

RESOLUTION NO. 18-09

Resolution Of The City Council Of The City Of Emeryville Authorizing The City Manager To Enter Into A Professional Service Agreement With NBS In An Amount Not To Exceed \$170,348 For Assistance With Bond Measure Development and Rollout

WHEREAS, the City desires to obtain the services of a consulting firm experienced in ballot measure development and rollout; and

WHEREAS, the City has received a proposal from NBS to perform such services; and

WHEREAS, NBS will work with EMC Research and TBWB to develop a community outreach strategy, conduct public option polls, and assist with the ballot measure development; and

WHEREAS, the City finds that specialized knowledge, skills, and training are necessary to render the services necessary to do the work contemplated under this Agreement; and


WHEREAS, the City has determined that NBS is qualified by training and experience to render such services; now, therefore, be it

RESOLVED, that the City Council of the City of Emeryville hereby approves a Professional Service Agreement with NBS, in the form attached hereto as Exhibit A, to provide assistance with bond measure development and rollout in an amount not to exceed \$170,348 and authorizes the City Manager to enter into said Professional Services Agreement.

ADOPTED by the City Council of the City of Emeryville at a regular meeting held Tuesday, February 6, 2018 by the following vote:


AYES:	<u>5</u>	Mayor Bauters, Vice Mayor Medina and Council Members Donahue, Martinez and Patz
NOES:	<u>0</u>	
ABSTAIN:	<u>0</u>	
ABSENT:	<u>0</u>	

ATTEST:


CITY CLERK


MAYOR

APPROVED AS TO FORM:


CITY ATTORNEY

PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT ("Agreement") is effective as of this 2nd day of January 2018, by and between **THE CITY OF EMERYVILLE**, a municipal corporation, ("City") and **NBS** ("Consultant"), collectively referred to as the "Parties."

WITNESSETH THAT:

WHEREAS, the City desires to **engage a consultant for a Revenue Measure Study** relating to two separate revenue election efforts in June and November 2018; and

WHEREAS, the City finds that specialized knowledge, skills, and training are necessary to render the services necessary to do the work contemplated under this Agreement; and,

WHEREAS, the City has determined that the Consultant is qualified by training and experience to render such services; and,

WHEREAS, the Consultant desires to provide such services; and,

WHEREAS, the public interest will be served by this Agreement; and,

NOW, THEREFORE, the Parties hereto do mutually agree as follows:

I. SCOPE OF SERVICES AND TERMINATION DATE

A. Project Description

See attached as Exhibit A.

B. Services

The services to be completed under this Agreement ("Services") are:

as described in Exhibit A

C. Schedule and Completion Date:

The services to be provided by Consultant under this Agreement shall commence on **January 2, 2018** and terminate on **November 30, 2018**.

FOR CITY USE ONLY			
Contract #:		CIP #:	
Reso. #:		EPW #:	

II. WORK CHANGES

- A. The City reserves the right to order changes in the work to be performed under this Agreement by altering, adding to or deducting from the work. All such changes shall be incorporated in written change orders executed by the Consultant and the City. Such change orders shall specify the changes ordered and any necessary adjustment of compensation and completion time. If the parties cannot reach an agreement on the terms for performing the changed work within a reasonable time, to avoid delay or other unfavorable impacts as determined by the City in its sole discretion, the City shall have the right to determine reasonable terms and the Consultant shall proceed with the changed work.
- B. Any work added to the scope of this Agreement by a change order shall be executed under all the applicable conditions of this Agreement. No claim for additional compensation or extension of time shall be recognized unless contained in a change order duly executed on behalf of the City and the Consultant.
- C. The City Manager has authority to execute without further action of the Emeryville City Council, any number of change orders so long as their total effect does not materially alter the terms of this Agreement or increase the total amount to be paid under this Agreement, as set forth in Section III.B below. Any such change orders materially altering the terms of this Agreement or increasing the total amount to be paid under this Agreement in excess of \$45,000 must be approved by resolution of the Emeryville City Council.

