

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor & Town Council
From: Shane R. Stueckle, Deputy Town Manager
Date: June 15, 2011
For Council Meeting: June 21, 2011

Subject: General Plan Update
Award of Contract Services Agreement
The Planning Center/DC&E
Budget Amendment

Prior Council Review: The Town Council authorized release of the General Plan Update Request for Proposals (RFP) at its meeting of February 15, 2011. The Town Council discussed the need for the General Plan update during the January 2011 Strategic Planning session. The General Plan update is a key element of the Strategic Plan.

Recommendation: That the Town Council:

- Awards the General Plan Update Contract Services Agreement to The Planning Center/DC&E in an amount not to exceed \$1,019,741, authorizing the Town Manager to negotiate the final contract sum and scope of services within the not to exceed amount, and authorizing the Mayor, Town Manager, and Town Attorney to sign the Agreement.
- Amend the Fiscal Year 2010-11 Adopted Budget by appropriating \$450,000 of General Fund Reserves to assist in the funding of the General Plan Update.

Executive Summary: The Town's General Plan was adopted in 1995. There have been no updates or major amendments to the General Plan since its adoption, less the State mandated housing element updates and adoption of the Old Town Specific Plan.

A general plan update is commonly a 24 to 30 month process, and costs to complete general plan updates are estimated at approximately \$1.0 million.

Order of Procedure:

Request Staff Report
Request Public Comment
Council Discussion/Questions of Staff
Motion/Second
Discussion on Motion
Call the Question (Roll Call Vote)

Reviewed By:	_____	_____	_____
	Town Manager	Town Attorney	Mgmt Services
			SRS Dept Head

<input checked="" type="checkbox"/> Department Report	<input type="checkbox"/> Ordinance Action	<input checked="" type="checkbox"/> Resolution Action	<input type="checkbox"/> Public Hearing
<input type="checkbox"/> Consent	<input type="checkbox"/> Minute Action	<input type="checkbox"/> Receive and File	<input type="checkbox"/> Study Session

Discussion: The Town Council authorized the release of the General Plan Update RFP at its meeting of February 7, 2011. A mandatory pre-proposal meeting was held on March 11, 2011.

A total of six proposals were submitted by the April 7, 2011 deadline established in the RFP. The submitting firms include the following.

- Terra Nova Planning and Research, Palm Desert, CA
- The Planning Center, Costa Mesa, CA
- Hogle-Ireland, Inc., Riverside, CA
- RBF Inc., Irvine, CA
- Golder Associates, Irvine, CA
- The Altum Group, Palm Desert CA

The proposals have been reviewed internally by the General Plan Proposal Review Committee, consisting of the following:

- Deputy Town Manager
- Administrative Services Director
- Town Manager
- Community Services Director
- Associate Planner
- Town Engineer

The General Plan Proposal Review Committee was unanimous in their selection of three firms to be interviewed prior to the final recommendation being brought forward for Town Council consideration. The finalists included: The Planning Center, Hogle-Ireland, and RFB, Inc. Copies of their proposals are on file with the Town Clerk.

The General Plan Review Committee interviewed the three firms on Thursday, June 16. Each interview consisted of presentations by the consulting firms, questions and answers, and overall dialogue regarding the proposal. Two hours were provided for each firm interviewed.

The selection process was an extremely difficult one as all three firms are highly experienced in General Plan preparation and their presentations addressed the specific needs for the Yucca Valley General Plan Update Project. The General Plan Review Committee spent 1.5 hours discussing the proposals prior to arriving at the recommended action.

Five primary goals provide the basis for the Scope of Work outlined by The Planning Center/DC&E.

- Create a user-friendly, accessible General Plan linked to decision-making;
- Obtain broad input and build support throughout the outreach process;
- Develop integrated land use, circulation and economic strategies for growth in focused areas;
- Prepare a program EIR that withstands legal scrutiny;
- Complete the update to the General Plan in two years;

As outlined in the Town's Request for Proposals for this project, the work program is divided into two distinct efforts.

The first phase of the Update results in the identification and Town Council approval of a preferred land use plan. This phase of the project includes broad based public participation in developing a comprehensive long range Vision that will include considerable outreach, a statistically valid survey, and consensus building (Community Engagement). Following the community engagement and visioning process, the development of the preferred land use plan will be completed at the end of the first year of the Agreement. The primary focus of the update is the Land Use Plan and Element, which are the basis for update. The focus areas of Old Town, East End, and Mid-Town are identified for specific evaluations and recommendations in this process. Additionally, the Town's industrial land use designations are identified for analysis and recommendations for potential land use changes.

