

# **REPORT TO THE CITY COUNCIL**

## ***City of Salinas, California***

DATE: November 29, 2016

FROM: Megan Hunter, Director of CDD

BY: Anastacia Wyatt, Planning Manager

SUBJECT: **PROFESSIONAL SERVICES AGREEMENT WITH MIG, INC. TO PREPARE  
THE CHINATOWN REVITALIZATION 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 MIG Inc. to prepare a revitalization plan for Chinatown.

### **DISCUSSION:**

#### Background

In July 2007, the Salinas City Council accepted the *Chinatown Renewal Project Plan, A Report to the City of Salinas Redevelopment Agency*. This study was prepared by the Local Government Commission, Glatting Jackson Kercher Anglin, and Pyatok Architects, Inc. This report summarized the results of a charrette held in Chinatown from March 8-13, 2007 to produce a redevelopment plan for the neighborhood that was facing the same problems that exist today, including crime, homelessness and neglect. The economic downturn further exacerbated the conditions in Chinatown and increased homelessness since 2007 have continued the challenges the City faces in redeveloping Chinatown.

In November 2010, the Chinatown Rebound: An Implementation Strategy for the Chinatown Renewal Project Plan was prepared by Seifel Consulting Inc., The Architecture Company, HomeBase, California Polytechnic State University, San Luis Obispo, California State University Monterey Bay and Nelson/Nygaard Consulting Associates. This study summarized the results of numerous workshops, meetings and analyses focused on the Chinatown neighborhood and was created as an addendum to the 2007 Chinatown Revitalization Plan that was intended as a vision of the neighborhood. This study addressed traffic and circulation, economic development, cultural preservation and community human services.

#### Chinatown Revitalization Plan (AKA Chinatown Master Plan)

The Chinatown Revitalization Plan (the “Revitalization Plan” or “Plan”) is envisioned to be a vital planning process that builds on the work completed in 2007 and 2010. The great recession of 2008 and the loss of Redevelopment funds in 2012 affected the financial resources of the City to complete implementation of 2007 and 2010 strategies to revitalize Chinatown. Therefore, this new study will employ new strategies relevant to current economic conditions and needs to revitalize and enhance the

economic, social, and cultural fabric of the City's Chinatown Neighborhood. Despite the lack of City resources, substantial housing development has occurred on Rossi Street thanks to the efforts of the Housing Authority. Haciendas I and II, Seniors and Haciendas III have begun new investments in the area. Additionally, MidPen Housing is planning to build 90 SRO units of supportive housing to aid in finding homes for homeless individuals. This investment in Chinatown is a catalyst for future investment and now is the time to match the investment with a new study and to take action to keep the momentum going for improvement and revitalization of Chinatown.

The main goal of this process is for the City and its partners to collaborate toward a strong plan of action that will result in the revitalization of Chinatown for the neighborhood, families, businesses and cultural partners. The Plan will provide the foundation for on-going collaboration and partnership between the City and the community. The revitalization is expected to involve three overarching concerns; Environmental Justice, Social Equity and private investment. Creating a vibrant, mixed-use, cultural district is the vision with the Plan.

#### Housing and Urban Development Choice Neighborhood Initiative

The City may apply for Plan implementation funding through the Housing and Urban Development's (HUD) Choice Neighborhood Initiative program. Therefore, the Chinatown Revitalization Plan also will address 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 August 30, 2016, the City released a Request for Proposals (RFP) seeking a qualified firm to prepare the Chinatown Revitalization 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 the Salinas Downtown Community Board (SDCB), Coalition of Homeless Service Providers, Interim Inc. the Housing Authority of the County of Monterey, MidPen Housing, Dorothy's Place, the Buddhist Temple, County of Monterey Department of Social Services, CSUMB, Public Works, and Victory Mission. Four proposals from the following firms were received by the submittal deadline of June 8, 2016:

- Placeworks
- Gensler
- MIG Inc.
- Home Base

None of the firms that submitted proposals qualified for the local purchasing preference. However, Placeworks did include a subconsultant that is a local business, but represented less than 10% of the overall project budget. Staff consulted with the City Attorney about the inclusion of this subconsultant and it was determined that the local purchasing preference only applies to the primary consultant.