III. COMPENSATION AND METHOD OF PAYMENT

- A. City agrees to pay the Consultant for the services performed and costs incurred by Consultant upon certification by the City that the services were actually performed and costs actually incurred in accordance with the Agreement. Compensation for Services performed and reimbursement for costs incurred shall be paid to the Consultant upon receipt and approval by the City of invoices setting forth in detail the services performed and costs incurred. The City shall pay the Consultant within forty-five (45) days after approval of the invoice by City staff.
- B. The total amount paid under this Agreement as compensation for Services performed and reimbursement for costs incurred shall not, in any case, exceed **One Hundred Seventy Thousand Three Hundred Forty-Eight Dollars (\$170,348)** except as outlined in Section II.C., above. Reimbursement for costs incurred shall be limited as follows. Long distance telephone and telecommunications, facsimile transmission, normal postage and express mail charges, photocopying and microcomputer time shall be at

cost. Supplies and outside services, transportation, lodging, meals and authorized subcontracts shall be at cost plus no more than a 10% administrative burden. Automobile mileage shall be no more than the current deductible rate set by the Internal Revenue Service.

IV. COVENANTS OF CONSULTANT

A. Assignment of Agreement

The Consultant covenants and agrees not to assign or transfer any interest in, nor delegate any duties of this Agreement, without the prior express written consent of the City. As to any approved subcontractors, the Consultant shall be solely responsible for reimbursing them and the City shall have no obligation to them.

B. Responsibility of Consultant and Indemnification of City

It is the intent of the parties that the language of this Paragraph complies fully with the requirements of section 2782.8 of the California Civil Code as enacted by AB 573. To the fullest extent permitted by law, Consultant shall indemnify, defend, and hold harmless City and City's members, officers, agents, employees and volunteers, from and against any and all claims, losses, liabilities of every kind, nature and description, damages, injury (including without limitation injury to or death of an employee of Consultant or subconsultants as well as any claim by any employee, agent, Consultant or independent contractor hired or employed by Consultant that such persons or individuals are entitled to any benefit otherwise provided to employees of the City, including coverage under the California Public Employee Retirement System), costs and expenses of any kind, whether actual, alleged or threatened, including, without limitation, incidental and consequential damages, court costs, reasonable attorneys' fees, litigation expenses, and fees of expert consultants or expert witnesses incurred in connection therewith and the costs of investigation, to the extent arising out of, pertaining to, or relating to, directly or indirectly, in whole or in part, the negligence, recklessness, or willful misconduct of Consultant, any subconsultant, anyone directly or indirectly employed by them or anyone that they control, whether or not there is alleged to be concurrent negligence on the part of the City, but, to the extent required by law, excluding liability caused by the conduct of the City. This indemnification obligation is not limited in any way by any limitation on the amount or type of damages or compensation payable to or for Consultant. This obligation to indemnify and defend the City, its members, officers, agents, employees and volunteers shall survive termination of this Agreement.

C. Independent Contractor

The Consultant hereby covenants and declares that it is engaged in an independent business and agrees to perform the services as an independent contractor and not as the agent or employee of the City. The Consultant agrees to be solely responsible for its own matters relating to the time and place the services are performed; the instrumentalities, tools, supplies and/or materials necessary to complete the services; hiring of consultants, agents or employees to complete the services; and the payment of employees, including compliance with Social Security, withholding and all other regulations governing such matters. The Consultant agrees to be solely responsible for its own acts and those of its subordinates and employees during the life of this Agreement.

D. Insurance

1. Requirements: The Consultant shall have and maintain in full force and effect for the duration of this Agreement, insurance insuring against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work by the Consultant, its agents, representatives, employees or subcontractors. If requested, Consultant shall provide the City with copies of all insurance policies. These requirements are subject to amendment or waiver if so approved in writing by the City Manager.
2. Minimum Limits of Insurance: Consultant shall maintain limits no less than:
 - a. Commercial General Liability providing coverage at least as broad as ISO CGL Form 00 01 on an occurrence basis for bodily injury, including death, of one or more persons, property damage and personal injury with limits of not less than One Million Dollars (\$1,000,000) per occurrence. The policy shall provide contractual liability and, if required by City, products and completed operations coverage for the term of the policy.
 - b. Professional Liability of One Million Dollars (\$1,000,000) providing coverage on a claims made basis for errors, omissions or malpractice. Professional liability insurance must be continued for at least 5 years after termination or final payment under the Agreement, whichever is later.
 - c. Workers' Compensation limits as required by the laws of the State of California and Employers Liability limits of not less than \$1,000,000 per accident.

