



CITY OF
EL SEGUNDO

General Plan Land Use Element Update RFP

City Council Meeting
February 18, 2025

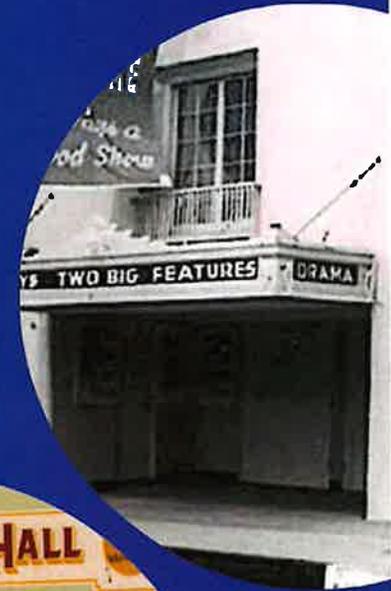


Overview

1. Agenda
2. Background
3. Timeline
4. Proposal
5. Case Study

Background

- Required by state law (e.g., California Government Code Section 65300)
- El Segundo's General Plan Land Use Element was last updated in 1992
 - Does not reflect current population trends, economic conditions, or developments



What is the General Plan Land Use Element?



A long-term blueprint for a city's growth and physical development



Balances competing interests (residential, commercial, industrial, open space)



Help cities achieve sustainable and balanced growth



Promotes economic development and job creation



Encourage community-driven planning initiatives



Transparency in decision-making

RFP Timeline



RFP Timeline



Evaluation Criteria

Round 1: Proposal

1. Project Understanding
2. Scope of Work
3. Firm Qualifications and Experience
4. Reference and Satisfaction of Previous Clients
5. Implementation Schedule

Round 2: Interview

1. Project Understanding & Strategic Vision
2. Land Use Strategies & Community Vision
3. Branding & Economic Development
4. Innovation & Added Value
5. Project Management & Proof of Concept

Consultant Recommendation- MIG

- 8 submitted proposals
- 5 consultant presentation interviews
- Cost budgeted in 2024/2025
 - Budgeted: \$800,000
 - Request Appropriation: \$87,479
 - General Plan Maintenance Fee, 10% Building Plan Check Fee

Proposed Scope of Work



**Summary of Existing
Conditions**



**Land Use Concept
Alternatives**



**Urban Design
Integration**



**Environmental Impact
Report**



**Zoning Code and Map
Consistency
Recommendations**

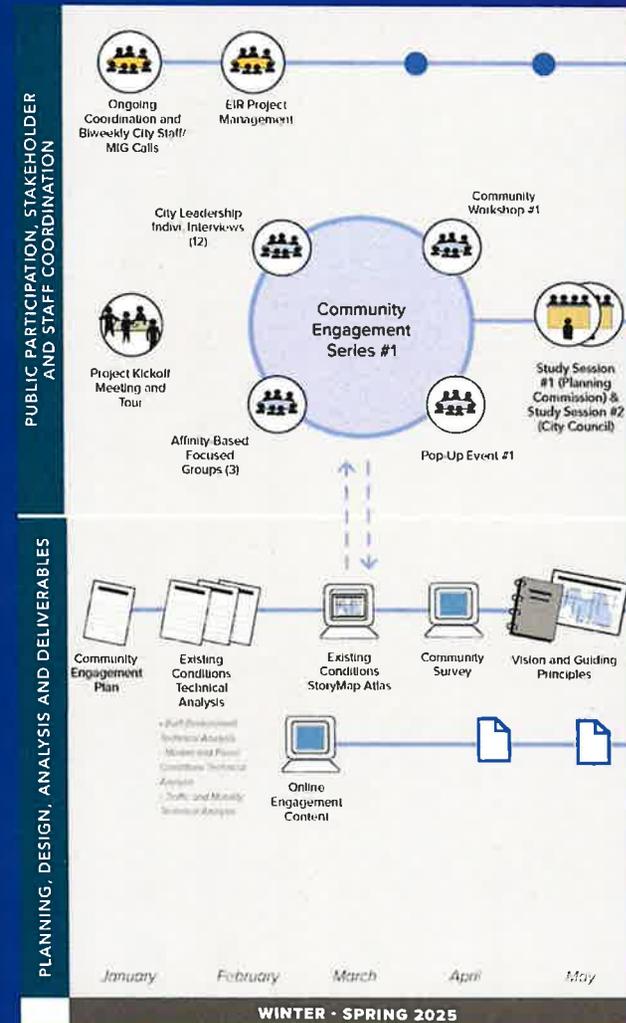
Phase 1: Text and Context (Winter – Spring 2025)

