

<p><b>County of Sonoma</b></p> <p><b>Agenda Item</b></p> <p><b>Summary Report</b></p>	<p>Clerk of the Board Use Only Meeting Date ____/____/____</p> <p>Agenda Item No: _____</p>
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<p><b>Department: Sonoma County Agricultural Preservation and Open Space District</b></p>	<p><b>( ) 4/5 Vote Required</b></p>
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<p><b>Contact:</b> Peggy Flynn</p>	<p><b>Phone:</b> (707) 565-7360</p>	<p><b>Board Date:</b> 7/14/09</p>	<p><b>Deadline for Board Action:</b></p>
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**AGENDA SHORT TITLE:**

**Public Outings Program – Amended Agreement for Consultant Services**

**REQUESTED BOARD ACTION:**

Authorize the Interim General Manager of the Sonoma County Agricultural Preservation and Open Space District to execute an amendment to the contract between the District and LandPaths to extend the term through September 30, 2009 in an amount not to exceed \$26,309 for public educational outings on District-protected properties.

<b>CURRENT YEAR FINANCIAL IMPACT</b>			
<u>EXPENDITURES</u>			<u>SOURCE OF ADDITIONAL FUNDS REQUESTED</u>
Estimated Cost	\$ 26,309.00	Contingencies	\$ 000.00
		(Fund Name: )	
Amount Budgeted	\$ 26,309.00	Unanticipated Revenue	\$ 000.00
		(Sources: )	
Other Avail. Approp.	\$ 000.00	Other Transfer(s)	\$ 000.00
		(Fund Balance)	
Additional Requested: (Explain below)	\$ 0.00	Total Source of Funds:	\$ 000.00

Explanation (if required): Funding is available in the District's FY 09/10 services and supplies budget

**Prior Board Action(s);** On October 7, 2008 the District Board approved a contract for LandPaths to conduct Public Educational Outings on District-protected properties.

**Alternatives - Results of Non-Approval:**

Public access to District-protected lands would not occur on a continuous basis as part of its open space and public outreach program.

**Background:** *NOTE: Amendment to Personal Services Agreement is on file with the Clerk of the Board.*

**Discussion**

The District has partnered with LandPaths since 1999 to conduct public educational outings on District-preserved lands. The public educational outings program has been a very successful tool to provide community access and build public awareness on the importance of protecting lands for agriculture, greenbelts, natural resources, and recreation. Community participation has dramatically increased over the years. Waitlists for outings in FY 08-09 were continuous, with a growing and increasingly diverse group of participants, including families with young children and Spanish speakers interested in accessing District lands through LandPaths outings. This partnership provides an opportunity to bring Sonoma County residents out to District-protected lands and experience first hand the scenic, natural resource, open space, and recreational benefits of land conservation. This program also provides a cost-effective and efficient service that exceeds the capacity and expertise of District staff.

The purpose of this item is to authorize the Interim General Manager to execute an amendment to the contract with LandPaths to extend the contract period from June 30, 2009 through September 30, 2009 to continue this successful and growing public educational outings program during the summer months, which rank as the most popular season for the program. The original contract amount was \$84,500; the total cost for the additional outings provided under this amendment shall not exceed \$26,309. The rates for these services have not been changed. Funding is available in the District's FY 09-10 budget to cover these costs.

Simultaneously, the District will solicit a Request for Proposal (RFP) for a public outings program that enhances the outreach goals of the District including:

- 1) Providing access to county residents and visitors to District-protected lands through a public access program that ensures the safety of the participant and the protection of the natural resources on the property;
- 2) Connecting residents and visitors to the land to develop an appreciation of the conservation of the land and its natural resources; and
- 3) Developing a public access program that provides an enjoyable, safe, and positive experience for people to experience the beauty, appreciate the value, and assist in the stewardship of the protected land in their community.

District staff expects to receive responses to the RFP by late July, with selection of the consultant(s) anticipated by September 2009.

In 2006, the District solicited Requests for Qualifications to test the market to determine if other qualified services providers were able to meet the District's needs. It was determined at that time that the current consultant had the most expertise and was able to provide these services with the most cost-effectiveness and efficiency. For FY 08-09, the District prepared a comparative cost analysis to confirm that LandPaths' labor costs are competitive as compared to bringing these services in-house.

**Attachments:**

**On File With Clerk:**

Amendment to Personal Services Agreement

**CLERK OF THE BOARD USE ONLY**

**Board Action (If other than "Requested")**

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**Vote:**

### **Educational Outings for July-September 2009**

- 8 outings during peak summer season (all with waitlists)
- Average attendance per outing in FY 08-09 was 41
- Approximately 1,200 people participated in outings in FY 08-09
- In the past eight years over 8,000 participants—many of whom serve on volunteer patrols and provide volunteer services for stewardship days on the properties.
- Outreach for the outings includes media, e-mail lists, and website calendars and registration. The outings e-mail is sent to more than 5,000 people.

### **Recommendation**

The Interim General Manager recommends that the Board authorize him to execute the three-month extension of the contract with LandPaths, in an amount not to exceed \$26,309, to continue public educational outings on District-protected lands. The contract period will cover outings from July 1, 2009 through September 30, 2009. The \$26,309 covers all LandPaths' staff time for the proposed scope of services and includes administrative costs such as staffing, staff training, printing, mailings, mileage, office supplies, and insurance.