No Workers' Compensation insurance shall be required if Consultant completes the following certification:

I certify that my business has no employees and that I do not employ anyone. I am exempt from the legal requirement to provide Workers' Compensation Insurance.

_____ (Consultant's initials)

3. Deductibles and Self-Insured Retentions: Any deductibles or self-insured retentions must be declared to and are subject to approval by the City.
4. Other Insurance Provisions: The policy is to contain, or be endorsed to contain, the following provisions:
 - a. General Liability Coverage.
 - i. Consultant shall name the City of Emeryville, its officials, employees, agents and volunteers as additional insureds in its Commercial General Liability policies. If Consultant submits the ACORD Insurance Certificate, the additional insured endorsement must be set forth on a CG 20 10 11 85 form (or more recent) and/or CA 20 48 – Designated Insured Form (for business auto insurance); The coverage shall contain no special limitations on the scope of protection afforded to the City, its officials, employees, agents or volunteers, except where limited by State laws.

When a certificate says, "certificate issued to" this does not mean the same as *additional insured* and is not acceptable.
 - ii. Consultant's insurance coverage shall be primary noncontributing insurance as respects to any other insurance or self-insurance available to the City, its officials, employees, agents or volunteers. Any insurance or self-insurance maintained by the City, its officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.

- iii. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its officials, employees, agents or volunteers.
- iv. Coverage shall state that the Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
- v. Coverage shall be provided on a "pay on behalf" basis, with defense costs payable in addition to policy limits. There shall be no cross liability exclusion.
- vi. The insurer agrees to waive all rights of subrogation against the City, its officials, employees, agents and volunteers for losses arising from work performed by the Consultant for the City.
- vii. All endorsements to policies shall be executed by an authorized representative of the insurer.

b. Workers' Compensation Coverage

The insurer will agree to waive all rights of subrogation against the City, its officials, employees, agents and volunteers for losses arising from work performed by the Consultant for the City.

c. All Coverages

- i. Each insurance policy required by this clause shall be endorsed to state that City will be provided thirty (30) days written notice of cancellation or material change in the policy language or terms.

5. Acceptability of Insurers: Insurance is to be placed with insurers with an A.M. Bests' rating of no less than A:VII.

6. Verification of Coverage: Consultant shall furnish the City with certificates of insurance and endorsements to the policies evidencing coverage required by this Agreement prior to the start of work. The certificates of insurance and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificate of insurance and endorsements shall be on a form utilized by Consultant's insurer in its normal course of business and shall be received and approved by

the City prior to execution of this Agreement by the City. The City reserves the right to require complete, certified copies of all required insurance policies, at any time. The Consultant shall provide proof that any expiring coverage has been renewed or replaced at least two (2) weeks prior to the expiration of the coverage.

7. Subcontractors: Consultant shall either include all subcontractors as insureds under its policies or shall furnish separate certificates and endorsements for each subcontractor demonstrating that subcontractors maintain insurance coverage that meets the minimum scope and limits of insurance coverage required by this Agreement, including but not limited to naming the City, its officials, employees, agents and volunteers as additional insureds.
8. Claims-Made Policies. Consultant shall extend any claims-made insurance policy for at least 5 years after termination or final payment under the Agreement, whichever is later.

E. Records, Reports and Audits

1. Records
 - a. Records shall be established and maintained by the Consultant in accordance with requirements prescribed by the City with respect to all matters covered by this Agreement. Except as otherwise authorized, such records shall be maintained for a period of three years from the date that final payment is made under this Agreement. Furthermore, records that are the subject of audit findings shall be retained for three years or until such audit findings have been resolved, whichever is later.
 - b. All costs shall be supported by properly executed payrolls, time records, invoices, contracts, or vouchers, or other official documentation evidencing in proper detail the nature and propriety of the charges. All checks, payrolls, invoices, contracts, vouchers, orders or other accounting documents pertaining in whole or in part to this Agreement shall be clearly identified and readily accessible.
2. Reports and Information: Upon request, the Consultant shall furnish to the City any and all statements, records, reports, data and information related to matters covered by this Agreement in the form requested by the City.

3. Audits and Inspections: At any time during normal business hours and as often as the City may deem necessary, there shall be made available to the City for examination all records with respect to all matters covered by this Agreement. The Consultant will permit the City to audit, examine, and make excerpts or transcripts from such records, and to audit all contracts, invoices, materials, payrolls, records of personnel, conditions of employment and or data relating to all matters covered by this Agreement.

