



REPORT TO COUNCIL

City of Sacramento

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CONSENT
July 18, 2006

Honorable Mayor and
Members of the City Council

Subject: Agreement: Norwood Area Infill Circulation and Infrastructure Plan (M05-062)

Location/Council District: The neighborhoods bordered by Norwood Avenue, Western Avenue, Morrison Avenue, and Ford Road, in North Sacramento. Council District 2.

Recommendation: Adopt a **Resolution** authorizing the City Manager to execute a Professional Services Agreement with PBS&J in the amount of \$239,615 for the Norwood Area Infill Circulation and Infrastructure Plan.

Contact: Tara B. Goddard, Assistant Planner, 808-8332; Fedolia "Sparky" Harris, Senior Planner, 808-2996

Presenters: Not Applicable

Department: Planning Department

Division: Long Range Planning

Organization No: 4912

Summary:

This report requests Council approval of a professional services agreement with PBS&J to conduct the Norwood Area Infill Circulation and Infrastructure Plan. The project schedule assumes eight months for completion and will result in circulation plan recommendations and infrastructure needs assessment for the Norwood Area neighborhoods.

Background Information:

The Norwood Area Infill Circulation and Infrastructure Plan ("Norwood Area Plan") will identify circulation patterns and infrastructure improvements that, when implemented, will increase pedestrian and bicycle movement in the area, improve automobile, pedestrian, and bicycle safety, and address infrastructure needs like sewer and water.

Generally, the Norwood area can be characterized as having underdeveloped residentially zoned sections with deep lots and few existing street connections. This area lacks plans for fine-grained street grid system, infrastructure, drainage, and utilities

for future development. Consequently as these large parcels are subdivided for single-family homes, the street system is disconnected and inefficient. As a result the automobile, pedestrian and bicycle access is poor and the new homes are not well-connected to the existing neighborhoods.

City Council demonstrated support for planning in these neighborhoods by adopting a 1996 study of infrastructure in the area. However, the circulation recommendations in that study were cursory. In addition, in the ten years since the adoption of that plan, development has rapidly increased in that area, with Current Planning reporting at least one development application coming in per week.

The project manager presented the purpose of the Plan at a neighborhood Redevelopment Advisory Committee (RAC) meeting in the Fall of 2005, and residents were emphatically supportive of the need to address accessibility in the area.

To accommodate the increased development in the Norwood area, the City needs the Norwood Area Plan to guide future transportation planning and development within the plan area and identify the needed infrastructure improvements and implementation measures to realize the vision of the plan. The proposed project will provide the following benefits:

- Develop a circulation plan that will guide future transportation and development and redevelopment within the area that will improve neighborhood mobility and accessibility, support transit ridership, and provide needed housing, employment opportunities, and neighborhood-supportive retail uses.
- Develop a comprehensive circulation and infrastructure plan, including parks and other civic facilities, which conform to the City's overall goals and policies.
- Develop a clear implementation strategy that identifies roles and responsibilities.
- Create a policy document that integrates the circulation plan, infrastructure analysis, and implementation strategy.
- Promote broad public participation, and incorporate meaningful community input into every stage of the process. Exchange and share ideas and collaborate with interested groups, property owners, individuals, and other agencies active in the Norwood Area Neighborhood.
- Improve the pedestrian, bicycle, and automobile circulation and access of the Norwood Area Neighborhood and vicinity.
- Develop and approve the Norwood Area Plan consistent with the City of Sacramento's Smart Growth Principles, the General Plan update, the Regional Transit Master Plan, the Transit for Livable Communities Recommendations, the

SACOG Blueprint Study, the North Sacramento Redevelopment Plan, and the goals of the North Sacramento 2005-2009 Redevelopment Implementation Plan.

- Develop a model financing district to fund necessary improvements.

Competitive Solicitation Process

- On November 7, 2005, staff issued a Request for Proposals (RFP) for the Norwood Plan.
- Information about the RFP was released through standard City channels, including an email list of over 50 consultants. This public solicitation process gave all qualified consultants a fair opportunity to submit proposals for the project. Over 40 downloads of the RFP were reported by the City bid pages.
- On November 15, 2005, staff held a public pre-proposal meeting to answer any questions about the Norwood Area Plan. Seven consultants attended.
- The proposal deadline was November 30, 2005. No proposals were submitted.
- In early December, staff called the firms that attended the pre-proposal meeting to identify possible reasons for lack of submittal. Most firms cited workload issues.
- In early December, staff solicited the names of other consulting firms that might be interested from other City departments, and several firms were contacted.
- One such firm, West Yost, expressed interest. However, they decided not to submit a proposal.
- Staff initiated discussions with the General Plan Update consultants (EIP and PBS&J) to determine the feasibility of EIP or PBS&J taking on the project.
- Finally, PBS&J offered to perform the services described in the RFP, and negotiations with PBS&J for scope of work and budget were completed in mid-May 2006.