•Community Engagement Series #1

- Project Kickoff Meeting and Tour
- City Leadership Interviews
- Community Workshop #1
- Study Session #1
- Pop-Up Event #1

•Planning, Design, Analysis, and Deliverables:

- Community Engagement Plan
- Existing Conditions Technical Analysis:
 - Built Environment & Infrastructure
 - Market and Fiscal Conditions Technical Analysis
 - Traffic & Mobility Review
- Existing Conditions StoryMap Atlas
- Community Survey
- Vision & Guiding Principles



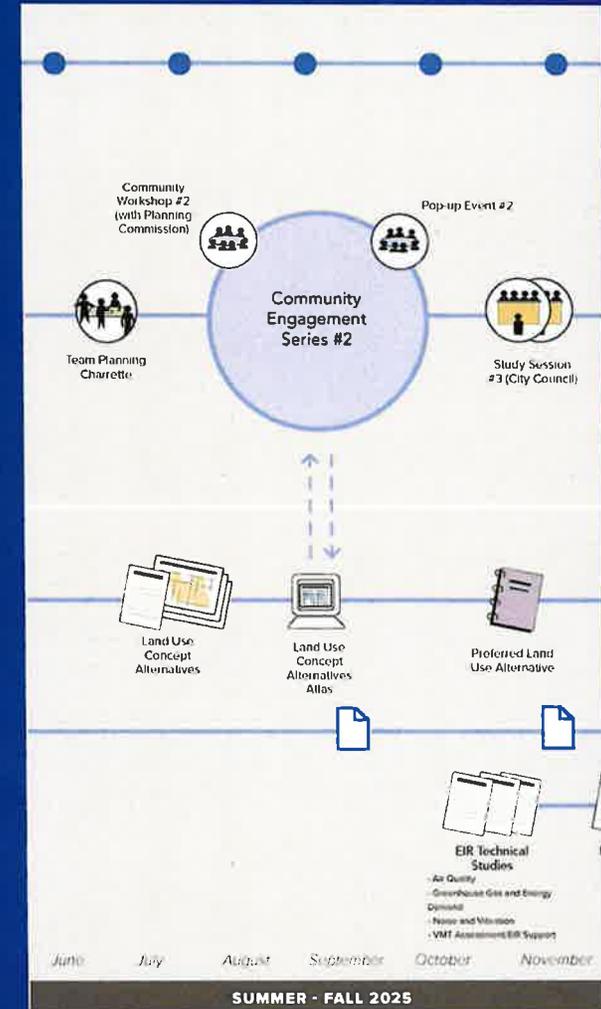
Phase 2: Exploring Alternatives (Summer – Fall 2025)

•Community Engagement Series #2

- Community Workshop #2 (with Planning Commission)
- Pop-Up Event #2
- Study Session #3 (City Council)
- Team Planning Charrette

•Planning, Design, Analysis, and Deliverables:

- Land Use Concept Alternatives
- Land Use Concept Alternatives Atlas
- Preferred Land Use Alternative
- EIR Technical Studies:
 - Air Quality
 - Greenhouse Gas & Energy Demand
 - Noise & Vibration
 - Vehicle Miles Traveled (VMT) Assessment/EIR Support
- Initial EIR Study



