



AGENDA
Town of Atherton
CITY COUNCIL/ATHERTON CHANNEL
DRAINAGE DISTRICT
AUGUST 10, 2009
9:00 A.M.
Town Council Chambers
91 Ashfield Road
Atherton, California
Special Meeting

9:00 A.M. ROLL CALL Lewis, Dobbie, Marsala, McKeithen, Carlson

9:02 A.M. PUBLIC COMMENTS

9:05 A.M. REGULAR AGENDA

1. DISCUSSION AND REVIEW OF DRAFT PRIMARY ARGUMENTS FOR ORDINANCE 581 FOR BALLOT ON NOVEMBER 3, 2009 SPECIAL ELECTION

Report: Mayor Carlson, Vice Mayor Kathy McKeithen, Council Member Jim Dobbie

Recommendation: Accept or Provide Direction for Possible Modification of Draft Primary Arguments

2. AWARD OF CONTRACT TO TRAMUTOLA/SIDEWALK STRATEGIES FOR PROFESSIONAL PUBLIC INFORMATION CONSULTING SERVICES IN AN AMOUNT NOT TO EXCEED \$24,000.00 PLUS A TWENTY PERCENT CONTINGENCY, FOR A TOTAL AUTHORIZATION OF \$28,800.00

Report: City Manager Jerome D. Gruber

Recommendation: Approve a professional services agreement with Tramutola/Sidewalk Strategies for professional public information consulting services related to public education of services, policy, and programs provided by the Town and that the City Council authorize the City Manager to execute an agreement in the amount not of \$24,000.00, with a 20% contingency for a total of \$28,800.00.

3. APPOINTMENT OF TWO COUNCIL MEMBERS TO AD HOC COMMITTEE TO ADVISE CITY MANAGER AND PUBLIC INFORMATION CONSULTANT ON ESTABLISHMENT OF PUBLIC INFORMATION PROGRAM

Report: City Manager Jerome D. Gruber

Recommendation: To Be Determined

10:30 A.M. PUBLIC COMMENTS

Town of Atherton City Council Agenda, Special Meeting August 10, 2009

11:00 A.M. ADJOURN

PLEASE NOTE THE FOLLOWING INFORMATION:

If you challenge a Town zoning, planning, or any other decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this agenda, or in written correspondence delivered to the City Council at, or prior to, the public hearing. Judicial review of any Town administrative decision may be had only if a petition is filed with the court not later than the 90th day following the date upon which the decision becomes final. Judicial review of environmental determinations may be subject to a shorter time period.

Copies of all staff reports and documents subject to disclosure that relate to each item of business referred to on the agenda are available for public inspection by 5:00 p.m. the Friday before each regularly scheduled City Council meeting at the Atherton Library, 2 Dinklespiel, Station Lane, and the Town Administrative Offices, 91 Ashfield Road, Atherton, CA 94027.

Additionally, agendas and staff reports may be accessed on the town website at:

www.ci.atherton.ca.us

In compliance with SB 343, materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the Town Administrative Offices, 91 Ashfield Road, during normal business hours.

Pursuant to the Americans with Disabilities Act, if you need special assistance in this meeting, please contact the City Clerk's Office at (650) 752-0500. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (29 CRF 35.104 ADA Title II)



Town of Atherton

CITY COUNCIL STAFF REPORT

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: JEROME D. GRUBER, CITY MANAGER.

DATE: FOR THE MEETING OF AUGUST 19, 2009

SUBJECT: AWARD OF CONTRACT TO TRAMUTOLA/SIDEWALK STRATEGIES FOR PROFESSIONAL PUBLIC INFORMATION CONSULTING SERVICES IN AN AMOUNT NOT TO EXCEED \$24,000.00 PLUS A TWENTY PERCENT CONTINGENCY, FOR A TOTAL AUTHORIZATION OF \$28,800.00

RECOMMENDATION:

The City Manager requests that the City Council approve a professional services agreement with Tramutola for professional public information consulting services related to public education of services, policy, and programs provided by the Town and that the City Council authorize the City Manager to execute an agreement in the amount not to exceed \$28,800.00.

INTRODUCTION:

On Wednesday, August 5th and Thursday, August 6th, 2009 the Mayor, City Manager and Deputy City Clerk interviewed three (3) professional public information consulting firms: The Lew Edwards Group, Tramutola and TBWB to assist the Town of Atherton with public information services related to public education of services, policy, and programs provided by the Town.

After interviewing all three firms it was decided, based on qualifications and cost, to select Tramutola to assist the Town of Atherton with public information services.

ANALYSIS: All three proposals were reviewed by the Mayor, City Manager, Assistant City Manager and Deputy City Clerk.

Firm	Cost of Proposal
Tramutola	\$24,000.00 (includes mailings)
TBWB	\$24,350.00 (includes mailings)
The Lew Edwards Group	\$15,500.00 (excluding mailings) <i>Approximately</i> \$22,500.00 with mailings

FISCAL IMPACT

The consulting service will cost \$28,800 (\$24,000 plus a 20% contingency). Currently, the amount is not budgeted in FY 2009-10 General Fund operating budget. A mid-year budget adjustment will be needed to cover this expenditure.



Town of Atherton

CITY COUNCIL STAFF REPORT

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: JEROME D. GRUBER, CITY MANAGER.

DATE: FOR THE MEETING OF AUGUST 10, 2009

SUBJECT: **APPOINTMENT OF TWO COUNCIL MEMBERS TO AN
AD HOC COMMITTEE TO ADVISE CITY MANAGER
AND PUBLIC INFORMATION CONSULTANT ON
ESTABLISHMENT OF PUBLIC INFORMATION
PROGRAM**

RECOMMENDATION:

It is recommended that two Council Members be appointed to an Ad Hoc Committee to advise the City Manager and Public Information Consultant on establishment of public information.

BACKGROUND:

At the July 15, 2009 City Council meeting Council authorized staff to solicit proposals from qualified consultants, firms, and consulting teams to provide professional public information consulting services related to public education of services, policy, and programs provided by the Town. Staff received a total of five bids and narrowed it down to three interviews. Staff recommended Tramutola for the Town's professional public information consultant.

Based on City Council's approval of the preceding item on today's Agenda staff recommends that an ad hoc committee be formed to advise the City Manager and City Council approved consultant on establishment of the public information program.

FISCAL IMPACT:

There is no fiscal impact.