



Office of the City Manager

CONSENT CALENDAR

December 6, 2005

To: Honorable Mayor and
Members of the City Council

From: *PK* Phil Kamlarz, City Manager

Submitted by: Steve Barton, Director, Housing Department

Subject: Contract: Services for Sustainable Berkeley

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract amendment with Natural Logic, Inc. to increase the amount by \$12,000, for a new amount not to exceed \$36,000, for consulting services to assist the City in leveraging resources to meet its stated sustainability goals from September 30, 2005 to December 31, 2006.

FISCAL IMPACTS OF RECOMMENDATION

Funding for this contract amendment is available in the Housing Department's FY 2006 General Fund budget (010-8204-463.30-38). The CMS number is Y8K1U.

CURRENT SITUATION AND ITS EFFECTS

The existing contract provides resources to follow up on CF 2004- 62, the Sustainable Business Action Plan. On November 9, 2004, Council accepted the "Sustainable Business Action Plan" Preliminary Report in principle as a guide to help build Berkeley's green economy, without specifically approving each policy or initiative. The report was referred to the City Manager for review and analysis to examine how these goals and actions line up with the City's work plan. The existing contract helps build a powerful partnership between the City, business, research and education institutions, and the community to meet community goals stated in the Plan. In addition, Council has passed resolutions in support of Zero Waste (62,849), the Precautionary Principle (62,259), Increasing the Percentage of Green Business and Green Building in Berkeley as well as a long-term goal of making Berkeley Climate Neutral (Sustainable Business Action Plan).

This contract amendment provides resources for an interdepartmental planning process within the City to meet environmental sustainability goals including identifying priorities, improving the City's environmental messaging and providing more efficient and effective services. This effort will support implementation of the Precautionary Principle since it helps identify opportunities to prevent serious or irreparable harm to human health or the health of the environment.

BACKGROUND

Berkeley is known throughout the world as a pioneering green city – including being the first city to institute curbside pick-up of recyclables and the first to convert its entire diesel fleet to biodiesel fuel. This contract amendment provides resources for consulting to City staff to coordinate environmental policies and programs. This will enable the City to better leverage community resources to follow up on the Sustainable Business Action Plan which officially launches Berkeley’s accelerated effort to build a green business powerhouse and make Berkeley a national environmental leader.

RATIONALE FOR RECOMMENDATION

Community leaders in City staff, civic, business and institutional stakeholder groups identify the need for greater coordination and leveraging to move toward community goals identified in the Sustainable Business Action Plan.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Kate Squire, Sustainable Development Coordinator, Office of Energy and Sustainable Development, 510-981-5437

Attachments:

1: Resolution

Exhibit A: - Scope of Services

Exhibit B: - Payment Schedule

RESOLUTION NO. ##,###-N.S.

AUTHORIZING A CONTRACT AMENDMENT WITH NATURAL LOGIC FOR
CONSULTING SERVICES FOR SUSTAINABLE BERKELEY

WHEREAS, the City entered into a contract with Natural Logic, Inc. for consulting services leveraging resources to meet its stated sustainability goals; and

WHEREAS, the Council accepted the “Sustainable Business Action Plan” Preliminary Report in principle as a guide to help build Berkeley’s green economy, without specifically approving each policy or initiative; and referred the report to the City Manager for review and analysis to examine how these goals and actions line up with the City’s work plan; and

WHEREAS, funding for this contract amendment is available in the Housing Department’s FY 2006 General Fund budget (010-8204-463.30-38), CMS No. Y8K1U.

NOW THEREFORE, BE IT RESOLVED that the Council of the City of Berkeley authorizes the City Manager to execute an amendment of the contract with Natural Logic, Inc. to increase the amount by \$12,000, for a new amount not to exceed \$36,000 for consulting services for the period September 30, 2005 to December 31, 2006 to assist the City in leveraging resources to meet its stated sustainability goals. A record signature copy of the contract to be on file in the Office of the City Clerk.

EXHIBIT A

SCOPE OF WORK

Revised 10 /31/05

Amend the Scope of Work to add \$12,000, the total amount of this contract shall not exceed \$36,000.