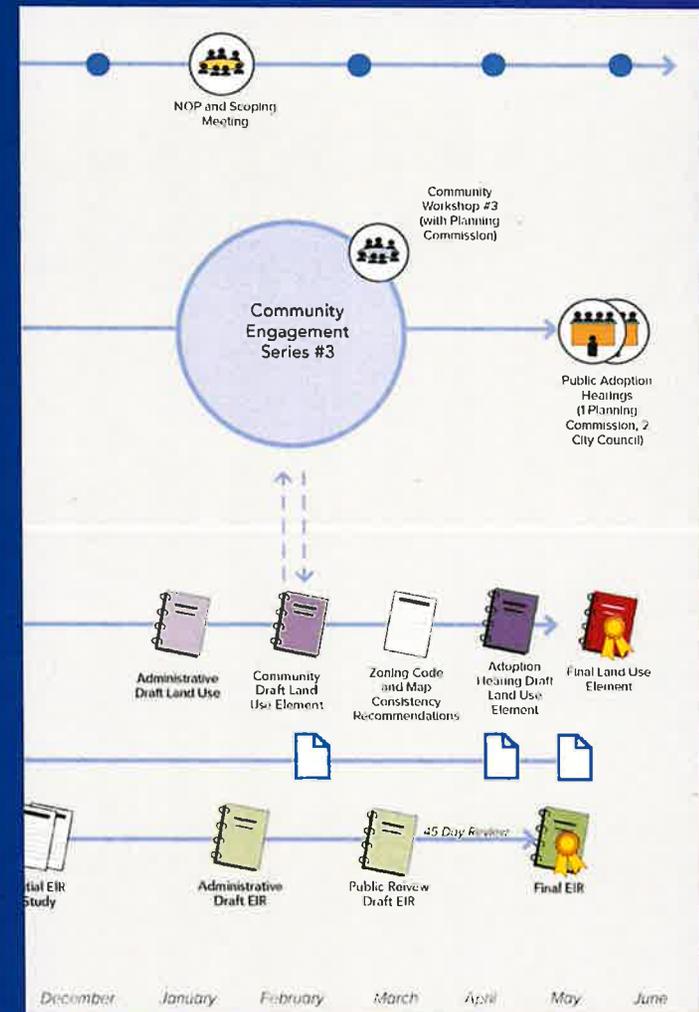
Phase 3: Future Foundations (Winter 2025 – Spring 2026)

•Public Participation & Stakeholder Engagement:

- Notice of Preparation (NOP) and Scoping Meeting
- **Community Engagement Series #3**
 - Community Workshop #3 (with Planning Commission)
- Public Adoption Hearings:
 - Planning Commission Hearing
 - City Council Hearings

•Planning, Design, Analysis, and Deliverables:

- Administrative Draft Land Use Element
- Community Draft Land Use Element
- Zoning Code & Map Consistency Recommendations
- Adoption Hearing Draft Land Use Element
- Final Land Use Element
- Administrative Draft EIR
- Public Review Draft EIR
- Final EIR



Task 3.8: Technical Advisory Board Meetings

- Appointed by City Council, includes key city staff members from various departments (i.e. Community Development, Public Works, Economic Development, Police, Fire Prevention, and Recreation, Parks and Library).
- Appointed members also include representation from existing commissions and committees (i.e. Environmental Committee, Planning Commission, Recreation and Parks Commission, Diversity, Equity, and Inclusion Committee, and Capital Improvement Program Advisory Committee).
- Contribute to data analysis, policy recommendations, and the development of implementation strategies consistent with the City Council's Strategic Plan and existing policy direction.

Cost	Hours	Standard Hourly Rates	Quoted Hourly	Total
Partners	113	\$295		\$33,335
Manager	734	\$180 - \$240		\$144,040
Supervisory Staff	1572	\$130 - \$175		\$232,900
Staff	1441	\$110- \$185		\$178,200
Other (Specify: Subconsultants)	NA	NA		\$181,300
Subtotal				\$769,775
Total for services described in Section IV C of the request for				\$769,775
Out of Pocket Expenses:				
Meals/Lodging				\$ -
Transportation				\$ -
Other (Specify: MIG Misc Direct Cost allowance, 8% subconsultan				\$37,024
10% contingency fee				\$80,680
Total all-inclusive maximum price				\$887,479



OPTIONAL TASKS

O-1	Additional Engagement Events:		
	Community Workshop	\$	25,000
	Pop-Up Event	\$	3,000
	Study Session	\$	6,000
	Public Hearing	\$	3,000
O-2	Interactive Land Use Alternatives Dashboard	\$	20,000
O-3	Zoning Code Implementation	\$	100,000
O-4	Project Feasibility Analysis (KMA)	\$	24,000
O-5	Traffic Operation Analysis (F&P)	\$	38,000
O-6	Objective Design Standards	\$	75,000
O-7	General Plan Safety Element Update	\$	100,000

