

DATE: January 22, 2008

TO: Mayor and City Council

FROM: City Manager

SUBJECT: Authorize the City Manager to alter the scope of the contract with the team of Godbe Research, Inc and Larry Tramutola, LLC; and appropriate additional funds.

RECOMMENDATION

That Council adopts the Resolution authorizing the City Manager to expand the scope of services with Sidewalk Strategies, a team of Godbe Research, Inc. and Larry Tramutola, LLC; and to appropriate an additional \$10,000 in an amount not to exceed \$70,000 to complete the community survey, and to assist the City in developing a budget communication strategy.

BACKGROUND

Working with the Council Budget and Finance Committee, staff issued a Request for Proposals (RFP) on October 19, 2007 for a "Community Needs Survey & Communication Strategy". The RFP was sent to 25 possible firms. Based on a rigorous interview and selection process, Sidewalk Strategies, a team of Tramutola LLC and Godbe Research, was selected. Staff presented this recommendation to Council on December 19, 2007. Council approved award of the contract to Sidewalk Strategies (Consultant), and approved an appropriation for an amount not to exceed \$60,000.

DISCUSSION

Since December 19, 2007, staff has been working with the Consultant to design the survey instrument and to complete the survey. On January 8, 2008, staff met with the Council Budget and Finance Committee to review progress and to identify possible strategic alternatives for applying the survey instrument.

As a result of that discussion, the Budget and Finance Committee, along with staff, determined that the survey should be split (i.e., designed to test different alternatives between two different sample populations.) As a result, it was also deemed important to increase the sample size to 1,000 (from 600) so that each of the two sample populations had at least 500 respondents. The Consultant was asked to prepare and submit an amended proposal incorporating the split survey and the increased sample size, which staff received on January 8, 2008.

Because of the urgency of completing the survey and getting the results, and with the concurrence of the Council Budget and Finance Committee, the City Manager immediately authorized the Consultant to proceed with the expanded scope of services. The survey instrument was approved by

the City on Friday, January 11, 2008, and the survey was completed by the end of the following week, January 13, 2008.

Therefore, Council is asked to approve this action and the additional \$13,120 for the expanded scope of services, and to approve the total amount of the contract not to exceed \$70,000. (The original December 19th action approved a contract not to exceed \$60,000.) The additional \$3,250 is a contingency amount to cover any incidental Consultant expenses as allowed in the contract.

FISCAL IMPACT

The total amount of this Phase I contract will not exceed \$70,000 for completion of the survey(s), for the "feasibility analysis", budget communication strategy, and recommendation/plan on which to move forward. The Consultant will not be authorized to move into Phase II without additional Council approval of both scope of work and related funding.

Original Phase I Proposal

Tramutola LLC	\$25,000
Godbe Research	<u>\$28,630</u>
Total Phase I (12/19/07 approval)	\$53,630
Contingency/Expense Amount	<u>\$ 6,370</u>
Total Not-to-Exceed	<u>\$60,000</u>

Revised Proposal Phase I

Tramutola LLC	\$25,000
Godbe Research	<u>\$41,750</u>
Total Phase I (Revised)	\$66,750
Contingency/Expense Amount (Revised)	<u>\$ 3,250</u>
Total Not-to-Exceed (Revised)	<u>\$70,000</u>

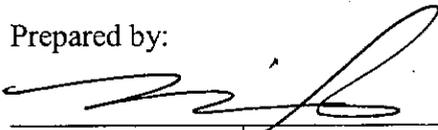
PUBLIC CONTACT

N/A

SCHEDULE

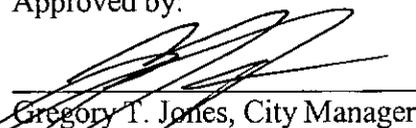
It is expected that the survey results will be presented to Council no later than mid-February.

Prepared by:



Fran David, Assistant City Manager

Approved by:



Gregory T. Jones, City Manager

HAYWARD CITY COUNCIL

RESOLUTION NO. 08-

Introduced by Council Member _____

mal
1/17/08

RESOLUTION AUTHORIZING THE CITY MANAGER TO AMEND THE CONTRACT CONTRACT WITH GODBE RESEARCH, INC. AND LARRY TRAMUTOLA, LLC TO DEVELOP A BUDGET COMMUNICATION STRATEGY

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to negotiate and execute an amendment to the contract with Godbe Research, Inc., and Larry Tramutola, LLC to assist the City of Hayward in conducting a community survey and developing a budget communication strategy in an amount not to exceed \$10,000, for a total contract amount of \$70,000, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2008

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward

HAYWARD CITY COUNCIL

RESOLUTION NO. 08-

me
1/17/08

Introduced by Council Member _____

RESOLUTION AMENDING RESOLUTION 07-079, AS AMENDED, THE BUDGET RESOLUTION FOR FISCAL YEAR 2007-08 RELATING TO AN APPROPRIATION OF FUNDS TO COMPLETE THE COMMUNITY SURVEY, AND ASSIST THE CITY IN DEVELOPING A BUDGET COMMUNICATION STRATEGY

BE IT RESOLVED by the City Council of the City of Hayward that Resolution No. 07-079, as amended, the Budget Resolution for fiscal year 2007-08, is hereby further amended by approving an additional appropriation of \$10,000 from the City Manager's General Fund, Fund 100-1201-7210 to complete the community survey, and to assist the City in developing a budget communication strategy.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2008

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward