



DATE: July 17, 2017

TO: Mayor and Members of the City Council

VIA: Kevin M. Miller, City Manager

FROM: Dante Hall, Assistant City Manager
Jeff Moneda, Public Works Director/District Engineer
Doris L. Palmer, Communications Director/City Clerk
Jean Savaree, City Attorney
Edmund Suen, Finance Director
Curtis Banks, Community Development Director

SUBJECT: APPROVAL OF CONSULTANT AGREEMENTS WITH TBWB STRATEGIES AND EMC RESEARCH TO PROVIDE REVENUE MEASURE CONSULTING AND RESEARCH SERVICES FOR THE LEVEE PROTECTION PLANNING & IMPROVEMENTS PROJECT (CIP 301-657)

RECOMMENDATION

It is recommended that the City Council adopt the attached resolution authorizing:

1. An agreement with TBWB Strategies for an amount not-to-exceed \$40,000, for professional consulting services for the anticipated revenue measure to finance the Levee Protection Planning & Improvements Project;
2. An agreement with EMC Research for an amount not-to-exceed \$23,500, to conduct public opinion research for the Levee Protection Planning & Improvements Project;
3. A project contingency of \$6,350; and
4. The City Manager to execute all auxiliary agreements within authority related to the anticipated revenue measure or public opinion research. Additional services may include items such as:
 - a. Informational Direct Mail - \$30,000
 - b. Digital Media - \$30,000

c. Print Media - \$20,000

EXECUTIVE SUMMARY

On May 8, 2017 the City Council directed staff to proceed with the “2050 Sea Level Rise Plus Adaptability” Scenario for the Levee Protection Planning & Improvements Project, to further develop and analyze a future offshore adaptation strategy, and proceed with a general obligation bond financing alternative over a 30-year period.

With the possibility of the revenue bond measure going before the voters for the June 5, 2018 Consolidated Municipal, School and Special District Election, staff researched and received presentations and proposals from consulting and research firms. Following an analysis of those presentations and proposals, it was determined that TBWB Strategies was the most qualified firm to provide professional consulting services for the anticipated revenue measure for the Levee Protection Planning & Improvements Project. It was also determined that EMC Research was the most qualified consulting firm to conduct public opinion research for the Levee Protection Planning & Improvements Project.

ANALYSIS

TBWB Strategies and EMC Research have an extensive background and experience working on ballot measures with other government agencies. Based on their presentations and proposals, staff recommends TBWB and EMC Research for the following reasons:

- TBWB and EMC served as consultants to develop and pass Measure AA in June 2016 to fund the Bay Restoration Authority, which included a significant component related to levees and sea level rise. The measure required a two-thirds supermajority vote and passed with a 69.3% yes vote.
- TBWB has extensive experience in San Mateo County, including:
 - San Mateo County - Measure A: Countywide Sales Tax Measure – 2012
 - San Mateo County - Measure K: Countywide Sales Tax Measure – 2016
 - San Mateo Community College District - \$388 million bond measure – 2014
- TBWB has passed 43 revenue measures for California cities – 27 in the past four years – and maintains a 94% success rate on revenue measures for cities.
- TBWB has the resources and infrastructure to provide the City with support.
- EMC has nearly 30 years of experience conducting research on behalf of public agencies in the San Francisco Bay Area on local issue and revenue measures, including:
 - Mid-Peninsula Regional Open Space District – Measure AA: Parcel Tax - 2014
 - City of Oakland – Measure KK: Infrastructure Bond – 2016

- Cabrillo Unified School District – Measure B: Parcel Tax – 2014

LEVEE SUBCOMMITTEE

The subject item has been presented in concept to the Levee Subcommittee at the June 12 meeting, consisting of Mayor Bronitsky and Councilmember Pollard, who support staff's recommendation as presented.

FISCAL IMPACT

The fiscal impact of both agreements with TBWB Strategies and EMC Research is \$63,500 with a project contingency of \$6,350 for a total of \$69,850. The proposed fees have been negotiated and determined to be reasonable based on the scope of services. Funding is available through a previous contract with SCI Consulting, whose contract has been closed. The remaining unused funds from that contract may be reallocated to fund both of these agreements. If necessary, supplemental funding is available under the project (CIP 301-657).

Attachments:

- Attachment 1 - Resolution
- Attachment 2 - Agreement - TBWB Strategies
- Attachment 3 - Agreement - EMC Research