

CITY OF GARDEN GROVE

AMENDMENT NO. 1

GARDEN GROVE CIVIC CENTER PROJECT - COMMUNITY ENGAGEMENT

This **Amendment No. 1** to Professional Services Agreement is made and entered into this _____ day of January, 2023 by and between the **CITY OF GARDEN GROVE**, hereinafter referred to as "CITY", and **PLACEWORKS, INC.**, hereinafter referred to as "CONSULTANT".

WHEREAS, CONSULTANT and CITY entered into contract, dated January 19, 2022 for public outreach and community engagement services to explore opportunities in the City of Garden Grove civic center area for improved amenities and also evaluate the need to replace and modernize the public safety facilities to better meet the needs of the community (the "Existing Contract").

WHEREAS, CONSULTANT and CITY desire to amend the Existing Contract as provided herein.

Now, therefore, it is mutually agreed, by and between the parties as follows:

Section 2. Services to be Provided shall be amended pursuant to the scope modification and budget amendment included in **Attachment "A"**, incorporated herein by reference.

Section 3. Compensation shall be amended as follows:

The contract price is hereby **increased** by **\$100,000.00** to a new total contract Firm Fixed Price of **\$150,000.00**. This increase covers costs associated with ongoing or future public outreach and community engagement activities relating to the Civic Center Project as described in Attachment A.

Except as expressly amended hereby, all of the terms and conditions in the Existing Contract remain in full force and effect as originally executed.

IN WITNESS WHEREOF, the parties have caused this **Amendment No. 1** to the Existing Contract to be executed by their respective officers duly authorized on the date first written above.

Date: _____

"CITY"
CITY OF GARDEN GROVE

By: _____
City Manager

ATTESTED:

City Clerk

Date: _____

"CONSULTANT"
PLACEWORKS, INC.

By: _____

Name: _____

Date: _____

If CONSULTANT is a corporation, a Corporate Resolution and/or Corporate Seal are required. If a partnership, Statement of Partnership must be submitted to CITY.

APPROVED AS TO FORM:

Garden Grove City Attorney

Date

Attachment "A"

Scope Modifications and Budget Amendment

Phase II - Outreach for Garden Grove Civic Center

The City of Garden Grove kicked-off a multi-phase outreach plan to garner input from the community regarding the redevelopment of the City's Public Safety building and redesign of the Civic Center open space. As a part of phase two, the city would like to continue community education on the project and gather feedback on the following:

- Massing and configuration of the new public safety facilities building
- Amenities and design of new open space and park facilities
- Park programming priorities related to accessibility and safety
- Affordable housing in the civic center area

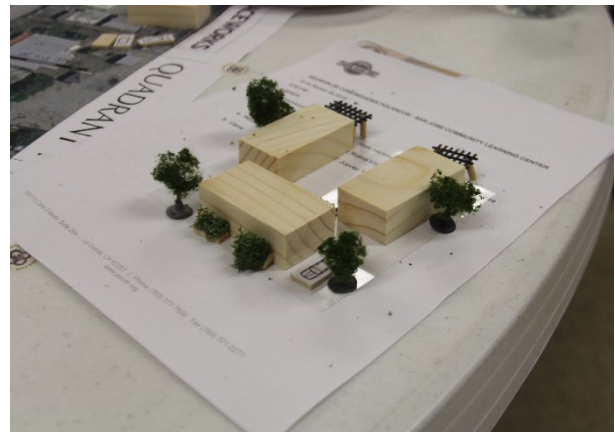
In order to successfully implement a second phase of outreach, the city will utilize information learned and input gathered during Phase I to develop a second robust and meaningful round of outreach.

Outreach Tools Menu

PlaceWorks has experience utilizing various tools and strategies to successfully engage community members. Below is a summary of the available outreach tools and programs PlaceWorks provides. The tools may be used on any combination, not to exceed the budget limit of \$100,000.

Workshops

Community workshops provide opportunities for the community to contribute, to serve as sounding boards for ideas, and to ensure the transparency of the planning process and create space for dialogue. Workshops can be hosted in person or virtually and allow the city to share important details about the project as well as give residents an opportunity to ask questions, engage in the process and share their thoughts and opinions. PlaceWorks can plan, coordinate, develop materials and facilitate workshops in the city or virtually using zoom.



Estimated Cost: \$10,000 - \$15,000 per workshop, cost of duplicative or virtual workshops and re-use of designs and materials may result in reduced costs.

