



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Lee Wilcox
Kim Walesh

SUBJECT: SEE BELOW

DATE: March 8, 2019

Approved

Date

3-8-19

SUBJECT: AGREEMENT FOR CONSULTANT SERVICES BETWEEN THE CITY OF SAN JOSE AND RAIMI + ASSOCIATES, INC.

RECOMMENDATION

Adopt a resolution authorizing the City Manager to execute an Agreement for Consultant Services between the City of San José and Raimi + Associates, Inc. (Raimi) January 1, 2019 through June 30, 2020 in an amount not to exceed \$275,000 for services including website maintenance, civic engagement, and project management, subject to appropriation.

OUTCOME

The execution of the Agreement for Consultant Services allows Raimi to continue supporting the City with civic engagement services related to planning processes and development projects in the Diridon Station Area.

BACKGROUND

In December 2017, the City began planning for a civic engagement process to share information and gather feedback on the Diridon Station Area, with an initial focus on a potential Google development and associated land sale negotiations. To support this effort, the City added a temporary full-time employee to manage the process and issued a Request for Proposals on December 2017 for consultant services to assist with implementation. The City received four responses to the Request for Proposals. An evaluation panel reviewed the submissions and recommended the selection of Raimi + Associates, Inc. (Raimi) and its subconsultant, Plan to Place. In April 2018, the City entered into an Agreement for Consultant Services with Raimi not to exceed \$230,000, through December 31, 2018.

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The consultant services Raimi has provided include: preparing for and facilitating the Station Area Advisory Group (SAAG) meetings; setting up and maintaining a project website (www.diridonsj.org); advising on public outreach methods; preparing graphics and documentation; administering online feedback tools; assistance with planning and conducting Community Meetings, pop-ups, presentations to community groups; and other engagement activities with the general public.

The City and consultant team completed the initial outreach phase in October 2018, documenting the process and feedback received in a comprehensive Civic Engagement Report (posted to the project website on October 31, 2018). The report will provide a foundation for planning efforts and projects in the Diridon Station Area over the next 5-10 years. The feedback gathered through the civic engagement process directly informed the Memorandum of Understanding (MOU) between Google and the City. The MOU and the land sale agreements were approved by City Council on December 4, 2018.

Since the December 4, 2018 Council meeting, there is additional need for civic engagement related to the Diridon Integrated Station Concept Plan (Concept Plan). The Concept Plan establishes a spatial configuration for the future station that integrates existing and future transit services, as well as an organizational framework for delivering the station vision. The City is leading the outreach efforts for this planning process, in close coordination with the other three partner agencies: Santa Clara Valley Transportation Authority, Caltrain, and California High-Speed Rail Authority.

ANALYSIS

The Administration recommends executing a new retroactive Agreement for the term from January 1, 2019 through June 30, 2020 for an amount not to exceed \$275,000 allowing continuation of consulting services in subsequent outreach phases for the Diridon Station Area. The revised scope includes: preparation for and facilitation of nine SAAG meetings and nine public meetings (including production of materials); website maintenance; development and administration of online feedback tools; general project management tasks; and a contingency for other engagement events and outreach needs.

The initial intent of the civic engagement process for the Diridon Station Area and establishing the SAAG was to gather community feedback related to a potential Google development and associated land sale negotiations. Beyond these initial efforts, the Administration planned to utilize the SAAG and conduct public outreach on other activities affecting the Diridon Station Area, as described in the December 20, 2017 Council memo. In addition to the Concept Plan described above, the City intends to update the Diridon Station Area Plan in conjunction with reviewing an application for a master development by Google, beginning in 2019. The outreach for these processes will require the same type of consulting services as those provided in 2018.

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The Administration believes extending the contract with Raimi is necessary to provide continuity with the civic engagement process. At the May 22, 2018 and February 5, 2019 City Council meetings, the City Council directed staff to develop and implement a robust, collaborative community engagement strategy for the Concept Plan. As described in the memo from Councilmember Davis dated May 21, 2018, the planning effort must ensure meaningful public input from residents, businesses, and other stakeholders affected by the project. The Outreach Strategy, reviewed by the SAAG on October 18, 2018, includes a variety of methods for sharing information and gathering feedback for the Partner Agencies to consider in preparing the Concept Plan. Similarly, City Council directed ongoing engagement with the SAAG and public as the Google process moves forward (see Council memos for the December 4 meeting and MOU with Google). These outreach efforts require substantial consultant support to achieve in a timely, effective, and equitable manner.

EVALUATION AND FOLLOW-UP

No follow-up action with City Council is expected.

PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the March 19, 2019 Council meeting.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office and the City Manager's Budget Office.

COMMISSION RECOMMENDATION/INPUT

There is no commission recommendation or input associated with this item.

COST SUMMARY/IMPLICATIONS

The recommended contract approval action covers estimated contract expenditures for January 2019 to June 2020 for the total amount of \$275,000. The following are the related appropriation amounts by fiscal year:

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Purpose	2018-2019	2019-2020	Total
Civic Engagement Consultant	\$125,000	\$150,000	\$275,000

The new contract will be funded by the Diridon Station Area Development Planning City-wide appropriation, which is partially supported by an agreement with Google to help support the civic engagement and planning process for the Diridon Station Area. Continuation of funding is anticipated through the 2019-2020 Proposed Operating Budget, with the intent to broaden the cost sharing between the City and Google to also include partner transit agencies involved with the Diridon Integrated Station Concept (DISC) project. An amount of \$125,000 will be encumbered for 2018-2019, the remaining amount of \$150,000 will be encumbered in 2019-2020, subject to appropriation.

BUDGET REFERENCE

The table below identifies the fund and appropriations proposed to fund the agreement recommended as part of this memorandum.

Fund #	Appn #	Appn. Name	Total Appn	Contract Amount	2018-2019 Adopted Operating Budget Page	Last Budget Action (Date, Ord. No.)
001	202S	Diridon Station Area Development Planning	\$1,374,274	\$125,000	IX-24	10/16/18, 30172

CEQA

Not a Project, File No. PP17-003, Agreements/Contracts (New or Amended) resulting in no physical changes to the environment.

/s/
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Chief of Staff, City Manager's Office

/s/
KIM WALES
Deputy City Manager
Director of Economic Development

For questions, please contact Lori Severino, Senior Executive Analyst, at (408) 535-3537.