

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: CHUCK REGALIA, ASSISTANT CITY MANAGER
CITY MANAGER'S OFFICE
SUBJECT: PROFESSIONAL SERVICES AGREEMENT – SOUTHEAST
GREENWAY GENERAL PLAN AMENDMENT, REZONING, AND
ENVIRONMENTAL IMPACT REPORT

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by resolution, authorize the Mayor to execute the Professional Services Agreement with PlaceWorks, Inc. of Berkeley, CA in the amount of \$401,401.

EXECUTIVE SUMMARY

The proposal to execute a Professional Services Agreement with PlaceWorks, Inc. of Berkeley, CA will allow the year-long community planning process associated with the 57-acre former highway right-of-way in southeast Santa Rosa to commence. This project, which involves a General Plan Amendment, Rezoning, and Environmental Impact Report, was initiated by the Council on October 6, 2015.

BACKGROUND

1. On October 18, 2011, the Santa Rosa City Council adopted Resolution No. 27995 which included Council Goal #4, Strategic Objective #4: "Acknowledge Southeast Greenway community planning projects." The Southeast Greenway Campaign is a community group established to develop an urban greenway on approximately 57 acres of land acquired for State highway purposes over a twenty year period spanning the 1950s to the 1970s. The land is owned by the California Department of Transportation (Caltrans).
2. On April 16, 2013, the Council adopted Resolution No. 28266 reaffirming Council Goal #4, Strategic Objective #3: "Support Efforts of Southeast Greenway Campaign by Monitoring and Providing Information."

PROFESSIONAL SERVICES AGREEMENT – SOUTHEAST GREENWAY GENERAL
PLAN AMENDMENT, REZONING, AND ENVIRONMENTAL IMPACT REPORT
PAGE 2 OF 6

3. On June 17, 2014, the City of Santa Rosa joined the Southeast Greenway Community Partnership by signing a Mutual Letter of Intent. The Partnership consists of the following partners:
 - City of Santa Rosa
 - Sonoma County Water Agency
 - Sonoma County Regional Parks
 - Southeast Greenway Campaign
 - Landpaths
4. As outlined in the Mutual Letter of Intent, the initial vision is that the highway land between Summerfield Road and Spring Lake Regional Park would be transferred to the Sonoma County Water Agency and operated/maintained by Sonoma County Regional Parks. The remaining land would be transferred to the City of Santa Rosa and would be operated and maintained by City of Santa Rosa's Recreation and Parks Department with support from community members and nonprofits.
5. In late 2014, the Sonoma Land Trust joined the Southeast Greenway Community Partnership and is contributing expertise and effort toward facilitating the future transfer of the Caltrans land to public ownership.
6. On August 20, 2014, the California Transportation Commission adopted a resolution to rescind the freeway adoption due to lack of operational need, local support, and funding. This means that the land may be transferred or sold.
7. On July 7, 2015, the Council adopted Resolution No. 28666 approving a Memorandum of Understanding (MOU) between Caltrans, Sonoma Land Trust, and the Southeast Greenway Community Partnership. The MOU documents how the Partnership, Sonoma Land Trust, and Caltrans will collaborate and work together toward development of an agreement that will transfer the highway land to public ownership.
8. On October 6, 2015, the Council reviewed the Existing Conditions, Opportunities, and Constraints report prepared by City staff, and a proposal to initiate a year-long community planning process to determine future land uses and to allow future acquisition of the land. The Council adopted Resolution No. 28696 initiating the General Plan Amendment, Rezoning, and Environmental Impact Report (EIR).
9. Initial Vision for General Plan Amendment and Rezoning

As outlined in Resolution No. 28696, the Council directed an initial land use vision of designating the majority of the site for Parks and Recreation to facilitate local public agency acquisition and future development of a linear park and Class 1 bicycle path connecting Farmers Lane to Spring Lake Regional Park, as

envisioned by the Southeast Greenway Community Partnership. The Council also directed that other land uses be considered in some locations on the site, including Retail and Business Services at the northeast corner of Hoen Avenue and Farmers Lane to facilitate retail development along Farmers Lane, higher density residential to facilitate future construction of affordable housing, Public/Institutional land uses near Montgomery High School for possible education-related uses, and other land uses which emerge through an extensive community engagement process that will involve significant public input.

10. Consultant Selection Process

A Request for Proposal (RFP) was developed by City staff, with input from the Southeast Greenway Community Partnership, and the RFP was released on November 30, 2015 with a due date of December 18, 2015. One proposal was received. Due to this limited response, the RFP was reissued on January 5, 2016 with a due date of January 28, 2016. Four proposals were received, and a selection panel comprised of City staff, County Regional Parks and Water Agency staff, representatives from the Southeast Greenway Campaign and the Sonoma Land Trust, and a Council member reviewed all of the proposals.

