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MANAGER'S OFFICE  
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DEPARTMENT OF  
PUBLIC WORKS

CITY OF SACRAMENTO  
CALIFORNIA

CITY HALL  
ROOM 304  
915 I STREET  
SACRAMENTO, CA  
95814-2608

TRANSPORTATION DIVISION

February 14, 1989

**APPROVED**  
BY THE CITY COUNCIL

FEB 14 1989

AG 88/67

OFFICE OF THE  
CITY CLERK

916-449-5307

ROBERT L. LEE  
TRANSPORTATION  
DIVISION MANAGER

City Council  
Sacramento, California

Honorable Members In Session:

SUBJECT: Approval of Consultant Services Agreement for Downtown  
Economic Study

SUMMARY

This report recommends authorizing the City Manager and City Clerk to execute an agreement for consultant and professional services with Cambridge Systematics, Inc. for economic market research and transportation analysis to prepare the Downtown Economic Study.

BACKGROUND

The selection process for a consultant began with proposals from interested consultants. An interview panel then conducted interviews on January 16, 1989. The firm of Cambridge Systematics in association with Research Unlimited and Applied Development Economics was chosen from two prospective firms for market research and transportation analysis.

In March of 1988, the Mayor's Downtown Transportation Task Force submitted their final report of 32 recommendations to improve the transportation system in the downtown area.

The report recommended increasing short-term parking rates in the first two hours but stopped short of increasing the short term rate in the third hour. The Task Force recommended a downtown economic study be conducted to analyze the potential effect to the downtown economy in increasing the third hour rates.

The economic study will begin with survey design and administration. The consultant has recommended a combination of personal interviews and mail back surveys to be administered to downtown on-street and off-street parkers, downtown employees and downtown shoppers. Survey results will be analyzed and tabulated to be used in a modeling system that will serve as the basis for parking policy recommendations.

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POLICY CONSIDERATIONS

There are no policy considerations associated with this agreement.

M/WBE PROGRAM

This agreement is considered a discretionary item and is reported as a Category B decentralized M/WBE purchase. Of the seven proposals received, five had M/WBE participation.

This agreement, with Cambridge Systematics, calls for all surveys to be conducted and administered by Research Unlimited, a locally owned and operated women owned business enterprise. Their effort in this agreement represents a 16.7 percent WBE participation for this agreement. This exceeds the 5 percent WBE goal.

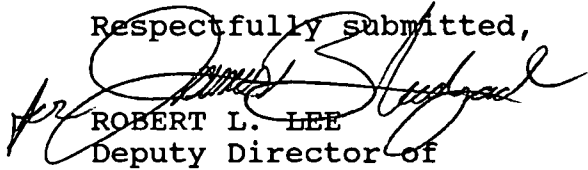
FINANCIAL

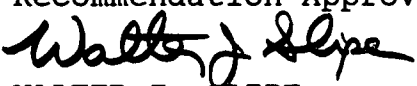
The proposed contract with Cambridge Systematics is \$49,997.00. An estimate of \$50,000 for this study was approved in the 1988-89 Parking Fund Budget. Funds are available in the Off-Street operating budget (4-12-3123-4258).

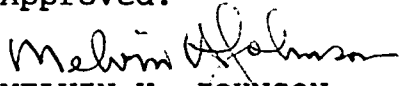
RECOMMENDATION

It is recommended that the City Council adopt the attached Resolution authorizing:

1. The City Manager and City Clerk are to execute an agreement with Cambridge Systematics to provide consultant services for the Downtown Economic Study for an amount not to exceed \$49,997.00.

Respectfully submitted,  
  
 ROBERT L. LEE  
 Deputy Director of  
 Public Works

Recommendation Approved:  
  
 WALTER J. SLIPE  
 City Manager

Approved:  
  
 MELVIN H. JOHNSON  
 Director of Public Works

MW:lm  
CA1-34.L

February 14, 1989  
District 1

Attachment  
Contact Person to Answer Questions:

MARY WRAY, ASSISTANT TO THE TRANSPORTATION DIVISION MANAGER  
449-5307

**RESOLUTION No. 89-118**

**Adopted by The Sacramento City Council on date of**

**RESOLUTION AUTHORIZING THE CITY MANAGER  
TO EXECUTE AN AGREEMENT WITH CAMBRIDGE SYSTEMATICS, INC.  
TO PROVIDE CONSULTANT SERVICES FOR THE DOWNTOWN ECONOMIC STUDY**

**BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:**

That the City Manager and City Clerk are hereby authorized and directed to execute an agreement with Cambridge Systematics to provide consultant services for the Downtown Economic Study for an amount not to exceed \$49,997.00.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

MW:lm  
CA1-34.L

**APPROVED**  
BY THE CITY COUNCIL

**FEB 14 1989**

OFFICE OF THE  
CITY CLERK

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February 17, 1989

Cambridge Systematics, Inc.  
2855 Telegraph Avenue, Suite 305  
Berkeley CA 94705

On February 14, 1989, the Sacramento City Council adopted Resolution No. 89-118 authorizing the execution of Agreement No. 88167 regarding Downdown Economic Study.

Enclosed, for your records, is one fully certified copy of said agreement and authorizing resolution.

Sincerely,

Janice Beaman  
Acting Assistant City Clerk

mls/10

Enclosures

cc: Public Works  
Risk Management