F. Conflicts of Interest

The Consultant covenants and declares that, other than this Agreement, it has no holdings or interests within the City of Emeryville, nor business holdings or agreements with any official, employee or other representative of the City. For the duration of this Agreement, in the event the Consultant or its principals, agents or employees acquire such a holding, interest or agreement within the City of Emeryville or with any official, employee or representative of the City in the future, the Consultant will immediately notify the City of such holding, interest or agreement in writing.

G. Confidentiality

The Consultant agrees that such reports, information, opinions or conclusions shall not be made available to or discussed with any individual or organization, including the news media, without prior written approval of the City. The Consultant shall exercise reasonable precautions to prevent the unauthorized disclosure and use of City information whether deemed confidential or not.

H. Discrimination Prohibited

The Consultant covenants and agrees that in performing the services required under this Agreement, the Consultant shall not discriminate against any person on the basis of race, color, religion, sex, sexual orientation, gender identity, marital status, national origin or ancestry, age or disability.

I. Licenses, Certifications and Permits

The Consultant covenants and declares that it has obtained all diplomas, certificates, licenses, permits or the like required of the Consultant by any and all national, state, regional, county, city or local boards, agencies, commissions, committees or other regulatory bodies in order to perform the services contracted for under this Agreement. All work performed by Consultant under this Agreement shall be in accordance with applicable legal requirements and shall meet the standard of quality ordinarily expected of competent professionals.

J. Key Personnel

All of the individuals/firms listed in Exhibit A are necessary for the successful prosecution of the work due to their unique expertise and depth and breadth of experience. There shall be no change in Consultant's Project Managers or members of the project team. Consultant recognizes that the composition of this team was instrumental in the City's decision to award the work to Consultant and that compelling reasons for substituting these individuals must be demonstrated for the City's consent to be granted. Any substitutes shall be persons of comparable or superior expertise and experience. Failure to comply with the provisions of this section shall constitute a material breach of Consultant's obligations under this Agreement and shall be grounds for termination.

K. Authority to Contract

The Consultant covenants and declares that it has obtained all necessary approvals of its board of directors, stockholders, general partners, limited partners or similar authorities to simultaneously execute and bind Consultant to the terms of this Agreement, if applicable.

L. Ownership of Work

All reports, designs, drawings, plans, specifications, schedules, work product and other materials prepared or in the process of being prepared for the services to be performed by the Consultant ("Materials") shall be and are the property of the City and the City shall be entitled to full access and copies of all such Materials. Any such Materials remaining in the hands of the Consultant or subcontractor upon completion or termination of the work shall be delivered immediately to the City. The Consultant assumes all risk of loss, damage or destruction of or to such Materials. If any Materials are lost, damaged or destroyed before final delivery to the City, the Consultant shall replace them at its own expense. Any and all copyrightable subject matter in all materials is hereby assigned to the City and the Consultant

agrees to execute any additional documents that may be necessary to evidence such assignment.

M. Living Wage

If this Agreement provides for compensation to Consultant of \$25,000 or more within a single fiscal year for providing services to the City, then Consultant shall comply with the requirements of the City's Living Wage Ordinance set forth in Chapter 31 of Title 5 of the Emeryville Municipal Code, unless (i) Consultant is a governmental entity, (ii) this Agreement is subject to a higher prevailing wage rate as defined in the California Labor Code, or (iii) this Agreement is subject to federal or state laws or regulations that would preclude the application of the City's laws.

Compliance with the Living Wage Ordinance, if applicable, shall be required during the term of the Agreement for all employees of Consultant who perform at least twenty-five percent (25%) of the work arising from this Agreement, unless said employees are otherwise exempt from the application of the Living Wage Ordinance pursuant to Section 5-31.08. Consultant shall promptly provide to the City documents and information verifying compliance with the requirements of the Living Wage Ordinance within ten (10) working days following a written request for such documentation and information from the City.

Failure to comply with the Living Wage Ordinance provides that a person claiming a violation thereof may bring an action against Consultant for back pay, reinstatement and compensatory damages, as well as a penalty up to three times the amount of damages for a willful violation, plus reasonable attorney's fees and costs. In addition, the City may terminate the Agreement and pursue any other remedies available to the City, including debarment, for violations of the Living Wage Ordinance.

