

**Association of Bay Area Governments
Administrative Committee**

July 9, 2021

Agenda Item 3f

Regional Early Action Planning (REAP) Consulting Services: 4Leaf, Inc. (\$615,175)

Subject: Authorization of a contract through December 31, 2023 with 4Leaf, Inc. to assist the Association of Bay Area Governments (ABAG) and the Counties of Napa and Sonoma with Subregional Planning Collaborative Coordinator Services in an amount not to exceed \$615,175.

Background: In May 2021, a Mini-Request for Qualifications (RFQ) seeking to retain a consultant to assist ABAG and the Counties of Napa and Sonoma with their Subregional Planning Collaborative, was issued. The selected consultant will provide technical assistance, trainings, and logistical support for forming and sustaining the Subregional Planning Collaborative. The following 3 firms responded to the RFQ and met the minimum qualifications:

1. Urban Planning Partners, Inc.
2. 4Leaf, Inc.
3. MIG

4Leaf, Inc. and MIG were shortlisted and invited to interview, the interviews was conducted on June 28th, 2021. The interview panel consisted of ABAG Principal Regional Housing Planner, Heather Peters; ABAG Associate Planner, Bobby Lu; Sonoma County Planning Manager, Brian Oh; and City of Napa Planning and Code Enforcement Division Manager, Erin Morris. The evaluation criteria were as follows:

1. Overall quality and relevance of qualifications, experience & approach (60%)
2. Local knowledge of the county and jurisdictions (20%)
3. Hourly rates (20%)

4Leaf, Inc. is not an SBE but their subconsultant Baird + Driskell Community Planning is a certified SBE and 4Leaf, Inc. has committed to 41% SBE participation on this contract.

After a thorough review of the proposals and the interviews, the panel recommends 4Leaf, Inc. to serve as the consultant for the Joint Planning Collaborative for Napa and Sonoma Counties. 4Leaf, Inc. was determined to be most qualified based on a combination of the strength of the staff's qualifications and experience, including Jane Riley's extensive career in public service where she has worked on many housing elements in Sonoma County jurisdictions. The strength of 4Leaf, Inc.'s proposal was enhanced by the inclusion of Baird + Driskell Community Planning as a subcontractor on this project. Baird + Driskell recently led collaborative ADU work jointly with Napa and Sonoma Counties and pioneered the concept of subregional planning collaboratives with "21 Elements", where all jurisdictions in San Mateo County have successfully shared consulting services to achieve economies of scale for more than a decade.


The following table shows the collective final score average of the proposers based on their proposals and interviews, if interviewed.

	Total	Overall quality and relevance of qualifications, experience & approach	Local knowledge of the county and jurisdictions	Hourly rates
Supplier	/ 100 pts	/ 60 pts	/ 20 pts	/ 20 pts
4Leaf, Inc.	85.75	52.50	19	14.25
MIG	73.75	47.50	12.25	14
Urban Planning Partners, Inc.	69.25	45	10.50	13.75

ABAG has previously allocated \$615,175 of Regional Early Action Planning (REAP) funds to support the Joint Planning Collaborative for Napa and Sonoma Counties for FY 2021-22 through FY2023-24 and the steering committee for this Collaborative has elected to have ABAG administer those funds on its behalf.

Recommended Action: The ABAG Administrative Committee is requested to authorize the Executive Director of the Metropolitan Transportation Commission (MTC), or designee, on behalf of the Association of Bay Area Governments, to negotiate and enter into a contract with 4Leaf, Inc. in an amount not to exceed \$615,175 to assist ABAG and the Counties of Napa and Sonoma with Subregional Planning Collaborative Coordinator Services.

Attachments: Summary Approval


 Therese W. McMillan



SUMMARY OF ABAG ADMINISTRATIVE COMMITTEE APPROVAL

Work Item No.:	1752
Consultant:	4Leaf, Inc.
Work Project Title:	Consulting services
Purpose of Project:	To obtain services of a consultant
Brief Scope of Work:	To assist ABAG and the Counties of Napa and Sonoma with Subregional Planning Collaborative Coordinator Services
Project Cost Not to Exceed:	\$615,175 for FY 2020-21 through FY 2023-24.
Funding Source:	2310 Regional Early Action Planning Grant (REAP).
Fiscal Impact:	Project costs are included in the FY 2020-21 Budget and subject to approval of annual budgets thereafter.
Motion Committee:	The ABAG Administrative Committee is requested to authorize the Executive Director of the Metropolitan Transportation Commission (MTC), or designee, on behalf of the Association of Bay Area Governments, to negotiate and enter into a contract with 4Leaf, Inc. in an amount not to exceed \$615,175 to assist ABAG and the Counties of Napa and Sonoma with Subregional Planning Collaborative Coordinator Services.
ABAG Administrative Committee Approval:	
	Jesse Arreguin, ABAG President
Approval Date:	July 9, 2021