

TO: James L. App, City Manager
FROM: Doug Monn, Interim Public Works Director
SUBJECT: Landscape and Lighting Balloting Services
DATE: September 6, 2005

NEEDS: For the City Council to consider awarding a contract to Muni Financial for Landscape and Lighting balloting related services.

FACTS:

1. At the July 5, 2005 meeting, the City Council authorized staff to ballot deficit sub-areas, sub-areas with shared improvements, and provide for an inflation adjustment and a 5% landscape replacement fund.
2. In preparation for the balloting effort, a proposal was solicited from Muni Financial to assist with balloting services. Muni Financial has prepared the annual Engineers report for many years and provided expertise the last time deficit sub areas were balloted. The proposal is attached for review.

**ANALYSIS
AND**

CONCLUSION: If approved, Muni Financial will perform Proposition 218 balloting services related to new or increased assessments of between 40 and 70 Landscape and Lighting District sub-areas. The expertise provided by this firm is essential to the City's endeavor to successfully ballot the deficit sub-areas.

Additionally, staff is circulating an RFP for Public Relations/Public outreach services for the balloting campaign. Those RFP's are scheduled to be opened September 9, 2005. After analysis and discussion, the winning proposal will be brought back to City Council for consideration and approval.

POLICY

REFERENCE: Purchasing and Payment Procedures Manual

FISCAL

IMPACT: Funds from the Landscape and Lighting fund 308 are available in approved FY06 budget for balloting costs.

OPTIONS

- A. Approve Resolution No. 05-xx awarding a contract to Muni Financial for Landscape and Lighting District balloting services.
- B. Amend, modify, or reject the above option.

Attachments (2)

- 1) Resolution
- 2) Muni Financial proposal

Exhibit A

SCOPE OF SERVICES

4. Attend one (1) Intent Meeting and one (1) Public Hearing regarding the proposed assessments.
5. In cooperation with the City Clerk, tabulate the assessment ballots after the close of the Public Hearing. We have developed proprietary software capable of tabulating approximately 500 ballots per hour.
6. We will be available by telephone to answer questions regarding the assessment process from City staff and property owners during the course of the district reassessment.

Outreach Coordination

Public Outreach Programs can involve a variety of mechanisms and aspects. As optional services, MuniFinancial can assist with some elements of the outreach phase, but we anticipate that much of the outreach effort will involve public relations activities conducted by the City or its agents.

We will coordinate the results of our analysis and plans for public noticing and balloting with the City of El Paso de Robles' separately retained public outreach/marketing consultant.

We will work with City staff, the City Attorney and the City's outreach/marketing consultant to ensure that all public outreach materials and efforts are consistent with the proposed assessment increases and the provisions of Proposition 218.

MuniFinancial does have proven experience with the preparation of selected outreach materials including the development of Frequently Asked Question (FAQ) guides for mailing to property owners.

Optional Service: Develop and Mail FAQ Guide.

For increased assessment projects, we often prepare and mail FAQ Guides for property owners as part of an overall education effort for the assessment. Many of the questions and answers we use in this effort are typical issues raised by property owners.

We propose a straightforward information piece that will convey the significance of the assessment in easy-to-understand format. This mailing would be a tri-fold format, double-sided, in black and white.

We propose that the FAQ Guide be mailed to property owners preparatory to the Community Meetings described in the Balloting Services section of this scope of work and prior to ballot mailing; however, if the City prefers, the guide can be issued in conjunction with the assessment notice and ballot mailing.

City Responsibilities

The City of El Paso de Robles will prepare or provide the following, if necessary:

- ♦ Provide detailed descriptions of the improvements proposed to be included in the district (such as planned upgrades to Union Road), including a breakdown of existing improvements versus any proposed improvements.
- ♦ Provide either electronically or in hard copy, various maps of the territory to be included in the district as needed for MuniFinancial to prepare the budget analysis and Engineer's Report including boundary maps, general plan maps, improvement maps, zoning maps or related development diagrams.

Exhibit A

SCOPE OF SERVICES

- ♦ Provide all pertinent budget information, including estimated projected annual maintenance costs, capital expenditures, City overhead and available funding from other sources that may be used to offset costs.
- ♦ Prepare all internal memos and other supporting documents necessary for City Council agendas.
- ♦ Provide electronic data of assessor parcel numbers and related development and property owner information.

