



STAFF REPORT

DATE: March 12, 2019

TO: Bryan Montgomery, City Manager *Approved and Forwarded to the City Council*

FROM: Joshua McMurray, Planning Manager

SUBJECT: **ADOPT A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OAKLEY AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH THE DE NOVO PLANNING GROUP IN AN AMOUNT NOT TO EXCEED \$199,990 FOR PREPARATION OF THE GENERAL PLAN UPDATE**

Background and Recommendation

The City's General Plan was originally adopted in December of 2002 and has since been updated as needed (2010, 2015 and 2016). Typically, a California city's general plan may be active for a maximum 15-20 years before a more overall update is considered. The City Council authorized Staff to release a Request for Proposals/Request for Qualifications (RFP/RFQ) to seek out a consulting firm on January 8, 2019. The City sent the RFP/RFQ to 9 consultants along with posting the RFP/RFQ on the American Planning Association subpage dedicated to RFP's. The City received two responses, one from De Novo Planning Group (cost not to exceed \$199,990) and the other from Placeworks (cost not to exceed \$174,272). The City has worked with both consultants in the past and both have extensive experience in preparing General Plans and the knowledge of current State and Federal regulations as they apply to the completion of General Plan update and California Environmental Quality Act (CEQA) review.

Staff, including the City Manager, Planning Manager, Principal Planner and Associate Engineer, reviewed both responses in detail. The responses were evaluated using a scale that rated four categories: 1) Staff Experience; 2) Overall project Understanding and Approach; 3) Similar or Recent Projects; and 4) Firm References. The City has worked with both consultants in the past and both responses were thorough and could complete the update as proposed; however the response from De Novo Planning group included more detail and includes an expanded public outreach and involvement program. One of the key differences in the two proposals is the amount of work the City will receive relative to the cost of each proposal. The De Novo Planning Group proposal includes a total of 1,242