



Item No. 21 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

**TO: HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER**

FROM: ANTHONY SUBER, DEPUTY CITY MANAGER / CITY CLERK

DATE: JUNE 16, 2021

SUBJECT: AUTHORIZATION TO CONTRACT WITH DOUGLAS KIM + ASSOCIATES FOR SUSTAINABILITY COORDINATOR CONSULTING SERVICES TO THE TOWN OF ATHERTON

RECOMMENDATION

Authorize a contract with Douglas Kim + Associates for Sustainability Coordinator Consulting Services for the Town; direct the City Attorney to prepare a contract; and authorize the City Manager to execute the contract on behalf of the Town.

BACKGROUND

At the January 20, 2021, the City Council received a report for the Planning Department regarding a Sustainability Coordinator role. Sustainability efforts are currently managed by the Planning Department and that effort includes working with residents, governmental agencies and/or private organizations in order to build a more sustainable future for Atherton. The Report noted work towards this goal including activities such as community education and outreach on sustainable practices, providing a category of programs aimed at reducing the Town's carbon footprint and resource reduction, implementation of the adopted Climate Action Plan (CAP), as well as responding to any sustainability related regional and/or state proposals and legislation. Work also includes tasks such as reporting local, regional and/or state efforts to the Council, as well as preparing any related Atherton Municipal Code (AMC) or policy document amendments. Planning staff regularly attend regional sustainability meetings.

At the April 21, 2021 meeting, the City Council approved a Request for Proposal (RFP) for a Sustainability Coordinator consultant. The RFP was issued on April 23, 2021, and proposals were due by May 28, 2021, at 2:00 pm. The Town received a total of three (3) proposals – CSG Consultants, Douglas Kim + Associates, and Frengiz Surty. After an initial internal review, an Evaluation Committee consisting of Planning, the City Clerk, and the City Manager convened to review and rank the proposals. The top ranked proposer was invited in to meet with staff (Douglas Kim + Associates). Upon conclusion of that introductory meeting and the completion of reference checks the Evaluation Committee recommended approval of Douglas Kim + Associates to provide consulting services to the Town.

The Environmental Programs Committee (EPC) is established and governed under City Council Resolution No. 2020-26, which outlines the Committee's principles, rules of procedures, powers and duties. The EPC provides the City Council with recommendations, outreach programs, and education on environmental issues facing the Town's natural and built environment. Acting in an advisory capacity, the EPC has the following powers and duties:

- a. Upon request, make recommendations (programmatic and legislative) to the City Council on all matters pertaining to the Town's natural and built environment and the Town's regional role and responsibilities as one of the communities on the San Francisco Bay Peninsula.
- b. Pursuant to established City Council programs and policy, assist staff in the creation of pro-active community engagement programs for residents, commercial and public enterprises active within the Town's jurisdiction.

Historically, the Town's EPC has also been the primary body in creating and supporting an Earth Day event for the Town, as approved by the Council. All funds allocated by Council on a programmatic basis flow through staff. With respect to the Climate Action Plan (CAP), the EPC assists staff when needed as staff implements CAP programs. The EPC can assist through public engagement at Committee meetings and/or other programs or activities consistent with the policy goals of the CAP. The EPC does not actively operate or govern specific programs or policies implemented as part of the CAP. Those responsibilities fall to staff. As programs under the CAP are developed, they are discussed by the EPC prior to any recommendation for approval by the City Council. Implemented programs may be monitored by the EPC for their effectiveness via regular reports by staff managing the program.

With the selection and onboarding of the Sustainability Coordinator consultant the activities described above that were previously performed by the Planning Department will transition to the City Manager's Office and the Sustainability Coordinator consultant.

ANALYSIS

Douglas Kim + Associates has 25 years of experience working with public agencies throughout California in local government and regional capacities. In his experience he oversaw environmental planning and programs for jurisdictions at each of these levels most recently overseeing Sustainability Program for SamTrans, Caltrain and the San Mateo County Transit Authority. Mr. Kim has extensive experience within the peninsula having served in planning and technical consulting capacities for neighboring jurisdictions and regional agencies that the Town participate in such as Commute.org. He has also prepared Climate Action Plans (CAP) for neighboring jurisdictions.

