



Midpeninsula Regional
Open Space District

R-13-48
Meeting
May 8, 2013

AGENDA ITEM 6

AGENDA ITEM

Amend the Contract with Consultant Rosemary Cameron to Assist Public Affairs in Broadening the District's Public Outreach Strategy and Make Recommendations on the District's Legislative Program

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to amend the professional services contract with Consultant Rosemary Cameron as follows:

1. Increase the total contract amount by \$21,000, for a total not to exceed an amount of \$46,000, for consulting services to assist the General Manager and Public Affairs in broadening the District's public outreach, showcasing the Vision Plan, and making recommendations regarding the District's Legislative Program through March 31, 2014.

SUMMARY

In August 2012, Midpeninsula Regional Open Space District (District) initiated a contract with Rosemary Cameron (Consultant). The Consultant has extensive experience in working with the public sector and in managing regional and municipal parks and recreation, city management, and legislative affairs. Ms. Cameron's responsibilities included management of the media, graphics, signage, publications, community outreach, and local government relations activities.

The Consultant has significant experience working on benchmark studies that assess likely voter opinion on a wide range of open space issues including potential special assessment districts, parcel taxes, and bond acts as funding mechanisms for regional parks.

DISCUSSION

The original one-year contract of \$15,000 with the Rosemary Cameron was approved by the General Manager and amended in March 2013, to extend the term to an additional year ending in March 31, 2014 and amending the compensation by \$10,000 for a total amount not to exceed \$25,000.00. In order to continue assisting the District in assessing the results of the District baseline and follow-up public polling and Community Advisory Committee recommendations, mentoring staff on a comprehensive public outreach strategy that includes ethnic audiences, corporate groups, and local legislative staff to reach a broader representation of the District's constituents, and monitoring and making recommendations on legislative initiatives that affect

the District. , the estimated cost of these services for FY2013-14 is \$46,000. It is recommended that the Board approve the contract to add additional compensation of \$21,000.

FISCAL IMPACT

The \$21,000 cost has been included in the FY2013-14 Proposed Annual Budget which was approved by the Board on March 13, 2013 (R-13-37).

BOARD COMMITTEE REVIEW

Board Committee review of this item is not required.

PUBLIC NOTICE

Notice has been provided as required by the Brown Act. No additional notice is required.

CEQA COMPLIANCE

The proposed action is not a project under the California Environmental Quality Act (CEQA) and no environmental review is required.

NEXT STEP

Upon Board authorization, the General Manager will amend the contract with Consultant Rosemary Cameron to increase the contract amount.

Responsible Department Manager:
Steve Abbors, General Manager

Prepared by:
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Contact person:
Same as above