

**DRAFT SECOND AMENDMENT TO CONSULTANT SERVICES AGREEMENT
BETWEEN THE CITY OF SUNNYVALE AND PLACEWORKS, INC. FOR COMMUNITY
ENGAGEMENT SERVICES**

This Second Amendment to Consultant Services Agreement, dated _____, is by and between the CITY OF SUNNYVALE, a municipal corporation ("CITY") and PLACEWORKS, INC. a California corporation ("CONSULTANT").

WHEREAS, on November 8, 2018, CITY and CONSULTANT entered into an agreement entitled "CONSULTANT SERVICES AGREEMENT BETWEEN THE CITY OF SUNNYVALE AND PLACEWORKS, INC. FOR COMMUNITY ENGAGEMENT SERVICES" ("AGREEMENT") for development of a community outreach and engagement plan (the "Plan"); and

WHEREAS, on December 21, 2018, CITY and CONSULTANT entered into a First Amendment to Consultant Services Agreement whereby total compensation amount was increased to \$332,863; and

WHEREAS, the parties now agree that a Second Amendment to said Agreement is advisable;

NOW, THEREFORE, THE PARTIES ENTER INTO THIS SECOND AMENDMENT TO CONSULTANT SERVICES AGREEMENT:

1. Services by CONSULTANT

[Replace the first sentence with the following]:

CONSULTANT shall provide services in accordance with Exhibit "A" and Exhibit "A-1" attached and incorporated by reference.

4. Compensation

[Replace the first paragraph with the following]:

"CITY agrees to pay CONSULTANT as set forth in Revised Exhibit B and Exhibit "B-1". Total compensation shall not exceed FOUR HUNDRED THOUSAND TWO HUNDRED SEVENTY-THREE DOLLARS (\$400,273.00), including 5% contingency. CONSULTANT shall submit invoices to CITY to be paid in accordance with the procedures set forth in Revised Exhibit "B" and Exhibit "B-1" attached and incorporated by reference.

All other terms and conditions remain unchanged.

IN WITNESS WHEREOF, the parties have executed this Agreement Amendment.

ATTEST:

CITY OF SUNNYVALE ("CITY")

By _____
City Clerk

By _____
City Manger

APPROVED AS TO FORM:

PLACEWORKS, INC. ("CONSULTANT")

By _____
City Attorney

By _____

Name and Title

By _____

Name and Title

PHASE 4 - SUNNYVALE REDISTRICTING MAPPING OUTREACH: WORK SCOPE

This document describes the scope of services to be completed by PlaceWorks for the City of Sunnyvale as it engages in a process to redraw City Council district boundaries to reflect the 2020 Census.

Task 1. Community Engagement Plan

In this task, PlaceWorks will prepare the Community Outreach Plan and present an overview of the Plan to the City Council and Redistricting Commission.

1.1 Administrative Draft Community Outreach Plan

PlaceWorks will prepare an Administrative Draft Community Outreach Plan that describes the outreach approach for the City of Sunnyvale Redistricting Process. We will submit this Administrative Draft to City staff for initial review.

The Community Outreach Plan will:

- Identify the project purpose.
- Provide an overview of federal and State election law.
- Summarize the community's demographics.
- Describe outreach goals.
- Describe the purpose and role of the Redistricting Commission.
- Detail ways to spread the word about the redistricting process and why the City must redraw the districts at this time. The City will coordinate the preparation and distribution of the outreach materials which will include articles in Horizon, utility bill insert, social media posts, flyers, handouts, presentations, and newspaper ads.
- Identify ways to engage underrepresented groups in the community;
- Define public input "channels" such as workshops, pop-up events, presentations to community groups, and an Open City Hall survey by which to gather community opinions about redistricting boundaries.
- Identify the outreach timeline.

1.2 Public Review Draft Community Outreach Plan

Based on staff comments on the Administrative Draft Plan, PlaceWorks will revise that document to create a Public Review Draft Community Outreach Plan.

1.3 City Council Virtual Meeting

David Early will attend a virtual meeting of the Sunnyvale City Council to present the Public Review Draft Community Outreach Plan, answer questions about it and solicit City Council comment regarding any changes that should be made to the Plan.

1.4 Final Community Outreach Plan

PlaceWorks will incorporate direction from the City Council to create the Final Community Outreach Plan. Once the Final Plan is approved and finalized, PlaceWorks will provide an electronic file of the documents in Word and PDF format.

1.5 Redistricting Commission Virtual Kick-off Meeting

PlaceWorks will provide an overview of the Community Outreach Plan at the Redistricting Commission Kick-off Meeting. PlaceWorks assumes this meeting will be held virtually.

Task 2. Community Map Drawing and Review

In this task, PlaceWorks will facilitate and attend community meetings and workshops to seek input on the Council Redistricting process by allowing community members to draw their own ideas of appropriate district boundaries and to review the ideas suggested by others. As part of this outreach, PlaceWorks will collect voluntary information about participant demographics to ensure the outreach program is representative of the community.