Operations & Approach

Douglas Kim + Associates proposed a series of 9 project related tasks aligned with the required scope of services identified in the RFP. The expectation is that services can be ramped up or down

based on operational need. The proposal (Attachment 1) provided a detailed project workplan developed to be agile and dynamic;

- Task 1: Kick-Off Meeting
- Task 2: Establish Administrative Process
- Task 3: Develop Work Plan to Implement Sustainability Program
- Task 4: Provide Support for the Environmental Programs Committee
- Task 5: Support Public Meetings
- Task 6 Provide Community Outreach
- Task 7: Explore Other Program Opportunities
- Task 8: Monitor Legislation and Ensure Consistency with External Programs and Requirements
- Task 9: Monitoring and Reporting

Pricing Proposal

Douglas Kim + Associates provided a cost proposal based on the information provided within the RFP for an amount Not-to-Exceed fixed fee of \$67,000 for a twelve-month agreement. The proposal notes that should the Town opt to exercise an option for a second year the fixed fee would be \$60,000. The fees are commensurate with the estimated level of commitment at 1,040 hours per year.

Staff recommends that the City Council direct the City Attorney to prepare and authorize the City Manager to execute an agreement to contract with Douglas Kim + Associates for Sustainability Coordinator consulting services.

POLICY FOCUS

The Town Council discussion should focus on the Douglas Kim + Associates proposal to serve as the Sustainability Coordinator consultant. Public bidding processes were adhered to in the selection and recommendation of Douglas Kim + Associates for this service. The policy focus for the City Council is whether the recommended proposal meets the Council's desire for the identified scope of services as it relates to the Council vision for Town actions and involvement in local and regional sustainability efforts and initiatives, the Town's existing CAP and future updates to the CAP, qualifications of the proposer, and agreement terms.

FISCAL IMPACT

The Fiscal Year 2021/2022 General Fund and Operations budget for the Administration Department incorporated \$70,000 for a Sustainability Coordinator.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also

disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)

ATTACHMENTS

1. Douglas Kim + Associates Proposal



DOUGLASKIM+ASSOCIATES,LLC

May 28, 2021

Anthony Suber, City Clerk
Town of Atherton
150 Watkins Avenue
Atherton, CA 94027

RE: SUSTAINABILITY COORDINATOR

Dear Mr. Suber:

I am pleased to submit a proposal to serve as the Town of Atherton's Sustainability Coordinator. Having grown up in Atherton, I can blend an intimate understanding of the community with my 25 years of experience leading environmental and sustainability programs for public agencies and in private practice throughout California.

My environmental consulting practice, Douglas Kim + Associates, LLC, is a local, certified Small Business Enterprise and Disadvantaged Business Enterprise with 12 years of experience serving local governments in the capacity that Atherton seeks. While I am the only employee, I have a contractor that provides support services to help cover the breadth of needs the Town has.

With my 25 years of experience leading environmental programs, I have a unique range of skills that range from the technical (e.g., modeling expertise for air quality, energy, greenhouse gas, traffic analyses), policy (developing multidisciplinary sustainability plans for the Southern California megaregion), and political (e.g., serving as a local elected official and developing air quality and climate change policy for the Bay Area). My work has spanned leadership roles at SamTrans, the Los Angeles County Metropolitan Transportation Authority, and air quality management districts in Los Angeles and Monterey.

In short, I specialize in this type of assignment and can help advance the Town's sustainability vision. I am confident I can support City Manager George Rodericks with the turnkey services that can ensure coordination with the Town's departments to make things happen.

I am authorized to negotiate a contract with the Town. Please let me know if I can be of any assistance. You can reach me at doug@dkaplanning.com or at (650) 239-6300.

Respectfully,

Douglas Kim, AICP
Principal, Douglas Kim + Associates, LLC
20445 Prospect Road, Suite C
San Jose, CA 95129



DOUGLASKIM+ASSOCIATES,LLC

OWNERSHIP

Douglas Kim + Associates, LLC is a Delaware Limited Liability Company formed in 2009 and based on the Peninsula. While Mr. Kim is a Belmont resident, his office is located at 20445 Prospect Road, Suite C in San Jose. His contact information is as follows:

Douglas Kim + Associates, LLC
20445 Prospect Road, Suite C
San Jose, CA 95129
(650) 239-6300
doug@dkaplanning.com

a. Detailed contractor background/history in meeting the Ideal Candidate skills and abilities as listed in this RFP:

Douglas Kim, AICP, is an environmental leader with extensive roots in Atherton and the Bay Area that provide the technical, policy, and political expertise to help the Town fulfill all its ambitions and expectations from the 2016 Climate Action Plan and other commitments. Mr. Kim was raised in Atherton, attending local public schools before getting his degree in Economics and City and Regional Planning from the University of California, Berkeley.

Over the past 25 years, he has worked for public agencies throughout California in increasing levels of leadership, from local governments in El Cerrito and Santa Monica, to regional environmental agencies like the South Coast Air Quality Management District and Monterey Bay Unified Air Pollution Control District, and regional transportation agencies like the Los Angeles County Metropolitan Transportation Authority and San Mateo County Transit District. In these capacities, he oversaw environmental planning and programs for jurisdictions at all levels of government, most recently overseeing the Sustainability Program for SamTrans, Caltrain, and the San Mateo County Transit Authority.

Mr. Kim has also served as a planning and technical consultant for local governments throughout California, including the cities of Santa Monica, Culver City, East Palo Alto, and Commute.org in South San Francisco. He has extensive technical expertise in air quality, noise, energy, and climate change, having helped develop statewide modeling tools and is an expert in the CalEEMod air quality and GHG model, air quality dispersion modeling, and other technical tools for noise and traffic analyses.

This experience includes program management services like overseeing the development of sustainability plans for the six-county Southern California Association of Governments. He was contracted to lead the Planning Department in the development and implementation of the Regional Comprehensive Plan, a multi-disciplinary sustainability plan for the region. He has also prepared Climate Action Plans for jurisdictions like the City of San Carlos and County of San Luis Obispo. In these capacities, Mr. Kim used his technical expertise to manage both modeling staff to serving as liaison to technical committees and policy boards overseeing these agencies.

Mr. Kim has extensive experience in working with public agencies and elected officials in advancing sustainability programs. He has served as a policy advisor to Board members at the

South Coast Air Quality Management District. He has also served as a Mayor and City Councilmember, where he served on the Governing Board of the Bay Area Air Quality Management District where he used his expertise to help lead the adoption of the 2017 Clean Air Plan. He has also led development of transportation and sustainability programs as a Board Member on the City/County Association of Governments. He has also served as a Board member for Sustainable Silicon Valley.

b. Contractor qualifications to provide the scope of services described in this RFP:

Douglas Kim provides the benefits of a single point of contact that can manage all technical and policy tasks in the RFP. This includes qualifications that are very specific to the Town's needs as defined in its Scope of Services. This includes, but is not limited to:

- Subject Matter Expertise. I have 25+ years of experience in climate change, air quality, and environmental analysis that covers technical, policy, and political expertise. My experience with public agencies and their processes gives me a unique ability to step in and serve as staff that can implement a program.
- Understanding of Atherton Community. I grew up in Atherton and can bring that intimate familiarity with the DNA of the Town to these efforts.
- Deep Understanding of Local, Regional, State, and Federal Requirements. I can help the Town navigate requirements and initiatives at all levels of government to ensure the Sustainability Program is
- Relationships with Key External Stakeholders. I have relationships with outside agencies and entities that will be helpful in the Town's advancement of sustainability initiatives, including C/CAG, the BAAQMD, and Commute.org.
- Experience Supporting Local Jurisdictions. Finding contract staff for a jurisdiction like Atherton is not always easy, given the full-time commitment of most viable candidates. However, I have a long track record of serving as part-time in-house staff, including managing the Sustainability Program for the Southern California Association of Governments or the rideshare program for the Orange County Transportation Authority.
- Easy to Work With. I have a track record of managing teams for public agencies that are focused and promote a dynamic workplace with high morale. I like working with people!

c. Length of time the contractor has been providing services described in this RFP:

Douglas Kim, AICP, has provided sustainability services as described in the RFP since 1991, when he began performing air quality and climate change analyses as a consultant.

d. Any history of contractual failure:

Neither Douglas Kim, AICP nor Douglas Kim + Associates, LLC has any alleged significant prior or on-going contract failure, any civil or criminal litigation or investigation pending. As a result, there is no negative history for any clients over the past 30 years.



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KEY PERSONNEL AND QUALIFICATIONS:

Douglas Kim, AICP, will serve as the project manager for this position. He will be the resource for all assignments, as well as all administrative issues relating to the contract with the Town.

Shelly Bullard will provide support for any analysis, graphics, and mapping needs.

