

MEMO



To: Mayor Hunsaker and City Council Members
From: Jason Bond, Community Development Director
Date: September 10, 2020
Re: **Award of the Santaquin City General Plan Update**

Santaquin City received a total of six proposals to perform the update of the general plan. Unfortunately, one of the proposals was late and therefore wasn't opened. A selection committee was formed to review the remaining five proposals. The selection committee consisted of myself and the following individuals:

City Councilmember Betsy Montoya
Planning Commissioner Kylie Lance
City Manager Ben Reeves

City Council Member Jennifer Bowman
Planning Commissioner Art Adcock
Assistant City Manager Norm Beagley

The selection committee spent about 3 hours reviewing and discussing the five proposals and unanimously agreed that People + Place was the best option. The criteria used to score the proposals and the final ranking of the proposals is as follows:

Firm	Project Team (20 points possible)	Project Experience (35 points possible)	Approach to the Project (35 points possible)	Subtotal Score	Fee Proposal Points (10 points possible)	Total Score	Normalized Score	Rank
Horrocks Engineers	94	150	166	410	45	455	65%	5
Landmark Design	119	227	183	529	55	584	83%	3
Rural Community Consultants	113	204	216	533	70	603	86%	2
Fregonese Associates	113	205	202	520	47	567	81%	4
People + Place	132	231	234	597	54	651	93%	1

The proposed cost for People+Place to do the update is \$107,800. The proposal indicates that a "soft start" could commence in the fall of 2020 which would include basic research and project preparation. However, an official commencement of the project would not be able to start until January of 2021. To People+Place's credit, they respect their current clients and do not find it fair to overextend themselves with too many projects at one time. With that said, this same attitude would carry over to Santaquin City if they end up being awarded this project.

Opinions will vary on the importance of the project start time. I feel that it is worth considering that a January start time will allow the holiday season to pass (which could create availability challenges for everyone involved) as well as allowing more time for the COVID-19 situation to improve which will also further help improve public engagement. In addition, early 2021 may be a better time for the USU Harvest View agritourism visioning process and a MAG TIP funded active transportation study to happen currently with the general plan update.

A topic of discussion amongst the selection committee members was whether or not a statistically significant survey needed to be included. The selection committee felt like this should be a priority. A statistically significant survey was not a part of People+Place's proposal but this desire has been communicated with Christie Oostema Brown who would be the project manager for the update. She indicated that it could be possible but it would come at an extra cost. Christie also point out the following:

“the self-selecting survey work we usually do provide an opportunity for the public to learn together, talk together, and carefully weigh the consequences (intended or not) of various choices. When people have been a part of this type of process, we believe they have the space to develop more informed and thoughtful opinions on the issues at hand. If we see we are missing key demographic segments, we can target them (e.g. meet with the Chamber for business opinions, hold a school assembly for high school students). While there is certainly a place for statistically significant polling, it doesn't necessarily yield a thoughtful response. When answering a cold call, a survey participant is likely busy thinking about something else and doesn't have much time to answer a question. The response is more likely a gut response, not necessarily a thoughtful or informed one.”

We will look to the City Council to provide direction on whether or not a statistically significant survey needs to be a part of the process.

Recommended Motion: “Motion to award the Santaquin City general plan update to People+Place a price-not-to-exceed of \$107,800.”