



STAFF REPORT
5/8/2024

TO: Honorable Mayor and City Council Members

FROM: Dr. Gabriel Martin, City Manager

SUBJECT: Authorize the City Manager to execute Professional Services Agreements with DeAztlan Consulting for On-Call Professional Consultant Services and Community Outreach Services of Existing Coachella Sphere of Influence.

STAFF RECOMMENDATION:

Staff recommends that the City Council authorize the City Manager to execute the attached Professional Services Agreement with DeAztlan Consulting for On-Call Professional Consultant Services and community outreach services for the existing Coachella Sphere of Influence (SOI).

BACKGROUND:

In 2021, the City established a list of qualified on-call Professional Consultant Services to assist with Project Management/Entitlements, Long Range Planning, Environmental Review Analysis, Fiscal Impact Analysis, Design Review, marketing, communications, community outreach and Landscape Architecture. DeAztlan Consulting is a professional marketing and community outreach consultant. The City has an increased need for on-call professional consulting services related to current marketing and community engagement efforts. Community engagement and support for annexation applications to the Riverside Local Agency Formation Commission (LAFCO) are required from municipalities and special districts.

DISCUSSION/ANALYSIS:

Attached to this staff report is a draft Professional Services Agreement for DeAztlan Consulting to provide on-call professional consultant services for a term of a year until March 1, 2026. The consultant will provide marketing and community outreach services to the City for long range planning within the existing SOI. A professional services agreement is included for preparation of community outreach and engagement services of the Pocket 7/Mesquite SOI and the Southern Airport SOI that will evaluate the support and impacts of potential annexations of the City of Coachella SOI.

ALTERNATIVES:

1. Continue this item and provide staff direction.

FISCAL IMPACT:

The fiscal impact of this action would immediately be \$83,472 and would require an appropriation from the General Fund (Fund 101).

ATTACHMENT(S):

1. Professional Services Agreement (PSA) with DeAztlan Consulting for on-call services
2. Proposals – Community Engagement and Outreach Services for Pocket 7/Mesquite and Southern Airport SOI