PAST EXPERIENCE/REFERENCES: As feasible, provide at least three references from other government agencies or private parties including the following information:

City of East Palo Alto
Susan Barnes, Planner
1960 Tate Street
East Palo Alto, CA 94303
(650) 853-3189
sbarnes@cityofepa.org
Contract Term: 2019-2021
Contract value: \$60,000
Staff assigned to that project: Douglas Kim, AICP

The Arroyo Group
Philip Burns, Principal
16 North Marengo Avenue #405
Pasadena, CA 91101
(626) 795-9771
phil@arroyogroup.com
Contract Term: 2021-current
Contract value: \$35,000
Staff assigned to that project: Douglas Kim, AICP

Southern California Association of Governments
Jacob Lieb, Manager
818 West 7th Street, 12th Floor
Los Angeles, CA 90012
(213) 236-1800
lieb@scag.ca.gov
Contract Term: 2009-2010
Contract value: \$100,000
Staff assigned to that project: Douglas Kim, AICP



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UNDERSTANDING OF SCOPE OF WORK AND WORK PLAN:

The Town of Atherton's is looking for staff resources to help the City Manager and the Town Council manage its evolving sustainability programs to help deliver on its environmental ambitions. To date, Planning staff have helped define a program that includes commitments from the 2016 Climate Action Plan (CAP), including pursuing the hiring of a Sustainability Coordinator. The governance for these efforts has been bolstered by the Environmental Programs Committee (EPC) but the Town is looking to "walk the walk." This includes the following:

- Leading a robust sustainability practice, anchored in the CAP's 11 energy efficiency, two water conservation, five transportation, and six solid waste measures.
- Coordinating with all internal stakeholders (e.g., Town Council, City Manager, Town staff, and EPC) to efficiently implement these commitments
- Building awareness, consensus, and support within the community for these sustainability initiatives
- Helping secure funding to implement its CAP commitments
- Coordinating the Town's program with local and regional sustainability initiatives (e.g., BAAQMD Clean Air Plan, C/CAG initiatives) and legislation
- Monitoring progress
- Reporting progress and identifying modifications to the dynamic sustainability program.

To that end, Douglas Kim + Associates, LLC will execute the Town's scope of services with the following work plan, with the understanding that our role with the Town will always be dynamic and flexible:

Task 1: Kick-Off Meeting. Following execution of the contract, we will schedule a kick-off meeting to discuss the parameters of the overall program, expectations, and define any critical path schedules. We will work with Principal Planner Stephanie Davis on an effective transition of roles on existing tasks and ensure proper coordination and communication with both her and the other Town departments.

Task 2: Establish Administrative Procedures. We will work with Town staff to determine logistics issues needed to ensure proper management of the sustainability program. This includes in-person/remote work needs, timesheet/invoice processes, file management under a shared drive or other means, email server access. This will also include clarifying reporting relationships to the City Manager and working relationships with the Town Planner and other key Town staff.

Task 3: Develop Work Plan to Implement Sustainability Program. With so many commitments and opportunities, there are limited resources that will require that priorities be established and choices made. We will work with Town staff and other stakeholders on a clear, 12-month work plan with an optional 12-month extensions should the Town choose to extend this engagement. This work plan will be coordinated with any internal and/or external stakeholders as necessary.

Task 4: Provide Support for the Environmental Programs Committee. We will provide complete support for the EPC, including attending its monthly meetings as necessary. We will confirm with Town staff the EPC's roles and responsibilities in the development, execution, and monitoring of the Sustainability program.



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Task 5: Support Public Meetings. Douglas Kim will coordinate with Town staff to represent the sustainability program at Planning Commission, City Council, and any other City decisionmaking bodies as necessary. This includes preparation of all digital and other materials as needed.

Task 6: Provide Community Outreach. We will lead all outward-facing outreach to the community and its stakeholders, including managing any public events (e.g., Earth Day, Bike to Work Day, Rideshare Week), any website homepage, social media, and other public events, virtual and actual. Our working relationship with environmental advocacy groups and organizations like Commute.org that host such events will be accessed. We can also help the Town provide a Sustainability Dashboard on its website if full transparency to the public is desired.

Task 7: Explore Other Program Opportunities. Working with all internal stakeholders, we will ensure the City's sustainability program is dynamic and nimble. This may include changes to the CAP's commitments or development of new initiatives to fulfill the Town's vision for a sustainable city.

