

**MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING**

DATE: January 5, 2015
TO: Board of Directors
FROM: Rafael Payan, General Manager
SUBJECT: Approval of Contract with TBWB Strategies for Professional Consultant Services Related to Potential Benefit Assessment Renewal

RECOMMENDED ACTION:

It is recommended that the Board authorize Staff to begin the proposed Benefit Assessment renewal process, approve the proposed contract in substantially the form submitted (**ATTACHMENT 1**), and authorize Staff to enter an agreement with TBWB Strategies (TBWB).

FISCAL IMPACT:

Up to \$35,000, plus reimbursement for any out-of-pocket expenses related to this project borne by the Consultant. The current Benefit Assessment shall fund this project.

DISCUSSION:

MPPRPD proposes initiating the process of potentially renewing the Benefit Assessment, which is slated to “sunset” in 2019. MPPRPD has researched processes and canvassed various governmental organizations to determine what firm or firms they used in their successful pursuit of similar ballot measures.

MPPRPD staff contacted Mr. Matt N. Pressey - CPA, Finance Director for the City of Salinas (Salinas). Mr. Pressey reported that Salinas was recently successful in their pursuit of a revenue ballot measure. Mr. Pressey added that, as part of their selection process, Salinas vetted the following nine firms, each with an office or headquarters within the State of California:

1. Applied Research West, Inc., Los Alamitos
2. Godbe Research, San Mateo
3. Institute of Applied Research & Policy Analysis, San Bernardino
4. Lake Research Partners, Berkeley
5. Lew Edwards & FMMM&A, Oakland
6. Probolsky Research, Newport Beach
7. Strata Research, San Diego
8. Strategy Research Institute, Fullerton
9. TBWB, San Francisco

TBWB was selected and was reported as consistently providing excellent service, helping to save Salinas’ libraries and other vital services.

Staff contacted two firms. One was an aforementioned firm of Lew Edwards. That firm did not provide MPRPD a response. The other firm was TBWB.

TBWB reported that their firm specializes in helping local governments prepare and pass revenue measures, including bonds, taxes and assessments, raising over \$10 billion for their clients, with a success rate near 90%. TBWB recently helped pass the only countywide 2/3 tax measure in Monterey County history, for Monterey-Salinas Transit. In another measure, the Monterey Peninsula Unified School District received a 70% approval. Further, TBWB's parent firm is the campaign consultant for Senator Bill Monning, Assemblymember Mark Stone and County Supervisor Jane Parker.

TBWB's range of experience and expertise includes the parks, recreation and conservation industries. In 2014 alone, that firm passed successful parcel tax measures for Santa Cruz County Parks and the Santa Clara County Open Space Authority, and helped pass the \$300 million bond measure for the Midpeninsula Regional Park District.

Staff conferred with the District's Legal Counsel to determine if the District could directly contract with a firm. The process was affirmed.

TBWB possesses valuable insight into how voters currently perceive and value parks, trails, open space and wildlife habitat when considering tax measures, thus, staff recommends contracting with TBWB to provide the services listed in the attached scope of work. MPRPD plans to also contract with SCI Consulting Services for Benefit Assessment engineering services. SCI has a strong and positive history with MPRPD. It is MPRPD's belief that combining the expertise these two firms offer, in addition to the strengths other sub-consultants may bring, will enhance the District's chances of success. SCI and TBWB have agreed to work collaboratively with other firms. Thus, MPRPD respectfully requests the Board authorize Staff to begin the proposed Benefit Assessment renewal process, approve the proposed contract and authorize Staff to enter an agreement with TBWB Strategies.

ATTACHMENT:

1. Contract for Services between MPRPD and TBWB Strategies