



Office of the City Manager

CONSENT CALENDAR
January 27, 2026

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Jordan Klein, Director, Planning and Development Department

Subject: Contracts: On-Call Equitable Community Engagement Services

RECOMMENDATION

Adopt nine Resolutions authorizing the City Manager to approve contracts in response to the April 24, 2025 Request for Qualifications, Specification No. 25-11721-C, "On-Call Equitable Community Engagement Services with City of Berkeley," with the following firms, in not-to-exceed amounts of \$250,000 each, for total contract periods of five years:

- 360 Total Concept Consulting
- Be the Change Consulting
- Community Planning Collaborative
- D & A Communications, Inc.
- Denaya Shorter Consulting
- The Ecology Center
- Equity First Consulting
- Moore Iacofano Goltsman, Incorporated (MIG)
- Plan to Place

FISCAL IMPACTS OF RECOMMENDATION

The selected consultants will form a list of on-call consultants to provide services to the City when needed, on a task-order basis for specific projects. These projects may be funded in a variety of ways, including state grants for community planning efforts, taxes such as Measure FF, other special funds, or one-time General Fund allocations for City Council priorities and strategic plan projects.

When a project requires outside community engagement services, City staff will forward a request for services to at least three of the on-call consultants under contract, including a project description and pertinent supporting information. The consultants will respond with a proposed scope of work estimating the time required for the various tasks, and their proposed cost for the specific project, based on the hourly rates previously submitted in response to the Request for Qualifications (RFQ). The City will review the proposals, select a consultant for the project, and negotiate a schedule and

not-to-exceed cost. A Notice to Proceed can then be issued with the full scope of work and cost identified.

Each contractor may be paid up to its specified not-to-exceed amount over a five-year period. Larger project amounts are reserved for contractors which can be called upon to provide a wider range of services (e.g., project specific public meeting services, direct payments to community focus group participants, technical support, or videography and web services).

Proposals have included anticipated cost adjustments during the contract term. Upon mutual agreement, contracts may be extended for two years. Contracts will be overseen by the Planning and Development Department, but consultants may be engaged to provide services for other City Departments as needed.

CURRENT SITUATION AND ITS EFFECTS

Effective and intentional community engagement is critically important for City plans and projects, particularly when working with community members who are most impacted or have been historically underserved. The City's On-Call Equitable Community Engagement Services RFQ aims to create opportunities for staff to partner with a diverse group of consultants and community organizations to expand and deepen the City's engagement efforts. This will help ensure that community members are included in decision-making, that the City understands community goals, and that shared priorities are reflected in future City work. Examples of recent projects which have retained outside engagement services include:

- the creation of a new Environmental Justice Element for the General Plan and update to the existing Safety Element of the General Plan, which includes funding from the State of California's Office of Land Use and Climate Innovation;
- the new Community Health Assessment and Implementation Plan, which utilized a Future of Public Health grant; and
- the Pilot Climate Equity Fund Program which was seeded by a General Fund budget referral.

For this RFQ, the City solicited written proposals from qualified firms, community-based organizations, nonprofit organizations and individuals to assist with equitably engaging the community, particularly those who are adversely impacted or historically disadvantaged, on various City efforts.

The RFQ was released on April 24, 2025 and closed on June 24, 2025. The City received 13 submittals, but one mistakenly submitted by a subcontractor was withdrawn. The remaining 12 submittals were reviewed by a panel of City staff from multiple departments.

Of the 12 proposals evaluated, 11 were selected to move forward to interviews and reference checks. Following panel interviews with City staff, nine consultants were selected as the most qualified to meet the requirements.

Establishing a bench of on-call community engagement consultants aligns with the City's Strategic Plan Priorities, advancing its goal to be a customer-focused organization that provides excellent, timely, easily accessible service and information to the community.

BACKGROUND

Community outreach is a long-standing City obligation, particularly to communities who are most impacted or have been historically underserved in City plans and projects.

City Council highlighted the ongoing need to elevate staff efforts in the development of equitable community engagement when it adopted Resolution No. 69,501-N.S. to "Transform Community Safety and Initiate a Robust Community Engagement Process" on July 14, 2020, Resolution No. 71,582-N.S. recognizing the vision and goals of the Equity for Black Berkeley (E4BB) on November 19, 2024, and a referral on December 2, 2025 titled, "Notifying Residents of Upcoming Public Works Projects in their Neighborhoods."

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

The work of the selected on-call contractors will help ensure that City projects and new infrastructure that impact local and regional climate resilience are reflective of the needs and values of Berkeley communities. Utilizing local and regional contractors for community outreach also lowers vehicle miles traveled.

RATIONALE FOR RECOMMENDATION

The lengthy process for Request for Proposals, RFQs, and contracts can delay projects and make it more difficult for contractors to schedule their work. Having an on-call contract already in place provides City departments with the flexibility to engage consultants quickly, avoiding delays and helping to meet requirements set forth in many of the City's local, state, and federal grants and statutory outreach requirements. These on-call contracts will expedite service delivery for the public and allow for more effective planning processes for staff.