Task 8: Monitor Legislation and Ensure Consistency with External Programs and Requirements. The world of environmental sustainability is dynamic and we will ensure the Town's program is cognizant of these changes and responds as needed to these evolving circumstances. My experience as Chair of the Bay Area Air Quality Management District's Legislative Committee will help the Town in these efforts.

Task 8: Monitoring and Reporting. We will work with Town staff to ensure that the monitoring of all sustainability programs is properly established, with roles and responsibilities (including those of Town staff) are identified. We will collect data over time to ensure progress against quantified objectives is measured. We will oversee all reporting requirements to internal and external stakeholders as necessary.

COMPENSATION:

Our proposal to provide all Sustainability Program services is a Not-to-Exceed fixed fee of \$67,500 for a twelve-month engagement. If the Town should exercise its option for a second year, our fixed fee for the second year would be \$60,000. These fixed fees would be commensurate with a rough level of effort of 1,040 hours per year, unless other arrangements are made. We are open to compensation on a monthly or bi-weekly basis.

DISCLOSURE:

Douglas Kim + Associates, LLC knows of no past, ongoing, or other potential conflicts of interest associated with this role with the Town. We will continue to ensure that there are no legal or perceived conflicts of interests over the duration of the contract.



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RESUME (ATTACHED)

Douglas Kim, AICP

doug@dkaplaning.com | (650) 239-6300

Summary

25 years of technical and policy expertise in air quality, climate change, noise and vibration, traffic, and transportation analysis, including preparation of over 800 environmental reports.

- Mayor, Councilmember, City of Belmont
 - Governing Board Member, Bay Area Air Quality Management District
 - Chair, Legislative Committee, Bay Area Air Quality Management District Board
 - Board Member, San Mateo City/County Association of Governments
 - Director, Transit Planning, San Mateo County Transit District
 - Director, Countywide Planning, Los Angeles County Metropolitan Transportation Authority
 - Board Member, Sustainable Silicon Valley
-

Experience

Douglas Kim + Associates, LLC

Principal

San Jose, CA

2009-current

- CEQA planning and analysis services, including over 1,000 air quality, climate change, noise, vibration, and transportation studies

San Mateo County Transit District

Director, Planning and Development

San Carlos, California

2012-2017

- Directed long-range multi-modal transportation, land use, and environmental programs

Pacific Municipal Consultants

Director, Land Use, Transportation, and Environmental Planning

Torrance, CA

2006-2009

- Oversaw transportation planning and environmental analyses for ten offices throughout US
- Developed Regional Comprehensive Plan for six-county Southern California Association of Governments, a policy initiative advancing housing, economic, transportation, social justice, environmental, and other policy priorities

Los Angeles County Metropolitan Transportation Authority

Director, Countywide Planning

Los Angeles, CA

1996-2006

- Oversaw long range and regional environmental and transportation planning department with annual operating budget of \$2 million

South Coast Air Quality Management District

Board Member Consultant

Diamond Bar, CA

1996-2005

- Policy advisor to Board members of the largest air pollution control district in the nation

Monterey Bay Unified Air Pollution Control District

Senior Environmental Planner

Monterey, CA

1993-1996

- Agency lead for land use and transportation policy and technical analyses.
- Authored region's CEQA Guidelines for environmental review for the three-county region.

South Coast Air Quality Management District

Land Use, Transportation, and Environmental Planner

Diamond Bar, CA

1991-1993

- Agency lead for land use and transportation policy and technical analyses.
- Authored the region's CEQA Guidelines for environmental review for four-county region.

Education

University of California, Berkeley

BA, Economics, City and Regional Planning

Affiliations

American Institute of Certified Planners

American Planning Association

Board Member, Bay Area Air Quality Management District Governing Board

Board Member, San Mateo County City/County Association of Governments

Board Member, San Mateo County Housing Endowment and Regional Trust Board

Member, SFO Airport Roundtable

Board Member, Belmont Youth Commission Ad Hoc Committee

Board Member, Sustainable Silicon Valley

Board Member, San Mateo County Asian Pacific Islander Caucus

Member, Belmont Audit Committee

Member, Belmont Placemaking Committee

Member, Economic Development Committee

Alternate, South Bay Waste Management Association

San Francisco Bay Area Planning and Urban Research Association (SPUR)

President, Belmont Water Dog Run

President, Belmont Runners