



## CITY COUNCIL AGENDA REPORT

**MEETING DATE:** Tuesday, March 25, 2025  
**TO:** CITY COUNCIL  
**WRITTEN BY:** ENVIRONMENTAL PROJECTS MANAGER VU-DUC  
**RECOMMENDED BY:** PUBLIC WORKS & UTILITIES DIRECTOR LINDBERG  
**APPROVED BY:** TAMARA VIDES, CITY MANAGER  
**SUBJECT:** AWARD PROFESSIONAL SERVICES CONTRACT TO FARALLON STRATEGIES, LLC FOR REGIONAL CLIMATE ADAPTATION FUNDING & IMPLEMENTATION ROADMAP, FOR AN AMOUNT NOT TO EXCEED \$400,000

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### RECOMMENDATION:

That the City Council authorize and direct the City Manager to negotiate and execute a contract and any associated amendments and documentation with Farallon Strategies, LLC for professional services to deliver the Monterey Bay Regional Climate Adaptation and Resilience Implementation and Funding Roadmap, for an amount not to exceed \$400,000 to be paid from the Special Grants Fund [0260].

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### BACKGROUND:

In 2024 the City of Watsonville was awarded two (2) grants on behalf of the Regional Climate Project Working Group (RCPWG), which is comprised of the Counties of Santa Cruz, Monterey, and San Benito, as well as the Cities of Capitola, Santa Cruz, and Watsonville. Both grants were awarded to develop a Climate Adaptation and Resilience Implementation and Funding Roadmap (Roadmap), a regional tool to streamline and coordinate climate adaptation and resilience efforts, leverage economies of scale, detail actionable work programs, and secure sustainable funding streams for RCPWG climate adaptation projects through 2029.

\$649,335 from the Regional Resilience Grant Program (RRGP) from the California Governor's Office of Land Use and Climate Innovation (LCI, formerly known as the Office of Planning and Research) was appropriated to the Special Grants Fund [0260] in April of 2024 (Resolution No. 64-24). A further \$250,000 from the National Oceanic & Atmospheric Administration (NOAA) was later granted as a sub-award under the Climate Resilience Regional Challenge Grant and appropriated in January 2025 to the same Special Grants Fund (Resolution No. 8-25). Both grants allocated a combined total of \$400,000 for professional services to deliver the Roadmap.

### DISCUSSION:

As the lead agency on these grants for the RCPWG, the City of Watsonville issued a Request for Proposals (RFP) from qualified professional services firms for an advertised period of eight weeks via the City's procurement platform, OpenGov. The City received five proposals which were scored by an evaluation panel comprising four RCPWG members from across the region and using the criteria and weightings advertised in the RFP. All five proposals fell within the published \$400,000 budget from grant funding. Table 1 below summarizes the scores:

Table 1 RFP Weighted Score Summary

Criteria	Weight	Weighted Scores				
		Dudek	ECONorthwest	Estolano Advisors	Farallon Strategies	HANA Resources
Relevant Experience	31.7%	17.8	19.3	15.2	21.9	13.9
Technical Qualifications	19.0%	11.0	12.5	8.6	12.0	7.2
Readiness & Availability	15.9%	8.6	8.0	7.0	9.4	7.0
Project Understanding	15.9%	8.6	9.9	7.3	11.4	5.1
Responsiveness & Thoroughness	12.7%	6.7	8.1	6.1	8.9	4.8
Value Added Services	4.8%	2.7	2.8	2.5	3.3	2.4
<b>Totals</b>	<b>100%</b>	<b>55.4</b>	<b>60.6</b>	<b>46.7</b>	<b>66.8</b>	<b>40.5</b>
<b>Rank</b>		<b>3</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>5</b>

The top two highest scoring firms (Farallon Strategies and ECONorthwest) were shortlisted and received a subsequent set of questions related to their proposals. Responses to these questions were further reviewed by the evaluation panel, which held virtual interviews with each of the shortlisted firms. The final evaluation workshop followed these interviews and used a qualitative consensus methodology which considered the cumulative proposals, follow-up questions, and interview results. The consensus reached by the evaluation panel placed Farallon Strategies as the top-ranking proposal.

## CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION:

Approval of a professional services contract is not a project pursuant to the California Environmental Quality Act (CEQA) because it can be seen with certainty based on substantial evidence in the record that the approval constitutes a government fiscal activity that does not involve any commitment to any specific project that may result in a potentially significant physical impact on the environment (CEQA Guidelines section 15378(b)(4)).

Any CEQA analysis would be premature at this time, though as the Roadmap delivered out of this proposed contract is implemented, any individual projects identified will undergo their own specific CEQA determination.

## STRATEGIC PLAN:

Awarding the recommended professional services contract to Farallon Strategies to deliver the Monterey Bay Regional Climate Adaptation Funding and Implementation Roadmap supports the following Strategic Plan areas

**Economic Development**

**Infrastructure & Environment**

**Fiscal Health**

**Public Safety**

**Efficient and Well-performing Government**

**FINANCIAL IMPACT:**

Funding for this contract will be fully provided by the allocated budget from the LCI and NOAA grants as part of the Monterey Bay Regional Climate Adaptation and Resilience Implementation and Funding Roadmap project. The allocated amounts are as follows:

\$150,000 from the LCI Regional Resilience Grant Program  
+ \$250,000 from the NOAA Climate Resilience Regional Challenge Grant sub-award  
\$400,000 total contract funding from the Special Grants Fund [0260]

**ALTERNATIVE ACTION:**

No reasonable alternatives are known at this time.

**ATTACHMENTS AND/OR REFERENCES (IF ANY):**

None.