



COMMUNITY DEVELOPMENT DEPARTMENT

CITY HALL
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CITY COUNCIL STAFF REPORT

Meeting: April 20, 2021

Subject

Proposed amendment to the Professional/Consulting Services Agreement between the City of Cupertino and HdL ECONsolutions of an additional \$40,800 as an extension of the contract terms and conditions to provide supplemental Economic Development (ED) staffing services for the City of Cupertino through the fiscal year ending on June 30, 2021.

Recommended Action

Approve the proposed amendment of an additional \$40,800 to prevent an interruption in economic development staffing services.

Discussion

The current contract with HdL ECONsolutions is not to exceed \$160,000 for economic development staffing services for the Fiscal Year 2020-2021. Economic Development staffing services provided by HdL Senior Advisor Angela Tsui is charged at an hourly rate of \$170/hour, which equates to approximately 941.18 hours. As of January 31, 2021, 830 work hours had already been billed.

Due to the continued severity of the COVID pandemic a significant increase in staffing hours is a direct result of work to support the community and local Cupertino businesses, including the following projects and tasks:

- Small Business Emergency Relief Grant Program
- Re-opening Toolkit for Businesses
- COVID Resources for Businesses webpages
- Temporary Outdoor Dining (TOD) Permit
- Special Temporary Outdoor Operations Permit (STOOP)
- face mask distribution
- hosting small business webinars

Additional ongoing routine work includes, but is not limited to, regular communication and outreach to businesses and residents; assisting the WCFMA in finding a new permanent location for the Sunday Farmers Market; a Mobile Vendors ordinance; work on Council Work Program items (Pilot Online City Store, Targeted Marketing Programs

to Assist Small Businesses, and SBDC Counseling Hours); negotiations and acquisition of the 10455 Torre Avenue property; business attraction and retention efforts; and assisting business applicants through the City's permitting process.

The proposed increase of \$40,800 equates to an additional 240 hours of economic development staffing services.

Sustainability Impact

No sustainability impact.

Fiscal Impact

The City Manager's Contingency fund balance will fund the \$40,800 proposed amendment amount.

Prepared by: Benjamin Fu, Director of Community Development

Reviewed by: Kristina Alfaro, Director of Administrative Services

Approved for Submission by: Dianne Thompson, Assistant City Manager

Attachments:

A – Proposed Amended Professional/Consulting Services Agreement