The City of El Paso de Robles acknowledges that MuniFinancial shall be relying upon the accuracy of the information provided by the City and the County and agrees that MuniFinancial shall not be liable for any inaccuracies contained in such information.

Legal Opinions. In preparing the resolutions, notices and ballots, MuniFinancial will provide our professional expertise. Since we do not practice law, we ask that your City Attorney, or other designated counsel, review the documents. We will assist your attorney in identifying any pertinent legal issues.

Exhibit B

FEES FOR SERVICES

MuniFinancial will perform the work described in Exhibit A for the following *fixed price fees*. These fees include all expenses associated with the project, except mailing costs.

Mailing costs are not included in our fixed fee and will be billed to the City at our cost. We provide an estimated mailing cost below.

Additional meetings or tasks outside our proposed scope of work (such as attending additional Community Meetings) will require an additional fee

SERVICE	FEE
Budget Analysis	\$5,500
Supplemental Engineer's Report & Resolutions	\$6,250
Balloting Services	\$14,600
Outreach Coordination	\$3,000
Total	\$29,350

**Since the area of benefit has not been fully developed, the number of pieces to be mailed cannot be determined at this time. Generally the cost of processing and postage is approximately \$1.00 to \$1.50 per parcel*

Notes:

This fee includes up to two Community Meetings, one (1) Intent Meeting and one (1) Public Hearing. Additional meetings will require an additional fee.

This fee includes up to two variations in notices/ballots due to differences in sub-areas. Additional variations will require an additional fee.

The fee for *Optional Services* is described below. Where appropriate, we have provided fee ranges for optional services for the City's information; for these, the City has not yet determined exact tasks and services.

OPTIONAL SERVICE	FEE
Additional Community Meetings (prepare & present) *	\$1,500 to \$2,500 per meeting
Additional Notice/Ballot Variation	TBD
Frequently Asked Question Guide	\$1,500 - \$5,000 depending on graphics, color, number of pages of guide (mailing costs not included)*

* The fee per meeting may be reduced significantly if multiple meetings can be scheduled on the same day

Exhibit B

FEES FOR SERVICES

Invoicing

We will invoice the City of El Paso de Robles monthly based on project completion.

Rates for Additional Service

Additional services authorized by the City will be performed at our prevailing hourly rates. Our current hourly rates are:

MuniFinancial HOURLY RATE SCHEDULE	
TITLE	HOURLY RATE
Division Manager	\$190
Principal Engineer	\$160
Principal Consultant	\$170
Senior Project Manager	\$150
Project Manager	\$125
Senior Project Analyst	\$110
Senior Analyst	\$100
Analyst	\$80
Analyst Assistant	\$65
Property Owner Services Representative	\$50
Support Staff	\$45

RESOLUTION NO. 05-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AWARDING A CONTRACT TO MUNI FINANCIAL FOR
LANDSCAPE AND LIGHTING BALLOTING SERVICES

WHEREAS, City Council authorized staff to ballot sub-areas and to provide for an inflation adjustment and a 5% landscape replacement fund; and

WHEREAS, a proposal was solicited from Muni Financial to assist with balloting services; and

WHEREAS, Muni Financial has prepared the annual Engineers report for many years and provided expertise the last time deficit sub-areas were balloted; and

WHEREAS, Muni Financial will perform Proposition 218 balloting services related to new or increased assessments of between 40 and 70 Landscape and Lighting District sub-areas; and

WHEREAS, the expertise provided by this firm is essential to the City's endeavor to successfully ballot the deficit sub-areas; and

WHEREAS, funds from the Landscape and Lighting fund 308 are available in approved FY06 budget for balloting costs.

NOW, THEREFORE, BE IT FOUND, DETERMINED AND RESOLVED by the City Council of the City of El Paso de Robles to award a contract to Muni Financial for Landscape and Lighting District balloting services.

BE IT FURTHER RESOLVED that the budget appropriation previously approved by the City Council as part of the current Two Year Budget/Four Year Financial Plan for the balloting, but scheduled for fiscal year 2007, is hereby re-scheduled for fiscal year 2006.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 6th day of September 2005 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Sharilyn M. Ryan, Deputy City Clerk