Stakeholder Meetings and Interviews

Stakeholder interviews are one of the best ways for the team to quickly assess perspectives on project issues, opportunities, and challenges as well to solicit input on the best ways to reach various members of the community, stakeholder organizations, and the city at large. Stakeholders could include local business owners, developers, students, educators, faith-based organizations, nonprofits, and government leaders. PlaceWorks can consult with City staff to develop a list of

stakeholders to interview, coordinate meeting schedules, facilitate interviews, and create a summary identifying major themes from the discussions.

Estimated Cost: \$2,000 - \$3,500 per interview, subsequent interviews may result in reduced costs per interview.

Pop-ups

Pop-ups are a fun, quick, and sometimes spontaneous way to interact with the public, usually in an environment where people naturally gather and are most comfortable. We recommend pop-up events at popular local destinations—commercial or retail centers, parks, schools, and colleges or during annual City events. Pop-up events can both provide information to community members and gather feedback through surveys, conversations, boards and other interactive methods. Pop-ups can also be semi-permanent in spaces where people regularly gather and will interact with on more than one occasion.



Estimated Cost: \$3,000 - \$15,000, cost range can vary based on type of pop-up, from simple materials and touchpoints with the city to semi-permanent structures and more complex pop-up plans. Estimated cost may include materials, more elaborate designs may have additional associated costs.

Outreach Materials and Flyers

Diverse digital marketing and social media strategies are an effective tool to engaging the community and ensuring that information is available to residents. Outreach materials can include print flyers and fact sheets, or content for Facebook, Twitter, Instagram, NextDoor, content for the City's newsletter, discussion boards, and other social media tools. Good outreach materials encourage community participation at project events.

Estimated Cost: \$1,500- \$3,000 per new set of materials, includes printing. Duplicate sets of materials for multiple events may reduce costs.

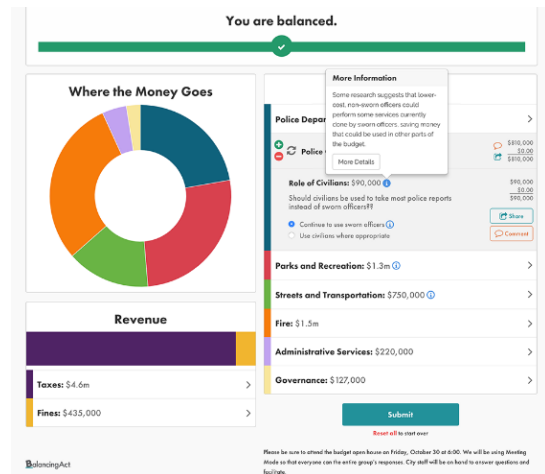
Surveys

Surveys are an important tool for gathering data on public interest and opinion for future use. Surveys can be online and available in print at libraries, city hall or community centers. PlaceWorks can develop and implement a variety of surveys using tools like ArcGIS StoryMaps, SurveyMonkey, Google Forms and more. Surveys are an efficient method to gather data over an extended period and can help in displaying key data points for feedback.

Estimated Cost: \$3,500 - \$5,000 per survey

Balancing Act – Online Simulation

Balancing Act¹ is an easy and engaging way for residents to learn about public budgets and the choices public officials face in the budgeting process. It allows participants to try allocating funds, expressing their priorities and preferences, but also requires them to balance spending and revenue. The city can utilize Balancing Act to identify areas of priority for residents when it comes to park amenities and accessibility. The simulation provides residents with a deeper understanding of the decision-making process and will encourage them to highlight their desires and interests in the Civic Center.



Examples of the tools can be viewed for [Riverside, CA](#)² and [St. Paul, MN](#)³.

Estimated Cost: \$8,500 – \$18,500, estimated cost is dependent on tools purchased, use of interactive maps and additional service add-ons.

Translation Services

Translation services are often an essential component of outreach, particularly for diverse communities. Spanish translation services can be provided by PlaceWorks for small group discussions, materials, surveys, and workshops to ensure that all residents feel included and comfortable participating. For live translation at workshops and additional language translations (materials, small group discussions, surveys, etc), PlaceWorks can outsource and coordinate translation services.

Estimated Cost: \$1,800- \$3,000 per event, including materials.

Total Cost Estimate

The city may select any combination of tools to implement Phase II, at a cost not to exceed \$100,000.

¹ abalancingact.com/

² <https://riverside-ca.abalancingact.com/city-of-riverside-parking-rates-and-hours?preview=fd3d8d6e9a78e1ff48195e10022f734d>

³ <https://anytownv2.abalancingact.com/city-park-improvement>