



Office of the City Manager

**CONSENT CALENDAR**  
May 7, 2024

To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: David Sprague, Fire Chief  
Subject: Contract: Marin SB Advisor LLC for Chipper Day Program Management

**RECOMMENDATION**

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with Marin SB Advisor LLC to provide program management for Berkeley Chipper Day from June 1, 2024 until May 31, 2027 in an amount not to exceed \$213,000 with an option to extend for an additional three (3) years for \$250,000, making initial term plus extension not to exceed \$463,000.

**FISCAL IMPACTS OF RECOMMENDATION**

All funds required to pay for this contract are in the Department's baseline operating budget. Funding sources may include but are not limited to; Measure FF, UC Settlement, and the General Fund.

**CURRENT SITUATION AND ITS EFFECTS**

The City's chipping program has been in operation for decades and served only limited areas within Berkeley. To support the wide-spread and significant thinning and removal of vegetation required as part of the City's work to become more wildfire safe, the chipping program was modernized and expanded to serve the entire city. This new program launched in 2023 and has proved wildly popular with residents. Some of the impressive facts and statistics from the 2023 season are:

- The program served all Berkeley residents for first time in city history.
- Over 1,200 completed pickups were conducted.
- 2,903 cubic yards of flammable material removed.
- 92% of participants rated their experience a "5 out of 5."
- 80% of Berkeley residents reported that the new Chipper Program caused them to remove hazardous vegetation from their property.
- Nearly 50% of the material removed by residents came from Zone Zero

Marin SB Advisor LLC managed the Berkeley "Chipper Day" program. Responsibilities include but are not limited to ongoing program management; development of alternative funding sources; review and re-design; marketing and community outreach; chipping

Contract: Marin SB Advisor LLC

CONSENT CALENDAR  
May 7, 2024

vendor procurement including selection, on-boarding and training; meeting with key stakeholders to promote the program and solicit assistance and feedback; responding to questions/requests from City officials and residents; conduct analysis and produce data and reports as requested by the Department; and providing strategic advice and guidance to Fire on vegetation management and wildfire prevention/education.

#### **BACKGROUND**

Marin SB Advisor LLC has significant experience in Vegetation Management & Wildfire Prevention/Education. Particular areas of expertise include strategic planning, finance, budgets, compliance, grant administration, and program & project management.

Additionally, Marin SB Advisor LLC has served as a consultant to Fire Safe Marin, the Marin Wildfire Prevention Authority (MWPA), and the Sleepy Hollow Fire Prevention District (SHFPD), has experience managing complex wildfire mitigation programs, and has experience communicating effectively with government officials and members of the public. Lastly, Marin SB Advisor LLC has direct experience operating the Fire Aside “Chipper Day” software, which is the same software that the Department is running for the Berkeley Chipper Day program.

#### **ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS**

This contract will support the removal and thinning of wildfire hazardous vegetation which will create more defensible space and help prevent a wildfire from developing into a conflagration thus limiting the release of smoke that includes gasses that impact climate change.

#### **RATIONALE FOR RECOMMENDATION**

Marin SB Advisor LLC has performed this work for the first year, and has familiarity with locations and software system that the City wishes to continue with. Due to this and the specific experience with the fire authorities listed above, competing for this service is not amenable.

#### **ALTERNATIVE ACTIONS CONSIDERED**

Competing for the service was considered, however, the specific experience with Berkeley Fire and the other agencies outweighs market competition for this contract period.

#### **CONTACT PERSON**

David Sprague, Fire Chief, (510) 981-3473

Attachments:

1: Resolution

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

**CONTRACT: MARIN SB ADVISOR LLC FOR CHIPPER DAY PROGRAM  
MANAGEMENT**

WHEREAS, the City's chipping program has been in operation for decades and served only limited areas within Berkeley. In 2023 the program was modernized and expanded to serve the entire city. This new program has proved wildly popular with residents, and

WHEREAS, some of the impressive facts and statistics from the 2023 season are over 1,200 completed pickups were conducted; 2,903 cubic yards of flammable material removed; 92% of participants rated their experience a "5 out of 5"; 80% of Berkeley residents reported that the new Chipper Program caused them to remove hazardous vegetation from their property; and nearly 50% of the material removed by residents came from Zone Zero, and

WHEREAS, Marin SB Advisor LLC managed the Berkeley "Chipper Day" program. Responsibilities include but are not limited to ongoing program management; development of alternative funding sources; review and re-design; marketing and community outreach; chipping vendor procurement including selection, on-boarding and training; meeting with key stakeholders to promote the program and solicit assistance and feedback; responding to questions/requests from City officials and residents; conduct analysis and produce data and reports as requested by the Department; and providing strategic advice and guidance to Fire on vegetation management and wildfire prevention/education, and

WHEREAS, Marin SB Advisor LLC has significant experience in Vegetation Management & Wildfire Prevention/Education and has served as a consultant to Fire Safe Marin, the Marin Wildfire Prevention Authority (MWPA), and the Sleepy Hollow Fire Prevention District (SHFPD), has experience managing complex wildfire mitigation programs, and has experience communicating effectively with government officials and members of the public. Marin SB Advisor LLC has direct experience operating the Fire Aside "Chipper Day" software, which is the same software that the Department is running for the Berkeley Chipper Day program, and

WHEREAS, Marin SB Advisor LLC has performed this work for the first year, and has familiarity with locations and software system that the City wishes to continue with. Due to this and the specific experience with the fire authorities listed above, competing for this service is not amenable.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with Marin SB Advisor LLC to provide program management for Berkeley Chipper Day from June 1, 2024 until May 31, 2027 in an amount not to exceed \$213,000 with an option to extend

May 7, 2024

for an additional three (3) years for \$250,000, making initial term plus extension not to exceed \$463,000.