Following Town Council direction on the preferred land use alternative, the second phase of the Update will be initiated. This phase includes the drafting of the General Plan Elements as well as the associated environmental documentation. A general plan advisory committee is recommended to be formed following identification of the preferred land use plan. The general plan advisory committee will review the draft plan and its elements and forward recommendations to the Planning Commission for consideration.



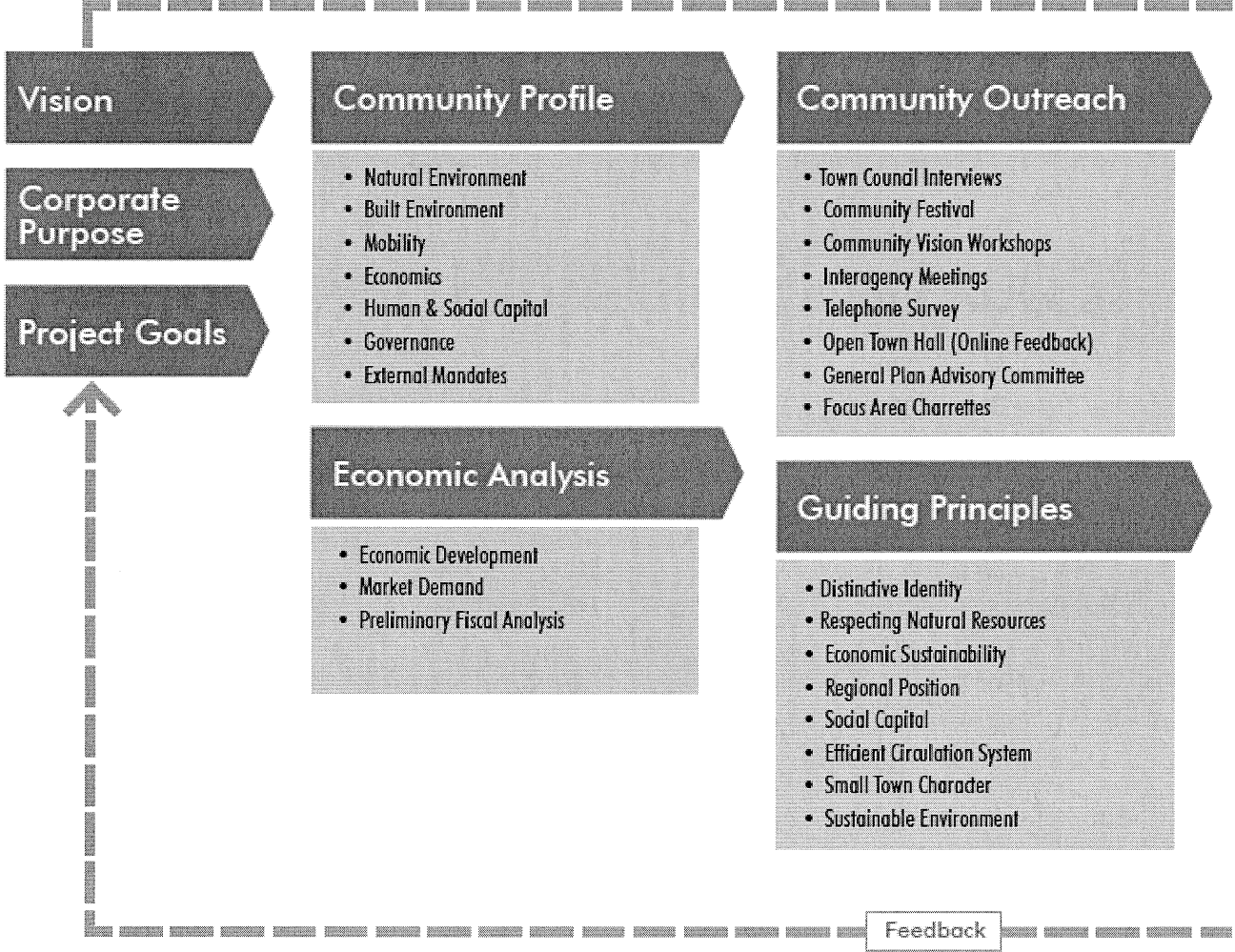
YUCCA VALLEY GENERAL PLAN PROCESS

VISION

scoping

getting smart

refining the vision



CW Community Workshop
 INTER Interagency Meeting
 GPAC General Plan Advisory Committee
 PC/TC Planning Commission and/or Town Council Workshop or Hearing



