



DATE: September 25, 2018

CATEGORY: Consent

DEPT.: City Manager's Office

TITLE: **Agreement with The Cadmus Group LLC to Conduct an Assessment and Create a Strategic Plan for the Environmental Sustainability Program**

RECOMMENDATION

Authorize the City Manager to enter into an agreement with The Cadmus Group LLC for a not-to-exceed amount of \$160,000 to conduct an assessment of, and develop a strategic plan for, the City's Environmental Sustainability Program.

BACKGROUND

Environmental Sustainability is currently one of the City Council's four Major Council Goals. As part of its goal-setting process in spring 2017, the Council voted to establish a second Environmental Sustainability Task Force (ESTF-2). The purpose of ESTF-2 was to: (1) evaluate and recommend whether and how current City sustainability plans and goals should be modified based on new technologies and processes for addressing climate change; and (2) support and extend the capacity of City sustainability staff to develop and implement strategies, programs, and projects to meet the City's climate goals. Comprised of 33 community members, ESTF-2 held its first meeting on September 28, 2017. Following 17 general meetings, dozens of working group meetings, and significant community outreach, the ESTF-2 recommendations were presented to the City Council in June 2018. This included a recommendation to create a new sustainability office and increase the environmental sustainability staffing and program budget in order to achieve the City's sustainability goals.

As part of the current Fiscal Year 2018-19 Work Plan, sustainability staff is evaluating the ESTF-2 recommendations, and will propose a draft Environmental Sustainability Action Plan 4 (ESAP-4) in early 2019, covering Fiscal Years 2019-22. The City Council authorized an appropriation of \$150,000 in the Fiscal Year 2018-19 budget to hire a consulting firm with expertise in environmental sustainability, municipal operations, and organizational Best Practices to help inform the overall program size and focus, the actions included in ESAP-4, and any resulting funding requests to be considered as part of the Fiscal Year 2019-20 budget process. Hiring a consultant will also enable staff to

focus on completing ESAP-3 actions and any priority ESTF-2 recommendations. Priority actions arising from the ESTF-2 recommendations analysis may be identified and funded sooner as a Fiscal Year 2018-19 midyear budget item.

ANALYSIS

A Request for Proposals for a sustainability consultant was issued on July 16, 2018, with a deadline of August 10, 2018. Eight proposals were received and reviewed by a cross-departmental team of City staff. In late August, staff interviewed the four firms that presented the most responsive proposals and most highly qualified teams. As a result of this process, The Cadmus Group LLC (Cadmus) was selected.

Cadmus is a national firm that has been at the forefront of local climate, energy, and environmental planning, working with public agencies of various sizes and at various stages of sustainability planning, including sustainability leaders such as the cities of San Francisco, Boston, New York, Denver, Toronto, and Washington, D.C. The firm's work includes developing climate plans, sustainability strategies, and stakeholder and community engagement strategies. The firm's key achievements include supporting the development of a new strategic plan for the City of San Francisco's Department of the Environment, participating in the development of Massachusetts' Clean Energy and Climate Plan for 2020, and providing planning support to the District of Columbia for implementation of its Climate Ready DC climate adaptation plan. The Cadmus project team includes project managers from its Oakland office, with a Cadmus Principal from the firm's Boston-area main office serving as project director.

The scope of work to be completed in this consultant study is to: (1) assess current staffing and operations in order to provide options for structures, staffing, and funding levels going forward; (2) develop an Environmental Sustainability strategic plan; and (3) help staff analyze the most complex ESTF-2 recommendations, as needed. Cadmus will evaluate the City's current program, benchmark it against the sustainability programs of other cities, and identify Citywide and cross-departmental strategies to increase the effectiveness of the program. Additionally, Cadmus will use its expertise to develop an Environmental Sustainability strategic plan, including the organizational structure, staffing levels, and funding levels needed for three different levels of response to climate change, ranging from "basic" to "industry leader." (See Attachment 2 for the Cadmus Scope of Work.)

With Council's approval, staff will execute a professional services agreement with Cadmus. The program assessment is scheduled to be completed in January 2019, and the strategic plan is expected to be completed in March.

FISCAL IMPACT

As part of the Fiscal Year 2018-19 budget, the City Council authorized \$150,000 for this consulting project, as well as \$10,000 for expenses related to the ESTF-2 recommendations. The not-to-exceed amount to evaluate the City's environmental sustainability program, develop a sustainability strategic plan, and assist staff with evaluating select ESTF-2 recommendations is \$160,000.

ALTERNATIVES

1. Do not approve execution of the agreement for environmental sustainability consultant services with Cadmus.
2. Provide other direction.

PUBLIC NOTICING

Agenda posting and e-mails sent to community members interested in environmental sustainability.

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KC-SA/3/CAM
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- Attachments:
1. City of Mountain View Request for Proposal
 2. Cadmus Scope of Work