

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: TARA THOMPSON
ARTS & CULTURE MANAGER
PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: FIRST AMENDMENT TO PROFESSIONAL SERVICES
AGREEMENT F002105 WITH B2K SOCIAL VENTURES, LLC DBA
THIRD PLATEAU SOCIAL IMPACT STRATEGIES

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve a First Amendment to Professional Services Agreement Number F002105 with B2K Social Ventures, LLC DBA Third Plateau Social Impact Strategies, to extend and expand strategic planning services for the Economic Development Division through June 30, 2022, and increase compensation in the amount of \$85,000 for a total not to exceed \$165,000.

EXECUTIVE SUMMARY

The First Amendment to the Professional Services Agreement with B2K Social Ventures, LLC DBA Third Plateau Social Impact Strategies (Third Plateau) will allow additional strategic planning services desired by the Economic Development Division for an additional amount not to exceed \$85,000 for a total not-to-exceed amount of \$165,000. The First Amendment expands the original scope of work of the Agreement, which was previously focused on the Public Art Program. The additional services will include development of a vision, mission and theory of change for the division; engage Santa Rosa's diverse community to uncover core priorities regarding economic development; and design a roadmap to operationalize the Economic Development Division's vision and goals over the next 3-5 years. This project is related to Council's Crises Response Goal of Economic Resiliency, including Childcare. Staff also requests that Council waive competitive bidding for the work covered by the First Amendment, pursuant to section 3-08.100(D) of the City Code.

BACKGROUND

FIRST AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT WITH
CREATIVE THINKING, INC., DBA THE IDEA COOPERATIVE, FOR DESTINATION
MARKETING SERVICES

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To more effectively align and modernize the Public Art Program within the Economic Development Division, Third Plateau was originally contracted to perform strategic planning services specific to that program. The consultant satisfactorily delivered the Public Art Program FY 2021-FY 2024 Strategic Plan, which was adopted by the Art in Public Places Committee on February 1, 2021. The Economic Development Division desires to engage Third Plateau in the development of an Economic Development Division strategy.

Section 3-08.100(D) of the City Code provides that purchases of supplies, material, equipment and services may be made without recourse to competitive bidding requirements where the source of supply, necessary restrictions in specifications, necessary standardization, quality considerations, or other valid reasons for waiving competition appears. Council is the award authority for an agreement with a not-to-exceed amount up to \$165,000 and must approve the waiver of competitive bidding.

The opportunity to continue to work with Third Plateau on a strategy for the economic development division will allow the City to begin work on the new plans quickly from an already existing base of knowledge about the division. For these reasons, the City believes that there are valid reasons for waiving competitive bidding and such a waiver is in the best interests of the City.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

The Economic Development Division desires to continue working with Third Plateau in the development of an Economic Development Division strategy. Their familiarity with the division gained through the development of the Public Art strategy will be beneficial in their continuing work with the City of Santa Rosa.

FISCAL IMPACT

Funds for this expense have been allocated in the Fiscal Year 2020-21 budget within the Economic Development Division's operating budget.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which 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 Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

FIRST AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT WITH
CREATIVE THINKING, INC., DBA THE IDEA COOPERATIVE, FOR DESTINATION
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Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A – First Amendment to PSA

CONTACT

Tara Thompson
tthompson@srcity.org
(707) 543-4512