

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: MAGALI TELLES, DIRECTOR  
OFFICE OF COMMUNITY ENGAGEMENT  
SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH  
ROSSDRULISCUSENBERRY ARCHITECTURE, INC. FOR  
COMPLETION OF THE HEARN COMMUNITY HUB – NEEDS  
ASSESSMENT AND COLLABORATION PROJECT

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Office of Community Engagement that the Council, by resolution, approve a Professional Services Agreement with RossDrulisCusenbery Architecture, Inc., Sonoma, California, for the completion of the Hearn Community Hub – Needs Assessment and Collaboration Project in an amount not to exceed \$138,343.

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EXECUTIVE SUMMARY

The resolution will award a contract to RossDrulisCusenbery Architecture, Inc., of Sonoma, California, approve a 15% contract contingency and authorize a total contract amount of \$138,343 to implement the Hearn Community Hub – Needs Assessment and Collaboration Project. These funds are from ARPA and were allocated to Transportation and Public Works via earlier Council action.

BACKGROUND

On January 11, 2022, the Santa Rosa City Council voted unanimously to approve the acquisition of the identified six-acre site for a municipal project called the Hearn Community Hub. The property acquisition allows the City to move forward on plans for the future extension of Dutton Avenue and the Colgan Creek Multi-Use Path, and for multiple public uses, including a fire station, a public library, a multicultural community center, a public pool and recreation center, and/or a neighborhood park.

On March 21, 2022, the Office of Community Engagement (OCE), in collaboration with Transportation and Public Works (TPW) and the Sonoma County Library (Library),

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released a Request for Proposals (RFP) for the Hearn Community Hub – Needs Assessment and Collaboration Project. The purpose of the Hearn Community Hub - Needs Assessment and Collaboration Project (Project) is to gather community input and participation in the development of the multi-use site identified and acquired by the City of Santa Rosa (City) and the Library. The community assessment will be an in-depth evaluation of the urgent and worthy needs of Santa Rosa residents and community partners. The assessment will be co-led by the selected consultant and staff from the OCE and in partnership with the Library, City Fire Department, City Transportation and Public Works and City Recreation and Parks.

Upon completion of the needs assessment, collaboration strategies will be developed to engage community partners, public agencies, youth, and families in order to brainstorm and prioritize innovative and effective community investments that support positive, sustainable, and culturally relevant changes in this community. Key outcomes of this project will be to provide input and data to the City Council on possible uses at the site including a library, a multicultural community center, an aquatic center, and a community or neighborhood park. Additionally, there will be opportunities to provide community-led input on programs, services and resources needed to support the community.

The OCE recommends contracting with the consultant in order to provide strong facilitation and analytical skills, and that will 1) support the creation of a comprehensive, realistic, and manageable community needs assessment and community engagement strategy, with clearly identified measurements of success, that will guide the City in the development of the Project Site; 2) highlight key areas where the City will seek to make improvements with existing community engagement efforts using best practices, including trauma-informed care; and 3) provide recommendations for continued outreach for the City as the Project moves forward with the information gathered in this phase of work.

PRIOR CITY COUNCIL REVIEW

On July 13, December 7 and 21, 2021, in closed session, Council gave direction to staff on price and terms to negotiate the Purchase of the Properties for the planned future of Dutton Avenue and the Colgan Creek Multi-Use Path, and for one or more public uses, potentially including the relocation of Santa Rosa Fire Station 8, a new library facility, a community center and pool, a recreation center, and/or a neighborhood park. On January 11, 2022, the Council voted unanimously to approve the acquisition of the identified six-acre site for a municipal project called the Hearn Community Hub.

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ANALYSIS

The OCE received six proposals from qualified agencies in response to the RFP. A Proposal Review Team consisting of City staff and six community members met on May 18, 2022 to review, discuss and select one consultant for this contract. The Proposal Review Team selected RossDrulisCusenbery (RDC) Architecture, Inc. as consultant for the Hearn Community Hub – Needs Assessment and Collaboration Project.

RDC Architecture, Inc. will conduct the following activities as part of this contract:

1. Develop a Community Needs Assessment in collaboration with the OCE and key project stakeholders.
2. Implement the Community Needs Assessment, conducting data collection utilizing a variety of outreach methods. Consultant will analyze collected data and develop a Needs Assessment Summary.
3. Conduct in-depth community engagement process to provide community members with opportunities to weigh-in on the vision for the Hearn Community Hub. Engagement strategies include:
  - a. Town hall sessions
  - b. Listening sessions
  - c. Project steering committee meetings
  - d. Service provider meetings
  - e. Community working group workshops
  - f. Digital data gathering using the City's *Let's Connect SR* platform
4. Create a final report, incorporating findings from the Needs Assessment and the Community Engagement Strategy, which will be presented to Council.

The expected completion date for this project is September 30, 2022.

FISCAL IMPACT

As the ARPA funds are finite and wholly separate from the General Fund, there is no negative impact to the General Fund resulting from this project.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and no

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further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A – Professional Services Agreement

CONTACT

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