1. Contractor will undertake the tasks necessary to develop an implementation team and a provisional Strategy/Implementation plan to follow up on the Sustainable Business Action Plan (Concept Plan). Tasks include, but are not limited to, the following:
 - Develop recommendations from meeting with City staff.
 - Identify, in consultation with City, and interview, using a standard question set, key people in each of three sectors -- UC/LBL; business; community/NGO -- to identify opportunities for leveraging resources to promote sustainable actions in Berkeley.
 - Prepare summary of findings for each sector
2. Facilitate separate meetings of each sector to discuss the interview results and develop recommendations for the implementation plan
3. Draft a provisional Strategy/Implementation plan
4. Facilitate multi-sector meeting to present findings from sector interviews, present the provisional Strategy/Implementation plan, and gather feedback and recommendations regarding the provisional implementation plan.
 - Catalyze collaborative relationships
 - Identify key overlapping opportunities for success
 - Determine Success Milestones
 - Identify opportunities to leverage resources
 - Identify channels of communication
5. Based on these meetings, produce a Strategy & Implementation Recommendation Report to promote sustainable actions in Berkeley. Provide a basis for outreach to stakeholders inside and outside City government. Identify a work plan, implementation process, budget and resources. The implementation process should include mechanisms for leveraging and coordinating initiatives, recommended channels of communication and processes for engagement.
6. Present Recommendation to Council for Decision/Approval regarding City participation.

7. Facilitate implementation of Recommendation Report, through engagement of stakeholders and City staff, based on a Scope of Work agreed to by the City and Contractor in advance of work.
8. Convene and facilitate a planning process under leadership of the City Manager including City representatives from all levels and departments (Transportation, Waste, Planning, Energy and Sustainable Development, Housing, Health, Parks). Assure City Manager level buy in, participation and leadership since the outcome is interdepartmental and requires new channels of communication and coordination. Give special consideration to input by client departments including Fire, Public Works, Finance, as appropriate.
9. Develop a coordinated sustainability vision.
10. Develop sustainability goals, priorities and a cohesive message.
11. Develop a response to Council Referral recommending management and administrative changes to meet goals of the Sustainable Business Action Plan including Zero Waste, Climate Neutral, Green Building, Green Business, Sustainable City.
12. Organize Sustainability briefings for Senior Leadership Collaborative including Zero Waste, Climate Neutral, Precautionary Principle, value added for government.
13. Participate in Council workshop on Sustainability, scope to be negotiated in advance.

EXHIBIT B

PAYMENT SCHEDULE
Revised 10 /31/05

Total Contract Amount:

1. The total amount of this contract shall not exceed \$36,000
2. Contractor shall be compensated for deliverables in an amount not to exceed the budget set forth in Table 1. The allocation of the budget may be changed upon mutual consent.
3. For task 7, Contractor may bill for labor at the rates and expenses specified in Table 2.
4. Contractor may invoice the City of Berkeley on a monthly and/or milestones basis for services provided.

Table 1: Budget

TASK	COST
1. Identify and interview key people in each of three sectors: UC/LBL; business; community/NGO; interview at least six people in each sector; develop three reports on results of interviews.	\$ 5500 (\$1,833.33 each)
2. Facilitate three sectoral meetings to discuss interview results and develop recommendations for implementation plan	\$3600 (at \$1,200 each)
3. Draft provisional Strategy/Implementation plan	\$3,200
4. Facilitate multi-sector meeting to give feedback and make recommendation regarding the provisional implementation plan	\$3,200
5. Draft Strategy & Implementation: Recommendation Report to promote sustainable actions in Berkeley.	\$5,000
6. Present Recommendation to Council for Decision/Approval regarding City participation	\$1,000
7. Provide advice and participate in additional meetings to implement the Plan. Time and materials compensation based on labor rates in Chart 2. Scope of work will be agreed upon in advance by the City and Contractor.	Time and materials up to \$2,500
8. Convene and facilitate a planning process including at least four meetings (\$1,000 each).	\$ 4,000
9. Develop a coordinated sustainability vision.	\$1,000

10. Develop sustainability goals, priorities and a coherent message to the public including Council.	\$3,000
11. Develop City staff response to Council Referral regarding the Sustainable Business Action Plan.	\$1,500
12. Organize a Workshop on Sustainability for Senior Leadership Collaborative	\$1,500
13. Participate in Council workshop on Sustainability in Spring 2006, scope to be negotiated in advance.	\$ 1000
Total	\$36,000

Table 2: Labor Rates

Natural Logic

- Gil Friend

\$200.00 per hour

Subcontractor,

- David Johnston

\$180.00 per hour