



# STAFF REPORT

AGENDA NO: 9j

MEETING DATE: December 1, 2025

**To:** Honorable Mayor and City Council

**Date:** December 1, 2025

**From:** Jeremy Kirshner, Deputy City Manager – (650) 558-7229  
Lisa Goldman, City Manager – (650) 558-7204

**Subject:** Adoption of a Resolution Authorizing the City Manager to Execute a First Amendment to the Professional Services Agreement with BergDavis Public Affairs to Provide Public Engagement Services Related to 501 Primrose Road, to Expand the Scope of Services and Increase the Not-to-Exceed Amount by \$50,000, for a Total of \$124,250, and Authorizing the City Manager to Negotiate and Execute Additional Amendments

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## **RECOMMENDATION**

Staff recommends that the City Council adopt the attached Resolution authorizing the City Manager to negotiate and execute a First Amendment to the Professional Services Agreement with BergDavis Public Affairs (BergDavis) to provide public engagement services for the existing City Hall site at 501 Primrose Road, to expand the scope of services and increase the not-to-exceed amount by \$50,000, for a total of \$124,250, and authorizing the City Manager to negotiate and execute additional amendments.

## **BACKGROUND**

In February 2025, the City Council authorized the City Manager to negotiate and execute a Lease Agreement, Purchase and Sale Agreement, and Tenant Improvement Agreement for the building located at 1440 Chapin Avenue, which will serve as the new City Hall (Resolution No. 015-2025). The City will soon begin tenant improvements at 1440 Chapin Avenue, which are expected to be completed in August 2025.

After the City moves to the new City Hall, the City will have the opportunity to rethink the usage of the site of the existing City Hall site. To inform the City Council's decision regarding the utilization of the site, the City began a public engagement campaign to gather the public's input.

City staff interviewed three consultants with experience working with public agencies and selected BergDavis Public Affairs. On June 5, 2025, the City contracted with BergDavis to design and implement a public engagement campaign to gather feedback from the public related to the use and/or disposition of the site of the existing City Hall.

Since then, BergDavis has completed press releases, social media posts, eNews articles, letters, postcards, and presentations asking the public for feedback. Additionally, BergDavis created a survey that was completed by almost 550 residents, business owners, and other local stakeholders.

After the completion of the survey, BergDavis, City staff, and the City Council hosted an in-person community workshop and a virtual community workshop to share survey results and gather additional feedback.

Of those who completed the survey, only 12 percent were renters, while renters constitute over 50 percent of Burlingame's population. Additionally, over 80 percent of survey respondents were ages 45 and older, while those ages 45 and older only comprise 51 percent of Burlingame's population.

## **DISCUSSION**

In order to gather additional feedback from the public and better reach residents who were underrepresented in survey responses, the City now desires to retain BergDavis to complete additional public engagement work, including written materials and multiple community meetings.

The attached resolution will allow the City Manager to negotiate and execute a First Amendment to the Agreement with BergDavis, expanding the scope of the Agreement, and increasing the not-to-exceed amount by \$50,000, for a new not-to-exceed amount of \$124,250.

The resolution also authorizes the City Manager to negotiate and execute additional amendments to the Agreement, as long as those amendments do not increase the not-to-exceed amount. Amendments to increase the maximum amount of the Agreement will require City Council approval.

## **FISCAL IMPACT**

The City's current not-to-exceed amount for the Agreement with BergDavis is \$74,250. If the First Amendment to the Agreement is approved, the new not-to-exceed amount will total \$124,250. The City Manager's Office has a sufficient budget to cover the cost increase.

Exhibits:

- Resolution
- First Amendment and Agreement