2.1 Communities of Interest Identification Virtual Workshop

PlaceWorks will prepare for and facilitate a virtual community workshop to get feedback on the criteria and standards important to the community for establishing district boundaries, which may include exercises involving coloring on digital maps the areas that define their community. Community members will leave the virtual workshop with an understanding of how their input will be used by the Council and Redistricting Commission in determining the final district map development.

2.2 Communities of Interest Virtual City Council Meeting (Hearing 2)

PlaceWorks and NDC will provide an overview of the communities of interest identified in Task 2.1 at a virtual meeting of the City Council. NDC will be responsible for preparing maps of the potential communities of interest and PlaceWorks will present an overview of the public input.

2.3 Feedback on Draft Maps Workshop/Redistricting Commission Meeting (Hearing 6)

After the City and NDC provide review the initial draft maps and provide feedback to the mapmakers, PlaceWorks and NDC will conduct a community workshop followed directly by a Redistricting Commission meeting for the community to provide input on the draft district boundary maps. NDC will prepare and publish the draft maps in advance of the meeting.

The first portion of the meeting will be a time for attendees to provide feedback on the sample maps and to identify their top eight to ten maps.

Immediately following the public feedback phase of the meeting, the Redistricting Commission will convene to review the public feedback and recommend which eight to ten maps to move forward.

PlaceWorks assumes this meeting will be held in-person, but will also be prepared to hold this meeting virtually should the COVID-19 pandemic prohibit people to gather in-person.

2.4 Community Map Review/Redistricting Commission Meeting (Hearing 7)

Following the January 8, 2022 second map submission deadline, the City and NDC will verify and graphically display the draft maps. PlaceWorks and NDC will facilitate a meeting with the community and the Redistricting Commission to review the draft maps.

The first portion of the meeting will be allocated for public feedback on the draft maps.

Immediately following public comment portion of the meeting, the Redistricting Commission will convene to identify the top five to seven maps that should be moved forward for public review and feedback.

PlaceWorks assumes this meeting will be held in-person, but will also be prepared to hold a virtual meeting should the COVID-19 pandemic prohibit people to gather in-person.

2.5 Open City Hall Survey Review

PlaceWorks will review the administrative draft Open City Hall survey and provide feedback on the survey approach and wording. The purpose of the survey will be to seek community feedback on the draft maps.

2.6 Community Workshop on Preferred Map

After the City and NDC summarize the five to seven maps selected by the Redistricting Commission, PlaceWorks and NDC will facilitate a community workshop to provide an overview of the five to seven maps selected by the Redistricting Commission and to seek public input on which map they prefer. Participants will be asked to select a preferred map through a dot voting exercise.

PlaceWorks assumes this meeting will be held in-person, but will also be prepared to host a virtual meeting should the COVID-19 pandemic prohibit people to meet in-person.

2.7 Pop-ups

PlaceWorks will conduct a total of five “pop-up” events at various community activities to learn about the five to seven draft district maps and ask participants to identify their top map through dot voting. Pop-ups will occur at larger organized events, such as faith-based events or the Sunnyvale Farmers’ Market.

Pop-up events may occur at:

- Farmer's Market
- Library
- Sunnyvale Community Center/Senior Center
- Mobile Home Parks
- Sunnyvale Community Services
- St Cyprian Parish
- Shiv Durga Hindu Temple
- Chung Tai Zen Center

In the event the COVID-19 pandemic does not allow for in-person pop-ups, PlaceWorks will host virtual meetings with targeted community groups to seek input and undertake a virtual dot prioritization exercise. Potential groups could include:

- Mobile Home Park Alliance
- Neighborhood Associations
- Parent groups (PIQE, Fremont HS Los Padres, Black others)
- Sunnyvale Rotary Club

- SIREN
- Asian Law Alliance
- YWCA/SCS promotoras
- League of Women Voters
- Leadership Sunnyvale

2.8 Public Input Synthesis Report

PlaceWorks will prepare a report that summarizes all input received during the pop-up events held in Task 2. The report will include a brief background of the project, outreach goals, outreach results and comments, and maps and graphics to illustrate participation rates and responses across the city. PlaceWorks will prepare an Administrative and Final Draft of the Report.

2.9 Council Hearing on Maps (Hearing 8)

At this meeting, NDC will provide an overview of the draft maps to the City Council. Following NDC's presentation, PlaceWorks will provide a summary of the public feedback on the draft maps. As part of this presentation, PlaceWorks will provide an overview of the demographics of the community members who participated, as well as an overview of the feedback on the draft maps.

PlaceWorks assumes this will be an in-person City Council meeting, but will also be prepared to participate virtually should the COVID-19 pandemic prohibit people to meet in-person.

SCHEDULE AND MEETINGS

This section describes the products associated with PlaceWorks' work scope and the schedule by which each of these products will be completed. It also summarizes the meetings that PlaceWorks will attend for the project.

