



Agenda Date: 11/15/2005
Agenda Placement: 6L

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Cathy Gruenhagen for Hillary Gitelman - Director
Conservation, Development & Planning
REPORT BY: Hillary Gitelman, Director, 253-4805
SUBJECT: Keyser Marston Associates Contract

RECOMMENDATION

Director of Conservation, Development and Planning requests approval of and authorization for the Chair to sign an agreement with Keyser Marston Associates (KMA) for a maximum of \$80,000 for the term November 15, 2005 through June 30, 2006 for economic consulting services related to the General Plan Update.

EXECUTIVE SUMMARY

The analysis of alternatives in the General Plan Update Environmental Impact Report (EIR) will require a forecast of the potential employment and population growth associated with each of the (up to seven) alternatives. Keyser Marston Associates (KMA) has expertise in this type of work and familiarity with Napa County, due to previous studies of the Airport Industrial Area.

The scope of work proposed under this agreement would include required consultation, analysis, forecast development, and an assessment of the potential market demand for industrial land over the next 25 years. Results of the analysis will be made available to the General Plan Update Steering Committee and Pacific Municipal Consultants (the EIR consultants) for their use. The total cost of KMA's work will not exceed \$80,000.

KMA will also be available to assist County staff with strategies for interacting/negotiating with the Association of Bay Area Governments (ABAG), since KMA's forecast may be used to influence the next housing allocation.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	Budget Unit 29200 (General Plan)

Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	The proposed economic analysis and forecasting is critical to the General Plan Update and associated Environmental Impact Report.
Is the general fund affected?	Yes
Future fiscal impact:	None.
Consequences if not approved:	The General Plan EIR would be delayed and assumptions of the analysis would lack supporting documentation.
Additional Information:	None

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

With approval of this agreement, Keyser Marston Associates (KMA) would be available to assist County staff and Pacific Municipal Consultants (PMC -- the General Plan consultant), with economic analysis outside the staff/PMC's area of expertise. Specifically, KMA would (1) analyze the market demand for industrial land in the County between the present and 2030; and (2) develop employment, housing, and population projections for up to seven General Plan EIR alternatives. (See the proposed scope of work attached.)

Because the development of employment, housing, and population projections will also be useful to the County in its negotiations with the Association of Bay Area Governments (ABAG) in the next housing allocation cycle, the scope of work includes KMA's assistance regarding strategy/negotiations.

KMA was selected without the benefit of our usual procurement process for two reasons. First, their extensive knowledge of and experience with Napa County in this particular area. They are primarily being asked to update and - to some extent - enhance prior studies that they've done for the County regarding the Airport Area, in particular, and jobs and housing, in general. They are also acknowledged to be among the leading experts in California in market economics. A second reason is the urgency of this information, in terms of its necessity to proceed with the General Plan EIR in a timely fashion.

SUPPORTING DOCUMENTS

A . Scope of Work

CEO Recommendation: Approve

Reviewed By: Andrew Carey