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SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

APPROVED December 10, 1982
SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

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SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

Redevelopment Agency of the
City of Sacramento
Sacramento, California

Cont to
1-18-83
DEC 28 1982

Honorable Members in Session:

SUBJECT: Selection of Consultant for Downtown Redevelopment
Project Update

SUMMARY

JAN 18 1983

This report regards the selection of a consultant to complete the updates of Sacramento's four downtown Redevelopment Project Areas. It is recommended that the Executive Director be authorized to execute a contract with the consultant team headed by John M. Sanger Associates. It is further recommended that the funding for the consultant contract be increased from \$155,000 as previously approved to \$159,610 to meet the selected consultant's proposal.

BACKGROUND

At their regular meeting of August 31, 1982, the Redevelopment Agency of the City of Sacramento adopted Resolution No. RA 82-064 authorizing staff to solicit proposals to update the downtown Redevelopment Project Plans. By the final filing date, October 27, 1982, 17 proposals were received to be reviewed by a Selection Committee composed as follows:

- Karolyn Simon, Chairperson of the Central City Citizen's Advisory Committee
- John Gutenberger, Manager of Macy's Department Store
- Marty Van Duyn, City Planning Director
- Les Frink, City Traffic Engineer
- Leo Goto, Director of Community Development (Agency)
- Bruce Pope, Chief of Redevelopment (Agency)
- Phil Angelides, Housing and Redevelopment Commission

The proposals were reviewed and given an initial ranking based on scores submitted by the Selection Committee (see attached matrix). Ten of the firms were invited to make a presentation to the Selection Committee. The final selection was made from the initial ranking of the proposals and the ranking of the final interviews. With respect to the selection process, it was concluded that even though some were better than others all ten firms interviewed had the basic credentials to complete the plan. Central to the interview portion was a request

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that consultants present their proposed detailed methodology for study and for program and plan development. Since the focus of the plan and studies was to be implementation, it was incumbent upon the Committee to insure: 1) that the selection consultant was technically capable, and 2) that ideas and factual information could be presented in a clear, logical and understandable format.

The technical capabilities of the various consultant teams and the methodology proposed to be used were closely scrutinized throughout the selection process. Technical capabilities were assessed in the following areas:

- 1) Economic/Market Analysis
- 2) Redevelopment Plan Preparation
- 3) Financing and Tax Increments
- 4) Housing Study and Analysis
- 5) Urban Design
- 6) Economic Development Implementation
- 7) Traffic and Parking
- 8) Citizen Participation
- 9) Follow-up Development Packaging Services

It was essential that both the proposal and the presentation be comprehensive, containing all the elements listed above. In addition, clear methodology of study and plan preparation needed to be demonstrated. And this methodology must be understandable and result in a realistic and implementable, action-oriented plan.

All of these elements and considerations were present in the Sanger presentation and proposal. In addition, a Citizen's Participation Program was proposed which included a series of informal working meetings with the Citizen's Advisory Committee, as well as a series of informal meetings and workshops with merchants, property owners and housing advocacy groups.

The consultant team headed by John M. Sanger and Associates was ranked first of ten firms on four of the six rating sheets; ranking seventh on one other; and eighth on the last sheet. The seventh selection committee member was not present at the interviews. It is the Agency staff's recommendation, based upon these rankings, that a contract be entered into with the consultant team headed by John M. Sanger and Associates.

FINANCIAL DATA

The Agency has previously allocated \$172,000 for the Plan preparation, environmental documents and related costs, with \$155,000 of the total set aside for plans and consultant studies. However, due to the increased interest in light rail and the addition of an Urban Design Component, the original staff estimate of \$155,000 was low.

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The recommended consultant's proposal is to be fixed at \$159,610. It is also anticipated that because of the complex nature of the study additional studies may be needed that are not contemplated in the present scope of services. It is proposed, therefore, that the total allocation be increased by \$14,610 to \$191,610 with \$159,610 of the total set aside for the consultant's fee and \$10,000 set aside for project contingencies. The total amount is to be funded from tax increment funds.

VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of December 20, 1982 the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolutions. The votes were as follows:

AYES: Angelides, Dickinson, Luevano, Miller, Teramoto, Walton

NOES: None

ABSENT: None

POLICY IMPLICATION

The action proposed in this staff report are consistent with previously approved policy and there are no policy changes being recommended.

RECOMMENDATION

The staff recommends adoption of the attached resolutions which 1) authorized the Executive Director to execute a contract with John N. Sanger and Associates in the amount of \$159,610, and 2) amends the 1982 Agency budget for the project from \$177,000 to \$191,610.

Respectfully submitted,

William H. Edgar

WILLIAM H. EDGAR
Executive Director

TRANSMITTAL TO COUNCIL

Walter J. Slipe
WALTER J. SLIPE
City Manager

Contact Person: Bruce D. Pope

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RESOLUTION NO. 83-005

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO
ON DATE OF

December 28, 1982

AUTHORIZING EXECUTION OF CONTRACT WITH
JOHN M. SANGER & ASSOCIATES

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY
OF SACRAMENTO:

SECTION 1. John M. Sanger and Associates are hereby
selected as the Consultants for the update of the downtown
Redevelopment Plans, Projects Nos. 2-A, 3, 4 and 8.

SECTION 2. The Executive Director is hereby authorized
to negotiate and execute a contract with John M. Sanger and Associ-
ates in an amount not to exceed ONE HUNDRED FIFTY-NINE THOUSAND SIX
HUNDRED TEN DOLLARS (\$159,610).

CHAIRMAN

ATTEST:

SECRETARY

APPROVED
SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

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RESOLUTION NO. 83-006

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO
ON DATE OF

December 28, 1982

RESOLUTION AMENDING THE AGENCY BUDGET FOR 1982 FOR THE REDEVELOPMENT DIVISION BUDGET

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY
OF SACRAMENTO:

SECTION 1. Additional funding in the amount of \$14,610 is necessary for the update of the Redevelopment Plans for Project numbers 2-A, 3, 4, and 8, thus increasing the total project amount from \$177,000 to \$191,610.

SECTION 2. The Agency Budget for 1982 is hereby amended by appropriating \$14,610 from the Unappropriated Tax Increment Fund Balance to the Redevelopment Division Budget Organization 2400 for the purpose stated in Section 1 above.

CHAIRMAN

APPROVED
SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

ATTEST:

SECRETARY

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