

# CITY OF COLUSA



REQUEST FOR QUALIFICATIONS

## COMPHREHENSIVE GENERAL PLAN UPDATE AND ENVIRONMENTAL IMPACT REPORT

**Contact Person:**

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## INFORMATION

Date	Nov 4 <sup>th</sup> , 2024
Project Title	Comprehensive General Plan Update and EIR
Description	The City of Colusa is requesting qualifications statements from qualified planning teams to develop a comprehensive update to its General Plan together with an associated Environmental Impact Report. The project also includes an update to the City's development code to ensure cohesive implementation of a new General Plan
Qualifications statements Due	December 20 <sup>th</sup> 2024, no later than 5:00 p.m. PST
Submittal	<p>Qualifications statements must be submitted in electronic PDF format only to <a href="mailto:citymanger@cityofcolusa.com">citymanger@cityofcolusa.com</a> by 5:00 p.m. PST on December 20<sup>th</sup> 2024. Qualifications statements received after the specific time and date will not be considered. Proposal may be submitted as an attachment or a file share link if the document is easily accessible and downloadable.</p> <p>The proposed budget must be provided in a separate PDF document</p>
Interviews	The City may schedule interviews with one or more of the highest-rated firms prior to finalizing its selections.
Contract Award	TBD
Contract	Jesse Cain, City Manager 425 Webster Street Colusa, CA 95932 530-458-4941 <a href="mailto:Citymanger@cityofcolusa.com">Citymanger@cityofcolusa.com</a>
Questions	All questions to be submitted in writing to <a href="mailto:citymanager@cityofcolusa.com">citymanager@cityofcolusa.com</a>

## INTRODUCTION

The City of Colusa (“City”) was incorporated in 1868 and is the largest city and county set for Colusa County. Colusa is a full-service city, providing its own municipal services, sewer/water, drainage, and fire and police services. Located approximately one hour north of Sacramento, CA, Colusa is situated at the intersection of Highway 20 and 45, adjacent to the Sacramento River.

Colusa has a “small town” community feel, and a relatively low cost of housing and land in Colusa County, area all primary reasons for a growing demand for housing and land in the City. While many residences are employed in Agribusinesses that continue to serve agricultural production in the surrounding unincorporated lands, many residences also find Colusa to be an ideal community to live, while commuting to jobs in larger and more urban employment centers such as the Cities of Yuba City, Woodland, and Sacramento.

As of January 2020, the population of the City was estimated to be 6,175 persons. Between 2010 and 2020, the City added approximately 204 residents or 3.3% to its population. It is anticipated that the population growth will continue at a relatively smaller percentage for the next few years, with an expected population of 6,624 by 2028. The boundary of the City encompasses over 1,174 acres and an additional 1,668-acre Sphere of Influence area for a total planning area of over 2,800 acres.

The City of Colusa is governed by five (5) Councilmembers elected at large, one of whom serves as Mayor. The City Council appoints the City Manager who implements policy set by the City Council. The City’s Planning Commission, appointed by the City Councilmembers, is comprised of five (5) Planning Commissions and acts as a recommending body to the City Council.

## GENERAL PLAN STRATEGY

As Colusa strives to envision its future and ensure economic and sustainable growth, the City recognizes the invaluable expertise that external partners can bring to the table. The General Plan Update is a crucial undertaking that will shape the development and direction of Colusa for years to come, and the City is committed to assembling a dynamic team that can contribute strategic insights and offer innovative solutions.

Colusa is seeking qualifications statements from qualified consulting teams with a proven track record in urban planning, community engagement, and comprehensive plan development. The selected firm will collaborate closely with City officials, stakeholders, and community members to create a visionary General Plan that reflects the unique character of Colusa while addressing the challenges and opportunities that lie ahead. It is anticipated that the effort will span up to two years, commencing upon the execution of an agreement with the selected consultant. The successful consultant team will have significant experience preparing innovative and cohesive General Plan Updates and associated analysis and documentation. The selected firm will have extensive community outreach, public engagement, and meeting facilitation experience and are

asked to demonstrate success with community engagement and thorough leadership using creative tools and a variety of approaches to engage a wide spectrum of the community. The City is looking for a team that will provide:

- The ability to contribute to the development of a General Plan that integrates and communicates the different elements and policies into a cohesive document.
- A consultant team that employs a cooperative and innovative method for addressing challenges.
- Thoughtful and engaging visioning with the community.
- Motivated, eloquent, reflective, and inquisitive team members sought to collaborate with the community, leadership, and staff.
- Dedication to involving the community through the process.
- Environmental experts with the necessary qualifications, a complete technical team, and a proven track record of successful collaboration.
- The ability to update and design a user-friendly zoning code that aligns with the revised General Plan and State planning and zoning regulations.