Case Study- Burlingame General Plan

Population:

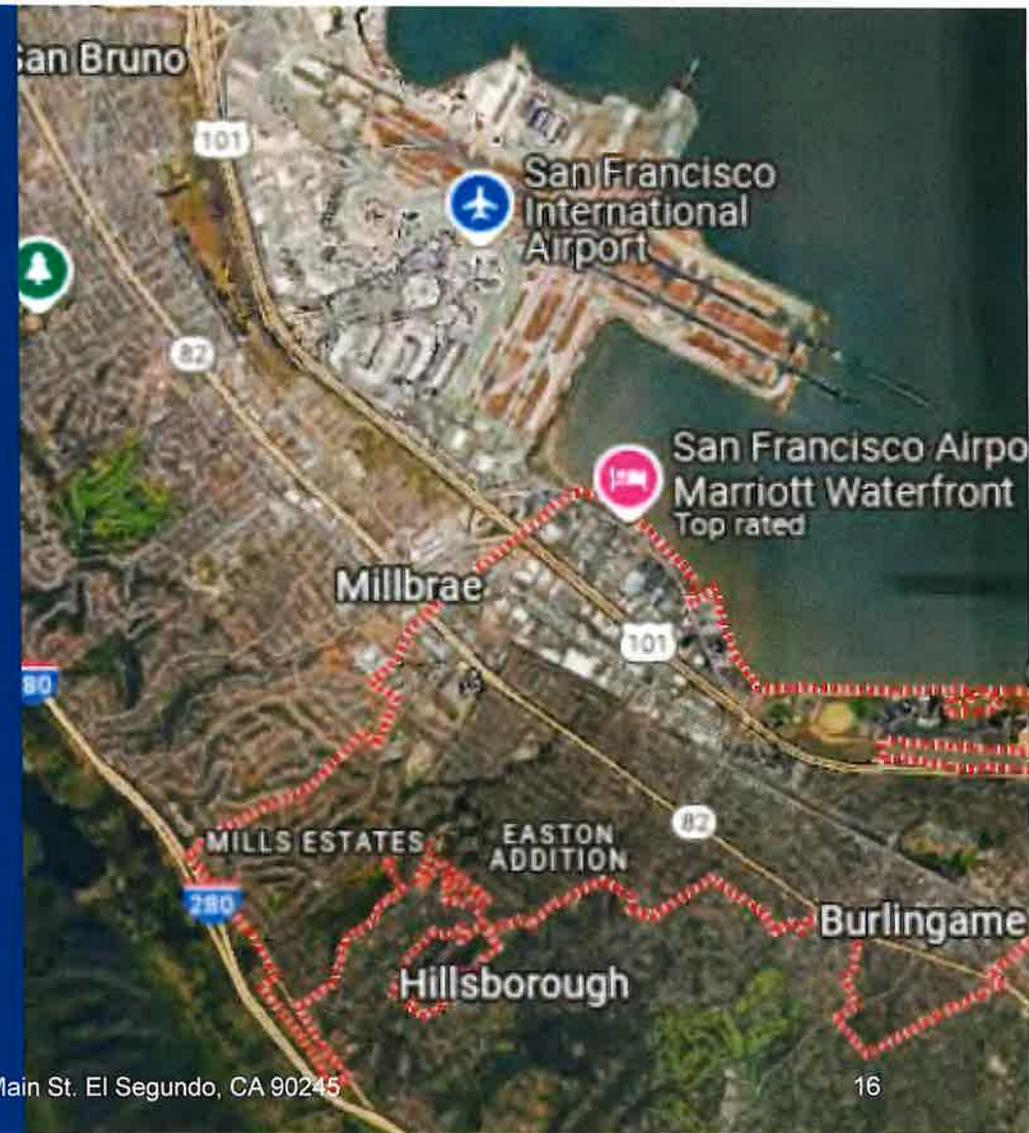
- 31,386 (2020)

Geographic:

- 4.4 square miles of land
- Near San Francisco International Airport

Median HH income:

- \$165,940 (2022)



