



Staff Report

TO: Honorable Mayor and Members of the Town Council
FROM: Sean Rabé, Town Manager
DATE: May 11, 2021
RE: Authorization to Enter into Contract with CIVILIS Consultants

Recommendation

Staff recommends the Town Council authorize the Town Manager to enter into a consulting agreement with CIVILIS Consultants for up to \$27,775 for assistance with public engagement centered around community building.

Issue Statement and Discussion

As we head into the summer months and continue working on the General Plan update, it has become apparent to Staff some members of the Council and Planning Commission that the Town still needs to do some work on rebuilding trust within our community. One way to do that is to focus on community building.

Staff, Council Member Jan Clark-Crets and Planning Commissioner Bonnie London reached out to Michele Reeves, Principal of CIVILIS Consultants, to continue the community building work she has already done in Town. As Council may recall, Ms. Reeves was one part of the recent Rural Main Street program funded by the Sacramento Area Council of Governments (SACOG). She has also previously presented to our businesses on strategies to create more vibrancy downtown.

As noted in her scope of work, Ms. Reeves will listen in to at least one of each General Plan Update committee meeting to quantify areas of misunderstanding between the Town and community. That work will then lead into small format, in-person group interviews, organized Town Talks events and assist in developing civic reporters at Del Oro High School to help inform the community of what is happening in Town.

CEQA Requirements

There are no CEQA implications associated with the recommended action.

Financial and/or Policy Implications

The scope of work sets a total fee of \$25,250. Staff requests the ability to sign change orders of up to 10 percent, bringing the total allowed compensation to \$27,775.

Attachments

- A. CIVILIS Consultants Scope of Work

Tuesday, May 4, 2021 at 10:17:13 Pacific Daylight Time

Subject: FW: Revised Scope

Date: Tuesday, May 4, 2021 at 10:16:44 AM Pacific Daylight Time

From: Sean Rabe

To: Sean Rabe

Sean,

Here is a scope that takes out actual improvement, but includes the first Town Talk on Downtown Recovery: Unmasking the Art of Brick & Mortar! Please see below. As always, happy to iterate to get you what you need by your May meeting if I didn't interpret correctly.

Best,
Michele

SCOPE

STEP 1: General Plan Update Observation and Quantification

Consultant will participate in at least one meeting of every committee still active at the time Consultant is under contract to quantify areas of low information or areas of misunderstanding in terms of how the general plan and land use work in the community.

STEP 2: Small Format Group Interviews

After the general plan outreach meetings are finished, and as the General Plan Update consultants are putting the finishing touches on all written documents, Consultant will collaborate with the library, Chamber, and other groups to gather together five meetings of four to five leaders each that represent different perspectives, demographics, and geographies to weigh in on the update and the state of all things Loomis, with a focus on land use. These meetings are meant to be in person.

Civilis will also use this time on the ground to document downtown and develop concrete examples for areas of improvement that will be shared during the first Town Talk, below.

STEP 3: Town Talks

These first town talks can be happening after the completion of committee service and before the written general plan updates are all complete. Not sure the timing on final deliverables, but we don't have to wait for them if it is going to take some time.

Town Talks Launch: Downtown Recovery & Housing

Because downtown is a point of pride for Loomis, something which everyone universally rallies around, we will start here with two town talk on executing in the brick & mortar world. Everything relevant to reopening. Then, we will follow that up with a town talk about housing, which is at the forefront of everyone's mind in the community.

Talk 1: *Brick & Mortar, Unmask the Art & the Science*

This includes a visit, a presentation at a town talk (title above) that will help ground floor brick &

mortar businesses squeeze as much sales per square foot out of their space as they can.

Talk 2: Roof Over Head, AKA Housing

To drive attendance and make this fun, I would propose a very different kind of format. Solicit high school debate teams to debate on various sides of the housing issue with some provocative questions, and then a panel, and a presentation. The talk could be something like this:

STUDENT DEBATE INTERLUDE: SHOULD THE STATE BE ABLE TO MANDATE HOUSING SIZE/LIMITS/ZONING?

Short Speech: SACOG speaker could come and give an overview of passed State housing mandates and pending state housing mandates.

STUDENT DEBATE INTERLUDE: SHOULD STATES MAKE IT HARDER OR EASIER TO BUILD RENTAL MULTI-FAMILY PRODUCT?

Panel: Sean, SACOG Speaker, Developer with me moderating. Talk about how the housing laws passed by the State will impact what can be built within LOOMIS and what is in demand in the market/what developers want to build.

STUDENT DEBATE INTERLUDE: TBD

STEP 4: Develop Future Town Talks

Consultant will develop between 4 to 6 ideas for future town talks, with ideas to drive attendance that include venue, format, speakers, networking, partnership, creativity etc. These future talks will be identified and selected based on Consultant's time-on-the ground and in meetings about the general plan update and in interviews.

STEP 5: Optional Add On, Develop Civic Reporters in High School

Work with leaders in the Loomis community to approach the school/regional paper about students covering governance, land use, ec dev in the City of Loomis. Provide virtual training to students on land use/ec dev work before they launch this initiative.

TIMELINE

Work will be completed on mutually acceptable dates, except for general plan update committee virtual attendance, which will be governed by the update process.

It is currently envisioned that all in-person work could take place in late summer/early fall in 2021, providing a good entree into the holiday spending season downtown. The most momentum and economic impact will be gained if this work is not virtual, and doesn't get interrupted by economic closures or consumer slowdowns that occur with pandemic fears.

FEE SCHEDULE

Travel

Travel costs are reimbursed on an actual basis and are in addition to the consultant time not to exceed amounts listed below.

TRAVEL COSTS STEPS 1-4

Reimbursement of actual costs. This scope will involve the following travel:

- Three trips to Loomis. (Two trips for each town talk, and one for small format group interviews)
- Expenses for each trip will include: round-trip, non-stop coach airfare to Sacramento, rental car, gas, lodging, wifi, transportation to/from airports, parking, and a per diem of \$56/day, including travel days.

Consultant Time

Consultant bills at \$225/hour.

CONSULTANT TIME STEPS 1-4

NTE \$20,250

Includes the following:

- Attendance at a sampling of committee meetings for the general plan update
- Organization, trip to Loomis for Small Format Group Interviews, documentation of downtown for recommendations in first Town Talk, below.
- Two Town Talks Discussions (Brick & Mortar, Housing)
- Future Town Talks Planning

OPTIONAL STUDENT JOURNALISM PROJECT

NTE \$5,000

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