YUCCA VALLEY GENERAL PLAN PROCESS

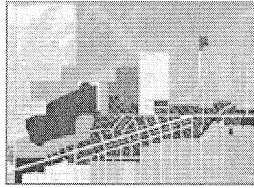
LAND USE PLAN

land use planning

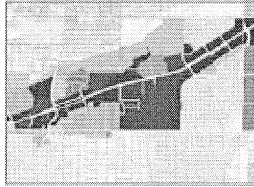
Land Use Plan Framework

- Planning Area
- Focus Areas
- Planning Objectives
- Market Feasibility

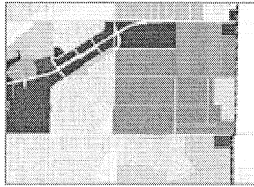
Focus Area Concepts



Old Town

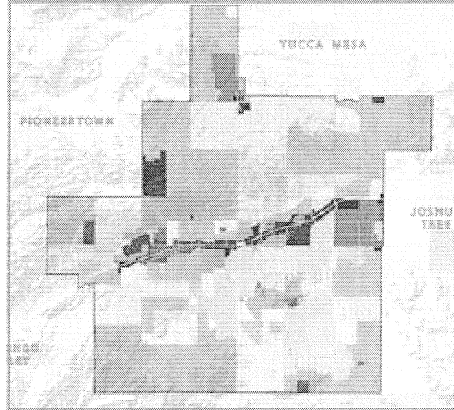


Mid-Town



East Side

Preferred Land Use Plan



Focused Research

- Statistical Analysis
- Economic/Fiscal Analysis
- Preliminary Environmental Analysis
- Vision Confirmation
- Governance Framework

INTER

CW

CW

CW

CW

GRAC

PC/TC

CW

Community Workshop

INTER

Interagency Meeting

GRAC

General Plan Advisory Committee

PC/TC

Planning Commission and/or Town Council Workshop or Hearing



YUCCA VALLEY GENERAL PLAN PROCESS

GENERAL PLAN & EIR

preparing the General Plan & EIR

approving the plan

General Plan Elements

General Plan Format	Land Use	Gravitation	Housing
Safety	Open Space	Noise	Conservation

Planning Commission and Town Council Hearings

Environmental Impact Report

Technical Modeling	Environmental Analysis	Screencheck/Draft/Final EIR	Public Review	Response to Comments
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IMPLEMENTATION

preparing the General Plan & EIR

approving the plan

Implementation Program

City Initiatives	Operational Programs	Capital Improvements	Private Development	Partnerships
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"Year 1" Program

Implementation Priorities	Annual Monitoring System
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06.16.2011 THE PLANNING CENTER DESIGN, COMMUNITY & ENVIRONMENT

CW Community Workshop

INTER Interagency Meeting

GRAC General Plan Advisory Committee

PC/TC Planning Commission and/or Town Council Workshop or Hearing

Alternatives: Staff recommends no alternative actions.

Fiscal impact: The total Agreement sum, including the Optional Housing Element, is \$1,019,714. Proposal cost as submitted by the three firms selected for interviews, including optional tasks, range from \$949,855 to \$1,082,620. The recommended action will allocate \$450,000 from General Fund Undesignated Reserves and establish the General Plan Update project 001 50 50 8xxx within the General Fund. The remaining funding for the General Plan Update will come from the Yucca Valley Redevelopment Agency and potentially other special revenue funds.