All four consultant teams were given an opportunity to participate in the interview process, which consisted of a presentation and panel interview. PlaceWorks received the highest score and was selected to move forward into negotiations.

11. Scope of Work

Exhibit A of the draft contract includes an introduction and work summary, a full scope of services, project schedule, and costs. The total amount of the contract is \$401,401.

Community Engagement

The project work plan includes a broad public outreach and community engagement plan that is designed to be as inclusive as possible to ensure maximum public participation in the planning process. The consultant will prepare a project flyer that describes the project and schedule, announces the community workshop dates and upcoming survey, and provides a link to the project website. College students will be trained by the consultant and will distribute the flyer to stakeholders via door-to-door noticing in the immediate neighborhood area surrounding the Greenway. The consultant will also email the flyer to the project mailing list.

The consultant will organize and facilitate two community workshops, develop and maintain a project web site and email list, and facilitate online and in-person “intercept” surveys of area residents and property owners. The first workshop will

focus on identifying “guiding principles” that should shape the General Plan land use concepts. Prior to the workshops, the consultant will conduct focused stakeholder interviews to gain understanding of existing sentiments and concerns.

Development of Land Use Concept & General Plan Amendment

A Technical Advisory Committee (TAC) comprised of public agency staff and the Sonoma Land Trust will be convened at regular intervals to review the consultant’s work. The consultant will also meet with the Southeast Greenway Community Partnership following the TAC meetings. Based on input received from the Partnership and TAC meetings, community workshops, stakeholder interviews, and background documents, and the Guiding Principles that emerge from the initial Community Workshop, the consultant team will prepare up to three conceptual land use and circulation alternatives for the Southeast Greenway Plan Area.

Role of Planning Commission and Council

There will be two joint study sessions with the Planning Commission and Council, and there will be several check ins at key milestones with both bodies as follows:

- Joint study session of the Planning Commission and Council following the second community workshop to share the land use and circulation alternatives and input from the workshops.
- Presentation to Planning Commission and Council of the Draft Preferred Alternative following review by the TAC and Southeast Greenway Community Partnership.
- Joint study session of the Planning Commission and Council to review the draft General Plan Amendment and proposed zoning designations leading to preparation of the EIR.
- Up to two public hearings at Planning Commission and Council to consider certification of the EIR and adoption of the General Plan Amendment and Rezoning.

12. Funding

The total project budget is \$401,401. Of this amount, \$366,401 would be provided from existing City funds including \$341,401 from Planning and Economic Development and \$25,000 from Santa Rosa Water. The Sonoma County Water Agency will contribute \$25,000, and the Sonoma Land Trust/Southeast Greenway Campaign will contribute \$10,000.

PRIOR CITY COUNCIL REVIEW

See Background section of this report.

ANALYSIS

1. The proposed Professional Services Agreement (PSA) involves the preparation of the Southeast Greenway General Plan Amendment, Rezoning, and Environmental Impact Report. The year-long planning process includes broad public engagement, coordination and collaboration with stakeholders, and innovative outreach methods as outlined in the attached project scope.
2. In accordance with Council Policy 600-01, Selection of Professional Services, when a contract exceeds \$100,000 it must be approved by the City Council.
3. The proposed contract will provide a robust community engagement process to allow area residents and community members an opportunity to help shape the General Plan Amendment. While the Council provided an initial vision, the proposed scope of work is designed to ensure that the Draft Preferred Alternative reflects the vision identified through the community engagement process.
4. As proposed, the General Plan Amendment, Rezoning, and Environmental Impact Report project will be led by the consultant who will coordinate all major aspects of the project.

FISCAL IMPACT

Funding for this project has already been secured. In addition to the \$366,401 provided by the City of Santa Rosa, the Sonoma County Water Agency will contribute \$25,000, and the Sonoma Land Trust/Southeast Greenway Campaign will contribute \$10,000.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project at this time. An Environmental Impact Report will be prepared as part of the community planning process.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Public engagement and notification will begin when the project starts in July 2016.

PROFESSIONAL SERVICES AGREEMENT – SOUTHEAST GREENWAY GENERAL
PLAN AMENDMENT, REZONING, AND ENVIRONMENTAL IMPACT REPORT
PAGE 6 OF 6

ATTACHMENTS

- Attachment 1 – Southeast Greenway Location Map
- Attachment 2 – PlaceWorks Scope of Work
- Attachment 3 – Resolution No. 28696 adopted October 6, 2015
- Resolution/Professional Services Agreement with PlaceWorks

CONTACT

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