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Attachments: 1. Godbe San Leandro Voter Survey Proposal 3.19.20, 2. Clifford Moss Scope April 2020, 3. Clifford Moss Budget April 2020

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Staff Report for City of San Leandro City Council Resolutions Authorizing the Strategic Consulting and Revenue Measure Feasibility Polling Services Agreements and Approve Appropriation of Funds from the General Fund Economic Uncertainty Reserves

SUMMARY AND RECOMMENDATIONS

Staff recommends adoption of the proposed resolutions authorizing the City Manager to execute agreements with Clifford Moss and Godbe Research and approve appropriation of funding from the General Fund Economic Uncertainty reserves.

BACKGROUND

At the February 11, 2020 City Council retreat, City staff presented the results of community surveying/polling that was completed in June 2019 at the direction of the City Council regarding the viability of various potential future revenue measures. Following that presentation, the City Council directed staff to continue moving forward with exploration of a potential increase in the real property transfer tax as part of the November 2020 election.

To move forward with the City Council's direction, staff now requests that the City Council authorize the City Manager to execute the draft agreements. Specifically, the proposed agreement with Clifford Moss will provide lead consulting and strategic project management support, and the proposed agreement with Godbe Research would facilitate an additional revenue measure feasibility tracking poll in Spring 2020.

Analysis

Staff recommends sole source contracts with these vendors based upon several factors, including their distinct subject matter expertise as well as San Leandro-specific knowledge that was obtained

through past work experience on prior revenue measure feasibility studies in San Leandro, including their support for the prior polling work that was conducted on behalf of the City of San Leandro last year. Additionally, the information provided by this analysis will be used to inform further discussions by the City Council in the coming months. In order to ensure sufficient time is available to collect and analyze the survey information, and to conduct any related public outreach and discussions with the community, it is important to begin work as soon as possible.

Attached to this staff report are copies of the consultants' proposals, which provide additional details regarding the proposed contracts and scope of work.

Fiscal Impacts

The proposed agreement with Clifford Moss will not exceed \$129,000 and the proposed agreement with Godbe Research will not exceed \$36,000. Similar to prior revenue measures in San Leandro, it's important that a significant component of the proposed budget associated with the agreement with Clifford Moss include the costs of development, production and postage of informational mailers. Additionally, the final actual costs associated with that work may be less than this maximum figure depending upon how many mailers are produced, and/or whether the City Council ultimately directs staff to continue moving forward, following completion of the upcoming survey work.

Budget Authority

Staff proposes to fund these agreements using funds appropriated from the General Fund economic uncertainty reserve. Therefore, funds shall be transferred to the City Manager's Consulting account number 010-12-020-5120.

ATTACHMENTS

- Proposed Scope of Services with Clifford Moss
- Draft Scope of Services for Clifford Moss
- Proposal by Godbe Research

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