

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: ANDY GUSTAVSON, SENIOR PLANNER  
PLANNING AND ECONOMIC DEVELOPMENT  
SUBJECT: APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH  
PLACEWORKS, INC. FOR PREPARATION OF THE SANTA  
ROSA 2050 GENERAL PLAN UPDATE AND ENVIRONMENTAL  
IMPACT REPORT AND APPROPRIATION OF \$1,605,3124 FROM  
THE GENERAL FUND RESERVES

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, (1) approve a Professional Services Agreement with PlaceWorks, Inc., of Berkeley, California, for public engagement, planning, and environmental review services for a three-year period to prepare the Santa Rosa 2050 General Plan Update and Environmental Impact Report in an amount not to exceed \$2,500,000, and (2) appropriate \$1,605,314 from the City's General Fund reserves, with \$1,393,394 allocated to fund the balance of the proposed agreement with PlaceWorks, Inc. and \$211,920 allocated for related City staff costs.

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EXECUTIVE SUMMARY

The proposed resolution would: (1) approve a Professional Services Agreement with PlaceWorks, Inc., of Berkeley, California, to provide planning and environmental review services to assist Planning and Economic Development with the preparation of the Santa Rosa 2050 General Plan Update and Environmental Impact Report in an amount not to exceed \$2,500,000, in substantially the same form as Exhibit A attached to the resolution; and (2) appropriate \$1,605,314 from the City's General Fund reserves, including \$1,393,394 allocated to fund the balance of the proposed agreement with Placeworks, Inc. and \$211,920 allocated for related City staff costs.

The Planning and Economic Development Department posted an RFP to perform planning and environmental review services for this project on September 6, 2019. The RFP review committee analyzed the two submitted proposals and interviewed the candidate consultant teams on December 12, 2019. PlaceWorks was determined to have assembled the most qualified team to complete the project within three years and within the budget.

This project will help to implement the Council's Tier 1 Comprehensive Housing Strategy Goal.

### BACKGROUND

The Santa Rosa 2035 General Plan was adopted in 2009. This plan states the City's long-term vision of community development and contains goals and policies that guide day-to-day decisions regarding housing and commercial development, and infrastructure improvements. It establishes priorities for public service and facility improvement, neighborhood social services, and natural resource protection within the City. It also serves as the baseline environmental document to help streamline California Environmental Quality Act (CEQA) review for private and public projects within the City.

The City put forth a request for proposals on September 6, 2019 to solicit bids from consulting firms with specialized and licensed staff to perform all aspects of public engagement, planning, and environmental review associated with the preparation of a comprehensive update of the Santa Rosa 2035 General Plan and Environmental Impact Report. Two bids were received by the October 16<sup>th</sup> deadline. The RFP was relisted and the submittal deadline was extended to November 14<sup>th</sup> to solicit more bids. A review committee consisting of the Deputy Director of Planning, Economic Development Manager, Transportation Planner, County Comprehensive Planning Manager, Housing & Community Services Manager, and Advance Planner considered the proposals and interviewed the two candidate consultant teams. They unanimously selected PlaceWorks, Inc., as the recommended consultant to perform this work over a three-year period. The cost of performing this service be paid out from by the Advance Plan fund.

### PRIOR CITY COUNCIL REVIEW

On August 13, 2019, Planning and Economic Development reported to the Council and the Planning Commission at a joint study session the need and scope of a comprehensive update of the current 2035 General Plan. At the Study Session, the Council discussed proceeding with PED's recommended comprehensive update of the general plan and environmental impact report.

### ANALYSIS

The Santa Rosa 2035 General Plan needs to be updated to reflect significant community changes and events. Since 2009 the City has experienced low housing production and increased homelessness, the destruction of housing and displacement of residents by the Tubbs fire, the impact of cannabis business activity on industrial and commercial land, and the annexation of the Roseland community into the City. In addition, State Law now requires the City's General Plan to address infrastructure and service deficiency, and environmental degradation within designated disadvantaged community areas within the City. Finally, the environmental impact report that will be prepared in conjunction with the general plan update will establish a new environmental baseline and mitigation measures that will help facilitate review of future projects

according to the California Environmental Quality Act (CEQA).

The comprehensive, community based reassessment of these issues will extend the General Plan planning horizon to 2050.

### FISCAL IMPACT

The Santa Rosa 2050 General Plan Update and Environmental Impact Report Professional Services Agreement with PlaceWorks, Inc., includes a not to exceed amount of \$2,500,000. The Planning & Economic Development Department currently has \$1,106,606 budgeted for this Project. The City collects Advance Planning fees with building permits in prior fiscal years that are then credited towards the General Fund reserves. The Advance Planning fees received through December 31, 2019 and credited to the in the General Fund reserves currently total \$1,605,314.

Of the \$1,605,314 that staff recommends the Council appropriate from General Fund reserves, City staff plans to use \$1,393,394 to fund the remaining balance of the PlaceWorks, Inc., Agreement's \$2,500,000 not-to-exceed amount to prepare the Santa Rosa 2050 General Plan Update and Environmental Review. The remaining \$211,920 will be used for City staff costs related to the Santa Rosa 2050 General Plan Update.

### ENVIRONMENTAL IMPACT

This action is exempt from CEQA because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378. Potential impacts resulting from any changes to the General Plan will be analyzed through the preparation of an Environmental Impact Report.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

### NOTIFICATION

Not applicable.

### ATTACHMENTS

- Resolution/Exhibit A – Professional Services Agreement

### CONTACT

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