This project will be managed by the Long Range Planning Division within the Planning Department with close oversight of and correspondence with the consultant. Technical memorandums and draft urban design and infrastructure plans will be reviewed by a Technical Advisory Committee (TAC) comprised of all affected departments to ensure interdepartmental support for project deliverables.

Final deliverables include the Norwood Area Infill Circulation and Infrastructure Plan with circulation recommendations, subdivision layout recommendations, and an Infrastructure Analysis.

Project Schedule:

July 2006	Project Commences
July 2006	Circulation and Infrastructure Analyses Commence
August 2006	Community Workshops #1 (4 total): Input and Visioning
August/September 2006	Existing Infrastructure Conditions & Base Plan
October 2006	Community Workshop #2: Review Existing Conditions and Preliminary Recommendations, More Input
December 2006	Draft Plan
January 2006	Community Workshop #3: Present Draft Plan/Open House
February 2007	Planning Commission Workshop
March 2007	City Council Workshop
April, 2007	Final Plan
April 2007	Community Workshop #4: Present Final Plan
April 2007	Planning Commission recommendation
April 2007	City Council acceptance

Financial Considerations:

The recommended consultant agreement with PBS&J is \$239,615. The Norwood Area Infill Circulation and Infrastructure Plan total project budget is \$240,000. Funding comes from three sources and will be collected in PN: TF96 as follows:

- 1. Caltrans Community-Based Transportation Planning Grant: \$190,000
- 2. SHRA CDBG funding: \$ 40,000
- 3. Planning Dept.
 FY07 operating budget: \$ 10,000
 Total: \$240,000

Environmental Considerations:

Pursuant to California Environmental Quality Act Article 18, item 15262, this project is exempt from environmental analysis. The project involves only planning studies for possible future actions. Future actions resulting from the study are not approved, adopted, or funded. The plan will not have a legally binding effect on later activities. Any future actions resulting from the Norwood Area Infill Circulation and Infrastructure Plan will require review in accordance with CEQA.

Policy Considerations:

The Norwood Area Infill Circulation and Infrastructure Plan will support the City's General Plan vision to make Sacramento the most livable city in America by:

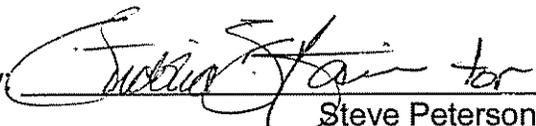
- Improving automobile, pedestrian, and bicycle traffic. In particular, pedestrian/automobile conflict reduction will improve public safety in the project area;
- Improving sustainability and livability by increasing accessibility and planning infrastructure for future needs
- Economic development will be enhanced through assessment of infrastructure needs, and a circulation plan that facilitates redevelopment and revitalization of the project area;

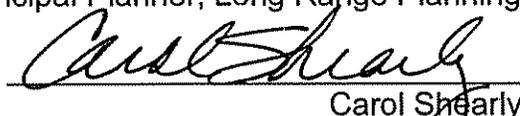
Additionally, this project:

- Addresses and implements current City policies on, Smart Growth, Infill, and the Budget/Capital Improvement Program;
- Provides guidelines for City departments to update their master plans;
- Supports City policy to promote alternative modes of transportation.

Emerging Small Business Development (ESBD):

PBS&J is not an ESBE or DBE; however, after issuance of a formal RFP and additional solicitation efforts, this is the only firm found to be available to perform these services.

Respectfully Submitted by: 
 Steve Peterson
 Principal Planner, Long Range Planning

