



# Folsom City Council Staff Report

<b>MEETING DATE:</b>	8/22/2023
<b>AGENDA SECTION:</b>	Consent Calendar
<b>SUBJECT:</b>	Resolution No. 11091 - A Resolution Authorizing the City Manager to Execute a Consultant and Professional Services Agreement with Jacobs Engineering Group for Preparation of the Central Business District Master Plan
<b>FROM:</b>	Community Development Department

**RECOMMENDATION / CITY COUNCIL ACTION**

Staff recommends the City Council approve Resolution No. 11091 – A Resolution Authorizing the City Manager to Execute a Consultant and Professional Services Agreement with Jacobs Engineering Group for Preparation of the Central Business District Master Plan.

**BACKGROUND / ISSUE**

The Central Business District is generally located along East Bidwell and Riley Streets between Sutter Middle School and Blue Ravine Road. This area was the City’s original commercial service area and it continues to provide vital community services. Revitalization of this aging commercial corridor has been studied and discussed for the last two decades. Earlier this year, City Council adopted a Strategic Plan prioritizing the preparation of a Central Business District Master Plan.

The Folsom General Plan 2035 contains specific goals and corresponding policies relevant to the Central Business District as follows:

*Goal LU 7.1 Provide for a commercial base of the city to encourage a strong tax base, more jobs within the city, a greater variety of goods and services, and businesses compatible with Folsom’s quality of life.*

*Policy LU 3.1.5 - Encourage new development along East Bidwell Street by creating a stronger mixed-use development pattern, both horizontal and vertical, with an emphasis on medium- and higher-density housing, while also addressing local and citywide demand for retail and services.*

*Policy LU 3.1.6- Encourage development of mixed-use projects that create a walkable, vibrant district along East Bidwell Street between Coloma Street and Blue Ravine Road.*

*Policy LU 7.1.2 Encourage development of underutilized and vacant parcels in commercial zones to improve the aesthetic appearance and enhance the vitality of commercial areas.*

*Policy LU 9.1.7 Encourage efforts to establish and promote district identities (e.g., urban centers, East Bidwell Street) through the use of signage, wayfinding signage, streetscape and building design standards, advertising, and site-specific historic themes.*

In support of these goals, on April 12, 2022, the City Council approved the use of American Recovery Plan Act (ARPA) funds in the amount of \$260,000 for retention of a planning consultant to prepare the Central Business District Master Plan. In January 2023, the City Council gave additional direction to staff to proceed with the Master Plan Planning and Community Engagement Process.

### **POLICY / RULE**

Section 2.36.120 of the Folsom Municipal Code directs that professional services costing more than \$70,952 dollars shall be approved by the City Council.

Consistent with the Municipal Code Section 2.360 (G), the award of a negotiated bid proposal shall be made to the consultant whose proposal is determined to be the most advantageous to the City, including evaluation factors set forth in the request for proposals and price.

### **ANALYSIS**

The Central Business District Master Plan selection process included three steps: 1) submittal of a Statement of Qualifications, 2) submittal of a Request for Proposals (RFPs), Schedule and Professional Services Fee and 3) interviews of the top two firms.

The Request for Qualifications was distributed to thirty-three planning, landscape architecture, engineering and architecture firms. The Community Development Department received four comprehensive statements of qualifications from the following firms:

- Dahlin
- Jacobs Engineering Group
- Melton Design Group
- Sargent Town Planning

A committee of five city staff from the Community Development Department, Parks and Recreation, Public Works, and Communications reviewed each of the Statements of Qualifications and scored them under the criteria listed below.

1. Firm Team Introduction and Background
2. Design/Planning Approach
3. Community Engagement Experience, Methods and Strategies

4. Proposed Staff/Project Team
5. Project Experience

While Dahlin is an architectural firm with strong urban placemaking, the qualifications package did not exhibit extensive public outreach expertise. Because this will be a large part of the Master plan effort, Dahlin was eliminated from advancing to the next stage of the process. Based on the strength of the submitted Qualifications, three of the four firms were invited to respond to the RFP (Jacobs, Melton and Sargent).

After submission of the RFP, the same staff committee of five completed a full review of the Request for Proposals and evaluated them based on the following criteria:

1. Did the proposal identify the key objectives of the Master Plan? (Promote mixed use, transportation improvements, economic development, infill housing)?
2. Does the proposal identify strategies to complete each component of the Master Plan?
3. Do the work tasks provide sufficient detail to demonstrate effectiveness in achieving project objectives in the preparation of the Master Plan?
4. Does the proposal provide adequate community engagement in addition to the citizens advisory committee process?
5. Does the proposal include urban design solution analysis for placemaking, bicycle and pedestrian improvements, and landscaping improvements etc.?
6. Does the proposal include analysis and discussion of key economic development opportunities?
7. Does the proposal include preparation of an Initial Study for environmental review?
8. Does the project schedule include adequate meetings with city staff, citizen's advisory committee process, and Planning Commission and City Council meetings?
9. Does the schedule identify the steps to realistically complete the project in a two-year timeframe?
10. Does the proposal clearly identify staff time, subconsultant costs, administrative fees (budget for copies)?
11. Does the proposal clearly identify optional tasks?

