

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JAMES JENSEN, DEPUTY DIRECTOR, ENGINEERING
TRANSPORTATION AND PUBLIC WORKS
SUBJECT: PROFESSIONAL SERVICES AGREEMENT APPROVAL – DATA
INSTINCTS, PUBLIC OUTREACH COMMUNICATIONS AND
COMMUNITY ENGAGEMENT SERVICES

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by resolution, approve a Professional Services Agreement with Mark Millan, a sole proprietor doing business as Data Instincts of Windsor, California, for public outreach communications and community engagement services associated with Coffey Park and Fountaingrove Neighborhood Road Disaster Recovery Project, in an amount not to exceed \$236,500.

EXECUTIVE SUMMARY

This motion will approve a Professional Services Agreement in the amount of \$236,500 with Data Instincts of Windsor, California, for 18 months of public outreach communications and community engagement services associated with Coffey Park and Fountaingrove Neighborhood Road Disaster Recovery Project.

BACKGROUND

In 2017, the City of Santa Rosa experienced the unprecedented Tubbs wildfire event. At the time, the Tubbs Fire was the most destructive wildfire in California history, with more than 2,500 homes destroyed in Santa Rosa alone. This correlates to an approximate loss of five percent (5%) of the City's housing stock and an estimated economic loss of \$1.2 billion. Following the Tubbs Fire in 2017, the City of Santa Rosa, in coordination with the Federal Emergency Management Agency, began a debris removal operation to remove hazardous burned material from the Coffey Park and Fountaingrove neighborhoods of the city. This operation included thousands of truck trips on residential roads not designed to accommodate such loading. Roads along the truck haul routes experienced significant damage as a direct result of the required debris removal

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operations which has led to premature pavement failure on over 33 miles of residential streets within the City of Santa Rosa.

The City Materials Lab has assessed all streets damaged as a result of the debris removal operation and determined appropriate treatments. Lab staff have recommended two treatment options; for streets with localized asphalt failures, a digout repair and slurry seal treatment will be used, while streets that exhibit a more global failure will receive a mill and fill asphalt overlay treatment. Generally, Coffey Park neighborhood streets will predominantly receive a mill and fill treatment while Fountaingrove neighborhood streets will receive a combination of digout/slurry seal and mill and fill treatments. Treatment recommendations were established with the assistance of the City's Pavement Management Program, StreetSaver, which considers a number of factors including severity and type of asphalt distress, asphalt treatment cost effectiveness, and roadway classification.

PRIOR CITY COUNCIL REVIEW

On March 23, 2021, the City Council, by Resolution No. RES-2021-052, approved an allocation of funding, an application for funding, and the execution of a grant agreement and any amendments thereto from the Community Development Block Grant – Disaster Recovery (CDBG-DR) program and/or Community Development Block Grant - Mitigation CDBG-MIT program.

On April 13, 2021, the City Council, by motion, revised Resolution No. RES-2021-052, which authorized certain City staff to enter into agreements and execute other documents with California Housing and Community Development (HCD) for CDBG projects CDBG-DR and CDBG-MIT, developed in response to the 2017 Tubbs Fire, to include the total allocation of CDBG funds.

On July 13, 2021, the City Council reviewed a Study Session presentation discussing the use of one-time monies that identified this project as a candidate to receive PG&E settlement funds and CDBG funds.

ANALYSIS

A Request for Proposals (RFP) was released on August 11, 2023, and proposals were received on August 25, 2023. A total of four (4) proposals were received.

A review panel comprised of three City staff from the Transportation and Public Works Department was approved by the City Manager.

Proposals were evaluated based on responsiveness to the RFP, qualifications and experience of the project team, demonstrated technical abilities, availability to perform the scope of work, a proposed work plan, and reference projects. The review panel concluded that Data Instincts of Windsor, California, is the most qualified proposer to provide community outreach services for this project.

FISCAL IMPACT

Funding for this Professional Services Agreement has been appropriated to Account No.17607. Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) and because it is not a project that has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Location Map
- Resolution / Exhibit A – Professional Services Agreement

PRESENTER

Felicia Ong, Assistant Engineer
Gregory Mariscal, Supervising Engineer