



Date: May 27, 2025

Honorable Mayor and Council Members:

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

Title: **River Revitalization Steering Committee (R2SC) Catalyst Project MOU & Consultant Contract Amendment**

Jen Callaway, Town Manager

Recommended Action:

1. Authorize the Town Manager to execute a Catalyst Project MOU with Truckee River Partners LLC memorializing the Town and property owner's collaborative effort to advance river corridor redevelopment at 10331 West River Street
2. Authorize the Town Manager to execute a contract amendment with Design Workshop in the amount of \$143,600 to continue work toward R2SC, Catalyst Project work, and to complete the Action Plan (R3 Playbook).

Discussion:

R2SC Background:

On May 23, 2023, Town Council directed staff to form the River Revitalization Steering Committee (R2SC) to work collaboratively with landowners, business owners and other river stakeholders to create opportunities for the revitalization of the Truckee River. The River Revitalization Steering Committee, consisting of 16 community and public agency members, met for the first time in July 2023 and has been meeting monthly since that time.

As part of their work, the R2SC formed two action teams: Community Economic Vitality, and River Health and Access. These Action Teams have allowed for focused work with a smaller team on topics underneath the purview of R2SC.

Catalyst Projects:

Based on the feedback received from river corridor property owners, the Community Economic Vitality Action team recognized that there are substantial barriers to revitalization, a lack of certainty about the process among many property owners, and several property owners are not interested in making any changes at this time. Yet, there are some property owners who are interested in pursuing site changes. Additionally, based on initial conversations with property owners, there is not yet clear understanding or consensus across the corridor on what types of incentives or technical support from the Town/ R2SC consultants would be needed to address barriers to revitalization and furthermore, it has become evident that a wide range of support and incentives will likely need to be offered that are in essence customized to the individual property, property and/or business owner.

Recognizing that not all property owners are interested in change and that some are skeptical about moving forward, to achieve momentum and pilot the way that the Town can work in partnership with interested property owners, the Community Economic Vitality Action team recommended focusing on a

small number of “catalyst projects” in partnership with willing property owners as an immediate next step. The purpose of these catalyst projects is not only to advance the revitalization of the three catalyst sites, but also to benefit the entire river corridor by spurring future revitalization of adjacent properties and serving as opportunities for the Town and R2SC to learn about and work to address barriers to revitalization.

On October 8, 2024, Town Council directed staff to proceed with developing a Request For Interest (RFI) to solicit property owner interest in participating in catalyst projects within the River Revitalization project area. The CEVAT took the lead on developing the RFI, interviewing all applicants and making selection recommendations to Town Council.

On January 28, 2025, Town Council approved the CEVAT’s three recommended Catalyst Projects and directed town staff to negotiate partnership agreements with the selected Catalyst Project property owners. Council further directed staff to wait to bring back the catalyst project agreement for 10331 West River Street until either the purchase and sale agreement terms for the purchase of Town-owned land adjacent to this parcel have been approved by both parties, or the owner of 10331 West River Street has indicated that they do not intend to move forward with this purchase and sale agreement, so that both parties have clarity on whether this additional land is included in the catalyst project site. The purchase and sale agreement for this parcel will be considered by Town Council at the May 27th meeting as a separate agenda item.

On March 25, 2025, Town Council authorized the Town Manager to execute MOUs with two of the Catalyst Project properties. This staff report’s recommendations include authorizing the Town Manager to execute an MOU with the owner of 10331 West River Street.

Collaboration Agreements

As noted in the Catalyst Project RFI, the collaboration agreements will:

- Memorialize the partners’ mutual commitments in working together
- Specify what deliverables each partnership will work toward
- Specify the Town resources that will be committed to supporting the catalyst project

Staff, R2SC member liaisons and catalyst project property owners have met and worked toward the attached mutually agreed upon MOU for 10331 West River to serve as a collaboration agreement (see attachment 1). The MOU was deliberate to include deliverables and milestones as previously directed by Council.

At the January 28, 2024 Council Meeting Council indicated that the catalyst agreements should specify the consultant cost and staff time that the Town would provide in support of each catalyst process. Staff have recommended that each MOU includes a not-to-exceed amount for the cost of consultant support, Community Development Department (CDD) staff time and Economic Vitality staff time. Utilizing a not-to-exceed amount will allow for some flexibility such that the scope of work can adjust throughout the catalyst process to focus in more detail on one or more of the specific deliverables within the scope of work if needed, to more flexibly address barriers that arise through the process. Staff recommend these amounts as a starting point; as each catalyst progresses, if new opportunities or barriers are identified, consideration of additional resource allocation could be brought back to Council for consideration. Additionally, each Catalyst Project MOU provides parameters for agreement termination by either party upon thirty days’ notice. Early termination could be considered by either party if, for example, a project is not making progress toward the deliverables within the scope of work.

As addressed above, each Catalyst Project is unique and is at a different point in the revitalization process; for this reason, staff recommend different not-to-exceed amounts for each project, based on the project status and the anticipated amount of work needed to help catalyst revitalization. Staff recommend the following not-to-exceed amounts for the MOU addressed in this staff report:

- 10331 West River Street
 - \$25,000 in consultant costs
 - Consultant costs are included to provide flexibility during the Catalyst process, such as for communications and outreach support. Design Workshop is not expected to contribute, as the project has already been submitted to Planning by the Owner.
 - 80 CDD staff hours
 - 150 Economic Vitality staff hours

Design Workshop Contract Amendment

On November 14, 2023, Town Council approved a contract for \$297,247 with Design Workshop to develop a River Revitalization Action Plan. Over the past 19 months, Design Workshop has provided a variety of services in support of this contract including meeting facilitation, public outreach, draft action plan creation and more. The scope of work of R2SC and Design Workshop's role in supporting this project and evolved significantly over the course of the project, including the addition of the catalyst projects and convening two action teams that were not contemplated in the initial scope of work. The initial contract term was through December 31, 2024. At the end of this term, the contract was extended through June 30, 2025, utilizing the remaining budget for this period. Staff recommend that Town Council authorize a contract amendment in the amount of \$143,600 to continue Design Workshop's work toward Catalyst Project support and Playbook creation (Action Plan). A proposed scope of work for this contract amendment is provided as **Attachment 2**.

Task	Amount
R3 Playbook & R2SC Monthly Meeting Wrap-up	\$18,600
Catalyst Project Support	\$125,000
TOTAL	\$143,600

Priority:

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

Fiscal Impact:

10331 West River Street Catalyst project:

Staff and consultant time will be required to execute the catalyst project.

- The 80 CDD hours equates to approximately \$7,850 of staff time.
- The 150 Economic Vitality staff hours equate to about \$13,800 in staff time.
- The \$25,000 of time for a yet to be determined consultant is included in the draft budget for CIP 2408 (River Revitalization Action Plan).

Design Workshop Contract Amendment:

The \$143,600 is included in the draft budget for CIP 2408 (River Revitalization Action Plan).

Public Communication: Agenda posting.

Attachments:

1. 10331 West River Street MOU

2. Scope of Work- Design Workshop Contract Amendment #2