Consultant shall notify each of its affected employees regarding wages that are required to be paid pursuant to this Agreement. "Living Wage" means no less than \$14.44 per hour (as of July 1, 2015, subject to increase annually on July 1st to reflect the twelve month average increase to the Consumer Price Index for all urban consumers in the San Francisco-Oakland-San Jose Metropolitan Statistical Area for the preceding year from May to April, not to exceed three percent (3%) in any one year) including wages and health benefits. If employer contributions for health benefits are not paid on an hourly basis, the employer must demonstrate to the City the hourly value of such benefits in order to receive credit for such payments to covered employees.

V. TERMINATION

- A. The Parties shall have the right to terminate this Agreement for any reason whatsoever by providing written notice thereof at least five (5) calendar days in advance of the termination date.
- B. All termination notice periods triggered pursuant to written notice shall begin to run from the date of the United States Postal Service postmark.
- C. Upon termination, City shall provide for payment to the Consultant for services rendered and expenses incurred prior to the termination date.
- D. Upon receipt of a termination notice the Consultant shall: (1) promptly discontinue all services affected, unless the notice directs otherwise; and (2) promptly deliver to the City all data, drawings, reports, summaries, and such other information and materials as may have been generated or used by the Consultant in performing this Agreement, whether completed or in process, in the form specified by the City.
- E. The rights and remedies of the City and the Consultant provided in this Section are in addition to any other rights and remedies provided under this Agreement or at law or in equity.

VI. NO PERSONAL LIABILITY

No member, official or employee of the City shall be personally liable to the Consultant or any successor in interest in the event of any default or breach by the City or for any amount which may become due to the Consultant or successor or on any obligation under the terms of this Agreement.

VII. ENTIRE AGREEMENT

This Agreement constitutes the complete agreement between the parties and supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter of this Agreement. No other agreement, statement or promise relating to the subject matter of this Agreement not contained in this Agreement shall be valid or binding. This Agreement may be modified or amended only by a written document signed by representatives of both parties with appropriate authorization.

VIII. SUCCESSORS AND ASSIGNS

Subject to the provision of this Agreement regarding assignment, this Agreement shall be binding on the heirs, executors, administrators, successors and assigns of the respective parties.

IX. APPLICABLE LAW AND ATTORNEY'S FEES; VENUE

If any action at law or in equity is brought to enforce or interpret the provisions of this Agreement, the rules, regulations, statutes and laws of the State of California will control. The prevailing party shall be entitled to reasonable attorney's fees in addition to any other relief to which said party may be entitled. The exclusive venue for any legal action taken pursuant to this Agreement shall be the State of California Superior Court for the County of Alameda or the United States District Court for the Northern District of California.

X. SEVERABILITY

The caption or headnote on articles or sections of this Agreement are intended for convenience and reference purposes only and in no way define, limit or describe the scope or intent thereof, or of this Agreement nor in any way affect this Agreement. Should any article(s) or section(s), or any part thereof, later be deemed unenforceable by a court of competent jurisdiction, the remainder of this Agreement shall remain in full force and effect to the extent possible.

XI. BUSINESS LICENSE

Prior to commencement of the services to be provided hereunder, Consultant shall apply to the City of Emeryville Finance Department for a business license, pay the applicable business license tax and maintain said business license during the term of this Agreement, as provided in Article 1 of Chapter 1 of Title 3 of the Emeryville Municipal Code.

XII. NOTICES

A. Communications Relating to Daily Activities

All communications relating to the day-to-day activities of the work shall be exchanged between **Susan Hsieh** for the City and **Tim Seufert** for the Consultant.

B. Official Notices

All other notices, writings or correspondence as required by this Agreement shall be directed to the City and the Consultant, respectively, as follows:

CITY

CONSULTANT

Susan Hsieh
Finance Director
1333 Park Avenue
Emeryville, California 94608
Phone No. (510) 596-4352
E-Mail shsieh@emeryville.org

Mike Rentner
President & CEO
NBS
32605 Temecula Parkway, Ste 100
Temecula, CA 92592
Phone No. (800) 676-7516
E-Mail mrentner@nbsgov.com

XIII. WAIVER OF AGREEMENT

The City's failure to enforce any provision of this Agreement or the waiver in a particular instance shall not be construed as a general waiver of any future breach or default.

