



City of Culver City

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Staff Report

File #: 18-0640, **Version:** 1

Item #: A-1.

CC - Discussion of the (1) General Plan Update (GPU) Request for Proposals (RFP) and Travel Demand Forecast Modeling (TDFM) RFP; and (2) Direct the City Manager as Deemed Appropriate.

Meeting Date: January 30, 2018

Contact Person/Dept: Ashley Hefner/CDD

Phone Number: (310) 253-5744

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☒

Public Hearing: ☐ **Action Item:** ☒ **Attachments:** ☒

Commission Action Required: Yes ☐ No ☒ **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (01/26/18)

Department Approval: Sol Blumenfeld, Community Development Director (01/25/18)

RECOMMENDATION

Staff recommends the City Council (1) discuss the General Plan Update (GPU) Request for Proposals (RFP) and Travel Demand Forecast Modeling (TDFM) RFP; and (2) Direct the City Manager as deemed appropriate.

BACKGROUND

On September 6, 2017, the City issued an RFQ for General Plan Update (GPU) services due September 29, 2017. On October 30, 2017, the City Council Subcommittee prepared a list of qualified consultants and identified minor modifications to the RFP scope of services based on a review of the RFQ submittals.

On November 16, 2017, the City Council met to discuss advisory bodies, receive a summary of RFQ submittals, review a draft list of qualified consultants and review a draft of the GPU RFP. The City Council approved the list of qualified consultants, and suggested the Subcommittee work with staff to make final adjustments to the GPU RFP, and further directed staff to prepare a separate RFP for the travel demand forecast modeling (TDFM) and related services. On January 11th and January 23rd the

Subcommittee provided further direction for the final draft documents.

DISCUSSION

GPU RFP (Attachment 1)

Sections I-III of the GPU RFP were modified for greater clarity and detail was added to the Scope of Services related to the City's initial goals for tasks.

GPU advance public outreach strategy (Attachment 2)

City Council directed a strategy be prepared to introduce the GPU to the public in advance of the consultant selection and project commencement to:

- Help the public understand the basics of long-range planning;
- Create community excitement for the upcoming planning process; and
- Invite the public to participate in the planning process when it begins.

This strategy can be achieved through a series of fun, engaging events at which the community can learn about and discuss planning concepts and life in Culver City. To build interest leading up to the consultant-led public engagement program, these events should take place in the months immediately preceding project commencement. Attachment 2 describes initial strategies and the Subcommittee is identifying speakers, venues, and topics.

GPU data research initial findings (Attachment 3)

Staff is conducting demographic and socioeconomic research to inform a consultant-led General Plan Update community engagement program. The primary objective is to identify and effectively include people from segments of the community most at risk of exclusion from the process. Findings of note include:

- Groups to reach for equitable engagement: Non-whites, working-age young people, people with low-income, renters, multifamily households, people experiencing homelessness, people speaking limited English, the transit-dependent, non-U.S. citizens, the elderly, people with limited education,

people with disabilities, foreign-born, and students

- Key neighborhoods: Fox Hills, McLaughlin, Clarkdale, Washington-Culver,

Park West, Jefferson/Blair Hills

- Potential partners: St. Joseph Center, Upward Bound House, Westside Shelter & Hunger Coalition, Mujeres de la Tierra, Culver City Unified School District, Culver City Senior Center, Julian Dixon Library, Exceptional Children's Foundation, No Limits for Deaf Children, Special Olympics Southern California, Achievable Foundation, West Los Angeles College, UCLA, LMU

TDFM RFP

Senate Bill (SB) 743 was approved in 2017, shifting how traffic impacts are analyzed under the California Environmental Quality Act (CEQA). Currently, a project's impacts on traffic is measured by how it affects traffic flow, or level of service (LOS). SB 743 instead requires a project's impacts be analyzed based on associated vehicle miles traveled (VMT). Staff will present 'Modeling and VMT 101' (Attachment 5) outlining:

- The nuts and bolts of modeling
- The shift in LOS to VMT for environmental review
- The benefits of using VMT
- Cost examples to build a model

To achieve SB 743 compliance, the Community Development, Public Works, and Transportation Departments are collaborating on an RFP (Attachment 6) for consultant services to:

- Build a Culver City specific model
- Evaluate and recommend changes to the City's existing guidelines and regulations
- Provide operational and technical support and performance evaluation once the model is in use

As the GPU will be the first project to be run through the new model, the selected consultant will be expected to coordinate with the GPU consultant team.

In addition, the Transportation Department is issuing a separate RFP to update the City's TDM Ordinance/strategies/programming. The selected consultant will be expected to coordinate with the TDM consultant to evaluate the TDM recommendations and ensure the model is able to measure TDM strategy effectiveness.

NEXT STEPS

- GPU RFP: review and approve to issue
- GPU advance public outreach strategy:
 - Agree on initial strategy, goals, and topics
 - Subcommittee identifying speakers, venues, and topics
- Ongoing data research for GPU:
 - Further clarify conditions; e.g., identify native languages spoken by those with limited English proficiency
 - Identify potential local partners such as nonprofits, institutions, businesses, and others who serve subject populations located in key locales and/or are otherwise relevant to subject populations
 - Meet with potential local partners to better understand the experiences and needs of subject populations
- TDFM RFP: review and approve to issue

FISCAL ANALYSIS

There is no fiscal impact associated with these discussion items.

ATTACHMENTS

1. GPU RFP
2. GPU advance public outreach strategy
3. GPU data research initial findings
4. GPU schedule through consultant hire
5. TDFM and VMT presentation
6. TDFM RFP

MOTION

That the City Council:

1. Discuss the General Plan Update (GPU) Request for Proposals (RFP) and Travel Demand Forecast Modeling (TDFM) RFP; and
2. Direct the City Manager as deemed appropriate.