



CITY COUNCIL AGENDA STATEMENT



November 13, 2018

File ID: 18-0494

TITLE

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA AWARDING A CONTRACT FOR DEVELOPING AND IMPLEMENTING A COMMUNICATIONS OUTREACH PROGRAM TO INFORM RESIDENTS ABOUT SCHEDULE, PROGRESS, AND MILESTONES ON MEASURE P, AND INFRASTRUCTURE PROJECTS (RFP PO2-18/19) TO NV5, INC.; AUTHORIZING THE EXPENDITURE OF \$172,520 IN PUBLIC, EDUCATIONAL, AND GOVERNMENTAL (PEG) AND/OR OTHER GENERAL FUNDS FOR THE INITIAL TERM FROM NOVEMBER 13, 2018 TO JUNE 30, 2021; AND, AUTHORIZING UP TO TWO, ONE-YEAR EXTENSIONS FOR A MAXIMUM CONTRACT AMOUNT OF \$272,520 (4/5 VOTE REQUIRED)

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The City of Chula Vista requested proposals from qualified professional consultant/agency firms to assist the Communications, Engineering and Public Works teams with technical and communications support to create interactive web pages communicating information and milestones for Chula Vista Measure P and other infrastructure projects. The City is committed to providing timely information on dedicated web page(s) on the City website which will include interactive map(s), project overview, photos, schedules, funding information, milestones, construction progress, closure information, Citizens Oversight Committee link, and other details as identified. Measure P and infrastructure information also will be promoted in City newsletters, social media, presentations, news media, and in other publications and media outlets.

ENVIRONMENTAL REVIEW

The Director of Development Services has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines because it will not result in a physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

Not applicable.

DISCUSSION

In 2016, Chula Vista voters approved Measure P – a temporary, ten-year, half-cent sales tax to fund high priority infrastructure needs. Collection of the sales tax began April 1, 2017. The sales tax is projected to raise \$178 million. In June 2017, the City Council approved the issuance of bonds to fund approximately \$71 million in Measure P projects. The bond funds are being used for the following capital purchases, upgrades and improvements: street repair and replacement; sports courts and fields - including upgrading irrigation systems; parks -- including play structures, playground surfacing, barbeque grills, tables, and benches; sidewalk repair and replacement; improvements to recreation centers, Woman’s Club and Norman Park Senior Center; Civic Center and South libraries; corrugated metal pipe repair and replacement; Police, Fire, and other city building repairs and upgrades including roofs, HVAC, bathroom and flooring repairs, water, energy and lighting efficiencies; and, citywide network and telecommunications replacement. A Citizens Oversight Committee reviews and reports on all Measure P expenditure plans, financial reports, and audits. In addition, the City has a number of other infrastructure projects underway including Willow Street Bridge – funded through the Federal Highway Bridge Program and with local Transportation Development Impact Fees.

The City is in need of a Consultant/Firm that has experience and expertise in developing a communications program and creating an interactive website to promote infrastructure projects. The Office of Communications solicited proposals from communications firms for these services. Eleven proposals were received and reviewed, and five firms were interviewed. The review committee recommends securing the services of NV5, Inc., which has experience in developing and implementing municipal government communications and infrastructure outreach programs.

These efforts will support the Measure P communications plan which provides a framework for communicating with and reaching out to residents, businesses, visitors, community leaders, elected officials and the media about the City’s infrastructure program funded with local, state and federal tax funds.

The scope and tasks for the initial 30-month term are:

Task	Description	Deliverables	Completion Date
1	After developing a detailed familiarity with all aspects of Measure P (attend at least 1 briefing meeting) provide recommendations to City Communications staff on design of a user-friendly, interactive website for public use to access near real-time information on the status of Measure P and other infrastructure projects	Written recommendations for the content, formatting, and interactive components of the website	December 15, 2018
2	Publish Measure P website	Live Website	February 15, 2019
3	Maintain/update website. This task will require attendance at all	Semi-monthly updates to the website for the term of the	Ongoing

	Measure P Project Update meetings (usually twice per month), as well as occasional meetings of the Measure P Citizens Oversight Committee, for the term of the Agreement	agreement	
4	Make recommendations to the Communications Department on printing and production of Measure P materials including an initial project to deliver large, easily transportable (rollable) banner signs incorporating the Measure P logo, using a sturdy weatherproof fabric, for use by contractors to post during construction activity	Design and format recommendations for banner signs	Banner/signs by March 15, 2019 and as requested
5	On an as-requested basis, provide electronic copy regarding Measure P and other infrastructure projects for use by the Communications staff	Word docs, spreadsheets, PDFs, etc.	As requested
6	On an as-requested basis, provide electronic photography/video/graphic material regarding Measure P and other infrastructure projects for use by the Communications staff	Photos/video/graphic material	As requested

Public, Educational, and Governmental (PEG) Funding

Funding for this project will come, in part, from the PEG access fee provided to the City as a result of the franchise agreements with Cox Cable and AT&T. PEG funds can be used for capital purchases of facilities and equipment that promote the publication of government information. PEG funds traditionally have been spent on public access cable programming. However, funds also are used by local governments to provide citizens with access to “other electronic information” about the services they provide and issues they face, providing information to citizens of an educational nature, and providing public meeting coverage. Under the terms of federal and state oversight of cable television franchises, funding for public access to the cable network is available for specific purposes including installation of infrastructure supportive of Public, Education and Government access. This infrastructure can include development of a website that provides access to governmental services, public meeting broadcasts, public information, and opportunities for public involvement.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site-specific and consequently, the 500-foot rule found in California Code of Regulations Title 2, section 18702.2(a)(11),

is not applicable to this decision for purposes of determining a disqualifying real property-related financial conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.).

Staff is not independently aware, and has not been informed by any City Councilmember, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. The Measure P and Infrastructure outreach program supports Operational Excellence and Connected Community goals.

CURRENT-YEAR FISCAL IMPACT

The FY 2018-19 budget will be amended to include the appropriation of up to \$72,520 in PEG funds for this project with the approval of this item. The only other cost associated with this action was staff time to compose the agenda statement and vendor contract.

ONGOING FISCAL IMPACT

Ongoing funding for subsequent years for this project will be considered as part of the annual budget process. Funding sources may include additional PEG funds, if determined to be eligible, General Fund or Measure P Funds.

ATTACHMENTS

1. Measure P Communication and Outreach Plan
2. Agreement - NV5, Inc.

Staff Contact: Anne Steinberger, Marketing & Communications Manager