



## **REPORT TO CITY COUNCIL**

**To:** Honorable Mayor and Members of the City Council

**From:** Grant Yates, City Manager

**Prepared By:** Nicole Dailey, Senior Management Analyst

**Date:** March 13, 2018

**SUBJECT:** Agreement for Professional Services for Dream Extreme 2040 Strategic Plan

### **Recommendation**

Award an Agreement for Professional Services to Gensler to develop a comprehensive long-term strategic plan and authorize the City Manager to execute the agreement not to exceed \$200,000, subject to minor modifications as approved by the City Attorney.

### **Background**

In February 2016, the City held a visioning session to initiate its efforts to develop a long-term strategic plan called the Dream Extreme 2040 Plan. The plan is expected to outline future projects and needs for the City over the next 20 years in pursuit of achieving its vision to become the ultimate lake destination where all can live, work and play, build futures and fulfill dreams.

As part of the City's efforts to develop a long-term strategic plan, the City conducted its first Community Opinion Survey in 2016 to gauge overall community satisfaction with City services and gather opinions, perceptions and priorities about the City, its services and future and/or needs. The results from the survey provide critical information to assist the City in making sound, strategic decisions in a variety of areas including prioritization, planning, performance measurement, policymaking, community engagement and budgeting. The City plans to conduct regular surveys every few years to set measurable benchmarks, establish strategic long-term goals and regularly assess progress toward accomplishing these goals.

The Dream Extreme 2040 Strategic Plan is a first for the City of Lake Elsinore with an expectation that it will go above and beyond traditional planning documents and look at unique, innovative ideas and opportunities that will serve as a guide for the future development and build out of the City. The plan is expected to analyze the needs of the City and identify future projects and programs over the next 20 years. This includes developing measurable goals, objectives, action items, timelines, and metrics.

## **Discussion**

On November 15, 2017 a Request for Qualifications (RFQ) was issued for qualified professional firms to develop a Dream Extreme 2040 Strategic Plan on behalf of the City. The deadline for submitting a proposal was December 15, but was extended to December 20, 2017. A total of two (2) complete, qualifying proposals were received.

The RFQ was intentionally kept basic and provided only an outline of the general expectations of this project to allow firms to use creativity in their proposed approach. Key elements and/or activities shared for consideration in the development of the Dream Extreme 2040 Strategic Plan, included, but were not limited to:

- Ongoing Staff & Council Subcommittee Coordination
- Research & Data Gathering
- Public Engagement
- Graphical Representations
- Final Report & Presentation

All proposals were reviewed by staff and the Dream Extreme 2040 Subcommittee. Subsequently, each company was given the opportunity to present their proposal to the Subcommittee and staff in January.

Based upon these interviews and staff's careful review and evaluation of each proposal, staff is recommending the selection of Gensler. Gensler has built a proposed team of award-winning industry leaders in the world of placemaking and project delivery. In addition, the firm is global and has been in business for over 50 years and has been a pioneer in creating great places that enhance quality of work and life.

Gensler will provide a brief presentation at the meeting about the organization, its proposed approach and the overall value a long-term strategic plan will have to ensure Lake Elsinore succeeds in fulfilling its vision for the future. Gensler offers 29 specialized practice areas including urban design, planning, architects, and placemaking that deliver specific project types that meet clients' needs around the world. Gensler's talented staff offers a wealth of unique knowledge across a wide breadth of industry sector coverage. They use a collaborative, integrated approach that blends the diverse knowledge of these specialties to explore new possibilities and give clients a competitive edge through fresh ideas.

The team will work with staff and the City Council's Dream Extreme Subcommittee throughout the development of this strategic plan. Once the plan is complete, it will be presented to the full City Council. While the original proposal (Exhibit B) specified a higher proposed budget, Gensler's plan was designed to be flexible and scalable. Therefore, staff worked with Gensler to streamline the approach to a more reasonable cost as shown in Exhibit C. The proposed timeline for this plan is approximately 12 months. The term for the agreement is for one year, not to exceed \$200,000. The Agreement for Professional Services is attached in Exhibit A.

## **Fiscal Impact**

The Agreement for Professional Services with Gensler is for an amount not to exceed \$200,000, which will be paid from the FY2017/2018 and FY2018/2019 Capital Improvement Plan Budget.

**Exhibits**

- Exhibit A – Agreement for Professional Services – Gensler
- Exhibit B – Proposal Submitted by Gensler
- Exhibit C – Fee Revision to Proposal