



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Nanci Klein

**SUBJECT:** SEE BELOW

**DATE:** December 2, 2020

Approved

Date

12/4/20

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

## RECOMMENDATION

Adopt a resolution authorizing the City Manager to negotiate and execute the Second Amendment to the Agreement for Consultant Services between the City of San José and Raimi + Associates, Inc. (Raimi) to extend the term through December 31, 2021 and increase maximum compensation by \$200,000 to \$475,000 for Diridon Station Area community engagement and public outreach services.

## OUTCOME

The execution of the Second Amendment for Consultant Services allows Raimi to continue supporting the City with community engagement and public outreach services related to 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 (RFP) on December 2017 for consultant services to assist with implementation. The City received four responses to the RFP. 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. In February 2019, the City approved a new Agreement with Raimi

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not to exceed \$275,000 through June 30, 2020. In June 2020, the City approved the First Amendment to the Agreement to extend the term limit to December 31, 2020.

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](http://www.diridonsj.org)); advising on public outreach and engagement methods; preparing graphics and documentation; administering online feedback tools; assistance with planning and conducting Community Meetings, pop-ups, presentations to community groups; and other activities to support the City's outreach and engagement efforts.

The City and consultant team completed Phase 1 of Diridon Station Area engagement in 2018. The team documented the process and feedback received in a comprehensive [Civic Engagement Report](#) (posted to the project website on October 31, 2018). The feedback directly informed the Memorandum of Understanding (MOU) between Google and the City approved by City Council on December 4, 2018. The next focus of engagement was on the Diridon Integrated Station Concept Plan. Phase 2 of Diridon engagement began in late 2019 and has covered Google's application for a development project (Downtown West Mixed-use Plan), City-initiated amendments to the Diridon Station Area Plan, and Diridon Affordable Housing Implementation Plan.

The City has extended the timeline for this Phase 2 work into 2021 due to delays caused by the COVID-19 emergency and economic recovery process. The situation has also required a shift to primarily virtual outreach and engagement methods. Learning new tools and hosting virtual meetings with large groups has required additional coordination with the Raimi team.

The target for City Council consideration of the Downtown West Mixed-use Plan, City-initiated amendments to the Diridon Station Area Plan, and Diridon Affordable Housing Implementation Plan is Spring 2021. Public outreach and engagement will continue up to and through these decision points. Consistent with the current and previous rounds of outreach and engagement, this will include; sharing information through the website, Station Area Advisory Group meeting(s), Community Meetings, Community Partner events, online feedback tools, and outreach through email, social media, and other methods. Wrapping up Phase 2 will also involve summarizing the engagement process and its outcomes and reflecting on and celebrating the process with the SAAG and Community Partners. Transitioning to the next phase of work will require adapting the outreach and engagement methods to the needs of the projects and the circumstances (e.g., ability to have in-person events in addition to virtual).

For more background information, please refer to the Info Memo for the November 16<sup>th</sup> City Council Study Session on the Diridon Station Area Plan and Google's proposed Downtown West Mixed-use Development.<sup>1</sup>

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<sup>1</sup> <https://sanjose.legistar.com/MeetingDetail.aspx?ID=790182&GUID=B8E2C3BB-9D97-4001-9E87-C8C491004370&Search>

## **ANALYSIS**

The Administration recommends amending the Agreement to extend the term from December 31, 2020 to December 31, 2021 and increase the total compensation by \$200,000 up to \$475,000. This will allow continuation of consulting services as the City finishes Phase 2 of planning and community engagement for the Diridon Station Area and transitions to the next phases of work.

The scope of work for 2021 includes the same tasks as the original contract:

1. Managing the project website and online feedback tools
2. Supporting the Station Area Advisory Group
3. Supporting community meetings
4. Preparing summary report(s)
5. Other on-call tasks
6. Project management

Continuation of the agreement is important because the outreach and engagement efforts for the Diridon Station Area have required substantial consultant support to achieve them in a timely, effective, and equitable manner. The Raimi team has been critical to the delivery of the numerous engagement opportunities completed to date. Each round of engagement has required significant planning, preparation, and coordination between City staff and the Raimi team. They have been central to the strategy for conducting an inclusive process, which has been to provide a variety of engagement opportunities and outreach methods, translation and interpretation at events, consistent communication, and clear, accessible information.

The Raimi team has applied their experience and expertise to provide reliable, professional, and high-quality engagement services. They have demonstrated flexibility and collaboration in adapting to the evolving needs of the engagement program and extended timelines. For example, the Raimi team was instrumental in helping the City with the shift to virtual engagement in 2020. The recommended amendment will allow for the Raimi team to respond to the City's needs, as they continue to evolve in 2021.

The Administration intends to issue a new Request for Proposals for public outreach and community engagement related to Phase 3 work. Phase 3 work would include implementation of the Amended Diridon Station Area Plan and Downtown West project (pending approval of these projects), as well as ongoing coordination with other planning processes such as the Diridon Integrated Station Concept Plan and Downtown Transportation Plan.

## **CONCLUSION**

Staff recommends amending the agreement for consultant services with Raimi to extend the term through 2021 and add \$200,000 to the budget. This would enable continuation of community engagement and public outreach services for the Diridon Station Area. Raimi has been the

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community engagement consultant for the Diridon Station Area since early 2018. The current agreement expires at the end of the year, and the City needs them to complete Phase 2 in 2021.

### **EVALUATION AND FOLLOW-UP**

No follow-up action with City Council is expected.

### **CLIMATE SMART SAN JOSE**

The recommendation in this memo has no effect on Climate Smart San José energy, water, or mobility goals.

### **PUBLIC OUTREACH**

This memorandum will be posted on the City’s Council Agenda website for the December 15, 2020 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 2021 through December 2021. The Amendment will add \$200,000 for a not-to-exceed total contract amount of \$475,000. The following are the related appropriation amounts of the additional \$200,000 by fiscal year:

<b>Purpose</b>	<b>2020-21</b>	<b>2021-22</b>	<b>Total</b>
Amendment amount	\$100,000	\$100,000	\$200,000

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The recommended budget amendment will be funded by the city-wide Diridon Station Area Development Planning appropriation. The additional amount of \$200,000 is within the estimated budget for community engagement in 2020-2021.

**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	Requested Amount of Increase	2020-2021 Adopted Operating Budget Page	Last Budget Action (Date, Ord. No.)
001	202S	Diridon Station Area Development Planning	\$3,083,441	\$200,000	IX-23	10/20/20, 30494

**CEQA**

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

/s/  
NANCI KLEIN  
Director of Economic Development

For questions, please contact Lori Severino, Diridon Program Manager, at (408) 535-3537.