## **EXISTING GENERAL PLAN**

The existing City of Colusa General Plan is approaching 17 years since its adoption in October of 2007, and therefore a variety of updates are needed to keep the plan topical and relevant to account for changes to existing conditions and to account for future conditions. The Housing Element has been updated regularly as required by State law, with the current version having been adopted in January 2020. With amendments made to the Land Use Element, through annexations, applications and entitlements. None of the other elements have been comprehensively revised.

The current General Plan is comprised of 8 elements:

1. Land Use
2. Community Character and Design
3. Circulation
4. Safety
5. Parks and Recreation and Conservation
6. Noise
7. Municipal Facilities and Services
8. Housing Element (updated 2020)

Several amendments to the existing General Plan, particularly to the General Plan Diagram have occurred since its adoption, including incorporation of lands identified as Urban Reserve, removal and relocation of residentially zoned property and expansion of the Sphere of Influence.

## SCOPE OF SERVICES

The City is in search of a qualified and experienced consultant with the capability to comprehensively revise and update the Colusa General Plan and Zoning Code. The revised plan should accurately reflect the community's vision and address the distinctive qualities and challenges of Colusa. It is imperative that the General Plan Update be prepared in conformance with the California General Plan Guidelines and meet all applicable legislative requirements that have been adopted since the last General Plan Update in 2007.

It is also important that the document use language and graphics that are easily understood by nontechnical stakeholders. The consultant must possess experience in performing the technical analysis required in conjunction with comprehensive general plan updates, but also demonstrate expertise in community outreach, public participation, the preparation of general plan program environmental impact reports (EIRs), and the completion of Municipal (zoning) code updates.

Following the recommendations outlined in the General Plan Update Strategy Report, the City anticipates a scope of work that segments the Update into several discreet phases or components:

- a. An Existing Conditions Report should be prepared as a stand-alone work product early in the process.
- b. An Issues and Opportunities Report, or a series of Issues and Opportunities Memos, should be prepared following the Existing Conditions Report.
- c. A Land Use Alternatives Analysis and associated report should be prepared to evaluate 2-3 alternative land use scenarios. The report will be used to select the preferred land use map.
- d. A separate General Plan Policy Document, including actions and/or implementation measures necessary to achieve goals and policies, should be prepared.
- e. A Program EIR should be prepared concurrently with the General Plan Update, with the intent of creating and adopting a self-mitigating Plan. Any environmental mitigation identified as necessary should be built into the document as policies or action items.
- f. Zoning Code Update

While the consultant is required to consider the information and recommendations from the General Plan Update Strategy Report, the City is open to considering the consultant's professional expertise and qualifications statements for alternative approaches. The City welcomes innovative strategies that can yield the best possible project outcomes. The City has formulated this scope of work as an initial framework for consultant responses. Consultants are expected to develop a scope of work that take into account these elements, while incorporating their own best practices and recommendations. A more detailed discussion of the scope of the work is provided below.

**A. Project Management and Coordination**

Oversee project management and coordination tasks, which involve managing subconsultants and handling administrative responsibilities. Given the specific regulatory and technical demands for General Plans in the State of California, firms are encouraged to present a creative team approach that showcases a profound comprehension of these requirements. The proposed approach should address the unique characteristics and challenges of the City, while also incorporating the recommendations specified in the General Plan Update Strategy Report. Qualifications statements must highlight a lead with significant experience in comprehensive city planning and land use.

**B. Project Initiation**

Initiate the project by establishing project management and communication protocols. Lead the kickoff meeting with City staff, participate in an introductory City Council meeting, join a city tour with staff, refine the scope of work and project schedule, guide a goalsetting session with the City Council and General Plan Advisory Committee (GPAC), and gather data, maps, and documents.

