

**CLOVERDALE LOCAL AGENCY FORMATION COMMISSION** Item 5.1

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## Staff Report

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**Meeting Date:** May 6, 2026

**Agenda No.** Item 5.1

**Agenda Item Title:** City of Cloverdale Municipal Service Review Contract Award

**Environmental Determination:** Not a project under CEQA

**Staff Contact:** Mark Bramfitt

## Analysis

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### Background

The City of Cloverdale (“City” or “Cloverdale”) has requested that the Commission conduct a Municipal Service Review to evaluate service provision within the City. The City is also seeking an amendment to its existing Sphere of Influence (“SOI”).

The last Municipal Service Review (“MSR”) conducted for Cloverdale was in 2014.

Staff issued a Request for Proposals (“RFP”) seeking qualified vendors to perform a Municipal Service Review and distributed the RFP to a list of vendors sourced from other LAFCOs in the State. Two consultants provided a proposal within the timeframe of the RFP.

Staff is recommending that the Commission approve a contract for consulting services with RSG, Inc., or otherwise direct staff to select the other consultant, Albert A. Webb Associates.

### *Evaluation of Proposals*

Staff reviewed the two proposals in regard to the following factors:

- Scope of work (does the project scope match the RFP; does the consultant indicate an understanding of necessary work product, does the proposal address particular interest areas noted in the RFP?)
- Proposed project schedule (how long will the project take from initiation to final presentation to the Commission for consideration?)
- Consultant experience and qualifications (has the consultant performed work for LAFCOs; has the consultant prepared similar reports for similar agencies?)
- Project cost

A summary of evaluations of these criteria are presented in the following table:

| RSG, Inc. | Conforms to RFP | May 2026 to February 2027 (seven months) | High; has performed MSRs for cities for over a dozen LAFCOs | \$43,985 |
|-----------|-----------------|--|---|----------|

|                            |                 |                                       |   |          |
|----------------------------|-----------------|---------------------------------------|---|----------|
| Albert A. Webb Associates. | Conforms to RFP | May 2026 to August 2026 (five months) | Moderate; has performed MSRs for special districts, including water districts | \$66,220 |
|----------------------------|-----------------|---------------------------------------|---|----------|

Both consultants have proposed a scope of work that is responsive to the Request for Proposals, and indicates a thorough understanding of project activities and expected deliverables.

The two proposals differ in projected hours of consultant time that will be devoted to the project: 233 hours for RSG, and 296 hours for Albert A. Webb Associates. This variation, and differences in hourly rates for project principals, yield the differing project cost estimates.

### Analysis

While staff did not conduct a wide-ranging review of references, both consultants are widely known through CALAFCO activities and through Sonoma LAFCO consultations with LAFCOs statewide. Staff believes that either of the consultants can complete the project satisfactorily.

Staff therefore concludes that the primary criterion for selection of a consultant proposal is project cost (especially from the perspective of the City, who will be paying for the project). On this basis, staff recommends selection of RSG, Inc.

(A secondary criterion for selection, from staff’s perspective, is to develop a cadre of consultants that the Commission has direct experience of performing Municipal Service Reviews and other studies. On this basis it would have been attractive to select Albert A. Webb Associates.)

### Recommendation

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Staff seeks Commission approval to enter into a consulting services agreement with RSG, Inc. to conduct a Municipal Service Review of the City of Cloverdale, with a not-to-exceed cost of \$43,985.

### Attachments

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Municipal Service Review Proposals:

1. RSG, Inc.
2. Albert A. Webb Associates