Further, these outside services are needed due to the specialized nature of community outreach work, and the need to effectively serve members of the community who have been historically underserved. 360 Total Concept Consulting, Be the Change Consulting, Community Planning Collaborative, D & A Communications, Inc., Denaya Shorter Consulting, The Ecology Center, Equity First Consulting, Moore Iacofano

Goltsman Incorporated, and Plan to Place are highly qualified and have particular expertise in fulfilling the criteria stated in the RFQs.

ALTERNATIVE ACTIONS CONSIDERED

The City could continue to have individual departments contract separately for similar services, as has been done previously.

CONTACT PERSONS

Kellie Knox, Community Services Specialist III, Health Housing and Community Services (510) 981-5301

Amanda Montez, Senior Management Analyst, Public Works (510) 981-6317

Katie Van Dyke, Chief Resilience Officer, Planning and Development Department (510) 981-7403

Attachments:

- 1: Resolution to Contract with 360 Total Concept Consulting
- 2: Resolution to Contract with Be the Change Consulting
- 3: Resolution to Contract with Community Planning Collaborative
- 4: Resolution to Contract with D & A Communications, Inc.
- 5: Resolution to Contract with Denaya Shorter Consulting
- 6: Resolution to Contract with The Ecology Center
- 7: Resolution to Contract with Equity First Consulting
- 8: Resolution to Contract with Moore Iacofano Goltsman, Incorporated (MIG)
- 9: Resolution to Contract with Plan to Place

RESOLUTION NO. ##,###-N.S.

CONTRACT: 360 TOTAL CONCEPT CONSULTING FOR EQUITABLE COMMUNITY
ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that 360 Total Concept Consulting is well qualified to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with 360 Total Concept Consulting for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

RESOLUTION NO. ##,###N.S.

CONTRACT: BE THE CHANGE CONSULTING FOR EQUITABLE COMMUNITY
ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that Be the Change Consulting is well qualified to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with Be the Change Consulting for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

RESOLUTION NO. ##,###N.S.

CONTRACT: COMMUNITY PLANNING COLLABORATIVE FOR EQUITABLE
COMMUNITY ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that Community Planning Collaborative is well qualified to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with Community Planning Collaborative for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

RESOLUTION NO. ##,###N.S.

CONTRACT: D&A COMMUNICATIONS, INC. FOR EQUITABLE COMMUNITY
ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that D&A Communications, Inc. is well qualified to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with D&A Communications, Inc. for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

RESOLUTION NO. ##,###N.S.

CONTRACT: DENAYA SHORTER CONSULTING FOR EQUITABLE COMMUNITY
ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that Denaya Shorter Consulting is well qualified to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with Denaya Shorter Consulting for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

RESOLUTION NO. ##,###N.S.

CONTRACT: THE ECOLOGY CENTER FOR EQUITABLE COMMUNITY
ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that The Ecology Center is well qualified to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with The Ecology Center for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

RESOLUTION NO. ##,###N.S.

CONTRACT: EQUITY FIRST CONSULTING FOR EQUITABLE COMMUNITY
ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that Equity First Consulting is well qualified to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with Equity First Consulting for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

RESOLUTION NO. ##,###N.S.

CONTRACT: MOORE IACOFANO GOLTSMAN, INCORPORATED (MIG) FOR
EQUITABLE COMMUNITY ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that Moore Iacofano Goltsman, Incorporated (MIG) is well qualified to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with Moore Iacofano Goltsman, Incorporated (MIG) for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

RESOLUTION NO. ##,###N.S.

CONTRACT: PLAN TO PLACE FOR EQUITABLE COMMUNITY ENGAGEMENT SERVICES

WHEREAS, when the City develops plans, projects, programs and/or policies it is critical to have active, effective, and intentional community engagement – particularly with community members who are most impacted and/or have been historically underserved; and

WHEREAS, the City has contracted with Community Engagement consultants on an ongoing basis for over 20 years to assist with equitably engaging the community, particularly adversely impacted and/or historically disadvantaged members of the community, on various City projects, programs, and/or policies; and

WHEREAS, these outside services are needed due to limited staff resources, the need for additional staff training and the need to outreach to community members outside of regular City staffing hours; and

WHEREAS, the City of Berkeley released a Request for Qualifications (RFQ) (Specification No. 25-11721-C) on April 24, 2025, and closed on June 24, 2025; and

WHEREAS, staff reviewed the proposals and determined that Plan to Place to provide services that are needed and responsive to the City's request; and

WHEREAS, no work will be authorized under the contract and no funds will be encumbered unless a department approves a Statement of Work and provides full funding; and

WHEREAS, funding will be identified and requested for appropriation, if needed, as projects arise.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to approve a contract and any amendments with Plan to Place for Equitable Community Engagement Services for a total contract period of five years in the amount not to exceed \$250,000.

BE IT FURTHER RESOLVED that a record signature copy of said contracts and any amendments will be on file in the City Clerk Department.