Attachments: RFQ/RFP

Town of Yucca Valley General Plan Update and EIR

BUDGET SUMMARY BY TEAM MEMBER

Task	Description	TPC	La Jolla Institute	Fehr & Peers	Godbe Research	Peak Democracy	MSA	Cogstone	Cadre Environ.	ECI	TOTALS
PHASE 1 - ESTABLISHING THE FRAMEWORK											
1.1	Guidance Package	\$2,320									\$2,320
1.2	Kickoff Meeting and Town Tour	\$3,680									\$3,680
1.3	Due Diligence, Existing Land Use Inventory & Base Map	\$18,300									\$18,300
1.4	Community Profile	\$27,440									\$27,440
1.5	Governance Framework	\$17,860									\$17,860
	Phase 1 Subtotal	\$69,600	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$69,600
PHASE 2 - COMMUNITY ENGAGEMENT PROGRAM											
2.1	Town Council & Manager Interviews	\$4,480									\$4,480
2.2	Community Workshops	\$16,400									\$16,400
2.3	Interagency Meetings	\$12,780	\$19,688				\$6,660				\$39,128
2.4	Community Outreach Tools	\$20,200			\$18,236	\$2,700					\$41,136
2.5	Validation & Refinement of Vision Statement	\$5,340									\$5,340
2.6	General Plan Advisory Committee	\$17,700									\$17,700
2.7	Public Hearings	\$8,440									\$8,440
	Phase 2 Subtotal	\$85,340	\$19,688	\$0	\$18,236	\$2,700	\$6,660	\$0	\$0	\$0	\$132,624
PHASE 3 - DEVELOPING THE PROPOSED LAND USE PLAN											
3.1	Verify Land Use Classifications	\$7,120									\$7,120
3.2	Focused Area Strategies	\$40,600									\$40,600
3.3	Statistical Coordination	\$1,920									\$1,920
3.4	Prepare the Land Use Plan	\$22,680					\$2,408				\$25,088
3.5	Fiscal Assessment	\$23,960									\$23,960
3.6	Traffic Analysis, Network & Model Development	\$5,600									\$5,600
	Document Review			\$4,939							\$4,939
	Data Collection			\$14,591							\$14,591
	Transportation Best Practices			\$6,885							\$6,885
	Develop Town Travel Demand Model			\$46,913							\$46,913
	Draft Policy Development			\$9,608							\$9,608
	Roadway Network Development			\$15,390							\$15,390
	Non-Motorized Network Development			\$9,090							\$9,090
	Phase 3 Subtotal	\$101,880	\$0	\$107,415	\$0	\$0	\$2,408	\$0	\$0	\$0	\$211,703
PHASE 4 - DRAFTING THE GENERAL PLAN UPDATE											
4.1	General Plan Format & Element Structure	\$10,080									\$10,080
4.2	Production of General Plan Elements										
	Review of Existing Goals & Policies	\$8,960									\$8,960
	Introduction	\$4,460									\$4,460
	Land Use Element	\$32,070									\$32,070
	Circulation Element	\$12,080		\$8,190							\$20,270
	Safety Element	\$33,200							\$1,350		\$34,550
	Noise Element	\$10,480									\$10,480
	Open Space Element	\$13,680									\$13,680
	Conservation Element	\$13,680									\$13,680
4.3	Implementation & Monitoring	\$24,100									\$24,100
	Phase 4 Subtotal	\$162,790	\$0	\$8,190	\$0	\$0	\$0	\$0	\$0	\$1,350	\$172,330
PHASE 5 - ENVIRONMENTAL CLEARANCE (PROGRAM EIR)											
5.1	Data Collection	\$4,720					\$6,480				\$11,200
5.2	Initial Study/Notice of Preparation	\$6,040									\$6,040
5.3	Technical Studies										
	Air Quality/GHG Analysis	\$9,150									\$9,150
	Global Climate Change Analysis/Inventory	\$14,510		\$9,169							\$23,679
	Biological Resources	\$510						\$19,845			\$20,355
	Cultural Resources	\$510					\$9,857				\$10,367
	Hazards Analysis	\$510							\$43,268		\$43,778
	Noise Analysis	\$9,530									\$9,530
	Traffic Impact Analysis	\$510		\$19,294							\$19,804
	Infrastructure Analysis	\$510					\$3,656				\$4,166
5.4	Scoping Meeting	\$2,590									\$2,590
5.5	Screencheck/Draft/Draft EIR	\$67,620									\$67,620
5.6	Response to Comments/Final EIR	\$8,460									\$8,460
5.7	Mitigation Monitoring & Reporting Program	\$2,150									\$2,150
5.8	Findings & Statement of Overriding Considerations	\$1,830									\$1,830
	Phase 5 Subtotal	\$129,150	\$0	\$28,463	\$0	\$0	\$10,136	\$9,857	\$19,845	\$43,268	\$240,719
PHASE 6 - PROJECT MANAGEMENT											
6.1	Project Management	\$54,520			\$2,531		\$4,556			\$1,350	\$62,958
	Phase 6 Subtotal	\$54,520	\$0	\$0	\$2,531	\$0	\$4,556	\$0	\$0	\$1,350	\$62,958
TOTALS											
Labor Costs		\$603,280	\$19,688	\$144,068	\$20,768	\$2,700	\$23,760	\$9,857	\$19,845	\$45,968	\$889,932
Reimbursable Expenses		\$66,110		\$15,300	\$150			\$3,098		\$150	\$84,808
TOTAL		\$669,390	\$19,688	\$159,368	\$20,918	\$2,700	\$23,760	\$12,956	\$19,845	\$46,118	\$974,741

Notes: Subconsultant costs include standard 12.5% markup
 Optional Housing Element task not included in budget; estimated to cost \$45,000.