Approved by: 
 Carol Shearly
 Director of Planning

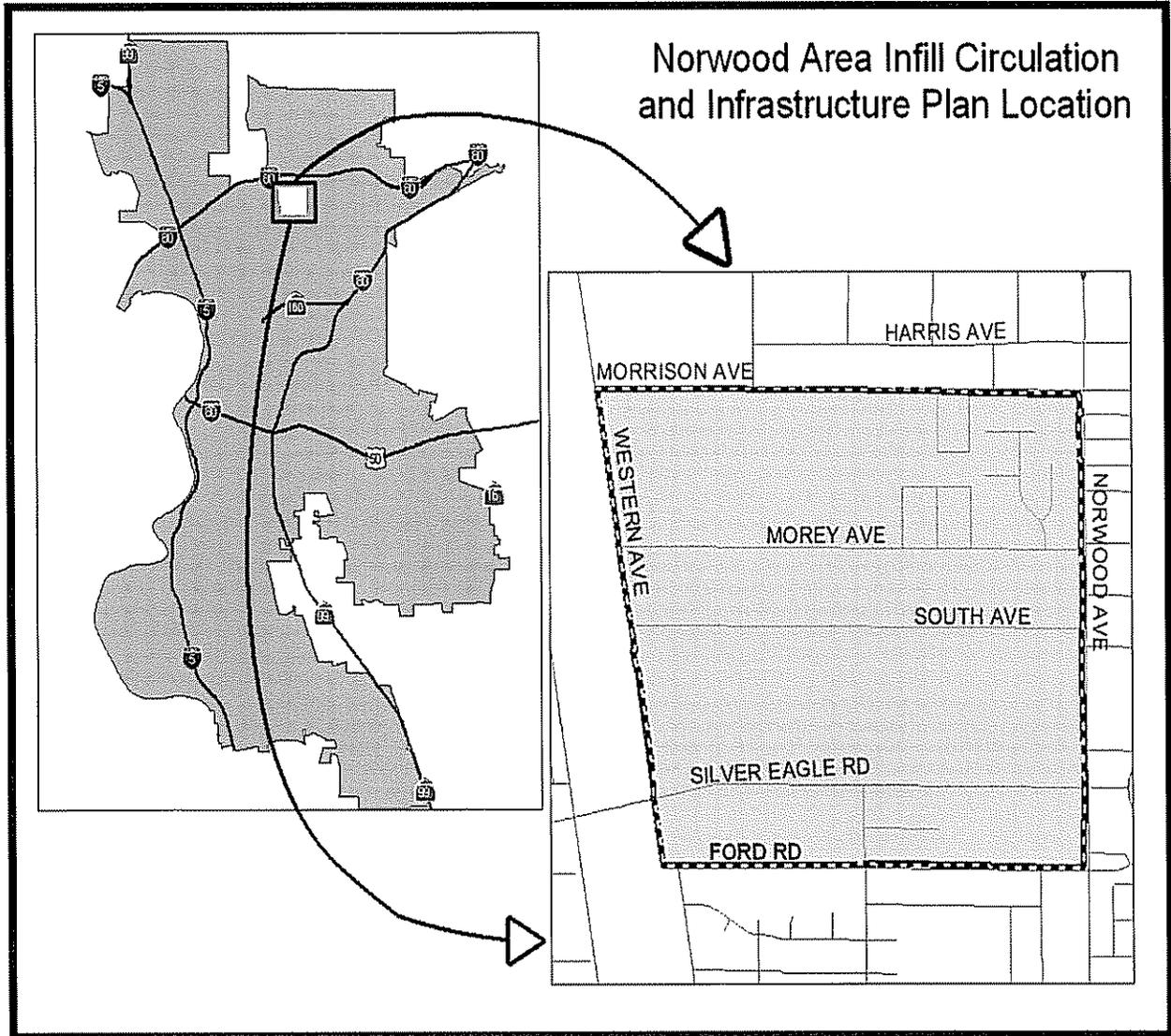
Recommendation Approved:


