



DATE: June 25, 2019

TO: Mayor and City Council

FROM: City Manager

SUBJECT: Authorize the City Manager to Negotiate and Execute a Contract Amendment with Chabot-Las Positas Community College District to Add an Additional \$22,000 for Outreach Work to be Completed in Summer 2019

RECOMMENDATION

That the City Council adopts a resolution (Attachment II) to add an additional \$22,000 to the community engagement contract with Chabot-Las Positas Community College District to continue the Tennyson Thrives outreach work during summer 2019.

SUMMARY

On August 29, 2018, this City executed an agreement with Chabot College not to exceed \$65,000 to conduct outreach work in the Hayward community, primarily related to Tennyson visioning. Staff is recommending that Council authorize the City Manager to negotiate and execute a contract amendment to extend the outreach work contract through August 15, 2019 and increase the amount by \$22,000. This funding will be used to pay for student interns and costs associated with providing summer events. There are sufficient funds to cover the increased amount in the FY19 Tennyson Corridor Outreach Project budget. Staff will return to Council in early fall with an evaluation and proposal for Council to consider that would continue the partnership with Chabot College through the end of FY2020.

BACKGROUND AND DISCUSSION

In May 2018, City Council approved \$50,000 in the FY2019 budget for outreach work associated with Tennyson vision planning and \$20,000 for outreach work associated with implementing neighborhood improvement grants. The intention for this funding was to continue the partnership work with the Chabot College Student Initiative Center that had begun under a FY2018 grant from the Davenport Institute for Public Engagement. On August 29, 2018, this City executed an agreement with Chabot College to conduct outreach work related to Tennyson visioning, neighborhood improvement grants, and the State's Water Resources Disadvantaged Community Involvement Program. The contract is not to exceed \$65,000 and is set to terminate June 30, 2019. Of the \$65,000, \$40,000 is from the City's budget and \$22,500 is covered by a grant from the California Department of Water Resources.

The Chabot Student Initiative Center has completed the outreach deliverables in the existing contract, which are summarized in Attachment III. These include designing, advertising, and conducting a variety of outreach activities in the Tennyson Corridor, using data from empathy interviews to conduct visioning ideation sessions and charrettes, and assisting community groups to implement projects through the City's Neighborhood Improvement Program.

Staff is recommending that Council authorize the City Manager to negotiate and execute a contract amendment to extend the outreach work contract through August 15, 2019 and increase the amount by \$22,000, for a total amount not to exceed \$87,000. There are sufficient funds to cover the increased amount in the FY2019 Tennyson Corridor Outreach Project budget, which is project TC001 of Fund 401. This funding will be used to pay for student interns and costs associated with providing summer events, including a second annual Palma Ceia Fest. In addition, the funding will be used to support outreach work to stakeholders involved with the South Hayward Youth and Family Center to inform and engage them in the progress of that project.

Staff will return to Council in early fall with a comprehensive evaluation of the 20-month outreach partnership with Chabot College and a proposal for Council to consider that would continue the partnership through the end of FY2020.

FISCAL IMPACT

There will be no impact to the General Fund as a result of this action. There are sufficient funds in the Tennyson Corridor project in the City's FY 2019 Operating Budget to cover the cost of this contract increase.

STRATEGIC INITIATIVES

This action supports the Tennyson Corridor Strategic Initiative. The purpose of the Tennyson Corridor Strategic Initiative is to develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses and community partnerships. This agenda item supports the following Goal and Objective:

- Goal 1: Work with the community to create a community Vision Plan for the Tennyson Corridor and catalyst sites to serve as a foundation for long-term planning and policies
- Objective 1: Work to understand community needs and desires for the Corridor.

Prepared and Recommended by: Mary Thomas, Management Analyst

Approved by:



Kelly McAdoo, City Manager