



URGENT ITEM AGENDA MATERIAL

Government Code Section 54954.2(b)
Rules of Procedure Chapter III.C.5

THIS ITEM IS NOT YET AGENDIZED AND MAY OR MAY NOT BE ACCEPTED FOR THE AGENDA AS A LATE ITEM, SUBJECT TO THE CITY COUNCIL'S DISCRETION ACCORDING TO BROWN ACT RULES

Meeting Date: June 25, 2024

Item Description: Contract Amendment: California Lake Research Partners, Inc. for Community Survey

This item is submitted pursuant to the provision checked below:

- Emergency Situation (54954.2(b)(1) - majority vote required)
Determination by a majority vote of the legislative body that an emergency situation exists, as defined in Section 54956.5.
- Immediate Action Required (54954.2(b)(2) - two-thirds vote required)
There is a need to take immediate action and the need for action came to the attention of the local agency subsequent to the agenda for this meeting being posted.

Once the item is added to the agenda (Consent or Action) it must be passed by the standard required vote threshold (majority, two-thirds, or 7/9).

Facts supporting the addition of the item to the agenda under Section 54954.2(b) and Chapter III.C.5 of the Rules of Procedure:

At the June 14, 2024, City Council meeting, the City Council gave direction for staff to take the necessary steps to conduct an additional community survey focusing on funding for the arts. In order to do so, an amendment to the existing contract with California Lake Research Partners is needed in order to ensure the survey can be conducted and results reviewed in time to allow consideration of related potential ballot language for the November 2024 election.

The last scheduled meeting before the end of the City Council session is July 30, 2024 and the associated agenda packet is published on July 18, 2024. Final, adopted, signed resolutions that contain the exact text of the measure and the 75-word ballot question must be delivered to the Alameda County Registrar of Voters Office by the August 9 deadline.



Office of the City Manager

CONSENT CALENDAR
June 25, 2024

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Anne Cardwell, Deputy City Manager
Scott Ferris, Director, Parks Recreation & Waterfront
Subject: Contract Amendment: California Lake Research Partners, Inc. for
Community Survey

RECOMMENDATION

Adopt a Resolution authorizing the City Manager or designee to amend the contract with California Lake Research Partners to add \$40,000 for a total not-to-exceed contract amount of \$80,000.

FISCAL IMPACTS OF RECOMMENDATION:

This amendment will add \$40,000 of funding from an existing budget allocation of \$100,000 for a community survey. With this amendment, the total not-to-exceed contract amount will be \$80,000.

CURRENT SITUATION AND ITS EFFECTS

conducted an informal Request For Proposal (RFP) process and sent the RFP to five (5) survey companies. The City received one (1) response, from Lake Research Partners. City staff determined that this proposal met all City requirements.

In early June 2024, Lake Research Partners, with input from City staff and City Council, completed an 18-minute community survey that included questions about changes and increases to the Parks Tax and Measure P, and a new Arts Tax Measure. Results of this survey were presented to the City Council on June 14, 2024. At that Council meeting, the City Council gave direction for staff to take the necessary steps to conduct an additional community survey focusing on funding for the arts. In order to do so, an amendment to the existing contract with California Lake Research Partners is needed in order to ensure the survey can be conducted and results reviewed in time to allow consideration of related potential Arts Tax Measure for the November 2024 election.

The last scheduled meeting before the end of the City Council session is July 30, 2024 and the associated agenda packet is published on July 18, 2024. Final, adopted, signed resolutions that contain the exact text of the measure and the 75-word ballot question

Contract Amendment: California Lake Research Partners, Inc. for Community Survey

June 25, 2024

must be delivered to the Alameda County Registrar of Voters Office by the August 9 deadline.

BACKGROUND

At the June 14, 2024 Special City Council meeting, the Council provided direction on the community survey as follows:

1. Parks Maintenance Tax increase at the 20% level.
2. Measure P renewal with added tiers and remove the expiration clause.
3. Sugar-Sweetened Beverage Tax extension that removes the expiration clause.
4. Revenue Measure for Arts Support and Programs – authorize Mayor Arreguin to work with staff and Lake Research Partners on questions for a survey; begin drafting the measure with possible funding mechanisms of 2% TOT increase, maximum allowable sales tax increase, and 4-cents per square foot parcel tax; return to Council for consideration of the options and the survey results.

In June 2024, The City Manager executed a “not to exceed” contract of \$40,000 with Lake Research Partners in order to perform a community survey on City services and potential ballot measures. On June 14, 2024 City Council identified an additional \$40,000 worth of work that will perform a second survey for a potential revenue measure for arts support and programs.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no identifiable environmental effects, climate impacts, or sustainability opportunities associated with the subject of this report.

RATIONALE FOR RECOMMENDATION

An amendment to the existing contract with California Lake Research Partners is needed at this time, in order to ensure the survey can be initiated June 19, 2024, and results reviewed in time to allow consideration of related potential ballot language on July 30, 2024 for the November 2024 election.

ALTERNATIVE ACTIONS CONSIDERED

No alternative actions have been considered.

CONTACT PERSON

Anne Cardwell, Deputy City Manager, City Manager's Office, (510) 981-7014

Attachments:

1. Resolution

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

CONTRACT AMENDMENT: CALIFORNIA LAKE RESEARCH PARTNERS, INC. FOR
COMMUNITY SURVEY

WHEREAS, City Council allocated \$100,000 in the FY2024 Budget for the “Vision 2050 Complete Streets Parcel Tax Community Engagement and Program Plan” to do a community survey for a potential related ballot measure; and

WHEREAS, on March 28, 2024 the City conducted an informal Request For Proposal (RFP) process and sent an RFP to five (5) survey companies. The City received one (1) response, from Lake Research Partners. City staff determined that this proposal met all City requirements; and

WHEREAS, in early June 2024, Lake Research Partners completed an 18-minute community survey that included questions about changes and increases to the Parks Tax and Measure P, and a new Arts Tax Measure; and

WHEREAS, results of the community survey were presented to the City Council at a Special City Council Meeting on June 14, 2024; and

WHEREAS, City Council gave direction for staff to take the necessary steps to conduct an additional community survey focusing on a potential revenue for arts support and programs; and

WHEREAS, an amendment to the existing contract with California Lake Research Partners is needed in order to ensure the survey can be conducted and results reviewed in time to allow consideration of related potential Arts Tax Measure at the July 30, 2024 City Council meeting.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute an amendment to the contract with California Lake Research Partners to add \$40,000 for a total not-to-exceed contract amount of \$80,000.