SCHEDULE

PlaceWorks understands that all outreach must be completed by February 2022 and the final Council Hearing by March 15, 2022 in time for the City to send the updated maps to the Registrar of Voters by March 31, 2022.

MEETINGS

David Early will attend the following meetings with City of Sunnyvale for the project:

- Three (3) City Council meetings
- One (1) Redistricting Committee meetings
- Two (2) Community Workshops
- Two (2) Community Workshops/Redistricting Commission Meetings

Carey Stone and Torina Wilson will attend the following meetings for the project:

- Two (2) Community Workshops
- Two (2) Community Workshops/Redistricting Commission Meetings

Two PlaceWorks planners will attend each of the following meetings for the project:

- Five pop (5)-up events
- Two (2) Community Workshops
- Two (2) Community Workshops/Redistricting Commission Meetings

We are available to attend additional meetings on a time-and-materials basis.

Exhibit B-1

COST ESTIMATE

As shown in Table 2, the estimated cost to complete the scope of work described in this proposal is \$67,410.

PlaceWorks recommends planning for a 5 percent to 10 percent contingency fund to cover any unforeseen out-of-scope work that might be necessary for the project.

The billing rates for each staff member are included in Table 2.

PlaceWorks bills for its work on a time-and-materials basis with monthly invoices.

ASSUMPTIONS

This scope of work and cost estimate assumes that:

- City of Sunnyvale staff will be responsible for preparing City Council and Redistricting Commission Staff Reports.
- City of Sunnyvale staff will be responsible for preparing all outreach materials (i.e. flyers, eblasts, frequently asked questions, social media posts, etc.).
- City of Sunnyvale staff will be responsible for the meeting logistics, including schedule coordination, mailing costs, and room reservations.
- City of Sunnyvale staff will procure refreshments if any are to be provided.
- The City of Sunnyvale will arrange for the interpretation of workshop materials and simultaneous interpretation into Spanish and Mandarin as appropriate. PlaceWorks can add this service at an additional cost.

TABLE 2 COST ESTIMATE

PlaceWorks
Sunnyvale Redistricting Mapping Outreach

COST PROPOSAL

		PLACEWORKS						PlaceWorks Hours	PlaceWorks 2% Office Expenses	PlaceWorks Total	Total Task Budget
		David Early Principal in Charge \$290	Carey Stone Project Manager \$180	Torina Wilson Assistant Manager Project Manager \$130	Angelica Garcia Project Planner \$115	Ricky Pozos Project Planner \$105	GRAPHICS \$115				
Hourly Rate:		\$290	\$180	\$130	\$115	\$105	\$115				
TASK 1. Community Engagement Plan											
1	Administrative Draft Community Outreach Plan	2	4	16				22	\$68	\$3,448	\$3,448
2	Public Review Draft Community Outreach Plan	1	2	4				7	\$23	\$1,193	\$1,193
3	City Council Virtual Meeting	2	1	3				6	\$23	\$1,173	\$1,173
4	Final Community Outreach Plan	0.5	1	2				3.5	\$12	\$597	\$597
5	Redistricting Commission Virtual Kick-off Meeting	2	1	3				6	\$23	\$1,173	\$1,173
Task 1. Subtotal		7.5	9	28	0	0	0	44.5	\$149	\$7,584	\$7,584
TASK 2. Redistricting Community Map Drawing Outreach											
1	Communities of Interest Identification Virtual Workshop	4	8	16	16	4	8	56	\$157	\$8,017	\$8,017
2	Communities of Interest Virtual City Council Hearing	3	1	6				10	\$37	\$1,867	\$1,867
3	Feedback on Draft Maps Workshop/Redistricting Commission Meeting	6	10	18	18	4	8	64	\$186	\$9,476	\$9,476
4	Community Map Review/Redistricting Commission Meeting	6	10	18	18	4	8	64	\$186	\$9,476	\$9,476
5	Open City Hall Survey Review	2	2	2				6	\$24	\$1,224	\$1,224
6	Community Workshop on Preferred Map	6	10	18	18	4	8	64	\$186	\$9,476	\$9,476
7	Pop-ups (5)	2	4	8	30	30	14	88	\$211	\$10,761	\$10,761
8	Public Input Synthesis Report	3	6	24				33	\$101	\$5,171	\$5,171
9	Council Hearing on Maps	6	1	4	4			15	\$58	\$2,958	\$2,958
Task 2. Subtotal		38	52	114	104	46	46	400	\$1,146	\$58,426	\$58,426
Labor Hours Total		45.5	61	142	104	46	46	444.5			
Labor Dollars Total		\$13,195	\$10,980	\$18,460	\$11,960	\$4,830	\$5,290		\$1,295	\$66,010	\$66,010
PlaceWorks Percent of Total Labor		10%	14%	32%	23%	10%	10%				
EXPENSES											
PlaceWorks Reimbursable Expenses											\$1,400
EXPENSES TOTAL											\$1,400
GRAND TOTAL											\$67,410