The City has a strong desire to complete the comprehensive General Plan Update within a two-year timeframe. The expectation is for the consultant to provide a practical schedule and adhere to it as closely as possible.

Suggested minimum deliverables:

- Refined scope of services and project schedule
- Materials from the goal-setting session and a summarized report

**C. Community Engagement and Outreach Strategy**

The successful proposal will include a comprehensive and well-developed outreach program, building upon the initial efforts at the staff level and fostering widespread public participation throughout the process. Each proposal should outline the responding firm's experience with developing and implementing successful public outreach and participation programs and provide examples of tools and strategies that will be used as part of the Colusa General Plan Update.

There should be emphasis on reaching out to groups that are not frequent participants in planning processes. A range of tools and strategies should be deployed to maximize and enhance public participation. The public participation program should be comprehensive, addressing all phases of the process. The program should also contemplate a suitable balance between maximizing opportunities for public participation and ensuring the timely and efficient completion of the project.

The public participation program should occur throughout the key phases of the update process. Examples include the following:

- Visioning and Issues Identification

- Identifying Opportunities and Priorities
- Vetting and Refining Alternatives
- Developing Strategies and Policies
- Reviewing and Providing Feedback on the Draft General Plan and Land Use Map
- Participating in Public Hearings for Plan Adoption
- Creation and updates of a standalone Colusa General Plan 2050 Website

Qualifications statements should incorporate a project manager with experience in community outreach and facilitation, assigned to facilitate GPAC meetings. The consultant is tasked with planning meeting agendas, establishing goals, seeking GPAC inputs, and providing facilitation and associated services, with support from City staff. While City staff may lead meetings on technical topics, consultants are expected to be available when required.

Firms must provide examples of past public participation programs, showcasing both tools and strategies employed to promote community involvement. These examples should encompass measures implemented to prevent the project from losing momentum and causing community fatigue and apathy, particularly considering the extensive duration of this two-year project.

Suggested minimum deliverables:

- Public outreach program
- Web-based information sharing platform
- Meeting and event materials
- Public outreach summary report

#### **D. Existing Conditions Analysis**

Examine the current conditions throughout the City and compile a report summarizing key findings. These considerations are essential in the planning process and play a crucial role in aiding the community and decision-makers in comprehending how existing conditions inform planning recommendations. The Existing Conditions Report is expected to delineate development patterns, natural resources, traffic flow, historical and cultural assets, socioeconomic conditions, fiscal and economic factors, and environmental constraints within the City. In response to insights gathered from the General Plan Update Strategy Report, the Existing Conditions Report should also encompass additional subjects such as economic development, fiscal sustainability, infrastructure and utilities, community services, and environmental justice. It should be exhaustive, detailed, and be supported by stand-alone technical reports. Moreover, the Report should be crafted to serve as the environmental setting for the EIR to be prepared in the later stages of the General Plan Update process.

To enhance the accessibility of the Existing Conditions Report, the consultant will create

a Community Profile Summary. This summary serves as a condensed version, like Cliff Notes, of the comprehensive technical report. It will be visually engaging, emphasizing and describing community-interest topics that should be considered and carefully evaluated during the General Plan Update.

Suggested minimum deliverables:

- Existing Conditions Report
- Graphically rich Community Profile Summary

#### **E. Issues and Opportunities Identification**

After the initial outreach and visioning process, in conjunction with the finalization of the Existing Conditions Report, it is essential to identify a set of critical issues and opportunities that warrant prioritization within the General Plan Update. Although the General Plan will encompass a diverse range of topics and community priorities, it is anticipated that certain issues and challenges will attract greater attention and necessitate a more intensive focus and analysis. The consultant shall provide an Issues and Opportunities Report to serve as a tool to concentrate the community's attention on pivotal issues and opportunities with significant policy implications. The report should identify and visually represent environmental and other constraints relevant to the General Plan Update process through maps and figures. Drawing from information obtained in community visioning workshops, stakeholder interviews, the Existing Conditions Report, City staff observations, and input from the GPAC, Planning Commission, and City Council, the Issues and Opportunities Report/memos should proactively summarize this data. Certain significant items deserving analysis include:

