



Office of the City Manager

CONSENT CALENDAR
June 10, 2014

To: Honorable Mayor and Members of the City Council
From:  Christine Daniel, City Manager
Submitted by: Andrew Clough, Director, Public Works
Subject: Contract No. 9118 Amendment: Steer Davies Gleave for Marketing and Public Outreach Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute an amendment to Contract No. 9118 with Steer Davies Gleave for marketing and public outreach services to increase the contract amount by \$18,200 for a total contract amount not to exceed \$163,200.

FISCAL IMPACTS OF RECOMMENDATION

Additional funding of \$18,200 is available in the FY 2014 budget in the MTC Grant Fund (Fund 614).

Original contract amount	\$145,000
<u>This contract amendment</u>	<u>\$18,200</u>
Revised NTE amount	\$163,200

The Contract Management System number for this amendment is CMS No. L4BHF.

CURRENT SITUATION AND ITS EFFECTS

SDG assists the City with marketing and public outreach for the goBerkeley pilot program, including management of the pilot’s website at www.goBerkeley.info and day-to-day management of the goBerkeley AC Transit and City CarShare benefit programs. While the original plan for the goBerkeley program included separate outreach efforts for the City, AC Transit and City CarShare, Steer Davies Gleave (SDG) was able to consolidate the outreach effort for the City into a single point of contact, leading to cost savings from the AC Transit and City CarShare contracts.

Staff anticipates that the goBerkeley website will become the primary communication tool for the pilot, with new features added beyond the original design of the website by SDG. As such, the City would like to increase funds for SDG to continue to assist the City with designing graphics and developing content for the goBerkeley website. In addition, SDG will continue the high level of face-to-face outreach with pilot area businesses that has been integral to the pilot’s success.

BACKGROUND

Marketing and public outreach has been the cornerstone of the goBerkeley pilot, with assistance from consultants such as SDG. The City issued an RFP in October 2011 for marketing and public outreach services and received six proposals. SDG was selected from the competitive bid process.

The original contract was approved by the City Manager for a not-to-exceed amount of \$145,000 for the period April 30, 2012 to June 30, 2015.

ENVIRONMENTAL SUSTAINABILITY

SDG supports the efforts of the goBerkeley pilot, which aims to reduce emissions from the use of private automobiles.

RATIONALE FOR RECOMMENDATION

SDG designed, developed and hosts the goBerkeley website and is the most cost-effective option for continual management. Staff are able to make changes to the website, but substantial changes require expertise from SDG staff. In addition, SDG and their sub-consultant staff have developed effective relationships with many community members in the goBerkeley pilot areas and should continue to act as the single point of contact for those community members.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Farid Javandel, Manager, Transportation, Public Works, 981-7061
Willa Ng, Principal Planner, Public Works, 981-7064

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT NO. 9118 AMENDMENT: STEER DAVIES GLEAVE FOR MARKETING
AND PUBLIC OUTREACH SERVICES IN SUPPORT OF GOBERKELEY

WHEREAS, marketing and public outreach assistance is needed to continue operation of the goBerkeley website and community outreach; and

WHEREAS, Steer Davies Gleave was selected through the City's competitive bid process, and in October 2012 the City Manager executed a contract with Steer Davies Gleave to provide marketing and public outreach services in an amount not to exceed \$145,000 for a 3-year term; and

WHEREAS, funds are available in the FY 2014 budget in the MTC Grant Fund (Fund 614) due to re-allocation of budget between goBerkeley contractors for each fiscal year, and this contract amendment has been entered into the City's contract management system as CMS No. L4BHF.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute an amendment to Contract No. 9118 with Steer Davies Gleave for marketing and public outreach services to increase the contract amount by \$18,200 for a total contract amount not to exceed \$163,200. A record signature copy of said amendment to be on file in the Office of the City Clerk.

