



CITY COUNCIL STAFF REPORT

MEETING DATE: June 9, 2025

ITEM TITLE: Adopt a Resolution Authorizing the City Manager to Execute a Professional Services Agreement with TeamCivX for an Amount Not to Exceed \$275,000 for Consulting Services.

RECOMMENDATION:

Staff recommend that the City Council authorize the City Manager to execute a professional services agreement with TeamCivX for election for consultant services in an amount not to exceed \$275,000.

FISCAL IMPLICATIONS:

There is no fiscal impact and no additional appropriation is necessary at this time.

Funding for these services has been included in the Downtown Renovation Plan/Design Implementation Project #C2215 in the amount of \$350,000.

BACKGROUND:

Approximately four years ago in 2021, the City Council advanced the idea of creating a new plan for downtown San Carlos. With the temporary closure of the 700 block of Laurel Street to pedestrian-only access, new ideas and a robust discussion about Laurel Street began to emerge. Thus, it became the ideal time to address the future of downtown Laurel Street and its surroundings. On April 28, 2025, the City Council adopted the San Carlos Downtown Streetscape Master Plan.

The 2025 Strategic Plan includes the following strategic goal related to the downtown:

“The City of San Carlos will work with residents, property owners, business owners, committees, commissions, the Chamber of Commerce, and all other interested members of the community to develop and implement a plan to understand and ensure that the downtown meets the needs of the community and businesses now and into the future.”

Objective 5, Task 2 of this goal is as follows: “Identify funding strategy and develop a workplan to secure project funding.” In January 2025, the City Council created the Infrastructure Financing Subcommittee (“Subcommittee”) to assist with this process. The Subcommittee directed staff to create a request for proposals (RFP) to solicit consulting services for ballot measure polling and outreach services to help fund the proposed enhancements to the downtown.

ANALYSIS:

On April 8, 2025, the City issued an RFP for a vendor team to conduct these consulting services. The application period closed on April 15, 2025, and the City received four responses from the following vendors. Each vendor was directed to submit a not-to-exceed cost proposal.

Vendor	Total Cost	Interviewed
CliffordMoss	\$167,900, plus add-ons	Yes
Props & Measures	\$230,083	Yes
TeamCivX	\$275,000	Yes
William Berry Campaigns	\$281,500	No

Three of the four vendors were invited for interviews based on the thoroughness of their submittals. A selection team comprised of Mayor Sara McDowell, Council Member Neil Layton, City Manager Jeff Maltbie, Assistant City Manager Nil Blackburn, and Administrative Services Director Rebecca Mendenhall met with the three vendors. Based on the interviews and the review of the proposals, TeamCivX and their research partner, True North Research, are recommended for this work. A copy of the TeamCivX proposal has been attached for reference.

ALTERNATIVES:

The alternatives available to the City Council include:

1. Adopt a Resolution authorizing the City Manager to execute a professional services agreement with TeamCivX for an amount not to exceed \$275,000 for consulting services; or
2. Do not adopt a Resolution; or
3. Provide staff with alternative direction.

Respectfully submitted by:

Rebecca Mendenhall, Administrative Services Director

Approved for submission by:



Jeff Maltbie, City Manager

ATTACHMENT(S):

1. Resolution
2. RFP – Election Campaign Consultant Services
3. San Carlos – TeamCivX Proposal