



COUNTY OF PLACER
Community Development/Resource Agency

ADMINISTRATION

Michael J. Johnson, AICP
Agency Director

MEMORANDUM

TO: Honorable Board of Supervisors

FROM: Michael J. Johnson, AICP
Agency Director

Kelly Berger, IT/GIS Supervisor

DATE: August 4, 2015

SUBJECT: Contract with Environmental Systems Research Institute, Inc.

Action Requested

Approve and authorize the County Executive Officer, or his designee, to negotiate and execute a one-year sole-source contract with Environmental Systems Research Institute, Inc. (ESRI) for software configuration consulting services to enhance existing ESRI Geographic Information System (GIS) software and provide program planning and training services in an amount not-to-exceed \$93,000, subject to County Counsel and Risk Management review and approval.

Background

The County has used ESRI's Geographic Information System (GIS) for 17 years to manage mapped data, disseminate information through data and maps, perform spatial analysis and modeling, and deliver GIS to the public through the County's website. ESRI is a recognized world leader in the GIS industry and headquartered in Redlands, CA.

The Community Development Resource Agency (CDRA), in cooperation with Placer County's Economic Development Department is proposing to utilize the enhanced ESRI software to develop in-depth spatial and economic analytical and modeling capability. CDRA and Economic Development will initially focus on developing analytics and modeling for the Sunset Industrial Area utilizing enhanced Geographic Information System (GIS) software tools acquired from ESRI, including "Community Analyst" and "GeoPlanner".

- "GeoPlanner" provides a modeling tool utilizing the County's land use, economic, and infrastructure data that will allow the County's Planning staff to obtain the most accurate measure to model additional development-related 'what-if' scenarios. Initially, Planning staff will utilize "GeoPlanner" to enhance the Sunset Industrial Area Plan update, and explore alternatives in the Tahoe area and the County Government Center.
- "Community Analyst" includes a comprehensive population and demographic data base that will enhance the County Economic Development Department's ability to perform complex "real time" analyses of economic, census, health, and education data. This will enable to County to identify gaps in business types and attract business to Placer County.

Following are the Material Terms of the contract:

- Term of Contract: One Year
- Total Compensation: Not to Exceed \$93,000
- Scope of Services: Consulting services in the form of software configuration, technical knowledge transfer, program planning and training, and a software subscription.
- Consultant to agree to standard insurance, indemnification and additional provisions of County services agreement.

Should the material terms deviate substantially from the above, staff will return to the Board for approval prior to execution of the contract.

Working with County staff, the consultant will strive to achieve the following objectives: design a work plan to prepare data analysis to support the Sunset Industrial Area Plan Update; collect and develop data and integrate with existing GIS and tabular data; provide web-based marketing materials through a Story Map for the Sunset Industrial Area; outline other priority County areas to target.

Environmental Review

This request is exempt from environmental review pursuant to the California Environmental Quality Act ("CEQA"). The proposal is to contract for computer software to collect data, which falls under the CEQA Guidelines 15306 exemption for data and information collection that does not result in a serious or major disturbance to an environmental resource. This proposal falls within that parameters of this exemption.

Fiscal Impact

The contract cost is not-to-exceed \$93,000. Partial reimbursement from the County General Fund to CDRA may be requested as part of the FY 2015-16 Final Budget.