



# City of Sunnyvale

## Agenda Item-No Attachments (PDF)

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### REPORT TO COUNCIL

#### **SUBJECT**

Award of Contract for Consultant Services to Develop Sunnyvale Housing Strategy (F18-202)

#### **REPORT IN BRIEF**

Approval is requested to award a contract to BAE Urban Economics of Berkeley in an amount not-to-exceed \$198,916 for consulting services to develop the Sunnyvale Housing Strategy project. The contract consists of base services in the amount \$184,741 and optional services in the amount of \$14,175 for content to support various methods of outreach.

#### **EXISTING POLICY**

Pursuant to Chapter 2.08 of the Sunnyvale Municipal Code (SMC), contracts for this type of consultant service are awarded pursuant to a Request for Proposals (RFP) best value process, unless otherwise exempt from the competitive bidding process. Additionally, pursuant to SMC Section 2.08.040 City Council approval is required for the procurement of goods and/or services exceeding \$100,000 in any one transaction.

General Plan: 2015-2023 Housing Element

Goal HE-1 ADEQUATE HOUSING: Assist in the provision of adequate housing to meet the diverse needs of Sunnyvale's households of all income levels.

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

#### **BACKGROUND AND DISCUSSION**

The 2017 Housing Strategy study issue, CDD 17-09, was ranked number one by Council among all proposed Community Development Department (CDD) study issues. This study issue consists of a combination of several narrowly focused study issues proposed by Commissions and/or Council on housing policy issues in 2017. Staff proposed this approach as a more holistic and integrated alternative, rather than performing several highly specific, but possibly disjointed, study issues.

The scope of this study was further refined through Council direction during the study issues workshops in February 2017, and specifically during the March 28, 2017 hearing on the proposed timeline for the ranked study issues (RTC No.17-0156). Funding for this project was approved by Council as part of the 2017/18 Adopted Budget. That budget is available for consultant studies and/or contract staff, as needed, to complete the study, manage the public outreach process, and finalize the reports and related materials for Council and Commissions' consideration. The Work Plan and

Scope of Work for this study was approved by Council on December 12, 2017 (RTC No.17-1069).

Although this study originated from a diverse set of issues, the general goal of the 2017 Housing Strategy is to refine the City's long-term housing strategy, identify potential improvements to existing programs and approaches, and/or identify potential new approaches to increase affordable housing stock and/or improve affordability of housing in the City.

In support of this effort, a competitive Request for Proposals (RFP) was issued and posted to the City's public procurement network in March 15, 2018. Nineteen (19) firms requested the RFP documents and two proposals were received on April 5, 2018, from David Rosen & Associates and BAE Urban Economics (BAE). The proposals were reviewed by an evaluation team consisting of staff from the Community Development Department and Office of the City Manager. The proposals were evaluated on proposer qualifications and experience with similar projects, project understanding and approach. Following the written evaluation process, BAE was invited for a scripted presentation and interview.

The evaluation team agreed that BAE offers the best value to the City, due to their extensive knowledge with local issues and policies, outlined project approach, understanding and anticipation of project issues and innovative outreach strategies.

### **FISCAL IMPACT**

Funding for this study was provided in the 2017/18 Adopted Budget, Project 833640- 2017 Housing Strategy, in the General Fund. Budgeted funds totaling \$200,000 were unspent in FY 2017/18 and are being carried over and available for this project in FY 2018/19.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's website.

### **RECOMMENDATION**

Award a contract to BAE Urban Economics to develop the Sunnyvale Housing Strategy in an amount not-to-exceed \$198,916, in substantially the same form as Attachment 1 to the report, and authorize the City Manager to execute the contract when all the necessary conditions have been met.

Prepared by: Gregory S. Card, Purchasing Officer  
Reviewed by: Timothy J. Kirby, Director of Finance  
Reviewed by: Trudi Ryan, Director of Community Development Department  
Reviewed by: Teri Silva, Assistant City Manager  
Approved by: Kent Steffens, City Manager

### **ATTACHMENTS**

1. Draft Consultant Services Agreement

