

South Bay Cities Council of Governments

May 22, 2025

TO: SBCCOG Board of Directors

FROM: SBCCOG Steering Committee

SUBJECT: Regional Early Action Planning (REAP 2.0) Commercial Redevelopment to Housing – Consultant Selection

BACKGROUND

The SBCCOG was awarded a 2021 Regional Early Action Planning (REAP) grant for the Commercial Redevelopment to Housing project to conduct fit and feasibility studies for housing development and recommend implementation strategies for potential infill housing on sites identified by Carson, Hawthorne, and Torrance. The project will also create an inventory and conduct test fits for underutilized sites within the South Bay subregion for potential redevelopment to housing. This will assist SBCCOG's member cities in increasing housing supply and meeting future RHNA requirements.

To support this work, the SBCCOG solicited services for technical assistance that include design solutions and supportive materials, along with policy recommendations to address current challenges for housing development in the study area. This project builds off the REAP 1.0 Housing Roadmap Study by creating an underutilized sites database, which will support all SBCCOG member cities in identifying sites for future RHNA cycles. Funded by REAP 2.0, which prioritizes housing implementation, this study will place greater focus on recommendations and actions for removing barriers to housing development. Additionally, consultant services will support community engagement activities including SBCCOG and participating city outreach as well as meeting with developers who have experience working in the South Bay to gather expert insights on challenges and opportunities for housing development.

ANALYSIS

Eight (8) proposals were received and reviewed by the SBCCOG and its REAP 2.0 Commercial Redevelopment to Housing proposal selection committee. The proposals were from: EPS, Gensler, Harris and Associates, Opticos, Placeworks, Pro Forma Advisors, RRM Design Group, and Studio One Eleven.

The SBCCOG review process followed standard RFP selection protocol:

- An internal proposal review and selection committee was formed. Serving on the committee were: Jacki Bacharach SBCCOG Executive Director; Wally Siembab, Research Director; Shannon Heffernan, SBCCOG Contract Planner; Jake Romoff, Project Coordinator
- An external proposal review selection committee was formed. Serving on the

- committee were: Michelle Ramirez, City of Torrance; Saied Naaseh, City of Carson
- **April 17th - 22nd:** Internal committee members were asked to review and score the proposals according to the team's qualifications including related experience with similar projects and projects within the study area, understanding of project goals, approach to the scope, and key staff expertise.
 - **April 23rd:** The internal committee met via Zoom to review scoring and determine which proposers would be invited to participate in a proposer interview meeting. Based on the scoring of the selection committee, the committee decided to interview three firms – EPS, RRM Design Group, and Studio One Eleven. Internal and external review committees had previously agreed that due to the large number of proposals submitted, SBCCOG staff would select proposals chosen for interviews and send to the external review committee to review.
 - **April 23rd – April 28th:** Proposals of the three firms selected for interviews were shared with the external committee for review.
 - **April 29th - 30th:** Internal and external review committees, together, held interviews with the selected firms. The proposer interviews were held at the SBCCOG offices. The proposers were given fifty minutes to present their project proposal's scope of work and engage in questions and answers. Debriefing and recommendations followed immediately after the interview.

The selection committee felt that from the three consultant teams invited to interview, the Studio One Eleven team demonstrated the strongest understanding of SBCCOG goals and priorities and displayed relevant and representative experience with housing development in the sub region. They exhibited familiarity with and sensitivity to the communities within the project area, including Carson, Hawthorne, and Torrance. The Studio One Eleven team's technical approach placed strong emphasis on developing recommendations and designs compatible with the unique context and development patterns of the South Bay. Studio One Eleven has teamed with two subconsultants with expertise in mapping and economic analysis. theworksLA will deliver an interactive mapping tool for cities and stakeholders to easily navigate sites deemed appropriate for redevelopment. Kosmont Companies has experience in the South Bay conducting economic analysis to assist both cities and developers with housing development plans and projects. Studio One Eleven and Kosmont Companies were contracted for the REAP 1.0 Housing Roadmap Study and provided in depth detail of how they view the REAP 2.0 Project building off of SBCCOG's past work.

RECOMMENDATIONS

That the SBCCOG Board of Directors approve the REAP 2.0 Commercial Redevelopment to Housing selection committee's choice of the Studio One Eleven team as the technical consultant in support of the REAP 2.0 Commercial Redevelopment to Housing project at a not to exceed cost of \$254,815.