The proposals were distributed to a ten (10) member panel consisting of staff and community stakeholders for review, comment and rating. Stakeholder panelists included members of the Salinas Downtown Community Board (SDCB), Coalition of Homeless Service Providers, Interim Inc., the Housing Authority of the County of Monterey, MidPen Housing, Dorothy's Place, the Buddhist Temple, County of Monterey Department of Social Services, CSUMB, Victory Mission, and Public Works. 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

Through this process an average panel score for each proposal was calculated. There was a thirty (30) and seventy (70) point spread between the two highest rated proposals and the third and fourth ranked proposals. The top two firms, PlaceWorks and MIG, were invited to a community meeting/oral interview on November 4, 2016 at the Salinas Buddhist Temple. The seven-member Oral Interview Panel included the following community stakeholders:

- Elizabeth Nahas Wilson, MidPen Housing Corporation
- Tara Hullinger, Community Development Department
- Jill Allen, Executive Director Franciscan Workers of Junipero Serra
- Larry Hirahara, Salinas Buddhist Temple and Salinas Downtown Community Board
- Glorietta Rowland, Department of Social Services
- Jeff Lehner, Chinatown Revitalization Project Coordinator, CSUMB
- Starla Warren, Housing Authority of Monterey County

The public was invited to view the consultants' presentation, listen to their responses to questions from the Oral Interview Panel, and provide public comments and questions. Members of the general public had four questions that were asked to each of the consultants during the interview. In addition, traditional methods of community outreach like public service announcements, e-blasts and web-page posting were used to inform the public; city staff also worked closely with its community partners to encourage participation. Over thirty members of the community and staff attended the oral interviews.

The weighting of the proposals and interview ratings were based on the following formula:

- 1/2 Written Proposal (professional panel)
- 1/2 Oral Interview (professional panel)

Using the weighting formula, MIG emerged as the preferred consultant. MIG had the highest combined score of the written proposal and oral interview.

#### MIG Consultant Team

MIG is a full-service planning and design firm with 34 years of experience revitalizing communities throughout the state and region. They are well known for their innovative community engagement, process facilitation, and public communication as well as for their expertise in the social and economic dimensions of revitalization efforts in underinvested neighborhoods. The MIG team consists of the following:

- **MIG:** expertise in planning, built environment, design, district identity, sustainability, social policy, homelessness, housing services, social and economic dimensions of revitalization and innovative community engagement throughout the planning process.
- **Kittelson & Associates, Inc. (KAI):** expertise in transportation and mobility planning, emphasis in creating transit, bicycle and pedestrian friendly communities.
- **Economic & Planning Systems (EPS):** expertise on economic analysis of underinvested communities, real state and land use economics.

#### **ISSUE:**

Shall the City Council approve a resolution authorizing the City Manager and City Attorney to execute a professional services agreement with MIG for the preparation of the Chinatown Revitalization Plan?

#### **FISCAL IMPACT:**

The authorized Agreement amount is not to exceed Two Hundred Twelve Thousand and Nine Hundred Twenty Dollars (\$212,920.00). This budget includes \$188,920 for the revitalization plan and \$24,000 for optional tasks including additional community engagement meetings and an online, interactive plan. Currently \$197,000 is available for this effort in the City's 2016-2017 FY Capital Improvement Program Budget, CIP Project 9070. If the City incorporates additional tasks above the \$197,000, funds would be provided through the CIP for EDE Analysis 9136.

#### **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 the Chinatown Revitalization 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.

#### **ALTERNATIVES/IMPLICATIONS:**

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

1. approve 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 Chinatown Revitalization 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:**

The Chinatown area is one of the areas identified in the City's HUD Consolidated Plan for improvements. The preparation of the Chinatown Revitalization Plan is key to the implementation of goals, policies, and actions items related to promoting revitalization in Salinas. This plan, 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

## **CONCLUSIONS:**

Based on MIG's demonstrated knowledge of the Salinas community, its experience facilitating and preparing community-driven plans and track record of producing a 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 MIG, Inc. to prepare a community revitalization plan for the Chinatown neighborhood.

Attachments:  
Resolution  
MIG Plan Proposal