

BILL NO.: 4964

ORDINANCE NO.: \_\_\_\_\_

Introduced by: City Manager Nathan Mai-Lombardo

AN ORDINANCE OF THE CITY OF BERKELEY, MISSOURI,  
AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT  
WITH EMERALD CAPITAL ACCORDING TO BID #931 – DOWNTOWN  
PLAN

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BERKELEY,  
MISSOURI, AS FOLLOWS:

- Section 1.** The City Manager is hereby authorized to and execute an agreement for downtown planning service according to RFQ #931, Downtown Berkeley Mast Plan services, to Emerald Capital Strategic Advisors.
- Section 2.** The agreement is attached and hereby incorporated herein and made a part of this ordinance, as if fully set out herein.
- Section 3.** This Ordinance shall be in full force and effect from and after its date of passage.

1st Reading this 21<sup>st</sup> day of August 2023  
2nd Reading this \_\_\_\_\_ day of \_\_\_\_\_ 2023  
3rd Reading, PASSED and APPROVED, this \_\_\_\_\_ day of \_\_\_\_\_ 2023

\_\_\_\_\_  
Babatunde Deinbo, Mayor

ATTEST:

\_\_\_\_\_  
Deanna L. Jones, City Clerk

\_\_\_\_\_  
Approved as to Form:  
Donnell Smith, City Attorney

Final Roll Call:

Councilwoman Verges	Aye	___	Nay	___	Absent	___	Abstain	___
Councilwoman Williams	Aye	___	Nay	___	Absent	___	Abstain	___
Councilman Hoskins	Aye	___	Nay	___	Absent	___	Abstain	___
Councilwoman Anthony	Aye	___	Nay	___	Absent	___	Abstain	___
Councilman Hindeleh	Aye	___	Nay	___	Absent	___	Abstain	___
Councilwoman-at-Large Crawford-Graham	Aye	___	Nay	___	Absent	___	Abstain	___
Mayor Deinbo	Aye	___	Nay	___	Absent	___	Abstain	___

# MEMORANDUM

**TO:** Nathan Mai-Lombardo, City Manager

**FROM:** Elliot Liebson, Director of Planning and Development

**DATE:** 8/8/2023

**RE:** Selection of Emerald Capital Strategic Advisors (Green Street) to undertake the Downtown plan.

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Dalton and I have thoroughly vetted the responses to our RFQ (request for qualifications) for a downtown master plan consultant, and we are prepared to recommend Emerald Capital Strategic Advisors ('Emerald Capital') as the winning bidder.

The RFQ was published in July, with a response deadline of July 21<sup>st</sup>. We received 6 good bids, four from local firms, and two from consultants out of state (Charlotte and Minneapolis), all with proposed fees between \$90,000 and \$100,000, and all proposing a timeframe of 6 to 12 months for completion of the plan. Based on the quality of some of the responses and a desire to use a local consultant (for accessibility to said consultant in the event a situation arises). We were left with three finalists: PGAV Advisors, Steadfast City, and Emerald Capital. Dalton and I then both conducted phone interviews with as many references as we could find. Their reviews of the three firms were uniformly positive, so to dig a little deeper into the capabilities of each we interviewed one of the principals of each firm with specific questions about some of the missing details in their response, and to get a sense of what 'extra' each firm brings to the project, that sets them above the rest. In the end, Dalton and I agree that Emerald Capital has the best bid, for the following reasons:

- They have the lowest quoted fee (\$90,000).
- They are a fully integrated development company, covering all aspects of community development in-house, from engagement, to design, to financing and implementation.
- They responded promptly to my inquiry about their community engagement process with a clear and concise answer that directly addressed my concern.
- They had the most enthusiasm of any respondent we interviewed.

Ultimately any one of the three finalists would do a good job addressing the City's needs and wants for downtown; I am looking for more than just a 'good job': I want a team that is going to light the community up with their enthusiasm, *and* at the same time provide clear and objective analysis as to what is and is not possible for new development. Emerald Capital has that combination, and the lowest bid, so in closing I strongly recommend the City hire them as our downtown planning consultant.

## **SUPPORTING DOCUMENTS**

Please find attached the bid results from the August 21, 2023 bid opening.

## **IMPACT ON CITY'S BUDGET**

**\$90,000, spread over two budget years**

## **2023 BUDGET AMOUNT**

\$50,000

## **RECOMMENDED CITY COUNCIL ACTION**

Approve Emerald Capital Strategic Advisors for the project

**Respectfully submitted,**

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This will verify that at 2:00pm on July 21, 2023  
 BID NO. 931 "RFQ for Downtown Plan" was open and read aloud.  
 Signed: Deanna Jones Title: City Clerk

<b>Scoring Criteria</b>	<b>Green Street</b>	<b>Benchmark</b>	<b>Shockey</b>	<b>PGAV</b>	<b>Mend Collaborative</b>	<b>Steadfast City</b>
Qualifications and experience of key team members with projects of similar scope and complexity	✓	no local experience	not clear that team members' experience is comparable	✓	new company	✓
Quality and completeness of the proposals	✓	✓	not as detailed or concise as other respondents	✓	✓	✓
positive references	✓	not checked	not checked	✓	not checked	✓
Stakeholder and public engagement plan	(will contract out if necessary, at no additional fee)	✓	not extensively detailed	✓	✓	✓
Project Timeline	8-12 months	7-10 months	9-11.5 months	6-9 months	12 months	11 months
Understanding of project area and City needs	✓	no local experience	communities served mostly higher income or	✓	limited local experience	✓
brings to the table and sets them apart from other proposals	strongest and most concise response	not a finalist	not a finalist	✓	not a finalist	✓
<b>Price</b>	<b>\$90,000</b>	<b>\$94,850</b>	<b>\$96,000</b>	<b>\$97,000</b>	<b>\$99,985</b>	<b>\$100,000</b>