REPORT TO COUNCIL
City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

Consent
June 21, 2007

Honorable Mayor and
Members of the City Council

Title: Agreement: General Plan Community Convention

Location/Council District: Citywide/All

Recommendation: Adopt a **Resolution** authorizing the City Manager to execute a professional services agreement with Valley Vision, Inc. in the amount of $125,000 to prepare the General Plan Community Convention.

Contact: Susanne Cook, Associate Planner, 808-5375; Thomas Pace, Long Range Planning Manager, 808-6848

Presenters: Not applicable

Department: Planning

Division: Long Range Planning

Organization No: 4912

Description/Analysis

Issue: The attached Resolution authorizes the City Manager to execute an agreement for consultant services with Valley Vision, Inc., to prepare the Community Convention. The Community Convention is a major community outreach event in the 2030 General Plan process. The Community Convention will inform the public about the City of Sacramento's preferred land use alternative for the next 25 years, present key draft goals and policies, and outline the future steps of the General Plan process. Staff expects between 300-600 participants to attend. The event is anticipated to include background information about the General Plan, visual simulations, and handout materials.

Valley Vision's services will assist staff in preparing for and facilitating the event, including logistics, preparation of materials, facilitation assistance, and tabulation of results.

Policy Considerations: The scope of work is consistent with both the City's overall Strategic Plan Goals and the General Plan vision of becoming the most livable city in America.

Committee/Commission Action: Not applicable.

Environmental Considerations: Execution of a professional services agreement is not considered a project under the California Environmental Quality Act (CEQA) under Section 21065 of CEQA and CEQA Guidelines Section 15378 (b)(4)).

Rationale for Recommendation: This agreement will fund consultant assistance on an important component of the 2030 General Plan outreach process.

Financial Considerations: The City received the Sacramento Area Council of Governments (SACOG) Civic Engagement Grant in the amount of $100,000 to be used to foster community involvement in the General Plan update. This grant was accepted by Council on February 6, 2007 (Resolution No. 2007-070). The remaining $25,000 is included in the General Plan budget augmentation, which was approved by Council on March 6, 2007 (Resolution No. 2007-133).

Emerging Small Business Development (ESBD): Valley Vision is not an ESBD.

Respectfully Submitted by: _____
Thomas S. Pace
Long Range Planning Manager

Recommendation Approved by: _____
Carol Shearly
Director of Planning

Recommendation Approved by: _____
Robert G. Overstreet II
Strategic Projects Executive

Recommendation Approved:

_____
for Ray Kerridge
City Manager

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Attachment 1

BACKGROUND

The preparation of a new General Plan began in 2004 and is anticipated to be completed in Fall 2008. As part of the outreach program, the City held 27 Town Hall Forums in the summers of 2005 and 2006 to obtain public input on the future vision for the City and major growth issues. The Community Convention will be the next major public event that will celebrate the effort to date, and also will serve to engage the public in providing input on key goals and policies that have been developed. Staff anticipates that the event will be held in late September or early October 2007, after acceptance of a preferred land use alternative and the development of draft General Plan policies.

In December 2004, the Sacramento Area Council of Governments (SACOG) Board of Directors adopted the Blueprint Project Preferred Scenario to promote "smart growth" planning and development (i.e., higher density, compact, mixed use, pedestrian friendly communities that preserve natural resources and improve air quality). SACOG established the Blueprint Civic Engagement Program ("Program") to provide funding on a reimbursable basis for local government planning activities which increase public participation and education to foster implementation of the Blueprint Project Preferred Scenario. SACOG was awarded Federal Highway Administration (FHWA) earmarked funds, administered through the California Department of Transportation (Caltrans), to implement and support planning activities that promote air quality progress in the SACOG six-county region. The City received this SACOG grant in December 2006. The City will be using the SACOG grant to fund the Community Convention event, and all related activities.

On February 6, 2007, Council adopted a resolution to accept the SACOG Civic Engagement Grant in the amount of $100,000 (Resolution 2007-070). Council also adopted a resolution on March 6, 2007 (Resolution 2007-133) that authorized a budget augmentation for the General Plan, a portion of which was identified to supplement the grant funds to cover additional outreach, coordination with consultants, and other related expenses that cannot be fully covered by the grant.

The Request for Proposals was released on March 29, 2007. A Pre-Proposal Meeting to respond to questions was held on April 13, 2007. An interview committee was established and interviews were held on May 1, 2007. The committee selected Valley Vision as the consultant based on the highest number of scores received.

Attachment 2

RESOLUTION NO.

Adopted by the Sacramento City Council

AGREEMENT FOR PROFESSIONAL SERVICES FOR THE GENERAL PLAN COMMUNITY CONVENTION (LR07-006)

BACKGROUND

A. Citizen education and involvement is essential to the successful development and implementation of a new General Plan;

B. The Community Convention will offer community members an opportunity to learn about and provide input on the new General Plan and its goals and policies; and

C. The Sacramento Area Council of Governments (SACOG) Civic Engagement Program grant funds provide an important resource for the Community Convention.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. The City Manager is authorized to execute a contract for professional services with Valley Vision, Inc. for an amount not to exceed $125,000 for services pertaining to the implementation of the Community Convention.