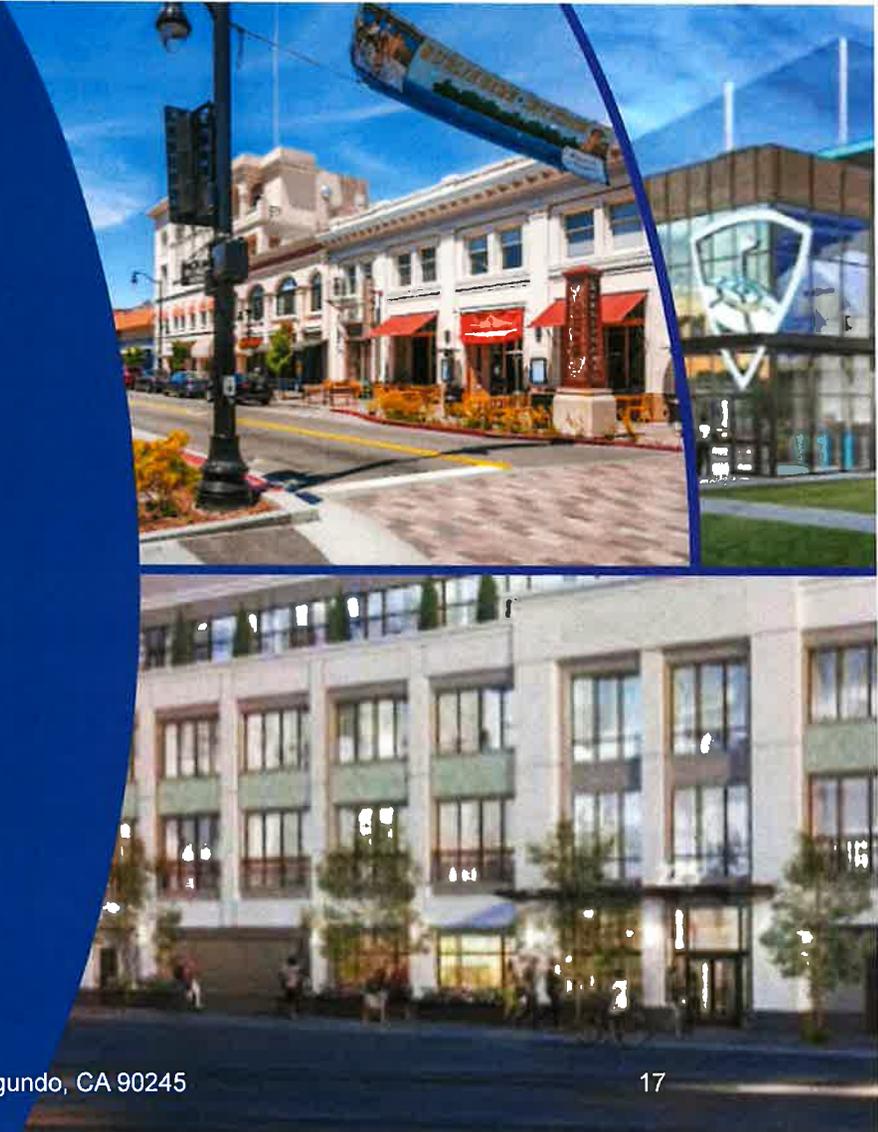
Development Since 2018 General Plan Adoption

- 4,140,303 SF of office, R&D, biotech, and retail development either built, under construction, or approved.
- Assume 1 job per 150-250 sq ft (seems a typical range across many geographic areas) = 16K jobs
- Average wage: \$113,500 (CA EDD data 2024 Q1 for the Bay Area - probably higher for tech/R&D jobs)
 - Annual wages= \$1.8B
- Indirect economic impact = $\$1.8B \times 1.5$ (typical economic multiplier used)= \$2.7B
- 2,270x return on investment for every dollar

2/18/2025

City of El Segundo | 350 Main St. El Segundo, CA 90245

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Questions?

Case Study-Burlingame General Plan

Objectives

- Maintain small-town character
- Walkable streets and neighborhoods
- Diversified economic base
- Sustainable development practices

Concerns

- New home add traffic
- Business and job retention
- Adequate park space
- SFO operations
- Sea level rise



El Segundo Land Use Element Update

PUBLIC PARTICIPATION, STAKEHOLDER AND STAFF COORDINATION

PLANNING, DESIGN, ANALYSIS AND DELIVERABLES

