

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: GABE OSBURN, DIRECTOR OF PLANNING AND ECONOMIC  
DEVELOPMENT  
SUBJECT: SECOND AMENDMENT TO PROFESSIONAL SERVICES  
AGREEMENT F002543 WITH MATRIX CONSULTING, LTD

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve the Second Amendment to Professional Services Agreement Number F002543 with Matrix Consulting Group, LTD of San Mateo, California, to include the preparation of a strategic plan specifically for the Code Enforcement division with an increase in compensation of \$49,980 for a total not-to-exceed amount under the Agreement of \$141,480.

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EXECUTIVE SUMMARY

The proposed amendment to the Matrix Consulting Group, LTD Professional Services Agreement will allow for the development of a strategic plan focusing on the core services delivered by the Planning and Economic Development Department's Code Enforcement division. The strategic plan will cover a 5-year period and focus on objectives and strategies to optimize service delivery and ensure the safety and vibrancy of the community. The plan development process will focus on core areas such as general customer service, technological advancements, safety elements and process improvements to ensure that the division is implementing efficient and balanced enforcement strategies that incorporate both proactive and complaint-initiated responses.

BACKGROUND

In 2022, The City of Santa Rosa signed a professional services agreement with Matrix Consulting Group, LTD, Agreement Number F002543, to prepare a Development Services Strategic Plan to guide its development-related customer service, pre-application processes, encroachment permit review, entitlement permit review and associated public meetings, and Building and Fire plan check, and inspection services related to private development. The strategic plan is also placing a specific focus on

mission alignment across City Departments and Divisions. The Code Enforcement division was excluded from the Development Services Strategic Plan in anticipation of a more in-depth review specific to the unique public facing services provided by the division.

On March 27, 2024, the City executed the First Amendment to the professional services agreement (F002543) to extend the time of performance.

New legislation and programs for short term rentals, graffiti abatement, tobacco sales, illicit massage establishments, accessory dwelling units, and vacant lots and buildings have necessitated an analysis of the day-to-day Code Enforcement processes to ensure that staffing resources are utilized in the most efficient manner possible.

#### PRIOR CITY COUNCIL REVIEW

None

#### ANALYSIS

The proposed Code Enforcement Strategic Plan (Plan) is slated to begin research and development in June 2024. The process will include the collection of data on the current state of the Code Enforcement division, workflow diagramming, best practice evaluation and comparisons with other jurisdiction processes, mission and vision workshops aligning with City Council goals and core services and operational analyses. The research and development phase will also identify technological advancements specific to inspection and enforcement procedures and focus on specific hardware and software tools that have the ability to improve efficiencies within the various enforcement and inspection procedures.

The Plan will also identify specific areas where code compliance is more effectively resolved, with a reduced impact to the property owner, through proactive enforcement procedures. The final Plan will identify the appropriate balance between proactive inspection processes and the complaint driven enforcement procedures that are currently utilized within the division.

A full description of the proposed Strategic Plan development process can be found in Exhibit A-1 – Proposal to Develop a Code Enforcement Strategic Plan. If approved, the second amendment would increase compensation to the Consultant by \$49,980 for a total not to exceed amount under the Agreement of \$141,480.

#### FISCAL IMPACT

The proposed total project cost for this proposal is a one-time payment of \$49,980. Funds for this expense have been allocated in the Fiscal Year 2023-24 budget within the Department's operating budget. Approval of this action does not have a fiscal impact

on the General Fund.

#### ENVIRONMENTAL IMPACT

This action is exempt from the provisions of the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3) and 15378 as there is no possibility that the implementation of this action may have significant effects on the environment, and no further environmental review is required.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

#### NOTIFICATION

Not applicable.

#### ATTACHMENTS

- Resolution/Exhibit A - Second Amendment to PSA No. F002543 with Matrix Consulting Group, LTD.
- Exhibit A-1 - Proposal to Develop a Code Enforcement Strategic Plan

#### PRESENTER

Gabe Osburn, Director Planning and Economic Development Department