



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Name of Department Head

SUBJECT: TITLE OF REPORT

DATE: Date Council Memo is due

Approved

Date

COUNCIL DISTRICT: # or City-Wide
SNI AREA: (If applicable)

REASON FOR ADDENDUM (If applicable)

Explains reason for consideration by Council outside normal Administrative Process Timeline. This section should explain clearly and precisely the reason why this item needs to be added to the next Council Agenda. The section should detail the urgency of obtaining Council action.

REASON FOR SUPPLEMENTAL OR REPLACEMENT (If applicable)

Explains reason for providing supplemental information to the original report, or the need for an entire replacement report.

RECOMMENDATION (Mandatory)

Indicates recommended City Council action. **THE RECOMMENDATION IS TO BE WORDED AS IT SHOULD APPEAR ON THE AGENDA.** If a resolution or ordinance is required, it must be stated.

OUTCOME (Mandatory)

This section should detail the results/outcomes of the action that staff is recommending to Council. The text should clearly state the product of Council's action.

EXECUTIVE SUMMARY (If report is 5-6 pages or more and complex)

Provides a brief summary of the highlights of the report and recommendations is to be included for lengthy reports (5 + pages). If the report is lengthy or if staff's report is transmitting a complex audit, report, study, etc. a brief summary should be included so that Council is able to read a high-level summary of the report.

BACKGROUND (Mandatory)

Provides a narrative statement describing the nature of the project or problem and background to date. This section is to include, but not be limited to, the reason for the report; what party initiated the item; previous Council consideration or action; any existing policy related to the item; or reference to legal ruling. It is to be limited to factual matters rather than conclusions.

ANALYSIS (Mandatory)

Presents possible solutions to the problem stated under **BACKGROUND**. Provides information to make Council aware of the ramifications of its decision. For award of contract memos, include a list of all bids received, showing the name of the bidder, location of the bidder and amount for each bid. Shows the Engineer's Estimate and explains any unusual difference between the bid amounts and Engineer's Estimate.

If applicable, summarize the policy, procedure or Code Section(s) that is the basis for this action.

POLICY ALTERNATIVES (If applicable)

Provides a brief listing of the various courses of action available to the Council based on issues covered in **ANALYSIS**. Lists some alternatives with potential positive and negative ramifications and projected cost, and why staff decided to go with the recommended action. Use the below format for this section:

Alternative #: (Description)

Pros:

Cons:

Reason for not recommending:

PUBLIC OUTREACH/INTEREST (Mandatory)

The purpose of this section is to describe discussions that have occurred with the public, stakeholders, community groups and/or other governmental agencies. Staff will be asked to use the following checklist to determine if items are to be considered items of "Significant Public Interest", thus requiring additional notification per the matrix below. Please note the outreach that was done.

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

These modes of notification should only supplement outreach efforts undertaken or are planned to be undertake. Additional outreach should be noted as a result of the determination that the item was of “Significant Public Interest”.

This matrix should only be used as a reference for the above checklist and should be deleted after you have completed the Public Outreach section.

Method	Criteria #1	Criteria #2	Criteria #3
E-mail (to appropriate stakeholders)	■	✓	✓
Website Posting (reports and possible department website)	✓	✓	✓
Community Meetings	■	■	✓
Notice in appropriate newspapers	■	■	✓

- ✓ = Required
- = May be appropriate

COORDINATION (Mandatory)

Statement indicating City Departments and/or Offices that have been consulted with for the preparation of the report. The Attorney's Office and the Budget Office should particularly be mentioned when applicable. (Do not include any agencies, departments or offices that anticipate talking to - only those who have actually been coordinated.) Also, include notification to City commission items originating in the commission and being heard by Council.

FISCAL/POLICY ALIGNMENT (If applicable)

Provides cost-benefit information and economic impact which includes, but is not limited to, the following: how the expenditure aligns with and affects the City's policy goals, fiscal priorities, long term strategy, and economic development goals and priorities. This section will be based on such guiding principles found in the City’s General Plan, Economic Development Strategy, overall Budget Strategy and other existing guiding principle documents.

COST SUMMARY/IMPLICATIONS (If applicable)

Identifies the fiscal impacts and a cost summary of the recommendation. This should include maintenance costs and source of funding for maintenance costs, matching grant funds and other ongoing costs.

In addition, provides a detailed accounting of all City contracts and expenditures, including but not limited to items of \$1 million or more using the following format (may be modified if needed):

1. AMOUNT OF RECOMMENDATION/COST OF PROJECT:
 - Project Delivery
 - Construction (if applicable)
 - Contingency (if applicable)
 - Total Project Costs

HONORABLE MAYOR AND CITY COUNCIL

Due Date

Subject: (Abbreviated Reference)

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2. COST ELEMENTS OF AGREEMENT/CONTRACT:

This section shall reflect the cost or price elements as identified in the Compensation Schedule of the agreement/contract (below are sample elements).

Sub Project/Phases

Management

Equipment

Software

Maintenance

Service

Labor Rates (If applicable – use separate table detailing labor rates)

Taxes and Fees*

TOTAL AGREEMENT/CONTRACT AMOUNT

*The taxes and fees cost element is estimated based on the entire or portions of the agreement/contract value, which require the payment of taxes and fees.

3. SOURCE OF FUNDING:

4. FISCAL IMPACT:

BUDGET REFERENCE (If applicable)

Fund #	Appn #	Appn. Name	Total Appn	Amt. for Contract	Adopted Budget Page	Last Budget Action (Date, Ord. No.)

CEQA (Mandatory)

Environmental status granted by the Planning, Building and Code Enforcement Department. The appropriate citation is to be noted on the memo:

CEQA: Exempt, ND (Negative Declaration) or Resolution No. _____.

DEPARTMENT HEAD
Title, Department

For questions please contact NAME, TITLE, at PHONE NUMBER.