



Executive Director's
Report to the
Board of Harbor Commissioners

DATE: JULY 21, 2022

FROM: WATERFRONT & COMMERCIAL REAL ESTATE

SUBJECT: RESOLUTION NO. _____ – APPROVAL OF AGREEMENT BETWEEN SWA GROUP, INC. AND THE CITY OF LOS ANGELES HARBOR DEPARTMENT FOR THE SAN PEDRO WATERFRONT CONNECTIVITY PLAN

SUMMARY:

Staff requests approval to enter into an Agreement with SWA Group, Inc. (SWA) to provide expertise in urban design, planning, architecture, landscape, and public transportation to support the City of Los Angeles Harbor Department (Harbor Department) in developing the San Pedro Waterfront Connectivity Plan (Connectivity Plan). The term of the proposed Agreement is one year and the not-to-exceed compensation amount is \$498,000. The recommendation to select SWA was based on a Request for Proposal (RFP) process performed by the Harbor Department. The Harbor Department is financially responsible for this agreement.

RECOMMENDATION:

It is recommended that the Board of Harbor Commissioners (Board):

1. Find that the Director of Environmental Management has determined that the proposed action is administratively exempt from the requirements of the California Environmental Quality Act (CEQA) under Article II Section 2(f) of the Los Angeles City CEQA Guidelines;
2. Find that, in accordance with the Los Angeles City Charter Section 1022, it is more feasible for outside contractors to perform this work than City employees;
3. Approve the Agreement with SWA Group, Inc. for a term of one year and a not-to-exceed compensation amount of \$498,000;
4. Authorize the Executive Director to execute and the Board Secretary to attest the said Agreement for and on behalf of the Board; and
5. Adopt Resolution No. _____.

SUBJECT: AGREEMENT WITH SWA GROUP, INC.

DISCUSSION:

Background – In 2019, the Harbor Department solicited input from stakeholders on potential projects to be funded by the Public Access Investment Plan. The San Pedro Chamber of Commerce and all three San Pedro Neighborhood Councils (Central, Coastal, and Northwest) each approved separate formal motions that included the Connectivity Plan as part of their request.

The Connectivity Plan is envisioned to be a planning document that analyzes existing waterfront public access and private development progress and provides a conceptual program to guide future Harbor Department improvements and private development sites into a network of well-connected, multi-use spaces accessible to the public. Connectivity Plan elements include, but are not limited to, the following:

- Motorized Connectivity: Public Transit, Rubber Tire Trolley, Transportation Network Company
- Non-motorized Connectivity: Bicycle, Scooter, Pedestrian, sidewalks, crosswalks, landscaping, etc.
- Water Connectivity: Water-taxi, recreational boat, etc.
- Wayfinding Program
- Public Art in open space as a larger attraction: Examples are DesertX, High Line, Storm King, and Franconia
- Open Space utilization, activation and programming opportunities

Uncertainty related to the COVID-19 global pandemic prevented the Harbor Department from moving forward with the Connectivity Plan solicitation process until October 11, 2021, when the Connectivity Plan RFP was released.

Selection Process – The Harbor Department received 11 proposals in response to the Connectivity Plan RFP. An evaluation committee consisting of representatives from the Waterfront & Commercial Real Estate Division, Engineering Division (two representatives), Housing Authority of the City of Los Angeles, and the San Pedro Chamber of Commerce scored the proposals based on five criteria, with a total of 100 maximum points possible (Table 1). Firms that qualified as a Local Business Enterprises received an additional 8 points. Proposal scores are attached as Transmittal 1.

Table 1

Criteria	Points
1) Firm qualifications, experience, and references	25
2) Project organization, personnel, and staffing	20
3) Project approach, work plan, management, and timeline	25
4) Rates, fees, and budget control	15
5) Clarity and comprehensiveness of the proposal	15
Total	100

The top five scoring firms were selected for interviews with the evaluation panel. Interviews were scored on the same criteria as Table 1. SWA scored first among firms interviewed. Interview scores are attached as Transmittal 2.

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Proposed Agreement – The proposed Agreement (Transmittal 3) is for consultant services in urban design, planning, architecture, landscape, and public transportation to develop the Connectivity Plan. The scope generally consists of seven tasks (which may overlap). All stages shall include community stakeholder participation:

1. Information Review – Kick off and document review
2. Site Tour – In-person review and visual survey of the San Pedro Waterfront
3. Workshop – Administration and engagement with the Harbor Department
4. Broader Stakeholder Engagement – Creative, robust outreach to the community at large to receive feedback on the Connectivity Plan
5. Preparation of a Draft Connectivity Plan – Development of the plan contents
6. Presentation of Draft Connectivity Plan – Public presentation to the Board for feedback and comment
7. Presentation of Final Connectivity Plan – Public presentation to the Board with any revisions stemming from feedback

The term of the proposed Agreement is one year and the not-to-exceed compensation amount is \$498,000.

ENVIRONMENTAL ASSESSMENT:

The proposed action is the approval to enter into an Agreement with SWA to provide expertise in urban design, planning, architecture, landscape, and public transportation to support the Harbor Department in developing the Connectivity Plan, which is an administrative activity. Therefore, the Director of Environmental Management has determined that the proposed action is administratively exempt from the requirements of CEQA in accordance with Article II Section 2(f) of the Los Angeles City CEQA Guidelines.

FINANCIAL IMPACT:

Approval of the proposed Agreement with SWA authorizes the Harbor Department to proceed with the Connectivity Plan for a not-to-exceed compensation amount of \$498,000 over one year. Funding in the amount of \$498,000 has been included within the Fiscal Year 2023 Budget, Center 0429, Program 000, Account 54290 (Miscellaneous Professional Services).

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CITY ATTORNEY:

The proposed Agreement has been reviewed and approved as to form and legality by the Office of the City Attorney.

TRANSMITTALS:

1. Proposal Scores
2. Scoring Matrix
3. Agreement with SWA Group, Inc.

FIS Approval: MB
CA Approval: SD

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