



Office of the City Manager

CONSENT CALENDAR

December 9, 2014

To: Honorable Mayor and Members of the City Council  
 From:  Christine Daniel, City Manager  
 Submitted by: Andrew Clough, Director, Public Works  
 Subject: Contract: Skeo Solutions for Measure M Outreach Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with Skeo Solutions for a term of 4 years for an amount not to exceed \$125,000 for Measure M outreach services.

FISCAL IMPACTS OF RECOMMENDATION

Initial funding of \$40,000 is available in the FY 2015 budget in the Measure M Fund (Fund 630), and is subject to appropriation in the FY 2016 – FY 2018 budgets in the Measure M Fund (Fund 630). The contract with Skeo Solutions has been entered into the contract management system under CMS No. QIVBB.

CURRENT SITUATION AND ITS EFFECTS

Staff requires assistance with public outreach for Measure M implementation to enhance education, outreach, and funding applications for Measure M-funded paving and green infrastructure improvements. Services include development of a program plan; newsletter template; quarterly implementation updates and interpretive signage; grant application assistance; and other outreach services as required during the full Measure M implementation period.

BACKGROUND

In November 2012, voters approved Measure M, a \$30 million bond measure to accelerate street improvements and integrate green infrastructure where appropriate and consistent with the Watershed Management Plan. Measure M funding significantly increases funding for street paving from pre-Measure M levels and provides funding for green infrastructure. The bond proceeds are to be spent over five years from FY 2014 through FY 2019.

In calendar year 2013, the Public Works Commission led an extensive community outreach process for Measure M and the Paving Plan. The process gathered significant community input and created outcome and performance measures, monitoring and oversight recommendations, and scorecard criteria to be added to the paving plan development process. Recommendations from the outreach process included development of a Measure M program plan, annual report, and outreach with the community.

In calendar year 2014, Public Works staff completed the first year of Measure M implementation. Eight miles were paved, approximately double the amount paved prior to the passage of Measure M, and a variety of pilot green infrastructure improvements were installed at four locations around the City. Staff conducted outreach before and during construction of these improvements, including holding public meetings and individual meetings with residents, sending mailers, providing website updates, and developing signage. In the remaining years of Measure M implementation, the amount of work to be completed will significantly increase from that completed in the first year. To conduct outreach for the remaining years, and complete the outreach recommended by the Public Works Commission through the Measure M public outreach process, staff requires assistance.

On October 2, 2014, the City released a Request for Proposals (RFP) for Measure M Outreach Services. Staff received proposals from Skeo Solutions and AIM Consulting. After careful review of the firms' proposals and qualifications, staff deemed Skeo Solutions the most qualified firm to provide these services.

#### ENVIRONMENTAL SUSTAINABILITY

The paving plan includes the installation of a wide variety of green infrastructure improvements (bio-retention cells, permeable pavers, tree well filters, cisterns, etc.) at locations throughout the City, to serve as demonstration projects for future implementation. The improvements will treat polluted urban runoff before it reaches local creeks and the Bay, and reduce flooding.

#### RATIONALE FOR RECOMMENDATION

This contract will provide resources to provide public outreach services in support of Measure M implementation, as recommended through the Measure M outreach process led by the Public Works Commission. To improve grant applications for Measure M-funded green infrastructure projects.

#### ALTERNATIVE ACTIONS CONSIDERED

Staff could provide basic outreach services for Measure M without outside support. Some outreach, including the program plan and quarterly newsletter updates, would not be completed.

#### CONTACT PERSON

Sean R. Rose, Manager of Engineering, Public Works, 981-6435

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: SKEO SOLUTIONS FOR MEASURE M OUTREACH SERVICES

WHEREAS, in November 2012, voters approved Measure M, a \$30 million bond measure to accelerate street improvements and integrate green infrastructure where appropriate and consistent with the Watershed Management Plan; and

WHEREAS, in the remaining years of Measure M implementation the amount of work completed will significantly increase over that completed in the first year, and to complete the outreach recommended by the Public Works Commission through the Measure M public outreach process; and

WHEREAS, the City does not have the in-house resources and requires assistance to perform extensive outreach services, and issued a request for proposals (Specification No. 15-10890-C) on October 2, 2014 from qualified firms or individuals to provide Measure M outreach services; and

WHEREAS, based on the proposals submitted, City staff selected Skeo Solutions to provide Measure M outreach services; and

WHEREAS, funding of \$40,000 is available in the FY 2015 budget in the FY 2015 Measure M Fund (Fund 630) budget; and additional funding is subject to appropriation in future years; and the CMS No. is QIVBB.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with Skeo Solutions for Measure M outreach services in an amount not to exceed \$125,000 for a term of 4 years. A record signature copy of said contracts and any amendments to be on file in the Office of the City Clerk.