 Ray Kerridge
 City Manager

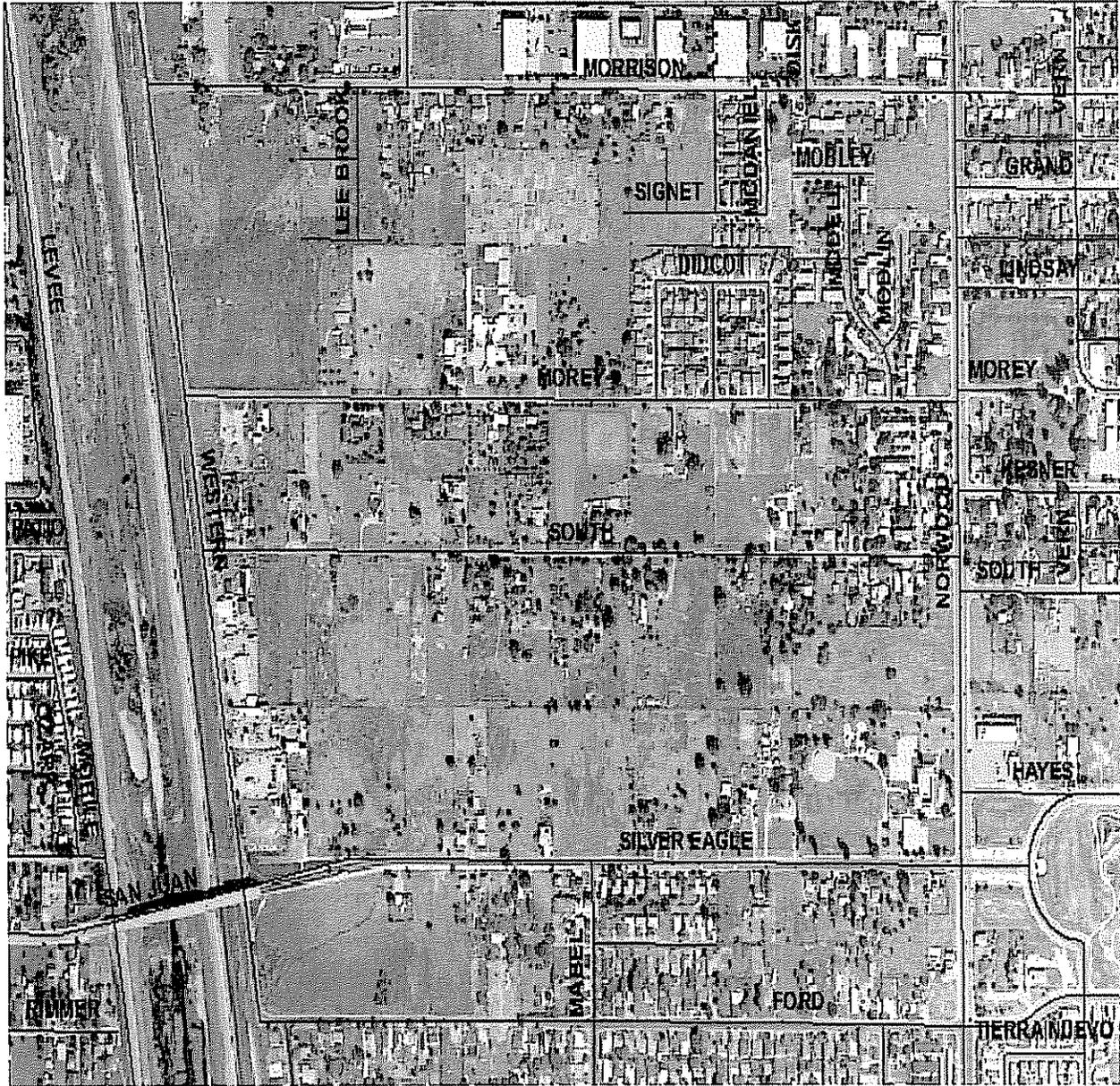
Table of Contents

Pg. 1-5	Staff Report
Pg. 6	Attachment 1: Project Area Location
Pg. 7	Attachment 2: Aerial Map
Pg. 8	Attachment 3: Vacant Parcels Map
Pg. 9-10	City Council Resolution

ATTACHMENT 1
Project Area Location



ATTACHMENT 2 Aerial Map



ATTACHMENT 3 Vacant Parcels Map

Norwood Area
Vacant Parcels (blue parcels)



RESOLUTION NO.

Adopted by the Sacramento City Council

AUTHORIZE THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH PBS&J IN THE AMOUNT OF \$239,615 FOR THE NORWOOD AREA INFILL CIRCULATION AND INFRASTRUCTURE PLAN (M05-062)

BACKGROUND

The Norwood Area Infill Circulation and Infrastructure Plan will:

- Develop a circulation plan that will guide future transportation and development and redevelopment within the area that will improve neighborhood mobility and accessibility, support transit ridership, and provide needed housing, employment opportunities, and neighborhood support retail uses.
- Develop a comprehensive circulation and infrastructure plan that conforms to the City's overall goals and policies.
- Develop a clear implementation strategy that identifies roles and responsibilities.
- Create a policy document that integrates the circulation plan, infrastructure analysis, and implementation strategy.
- Promote broad public participation, and incorporate meaningful community input into every stage of the process. Exchange and share ideas and collaborate with interested groups, property owners, individuals, and other agencies active in the Norwood Area Neighborhood.
- Improve the pedestrian, bicycle, and automobile circulation and access of the Norwood Area Neighborhood and vicinity.
- Develop and approve Norwood Area Infill Circulation Plan consistent with the City of Sacramento's Smart Growth Principles, the General Plan update, the Regional Transit Master Plan, the Transit for Livable Communities Recommendations, the SACOG Blueprint Study, the North Sacramento Redevelopment Plan, and the goals of the North Sacramento 2005-2009 Redevelopment Implementation Plan.

The City utilized a competitive solicitation process to procure these services by:

- Issuing a Request for Proposals (RFP) through the City's formal procurement process.
- Holding a pre-proposal meeting with interested consultants.
- Contacting consultants who had downloaded the RFP or attended the pre-proposal meeting, after no proposals were submitted in response to the RFP.
- Contacting consultants with whom other City departments had worked in the area.
- Negotiating a professional services agreement with PBS&J for performance of the services described in the RFP.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The City Manager is authorized to execute a professional services agreement in the amount of \$239,615 with PBS&J for the Norwood Area Infill Circulation and Infrastructure Plan.

