

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
SUBJECT: PROFESSIONAL SERVICES AGREEMENT – ROSELAND  
AREA/SEBASTOPOL ROAD SPECIFIC PLAN  
STAFF PRESENTER: JESSICA JONES, SENIOR PLANNER  
COMMUNITY DEVELOPMENT  
AGENDA ACTION: RESOLUTION

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ISSUE(S)

Should the City Council authorize the Mayor to execute a Professional Services Agreement with Pacific Municipal Consultants (PMC), in the sum of \$646,904 for preparation of the Roseland Area/Sebastopol Road Specific Plan and Environmental Impact Report, to be paid from project JL Key 08036-Roseland/Sebastopol Rd Plan?



COUNCIL GOALS/STRATEGIES

The Roseland Area/Sebastopol Road Specific Plan (Specific Plan) and Environmental Impact Report (EIR) supports Council Goal 5: Improve the Partnerships between Neighborhoods, Community Organizations, Schools, and the City to Support and Promote Thriving, Inclusive, and Diverse Neighborhoods; and Strategic Objective 1: Develop a Work Plan and Costs for Roseland Annexation. While the Specific Plan and EIR do not include the Roseland Area Annexation project, they would provide supporting data and information for the future annexation and are therefore supportive of this Council goal and objective.

BACKGROUND

1. The Bay Area's Sustainable Communities Strategy, developed in conformance with Senate Bill 375, is Plan Bay Area. The Sustainable Communities Strategy aims to reduce greenhouse gas emissions through compact, transit-oriented development.
2. Plan Bay Area designates Priority Development Areas (PDAs), which are locally identified areas which are planned to accommodate growth near transit and jobs. Santa Rosa has five designated PDAs: Downtown Station Area; North Station Area; Santa Rosa Avenue/Mendocino Avenue Corridor; Sebastopol Road Corridor; and Roseland Area.

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3. The Metropolitan Transportation Commission (MTC) approved \$20 million in PDA planning program funds to Bay Area Congestion Management Agencies. The Sonoma County Transportation Authority (SCTA) received \$1,447,000 for local planning.
4. The City of Santa Rosa received a grant from SCTA for \$647,000 of these funds for development of a PDA plan which combines the Roseland Area PDA and a portion of the Sebastopol Road Corridor PDA. The plan will be focused around the Southside Bus Transfer Center at the Southwest Community Park on Hearn Avenue. The planning area, which is bounded by Highway 12 to the north, Bellevue Avenue to the south, Highway 101 to the east, and Stony Point Road to the west, contains approximately 1,800 acres, 1,200 of which are in the City and 600 of which are in unincorporated Sonoma County.
5. The funding will allow for development of a specific plan to comprehensively address land use and transportation issues and develop an integrated plan which assesses infrastructure needs and costs and provides an implementation guide. Concurrent rezoning and pre-zoning (of county areas) is also planned. A programmatic EIR will also be prepared.
6. This work will complement the Council's goal of developing a work plan for future annexation of Roseland, which is in the northern part of the proposed plan area. The infrastructure analysis and environmental document will inform any future annexation effort undertaken.
7. While the grant was approved by SCTA on January 13, 2014, the funds must be allocated by MTC through its Transportation Improvement Program (TIP), and the grant is then administered by the California Department of Transportation (Caltrans).
8. On March 11, 2014 the Council unanimously adopted a resolution authorizing the filing of an application for federal funding assigned to MTC for the Roseland Area/Sebastopol Road Specific Plan, committing the necessary local matching funds, stating the assurance of the City to complete the project, and appropriating federal funds into the project account.
9. On April 17, 2014, the Department of Community Development sent out a Request for Qualifications (RFQ) for preparation of the Specific Plan and EIR to 33 firms. Five statements of qualifications were submitted by the May 15, 2014 deadline.
10. On July 7, 2014, a Request for Proposals (RFP) for preparation of the Specific Plan and EIR, as well as for the community engagement portion of the Roseland Area Annexation project, was sent to the five firms that responded to the RFQ, as well as nine others, with the hope of receiving additional responses. Seven proposals were submitted by the July 24, 2014 deadline; three for the overall

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project (Specific Plan, EIR and Annexation community engagement), three for just the community engagement, and one for just the Specific Plan and EIR.

11. On August 20, 2014, interviews were held with six of the firms who submitted proposals. The interview panel consisted of Council Member Combs, City staff and a staff member from the County of Sonoma. PMC, along with Shared Spaces as a sub-consultant (for community engagement), was chosen based on their qualifications, proposed time schedule, budget, and written and oral presentations.
12. On September 23, 2014 the City was notified by Caltrans that the grant funds had been authorized, effective September 16, 2014. With this authorization, the project may proceed, beginning with award of a contract for professional consulting services.

## ANALYSIS

1. The proposed Professional Services Agreement (PSA) involves the preparation of the Roseland Area/Sebastopol Road Specific Plan and Environmental Impact Report, which includes participation at community workshops, local community events, Technical Advisory Committee meetings, and involvement in other innovative outreach methods, as outlined in the attached project scope.

It should be noted that the PSA does not include the community engagement work for the Roseland Area Annexation, which was part of the RFP. Because the funding for the Annexation outreach comes from a different source (the Council allocated \$50,000 from the general fund on April 1, 2014 for this purpose), a separate PSA will be prepared for approval by the Assistant City Manager.

2. The total project budget is \$731,000 (\$647,000 from the SCTA grant, and \$84,000 in an in-kind match from the City's general fund for staff time). The budget for PMC's work, outlined in the PSA, is \$646,904. 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.

## RECOMMENDATION

It is recommended by the Community Development Department that the Council, by resolution, authorize the Mayor to execute the Professional Services Agreement with Pacific Municipal Consultants, in the amount of \$646,904, for preparation of the Roseland Area/Sebastopol Road Specific Plan and Environmental Impact Report, which is to be paid from project JL Key 08036-Roseland/Sebastopol Rd Plan.

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Attachments:

Attachment 1 – Roseland Area/Sebastopol Road Specific Plan Boundaries Map

Attachment 2 – Professional Services Agreement with Pacific Municipal  
Consultants for preparation of the Roseland Area/Sebastopol Road Specific Plan  
and Environmental Impact Report