

RESOLUTION NO. RES-2023-163

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE PROFESSIONAL SERVICES AGREEMENT WITH MARK MILLAN, A SOLE PROPRIETOR DOING BUSINESS AS DATA INSTINCTS, FOR PUBLIC OUTREACH COMMUNICATIONS AND COMMUNITY ENGAGEMENT SERVICES ASSOCIATED WITH THE COFFEY PARK AND FOUNTAINGROVE NEIGHBORHOOD ROAD DISASTER RECOVERY PROJECT

WHEREAS, the 2017 Tubbs Fire debris removal significantly damaged approximately 33 miles of Coffey Park and Fountaingrove residential streets; and

WHEREAS, comprehensive community outreach notifications are essential to effectively inform and engage with the public associated with the Coffey Park and Fountaingrove Neighborhood Road Disaster Recovery Project; and

WHEREAS, internal resources were insufficient to accommodate the demands of providing public outreach communications and community engagement services required; and

WHEREAS, the City advertised a request for proposals soliciting public outreach communications and community engagement services for the Coffey Park and Fountaingrove Neighborhood Road Disaster Recovery Project; and

WHEREAS, proposals were received and reviewed in accordance with City policy; and

WHEREAS, Mark Millan, a sole proprietor doing business as Data Instincts of Windsor, California, was identified as the most qualified firm.

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NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the Professional Services Agreement with Mark Millan, a sole proprietor doing business as Data Instincts, in an amount not to exceed \$236,500, in substantially the same form as Exhibit A to the resolution, subject to approval as to form by the City Attorney, for public outreach communications and community engagement services associated with the Coffey Park and Fountaingrove Neighborhood Road Disaster Recovery Project.

IN COUNCIL DULY PASSED this 26th day of September, 2023.

AYES: (7) Mayor N. Rogers, Vice Mayor MacDonald, Council Members Alvarez, Fleming, Okrepkie, C. Rogers, Stapp

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: \_\_\_\_\_ APPROVED: \_\_\_\_\_  
Deputy City Clerk Mayor

APPROVED AS TO FORM: \_\_\_\_\_  
Interim City Attorney

Exhibit A – Professional Services Agreement with Mark Millan, a sole proprietor doing business as Data Instincts.