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Agenda Item Description for City of Pflugerville, March 26, 2019 City Council Meeting

Title: Discuss and action approving a contract between the Pflugerville Community Development Corporation (PCDC) and Avalanche Consulting for development of a Comprehensive Economic Development Strategy (CEDS 2.0) in FY19 presented by Amy Madison, PCDC Executive Director.

Summary: The PCDC Board requests approval of the contract between PCDC and Avalanche Consulting to complete an expanded economic development strategy in FY19. The CEDS 2.0 will be presented to the PCDC Board and City Council in the summer of 2019. The schedule for the plan is included on the summary document and in the agreement. The process will include community engagement and increased input from the PCDC Board, City Staff, and City Council prior to adoption.

Status: The PCDC completed their CEDS 1.0 earlier this year. It was a 3-year plan, but due to the focus on implementation, it was completed in 2 years. The Board anticipated the completion and the need for an updated study and set aside \$100,000 in the PCDC budget for this purpose. The PCDC budget was approved by the City Council in August 2018.

In February 2019, PCDC sent out a request for proposal for CEDS 2.0. Three proposals were received and evaluated by the PCDC staff and Board. The consulting agreement between Avalanche Consulting and Pflugerville Community Development Corporation was approved unanimously by the PCDC Board on Wednesday, February 20, 2019.

Prior City Council Action: City Council approved the previous CEDS agreement in 2017, and the PCDC FY19 budget which included funding for this purpose.

Deadline for City Council Action: Consideration requested for March 26, 2019 Regular Council Meeting.

Fiscal Impact: No further impact. \$100,000 was budgeted in the previously approved FY2019 budget by PCDC Board and City Council.

Staff Recommendation: The PCDC Board and staff recommend approval.

Drafter: Amy Madison, Executive Director, Pflugerville Community Development Corporation.



Pflugerville Community Development CEDS 2.0 Process

Phase One: Discovery - March/April/May

March

- Project Set Up
- Kick-Off-Meeting
- Information Review

April

- Trips 1 & 2 Consultations: Involvement with Council and City Staff; Selection of Steering Committee; Interviews & Focus Groups.

April/May

- Community Assessment
- Workforce & Educational Institution Analysis
- Infrastructure & Site Review
- Trip #3 Consultation
- Updated SWOT Analysis

Phase Two: Comprehensive Strategy – May/June

- Trip 4 Consultation
- 3 – Year CEDS
- Implementation Plan
- PCDC Board Meeting
- City Council Meeting

Total Cost: \$99,500

Completion target date of: July 2019

Timetable & Budget

The proposed scope will cost \$99,500 including expenses. This includes four trips to Pflugerville and two half day trips to present at a PCDC Board Meeting and City Council Meeting.

If PCDC desires one of Avalanche's site selection partners to conduct a more in-depth evaluation of sites and infrastructure, the total project cost will be \$119,500 including expenses.

Additional trips for City Council meetings or other needs are available at a cost of \$3,000 plus expenses per day per consultant.

This pricing is valid for 90 days.

| Task | 2019 | | | | Cost |
|--|------|-----|-----|-----|---------------------|
| | Mar | Apr | May | Jun | |
| PHASE 1: DISCOVERY | | | | | |
| Project Set Up | | | | | <i>included</i> |
| Kick-off Meeting - Trip 1 (1 Day with 2 consultants) | T | | | | \$ 5,000.00 |
| Information Review | | | | | \$ 500.00 |
| Trip 2 (1.5 days with 2 consultants) | | T | | | \$ 8,500.00 |
| Community Assessment | | | | | \$12,000.00 |
| Workforce & Educational Institution Analysis | | | | | \$10,000.00 |
| Infrastructure & Site Review | | | | | \$ 7,500.00 |
| - OPTIONAL: Subcontract with Site Selection Team | | | | | \$20,000.00 |
| Trip 3 (1 day with 2 consultants) | | | T | | \$ 6,000.00 |
| Updated SWOT Analysis | | | | | \$ 5,000.00 |
| Target Industry Validation and Update | | | D | | \$ 9,500.00 |
| PHASE 2: COMPREHENSIVE STRATEGY | | | | | |
| Trip 4 (1 day with 2 consultants) | | | | T | \$ 5,500.00 |
| 3-Year Comprehensive Economic Development Strategy | | | | | \$20,000.00 |
| Implementation Plan | | | | D | \$ 5,000.00 |
| PCDC Board Meeting (1/2 day with 1 consultant) | | | | T | \$ 1,500.00 |
| City Council Meeting (1/2 day with 1 consultant) | | | | T | \$ 1,500.00 |
| | | | | | |
| Total without optional Services | | | | | \$ 97,500.00 |
| Expenses Not to Exceed (travel and data) | | | | | \$2,000 |
| TOTAL PROJECT COST WITHOUT OPTION PLUS EXPENSES (NOT TO EXCEED) | | | | | \$ 99,500.00 |
| TOTAL PROJECT COST WITH OPTIONAL SITE SELECTION TEAM | | | | | \$119,500.00 |
| | | | | | |
| T = Trip D = Deliverable | | | | | |
| | | | | | |
| Additional Trip Days as Requested by Client (Per Day/Per Senior Staff) | | | | | \$ 3,000.00 |
| Additional Trip Days as Requested by Client (Per Day/Per Support Staff) | | | | | \$ 2,500.00 |
| Additional Services not Included in Proposal (Average Blended Hourly Rate) | | | | | \$ 250.00 |

