

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of February 28, 2012

ITEM # 23

ITEM TITLE:

Consider ratification of contract addendum with TBWB Strategies.

SPECIFIC BOARD ACTION REQUESTED:

Approve contract addendum for TBWB Strategies.

ITEM SUMMARY: (PLEASE DISCUSS THIS ITEM)

Consider approval of the Contract Addendum for TBWB Strategies. The District is gathering information and collecting data to assist with the decision of requesting the voters to approve a parcel tax at an upcoming election that would support the District in fulfilling our institutional mission of serving the community and students. Under the initial contract approved by the Board of Trustees in July 2011, TBWB would provide the District with a feasibility assessment, voter demographic analysis, assist with the development of the ballot measure, and general advice with regard to the parcel tax. The previous contract amount was \$50,000. Since that time, the District has conducted a second voter demographic analysis during December 2011 and sent literature and information to constituents informing them of the current economic environment and the related impact upon course offerings and services to students. At no time did TBWB Strategies provide campaign advocacy services under the initial contract nor this contract addendum. We are requesting an additional \$47,000 to cover these additional services provided. The new not to exceed amount is \$97,000. The Chancellor recommends approval.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

Unrestricted General Fund.

BACKGROUND/ANALYSIS:

The Board of Trustees previously approved the initial contract in July 2011. Since the initial voter demographic analysis was conducted in the Summer, it was determined that additional and timely information was needed in the Fall to aid in finalizing a recommendation that ultimately was presented to the Board of Trustees on January 24, 2012.

DELIVERABLES/SCOPE OF WORK:

To date, TBWB Strategies has fulfilled all the contract deliverables. They have aided in the production of two voter demographic analyses, provided a feasibility assessment, aided the District in the development of the ballot measure language approved by the Board of Trustees, and provided general guidance regarding parcel taxes.

ANTICIPATED COMPLETION DATE:

The work has been completed.

ALTERNATIVES/OPTIONS:

Not applicable.

EVALUATION AND RECOMMENDED ACTION:

Approve contract addendum for TBWB Strategies.

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ NO X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (VICE CHANCELLOR)

VICE CHANCELLOR GERHARD

(*****Board contract approval is subject to negotiation and execution by the Chancellor.)

Prepared by: Ronald Gerhard
Ron Gerhard, Chief Financial Officer

Date: 2-21-12

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Ronald Gerhard
Ron Gerhard, Chief Financial Officer

Date: 2-21-12

FINANCE DEPARTMENT REVIEW

Finance review required Finance review *not* required

If Finance review is required, determination is: Approved Not Approved

If not approved, please give reason: _____

Signature: Ronald Gerhard
Ron Gerhard, Chief Financial Officer

Date: 2-21-12

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

Legal review required Legal review *not* required

If Legal review is required, determination is: Approved Not Approved

Signature: _____ Date: _____
Thuy T. Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature: Wise E. Allen
Wise E. Allen, Chancellor

Date: 2-21-12