



Date: June 9, 2026

Honorable Mayor and Council Members:

Author and title: Carissa Binkley, Economic Vitality Program Analyst II

Title: **Approval of Contract with BAE Urban Economics for the Economic Vitality Strategic Plan**

Jen Callaway, Town Manager

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**Recommended Action:** Authorize the Town Manager to execute a contract with BAE Urban Economics in the amount of \$59,945 to develop the Truckee Economic Vitality Strategic Plan.

**Executive Summary:**

Staff recommend that the Town Council authorize the Town Manager to execute a contract with BAE Urban Economics in the amount of \$59,945 to develop the Truckee Economic Vitality Strategic Plan.

The Strategic Plan will provide an updated framework to guide economic development efforts consistent with the Town's 2025–2027 Council Goals and 2040 General Plan Action ED-1.B, including support for local businesses, workforce stability, and long-term economic resiliency.

Following a competitive Request for Proposals (RFP) process and consultant interviews, BAE Urban Economics was selected based on their qualifications, relevant project experience, and ability to deliver an implementation-focused scope within available funding.

Funding for this contract is included in the draft fiscal year (FY) 2026/27 budget under CIP2511, and no additional appropriation is required.

**Discussion:**

One of the Town Council's 2025–2027 Strategic Priorities is to invest in infrastructure, community connectivity, and economic vitality. The Economic Vitality Strategic Plan directly implements this priority, as well as 2040 General Plan Action ED-1.B, which calls for updating the Town's economic development strategy to reflect current conditions and evolving community needs.

Truckee's economy continues to be shaped by workforce constraints, seasonal fluctuations, tourism demand, and broader regional economic pressures. An updated Economic Vitality Strategic Plan will provide a coordinated and actionable framework to address these conditions and support long-term economic stability.

The Plan will build upon existing Town efforts, including the 2040 General Plan, the R3 Playbook, and ongoing infrastructure and revitalization initiatives.

As outlined in the proposed scope of work (Attachment 1), the project will evaluate current economic conditions, assess local strengths and constraints, identify opportunities for economic and workforce resilience, and develop prioritized implementation strategies and performance measures.

A key objective of the project is to move beyond high-level recommendations by identifying phased, implementable strategies aligned with Town capacity and resources.

The planning process will include engagement with local businesses, community organizations, and other stakeholders to inform plan development and ensure recommendations reflect local conditions and priorities.

The scope also includes evaluation of existing economic development programs and existing coordination with strategic partners such as the Truckee Chamber of Commerce and the Small Business Development Center and will incorporate peer community practices to inform recommendations for a Business Success program.

**Proposal Evaluation:**

The Town issued an RFP for consulting services to prepare the Economic Vitality Strategic Plan. The Town received proposals from ten qualified consulting teams with experience in economic development strategy, market analysis, and community engagement.

Proposals were reviewed by Town staff in coordination with Truckee Chamber staff. Consultant interviews were conducted with the four most competitive proposals. The selection criteria consisted of understanding of Truckee’s economic structure, constraints and policy framework; project understanding; technical approach; engagement strategy; team qualifications, and overall value.

Following review and interviews, the selection team identified BAE Urban Economics as the recommended consultant based on demonstrated experience with similar communities, understanding of Truckee’s economic context, and proposed implementation-oriented approach, including collaboration with stakeholder engagement subcontractor AgnewBeck.

Staff subsequently worked with the consultant to refine the scope of work and align project tasks with available funding while maintaining the objectives identified in the RFP.

The total contract amount is not to exceed \$59,945. Work is anticipated to begin in summer 2026 following contract execution.

**Summary:**

Staff recommend that Council authorize the Town Manager to execute a contract with BAE Urban Economics in the amount of \$59,945 to develop the Truckee Economic Vitality Strategic Plan. The Plan will provide actionable strategies to support local businesses, strengthen economic resiliency, and guide future economic development priorities consistent with adopted Town policy direction.

**Priority:**

- |   |   |                                       |
|---|---|---------------------------------------|
| <input type="checkbox"/> Enhanced Communication               | <input type="checkbox"/> Climate and Greenhouse Gas Reduction | <input type="checkbox"/> Housing      |
| <input checked="" type="checkbox"/> Infrastructure Investment | <input type="checkbox"/> Emergency and Wildfire Preparedness  | <input type="checkbox"/> Core Service |

**Fiscal Impact:**

The draft FY 2026/27 budget includes \$59,945 within CIP2511 for consultant services related to development of the Economic Vitality Strategic Plan. Approval of the recommended contract is consistent with the proposed budget and no additional appropriation is required.

**Public Communication:**

The Economic Vitality Strategic Plan process will include stakeholder outreach and community engagement opportunities throughout development of the plan.

**Attachments:**

1. BAE Urban Economics Scope of Work and Cost Proposal