



# CITY COUNCIL AGENDA STATEMENT



August 14, 2018

File ID: 18-0000

## **TITLE**

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH MADAFFER ENTERPRISES, INC. A CALIFORNIA CORPORATION, FOR PHASE II IMPLEMENTATION OF THE SMART CITY STRATEGIC ACTION PLAN

## **RECOMMENDED ACTION**

Council adopt the resolution.

## **SUMMARY**

In September 2017, the City Council adopted the Smart City Strategic Action Plan, which serves as a roadmap and outlines the goals, objectives and initiatives that will help the City achieve its smart city vision. As a smart city, Chula Vista leverages innovative technology and data tools to better serve and engage citizens, enhance sustainability, improve public safety and promote local economic development.

In April 2018, the city entered into a short term professional services agreement with Madaffer Enterprises, Inc. to provide implementation and refinement for Phase I of the Smart City Strategic Action Plan through marketing and outreach. The professional services agreement for Phase I concluded on June 30, 2018. Staff recommends entering into a new professional services agreement with Madaffer Enterprises, Inc., to ensure continued Phase II implementation of the Smart City Strategic Action Plan during fiscal year 2019.

## **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. In addition, notwithstanding the foregoing, the Director of Development Services has also determined that the "Project" qualifies for an Exemption pursuant to Section 15061(b)(3) of the California Environmental Quality Act State Guidelines. Thus, no environmental review is required.

## **BOARD/COMMISSION/COMMITTEE RECOMMENDATION**

Not applicable.

## DISCUSSION

In September 2017, the City Council adopted the Smart City Strategic Action Plan, which serves as a roadmap and outlines the goals, objectives and initiatives that will help the City achieve its smart city vision. As a smart city, Chula Vista leverages innovative technology and data tools to better serve and engage citizens, enhance sustainability, improve public safety and promote local economic development. In April 2018, the city entered into a short term professional services agreement during fiscal year 20158 with Madaffer Enterprises, Inc. to provide implementation and refinement for Phase I of the Smart City Strategic Action Plan through marketing and outreach. The professional services agreement for Phase I concluded on June 30, 2018.

During the term of the contract with Madaffer Enterprises, Inc., the following tasks were completed:

- 1) Development of Smart City website content;
- 2) Creation of social media content to market and promote Smart City projects, efforts and progress through Facebook, Twitter and Instagram;
- 3) Marketing and outreach of opportunities for testing and deploying unmanned aerial vehicle (UAV) and autonomous vehicle technology, resulting from designation and inclusion by the Federal Aviation Administration in the Integration Pilot Program and the U.S. Department of Transportation in the Autonomous Vehicle Proving Grounds Programs.
- 4) Development of a Request for Expressions of Interest (RFEI) to solicit businesses and agencies in developing partnerships to implement strategies and initiatives for UAV and AV testing and deployment.

Staff recommends entering into a new professional services agreement with Madaffer Enterprises, Inc., to ensure continued Phase II implementation of the Smart City Strategic Action Plan during fiscal year 2019. Phase II tasks will accomplish the following:

- 1) Internal Engagement—briefings and trainings on Smart City initiatives for staff and elected officials;
- 2) Business Engagement—assisting in business expansion, attraction and retention efforts to create jobs and support economic development within UAS and AV industries;
- 3) UAS and AV RFEI Support—support the review and analysis of responses to the RFEI on UAS and AV programs;
- 4) Marketing and Communications Support—continued marketing and outreach support through development of website and social media content.

Staff is recommending approval of the professional services agreement with Madaffer Enterprises, Inc. as a sole source service provider pursuant to Chula Vista Municipal Code Sections 2.56.110 and 2.56.070.B4. The Purchasing Agent, after consultation with the Director of Economic Development has determined that the competitive bidding requirements are impractical given Madaffer Enterprises, Inc. unique knowledge

and expertise in drafting, refining and Phase I implementation of the Smart City Strategic Action Plan.

The term of the agreement with Madaffer Enterprises, Inc. for Phase II Smart City implementation is one year at a cost not to exceed \$7,500 per month.

#### **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 determine 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 council member, 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. Phase II implementation of the Smart City Strategic Action Plan positively affects all five strategic goals in that all departments and our citizens rely on innovative technology and data tools to better serve and engage, enhance sustainability, improve public safety and promote local economic development.

#### **CURRENT-YEAR FISCAL IMPACT**

There will be no impact to the General Fund for this project given that funds have been allocated in the fiscal year 2019 budget for Phase II implementation of the Smart City Strategic Action Plan. The total cost of the contract is \$90,000.

#### **ONGOING FISCAL IMPACT**

Costs for Phase II implementation are not anticipated beyond fiscal year 2019. All funds to support Phase II implementation have been budgeted and therefore ongoing fiscal impact is not anticipated.

#### **ATTACHMENTS**

1. Agreement with Madaffer Enterprises, Inc.

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