



CITY COUNCIL STAFF REPORT

MEETING DATE: February 13, 2023

ITEM TITLE: Adopt a Resolution Authorizing the City Manager to Execute a Second Addendum to the Professional Services Agreement with True North Research, Inc. for Survey Services for an Additional Three Years.

RECOMMENDATION:

Staff recommends that the City Council adopt a Resolution authorizing the City Manager to execute a second addendum to the professional services agreement with True North Research, Inc. for survey services for an additional three years.

FISCAL IMPLICATIONS:

There are no fiscal impacts associated with adopting this Resolution. There are sufficient funds in the operating budget to cover this request.

BACKGROUND:

The City of San Carlos conducts annual surveys of its citizens. "Citizen Surveys", or opinion surveys, are conducted on a biannual basis and are used to help the City understand residents' needs and priorities, as well as their satisfaction with City services and facilities. "Community Characteristics Surveys", also conducted biannually, are used to understand more about San Carlos residents' demographics, lifestyles, activities, and engagement with the community. Both surveys can be used to inform the staff and City Council decision making during strategic planning and budget planning sessions.

On August 25, 2020, the City Manager's Office issued a request for proposals for community survey services. It received proposals from two vendors, Polco and True North Research, Inc ("True North").

The City entered into an agreement for professional services ("Agreement") with True North on October 14, 2020 to perform two community surveys (Attachment 2). The "Scope of Work and Schedule" in the Agreement directed True North to conduct two scientific surveys using a stratified sampling methodology, use a three-pronged data collection methodology using letters, email and phone calls, provide comparisons to surveys conducted in the past, and present its findings to the City Council. The total cost for the two surveys was \$57,520, or approximately \$28,760 each.

True North has completed the two community surveys per the Agreement. It delivered a summary report for a 2021 Citizen Survey on February 15, 2021 and a summary report for a Community Characteristics Survey on February 7, 2022.

On September 24, 2021, the City and True North executed an Addendum to the Agreement (Addendum #1) to conduct an East Side Vision Plan Survey on behalf of the Community Development Department for \$16,500. This survey was completed and presented to the City Council in 2022.

The intent of this staff report is obtain the City Council's authorization for the City Manager to execute a second addendum to authorize True North to execute three additional annual community surveys, either Citizen Surveys or Community Characteristics Surveys, for the City, at a rate of \$28,760 in 2023 and \$30,200 in years 2024 and 2025.

ANALYSIS:

Both the City and True North have satisfactorily completed their duties and obligations under the terms of the October 14, 2020 Agreement and September 24, 2021 Addendum. The City has paid True North \$73,960 for the three surveys referenced above. Extending the contract scope to include an additional survey per year, for three years, will increase the contract value by \$89,160, which would "trigger" the RFP and contract award requirements of Section 3.12.260(B)(1) of the San Carlos Municipal Code.

Request for Proposals (RFP)

Per Section 3.12.260(B)(1) of the San Carlos Municipal Code, professional services valued at more than \$75,000 requires at least three proposals "for comparison purposes except where three proposers...cannot be found to exist." However, per Section 3.12.260(E)(3):

"The City Council may authorize award and execution of service contracts in excess of seventy-five thousand dollars with no competitive proposals where experience with the proposed service provider has demonstrated competence and satisfactory performance or in the renewal or renegotiation of existing contracts for continuing services."

Staff has conducted RFPs for community surveys in 2011, 2013, 2016, 2018, and 2020, and received four, three, three, four, and two proposals, respectively. In each instance, True North was selected as the most qualified vendor with consistently competitive pricing. Staff believes True North has "demonstrated competence and satisfactory performance" per Section 3.12.260(E)(3) of the Municipal Code. Furthermore, staff values True North's survey methodology, responsiveness, efficiency, presentation format and style, and ability to compare data with previous years' findings. As such, staff seeks to forgo a formal RFP process in this instance, and execute an addendum to provide three additional surveys over the course of the next three years.

Contract Value

Per Section 3.12.260(B)(3), contracts for major services valued at more than \$75,000 "shall be reviewed and awarded by the City Council." To date, \$73,690 has been authorized per the Agreement and Addendum #1. The City Council's approval is required in order for the City Manager to execute a second addendum valued at \$89,160, which would increase the total value of the Agreement to \$162,850.

ALTERNATIVES:

The alternatives available to the City Council include:

1. Adopt a Resolution authorizing the City Manager to execute a second addendum to the professional services agreement with True North Research, Inc. for survey services for an additional three years; or
2. Do not adopt the Resolution; or
3. Provide staff with alternative direction.

Respectfully submitted by:

Nil Blackburn, Assistant City Manager

Approved for submission by:

A handwritten signature in black ink, appearing to read 'J. Maltbie', is written above a horizontal line.

Jeff Maltbie, City Manager

ATTACHMENT(S):

1. Resolution
2. True North, Inc. Agreement for Services dated 10.14.22