Based on the submittal, Sargent expressed concern regarding the budget and therefore did not include all of the required tasks in the proposal. The submittal for both Melton Design Group and Jacobs Engineering Group included all of the City's objectives and came within two points of each other in the staff committee scoring. In addition, both proposals came in on budget, each proposing a fee of \$260,000 that met the City's objectives for the work effort. Therefore, both consulting teams were invited to an interview. The staff committee ranked the consultants in the interview based on the following:

1. Presentation (professional, team approach etc.).
2. Understanding of the Project and City's Goals (outreach, traffic improvements, Urban Design solutions and economic development).
3. Ability to integrate existing efforts into the Master Plan
4. Ability to stay within Budget.
5. Approach to Business owner/absentee owner Buy-in

6. Identified near term traffic improvements.
7. Adequately answered Interview Questions and ability to prepare a plan that can be implemented.

While both firms were highly qualified, in the end it was determined that Jacobs Engineering Group included the consultant and subconsultant team that most closely matched the City's goals in the preparation of a Master Plan. In addition to Jacobs, the consultant team includes Aim Consulting which specializes in public outreach and will be instrumental in leading the Citizen Advisory Committee and other public outreach efforts, Kimley-Horn will provide transportation expertise and is familiar with the project area, having completed the East Bidwell Complete Streets Corridor Plan, and Bay Area Economics (BAE) will provide expertise on economic development strategies.

### **ENVIRONMENTAL REVIEW**

The recommended contract action of the City Council is not a project as defined by the California Environmental Quality Act (CEQA) and therefore does not require environmental review.

### **FISCAL IMPACT**

The City Council previously approved the use of a portion of the City's American Rescue Plan Act (ARPA) funds in the amount of \$260,000 for development of this plan. Jacobs Engineering Group's contract would be in an amount not to exceed \$260,000.

### **ATTACHMENTS**

1. Resolution No. 11091 – A Resolution Authorizing the City Manager to Execute a Consultant and Professional Services Agreement with Jacobs Engineering Group for Preparation of the Central Business District Master Plan

Submitted,



---

PAM JOHNS  
Community Development Director

**RESOLUTION NO. 11091**

**A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A CONSULTANT AND PROFESSIONAL SERVICES AGREEMENT WITH JACOBS ENGINEERING GROUP FOR PREPARATION OF THE CENTRAL BUSINESS DISTRICT MASTER PLAN**

**WHEREAS**, staff conducted a selection process in accordance with Section 2.36. 110 and 2.36.120 of the Folsom Municipal Code for consulting and professional services for planning, design, and environmental services for the Central Business District Master Plan; and

**WHEREAS**, staff invited 33 professional firms to submit qualifications and received four comprehensive submittals; and

**WHEREAS**, three of the four firms were found to be qualified and were invited to submit a scope of work proposal (Request for Proposal), schedule and professional services fee for completion of the Master Plan; and

**WHEREAS**, utilizing objective evaluation and ranking criteria of the scopes of work, Jacobs Engineering Group and Melton Design Group were invited to participate in an interview;

**WHEREAS**, as part of the interview process, Jacobs Engineering Group's proposal was selected as most closely matching the City's Central Business District objectives, including extensive experience with similar projects, transportation planning experience, public engagement plan, and complete scope of work and aggressive schedule; and

**WHEREAS**, funding for Central Business Master Plan was approved by the City Council utilizing \$260,000 of federal American Rescue Plan Act funds; and

**WHEREAS**, the Consulting and Professional Services Agreement shall be in a form acceptable to the City Attorney.

**NOW, THEREFORE, BE IT RESOLVED** that the City Manager is authorized to execute a Consulting and Professional Services Agreement with Jacobs Engineering Group for planning, design, and environmental services for the Central Business District for a not-to-exceed amount of \$260,000.

PASSED AND ADOPTED this 22<sup>nd</sup> day of August 2023, by the following roll-call vote:

<b>AYES:</b>	Councilmember(s):
<b>NOES:</b>	Councilmember(s):
<b>ABSENT:</b>	Councilmember(s):
<b>ABSTAIN:</b>	Councilmember(s):

Rosario Rodriquez, MAYOR

ATTEST:

Christa Freemantle, CITY CLERK