IN WITNESS WHEREOF the City and the Consultant have executed this Agreement, which shall become effective as of the date the City Manager executes this Agreement on behalf of the City.

Approved as to form:



Michael A. Guina, City Attorney

CITY OF EMERYVILLE

Dated: _____, 20__

Carolyn Lehr, City Manager

CONSULTANT

Dated: JAN 24, 2016

By: _____

Its: President and CEO

EXHIBIT A

CONSULTANT SCOPE OF SERVICES

REVENUE MEASURES

The NBS Team (Consultant) will provide certain services and project management for two separate revenue election efforts, a June 2018 election for a Housing and Parks Bond Ballot Measure and a November 2018 election that could include up to three potential general tax measures, all on a brisk timeline. The steps will include outreach and strategy facilitation, as-needed analysis of factors impacting these revenue measures, and opinion polling. The actual opinion polling effort will be performed by EMC Research, with outreach and strategy consultation performed by TBWB. NBS will provide revenue consulting and project management services overall as the primary consultant. TBWB and EMC will be sub-consultants to NBS. We anticipate a brisk timeline, commencing in early January for the Phase 1 tasks and the June 2018 election, with Phase 2 starting in July proceeding to the November 2018 election.

Phase 1: Housing/Parks General Obligation Bond Ballot Measure

January 2018 to June 2018

Timeline: Develop a timeline leading up to the ballot measure scheduled for June 2018 election. We currently anticipate outreach in January through March.

Draft Documents: NBS and TBWB will work with the City and its legal counsel to draft the initial ballot language and resolution calling the election.

Political/Environmental Analysis and Feasibility Assessment: Assess the political environment in which this election will occur. TBWB will conduct a demographic analysis to gain an understanding of the voters in City, how they break into key sub-groups by age, ethnicity, political party, length of residency and other key criteria. We will analyze past voter election results in the area to understand voter turnout trends and other relevant voting patterns. This will help us understand who will be voting on your measure and how to appeal to them most effectively. TBWB will research other local tax proposals that may be heading to an upcoming ballot that could compete with your measure and assess any recent or anticipated controversy or other issues in the area that could impact voting.

Public Information and Outreach: This is an important step in the process for a successful measure. TBWB will develop messaging and a community outreach strategy to educate and inform the public about the measure. All messaging would be impartial non-advocacy communication that could be disseminated by City using public funds (*see note below*). This would include talking points, answers to frequently asked questions, content for the City website, content for email blasts, ads for local newspapers and up to two informational direct mail pieces.

(Note that Government Code section 54964 prohibits the use of public expenditures by a local agency to advocate approval or rejection of a ballot measure. However, the use of public funds to inform voters about the consequences of a ballot measure is excluded from the definition of an expenditure under 54964. Therefore, it seems to be the consensus of the legal community that a public agency may expend public funds to educate and inform voters about the consequences of a ballot measure. These principles were

addressed in the 2009 Vargas v. City of Salinas case, where the California Supreme Court validated the City's factual communications on a local initiative.)

Ballot Measure Development: TBWB will recommend a final list of projects, services and programs for the measure, and corresponding taxpayer accountability protections, develop the resolutions/ordinances, work with legal counsel on the final 75-word ballot question, etc.

Council Meetings: TBWB, EMC and NBS will attend meetings and/or conference calls to report on project efforts as requested with the appropriate team members for the discussions .

Election Administration: TBWB will coordinate as needed with the Registrar. Legal Counsel and others who will provide services will do so under contract directly with City as the most direct and cost-effective approach. Any direct campaign efforts must be separately funded.

Polling: EMC Research will conduct a public opinion poll, tentatively slated for early June (post-election). This poll will be to determine the viability of the three general tax measures, currently proposed for the November election, following the June election.

Phase 2: General Tax Ballot Measures

July 2018 to November 2018

Based on the outcome of Phase 1 polling/survey, we will make specific recommendations regarding:

- The best way to structure your final general tax measures
- The maximum tax rates you should pursue
- An appropriate duration for your measures
- The package of projects that should be featured in the measure
- Taxpayer accountability protections to include
- The optimal election date for your measures

Final measure and recommendations: Develop final recommendations for the tax measure, considering all inputs, analysis and discussions to date. Prepare for and provide a presentation and discussion of options to the City Council.

