Professional Services Agreement with Economic Planning Systems