



CITY COUNCIL AGENDA STATEMENT



October 16, 2018

File ID: 18-0405

TITLE

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA ACCEPTING PROPOSALS, 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 UP TO \$172,520 IN PUBLIC, EDUCATIONAL, AND GOVERNMENTAL (PEG) AND/OR OTHER GENERAL FUNDS FOR AN INITIAL TERM FROM OCTOBER 16, 2018 TO JUNE 30, 2021; AND, APPROVING UP TO TWO, ONE-YEAR EXTENSIONS (4/5 VOTE REQUIRED)

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The City of Chula Vista requested proposals from a qualified professional consultant/agency firms to assist the Communications, Engineering and Public Works teams in 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 project overview, photos, schedules, funding information, milestones, construction progress, closure information, Citizens Oversight Committee, 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.

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

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 allocated as part of the annual budget process.

ATTACHMENTS

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

Staff Contact: Anne Steinberger, Marketing & Communications Manager