Timeline: Develop a timeline leading up to the ballot measure scheduled for the November 2018 election.

Draft Documents: NBS and TBWB will work with Client and its legal counsel to draft the initial ballot language and resolution calling the election.

Political/Environmental Analysis and Feasibility Assessment Same as Phase 1.

Public Information and Outreach: Same as Phase 1.

Ballot Measure Development: Same as Phase 1.

Polling: (Optional) EMC Research will conduct a public opinion poll. This poll will be to refine ballot language ahead of the Council placing any measures on the ballot, and only conducted if requested.

Council Meetings: TBWB, EMC and NBS will attend meetings and/or conference calls to report on project efforts as requested with the appropriate team members for the discussions.

Election Administration: TBWB will coordinate as needed with the Registrar, Legal Counsel and others who will provide services will do so under contract directly with City as the most direct and cost-effective approach. Any direct campaign efforts must be separately funded.

EXHIBIT B

COMPENSATION FOR SERVICES

REVENUE MEASURES

The following is a tabular summary of the total fees under this agreement, broken out by month.

	TBWB ⁽¹⁾	EMC ⁽²⁾	NBS	Total
Phase 1: Housing/Parks General Obligation Bond Ballot Measure				
January	\$ 6,500	\$0	\$ 3,500	
February	6,500	0	3,500	
March	6,500	0	3,500	
April	0	0	3,500	
May	0	8,750	3,500	
June	0	8,750	3,500	
Estimated Expenses	28,274	500	1,500	
Subtotal Fees Fiscal Year 2017/18	47,774	18,000	22,500	88,274
Phase 2: General Tax Ballot Measures				
July	\$ 6,500	\$0	\$ 3,500	
August	6,500	7,400	3,500	
September	6,500	7,400	3,500	
October	0	0	3,500	
November	0	0	3,500	
Estimated Expenses	28,274	500	1,500	
Subtotal Fees Fiscal Year 2018/19	\$ 47,774	\$ 15,300	\$ 19,000	\$ 82,074
Total	\$ 95,548	\$ 33,300	\$ 41,500	\$ 170,348

(1) For Phase I, TBWB will be working January-March. For Phase II, they will be working July-September.

(2) The Phase 2 fees for EMC are based on the Optional Polling and will only be charged if the City decides to proceed with that task.

Please note that the estimated expenses above are estimates only based on what is known at this time. Should decisions be made to provide additional printing, mailing, other incremental efforts, the City may authorize such actions and an increase in the expenses. The estimated expenses under TBWB related to informational mailers, production of informational videos, and costs for miscellaneous ads, collateral materials and general expenses, as shown here for each phase:

Two mailers	\$15,774
Production of Informational Videos	\$5,000
Ads, collateral, etc.	\$7500

All media and advertising goods and services shall be purchased or rented by City according to the agreed upon schedule of prices. The schedule of prices lists the entire cost of purchasing or renting media goods and services from Consultant. Consultant may in turn subcontract the work to third party

vendors. Payment for such items may be made in advance by City to Consultant, or to the third party vendor at the discretion of Consultant.

EXPENSES

Customary out-of-pocket expenses will be billed to the City at actual cost to NBS. These expenses may include, but not be limited to, mailing, fulfillment, postage, reproduction, telephone, travel, meals and various third-party charges for data, maps, and recording fees.

ADDITIONAL SERVICES

The following table shows NBS' current hourly rates. Additional services authorized by the City but not included in the scope of services will be billed at this rate or the then applicable hourly rate (or as discussed and authorized by the City for TBWB or EMC).

Title	Hourly Rate
Director	\$205
Associate Director	\$190
Senior Consultant / Engineer / Manager	\$ 160
Consultant	\$140
Analyst	\$120
Clerical/Support	\$ 95

TERMS

Consulting services will be invoiced upon completion of task. Expenses will be itemized and included in the next regular invoice. If the project is prematurely terminated by either party, NBS shall receive payment for work completed. Payment shall be made within 30 days of submittal of an invoice. If payment is not received within 90 days simple interest will begin to accrue at the rate of 1.5% per month. Either party can cancel administration contracts with 30 days written notice.