

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Authorize the City Manager to Execute a Contract with Stepherson and Associates Communications for Community Engagement for the Parks, Recreation, Open Space, and Arts (PROSA) Plan and Preliminary work on the Public Participation Plan for the 2024 Comprehensive Plan Update
DEPARTMENT:	Planning and Community Development
PRESENTED BY:	Jacob Bilbo, Parks Bond Project Manager Andrew Bauer, Planning Manager
ACTION:	<input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Discussion <input type="checkbox"/> Public Hearing

PROBLEM/ISSUE STATEMENT:

Updates to the Parks, Recreation, Open Space, and Arts (PROSA) Plan and Comprehensive Plan are both underway. The PROSA Plan is on schedule for Council action by the end of 2023, and the Comprehensive Plan is on track for Council action by the end of 2024.

The Recreation, Cultural, and Community Services (RCCS) Department and Planning and Community Development Department partnered in the selection of an outreach and engagement consultant with an understanding of equity/anti-racist related to government engagement efforts. Stepherson and Associates (S&A) was selected after a competitive Request for Proposals (RFP) process.

Tonight, staff is seeking Council authorization for the City Manager to execute an amendment with S&A to continue their support in the ongoing community engagement with the updates to the PROSA and Comprehensive Plans.

FINANCIAL IMPACT:

The PROSA Plan update is funded through CIP, General Capital, and RCCS Admin. The Comprehensive Plan update will be funded through a combination of City general fund appropriations authorized in the 2023-24 Biennium Budget and Washington State Department of Commerce grant funds in the amount of \$175,000 (first half to be distributed first half of 2023 and second half in late 2023-24). Funds for both projects will be used to support the services authorized by the contract with S&A.

RECOMMENDATION

Staff recommends that the City Council authorize the City Manager to execute an amendment to the professional services contract with S&A in the amount of \$28,000 to continue support in the ongoing community engagement with the updates to the

PROSA and Comprehensive Plans. The total amount of the contract, with the amendment, would be \$164,650.

Approved By: City Manager **BE** City Attorney **JA-T**

BACKGROUND

The PROSA Plan update and Comprehensive Plan update are both underway. The RCCS Department and Planning and Community Development Department partnered in the selection of an outreach and engagement consultant with an understanding of equity/anti-racist related to government engagement efforts. S&A was selected after a competitive RFP process to assist the City on both plan updates.

On November 7, 2022, the City Council adopted [Resolution No. 502](#), establishing the scope and schedule for the Comprehensive Plan update. On February 27, 2023 Council adopted [Resolution No. 506](#), approving the Public Participation Plan for the Comprehensive Plan update.

On August 22, 2022, the City entered into a contract with S&A in the amount of \$50,000 to begin work on the PROSA Plan community engagement and to start preliminary work on the Public Participation Plan as part of the Comprehensive Plan update.

On December 22, 2022, an amendment to the contract was executed to expand the scope to include additional public engagement services including core PROSA messaging and material development support, an online open house, in-person open house, workshops/focus groups, intercept/tabling events, standing input displays, reporting back to the community, and limited Parks Bond communication support. The amendment added \$86,650 to the contract, bringing the total to \$136,650.

DISCUSSION

The 2024 Comprehensive Plan update is underway and is preparing for the initial phase of community engagement to tentatively begin in April. The proposed second amendment to the contract would revise the scope of work to include the final preparation of the Public Participation Plan and revise the contract amount by \$28,000, bringing the total contract amount to \$164,650. This amendment will cover the work already completed by the consultant team.

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ATTACHMENTS

Attachment A – Agreement for Services with Amendment(s) and Scope of Work



**SECOND AMENDMENT TO CONTRACT FOR SERVICES
(ORIGINAL CONTRACT NUMBER: 10365)**

Whereas an agreement was entered into by and between the City of Shoreline, Washington, and Stepherson & Associates Communications on August 22, 2022; and said agreement was last amended on December 22, 2022; and

Whereas the parties desire to amend said agreement once again in order to reflect a change of circumstances, to wit:

Now, therefore, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. **Existing Agreement Amended:**

The City and Stepherson & Associates Communications entered into an agreement on August 22, 2022 identified as: Equitable Engagement Strategy for the PROS Plan and Comprehensive Plan Updates.

The City and Stepherson & Associates Communications entered into an amendment to said agreement, identified as First Amendment No. 10365.01, dated December 22, 2022.

The parties hereby amend the original agreement as amended.

2. **Amendment to Existing Agreement:** The agreement is amended in the following respect(s):

Amend Section 1 to reflect additional services related to the public participation plan, public material preparation support, and Phase 1 support for project introduction and visioning as detailed in attachment A-2.

Amend Section 2A to increase the total compensation amount by \$28,000.

3. **Terms and Conditions of Existing Agreement Remain the Same:** The parties agree that, except as specifically provided in this amendment, the terms and conditions of the existing agreement continue in full force and effect.

CITY OF SHORELINE

CONSULTANT

Name:

Name:

Title:

Title:

Date:

Date:

Shoreline Comprehensive Plan Amendment – Draft Scope and Budget
Stepherson & Associates Communications

Budget: \$28,000

Assumptions

- This amendment is anticipated to cover completion of early outreach activities through February 2023. All work performed will be in accordance with CITY guidelines, as applicable.
- CITY will lead media outreach and coordination with other public agencies.
- CONSULTANT's work billed on staff time and material. Based on CONSULTANT's level of effort and scope a future amendment be needed. All approved direct expenses will be paid by or billed directly to CITY.
- Online open house platform will be infocommunity. Translation of content will be through a translation app.
- CITY will lead content development and coordinate promotions of engagement opportunities with CONSULTANT. City communications channels (e.g., email, web, social media, mail, newsletters, etc.).

Public Participation Plan

The CONSULTANT will finalize a Public Participation Plan (Plan), which details how public participation will occur throughout all phases of the Comprehensive Plan update. The Plan will include preliminary list of stakeholder groups, team roles/responsibilities and engagement approach, tools and tactics. The Plan will also detail how CONSULTANT will collaborate with CITY to implement an equity-centered approach and how CONSULTANT and CITY will strive to break down barriers to participation for those that are not typically involved in planning projects. Once the Plan has been approved by the CITY, the CONSULTANT will develop and manage a detailed work plan.

Public Materials

The CONSULTANT will provide limited support to the City in preparing public-facing materials for three phases of public participation, such as a project factsheet, Frequently Asked Questions, topic sheets, PowerPoint presentations, posters, promotional materials, mailers, digital content and webpage updates to the City of Shoreline's Comprehensive Plan webpage. CONSULTANT will support materials preparation with an emphasis on accessibility of content for key audiences. The CONSULTANT will manage an outreach materials development work schedule and lead translation of key materials in up to 5 languages that will be determined by CITY.

Public Participation

CONSULTANT will start to provide Phase 1 support for **Project Introduction and Visioning** (introduction and information gathering):

- Plan, schedule, conduct and report on interviews with up to six Title VI Community Based-Organizations (CBOs).

- Develop content, test and report on an online open house and survey, including developing a geo-locational map.
- Review and synthesize results of survey (for internal CITY staff).
- Support preparing for and reporting to Council and Planning Commission.