

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

DATE: July 6, 2015
TO: Board of Directors
FROM: Rafael Payan, General Manager
SUBJECT: Approval of Contract with TBWB Strategies for Phase II of Professional Consultant Services Related to Replacement of Benefit Assessment Funding

RECOMMENDED ACTION:

Following presentation of survey results to the Board and staff, a scope of work item from the initial Phase I contract, staff recommends the Board of Director's approve the attached draft contract as presented or in substantially the same form. This initial term would take the District through the decision making process for a potential 2016 ballot measure.

It is also recommended that the Board authorize the General Manager to extend the term of the contract for an additional nine (9) month period, going through March 2016, in the event the Board decides to pursue a 2016 funding measure election, or through December 2016, if the decision is to wait for a 2017 or 2018 ballot measure.

FISCAL IMPACT:

\$45,000 - Consulting Fees July 5, 2015 – March 1, 2016

Out of pocket expenses reimbursed at cost not to exceed \$3,500, unless approved in writing by the General Manager prior to incurring the out-of-pocket expense.

The cost of potential informational brochures, direct mail and other paid advertising are **not** included in the consulting fee.

One estimate for informational brochure pricing, based on an estimated number of 39,000 registered voter households, is \$16,614 for an 11 x 17, one – or two-fold brochure, 80# matte book or equivalent, or \$18,668 for an 11 x 17, one – or two-fold, 7 pt. stock with perforated tear-off card. These estimated prices include pre-press, print, labels, labeling, post office check-in, photography, shipping and sales tax. Postage is **not** included in the above brochure estimates, and the actual cost of both depends on actual quantity printed and mailed.

A paid online/social media engagement to inform District residents about the District has been recommended, which is **not** included in the consulting fees. The budget estimate for an 8 week engagement cycle is \$40,000. Actual cost depends on actual number of targeted impressions (views). The engagement information would include: 1) Targeted pre-roll video and banner advertising; 2) Facebook presence and advertising/engagement; 3) Video and graphics production.

DISCUSSION:

On January 5, 2015 the Board approved and entered into a contract with TBWB Strategies for professional consultant services related to a potential benefit assessment renewal in the amount

of \$35,000 plus out of pocket expenses not to exceed \$3,500 without prior General Manager approval. The term of the initial Phase I contract was January 6, 2015 through July 4, 2015.

Staff is implementing the recommendations of the current consultants based upon extensive work with the District, specialized legal counsel and District's Assessment District Engineers in gaining a comprehensive knowledge of the District, its users and its key partners. The firm of TBWB has a record of successfully assisting public agencies in determining the feasibility of a ballot measure. Staff is therefore recommending that as it enters the next phase of determining the feasibility of a ballot measure they continue to work with the same consulting firm to eliminate the time loss, ramp up and cost of starting with a new consultant.

The potential term of the attached draft contract is from July 5, 2015 through March 1, 2016. That is the deadline for Board action on a potential June 2016 measure - the earliest the District could be on the ballot. The District would have to officially call the election by March 4, 2016. If the Board determines it best to present a ballot measure in the November 2016 election, the deadline to call the election is early August 2016.

The attached draft contract is based upon the possibility that polling survey and outreach results indicate a 2016 measure is possible and even advisable. The contract would need to be amended to extend the terms if the results indicate that waiting until 2017 or 2018 is best.

Election cost estimates received from the County suggest a Primary or General election in 2016 would make more financial sense than a Special election. Following are rough cost estimates for a primary, general or special election, provided to the consultants from the Monterey County Registrar of Voters:

- **Consolidated (Nov 2015, June & Nov 2016)** — \$4-6 per voter ~ \$260,000 - \$390,000
- **Other Special Elections** — \$12-17 per voter ~ \$780,000 - \$1,105,000

Staff respectfully recommends that the Board approve the attached draft contract in substantially the form presented and authorize the General Manager to amend the term of the contract to add an additional nine (9) months, through the end of calendar year 2016, should the survey results indicate a 2017 or 2018 Ballot Measure is advised. Any required change to the scope of work and fees would be brought back to the Board for consideration and approval.

ATTACHMENT:

1. Draft Contract