- Preserving and enhancing the City's heritage, its Downtown, and the general small-town atmosphere of Colusa
- Enhancing and expanding recreational opportunities
- Attracting and retaining jobs and revenue-generating land uses
- Enhancing and maintaining public safety and excellent community services
- Extending infrastructure into new growth areas, and funding resources
- Supporting local school districts as growth continues
- How to address social equity, inclusivity, and environmental justice

Suggested minimum deliverables:

- Issues and Opportunities Report

#### **F. Land Use Alternative Analysis**

Create a comprehensive and detailed Land Use Alternatives Report, accompanied by supporting analyses. Analyze potential changes to the Land Use Map, involving adjustments to land use designations like permitted uses, density fluctuations, and development intensities. This assessment applies to both established developed areas within the City limits, termed as change areas, and undeveloped expanses outside the City



limits earmarked for prospective expansion, denoted as new growth areas. Develop 2-3 focused growth scenarios. Consider key concerns while formulating these growth scenarios, including:

- Cost of services and the fiscal implications of infrastructure extension and delivery
- Availability of water supplies to serve new growth areas
- Revenue and costs associated with different land uses
- Jobs and housing generation potential impacts on the City's ability to meet future housing element requirements related to regional housing needs
- Traffic congestion and future roadway needs
- Feasibility of development of the area
- Future needs for public facilities

Suggested minimum deliverables:

- Land Use Alternative Report that includes full analysis of infrastructure and utility needs, costs and services, and the preferred scenario.

#### **G. General Plan Update – Goals, Policies, and Actions**

Develop a general plan that encompasses all mandatory elements in conformance with the California General Plan Guidelines and meet all applicable legislative requirements. In addition to the mandatory elements, the objective of the General Plan is to create a document that provides guidance for the next 25 years and be:

##### *Authentic*

The General Plan will identify, evaluate, and highlight the physical, social, and cultural identities and community assets of the City of Colusa neighborhoods, communities and provide policies to enable community cohesion and a sense of place.

##### *Fiscal and Economic Development*

The City of Colusa is committed to fostering responsible economic development and opportunities. Through economic and fiscal analyses of existing and projected conditions, the Update Plan shall enhance economic development activities, business retention and expansion, and shall optimize the mix, amount, types, and location of land uses with the goal of achieving the highest possible quality of life and best future fiscal and economic health for the City.

##### *Healthy Communities*

The Update Plan should make improved health outcomes a key objective against which policies are measured. In addition to physical health outcomes, a broad definition of health may also consider well-being, happiness, and kindness. The Plan should explore the initiatives in each element to ensure that City of Colusa is a community that supports healthy and active living from youth through old age.

### *Community Enhancement*

The Updated Plan update allows for consideration of specific needs experienced by existing neighborhoods, commercial corridors, downtown and an opportunity to identify potential General Plan enhancement strategies and implementation measures.

### Presentation

It is imperative that the Updated Plan incorporate language and visuals that are easily understood to non-technical stakeholders, aligning with the City's commitment to exploring inventive approaches to Plan structuring, presentation, and delivery. This may involve organizing the Plan by element, theme, or an alternative recommended method. Consider innovative formats for the General Plan, such as a dynamic, web-based platform. Qualifications statements should demonstrate each responding firm's capability to incorporate innovative thinking into the design and presentation of the General Plan. Firms are encouraged to specify team members, including sub-consultants as necessary, that have specific skills and experience in these areas.

### Self-Mitigating Document

The General Plan should be crafted as a self-mitigating document, integrating all steps, methods, procedures, or mitigation approaches directly into the Plan as policies or action items. This strategy consolidates all pertinent General Plan requirements into a unified document that ensures internal consistency. It can facilitate the efficient review of development projects, infrastructure enhancements, and the overall execution of the General Plan.

### Action Items

The updated General Plan should incorporate a set of specific action items, including both one-time endeavors like a thorough revision of the Municipal (zoning) Code and ongoing efforts such as implementing best practices in development application reviews. Furthermore, for the City to sustain fiscal stability and uphold the delivery of exemplary public services, the General Plan should outline strategies and approaches that strive to meet these objectives. Action items function as a roadmap for effectively implementing the General Plan, assisting both staff and the City Council in staying focused on upcoming priorities and tasks that align with the goals established by the General Plan.

Suggested minimum deliverables:

- Existing policy audit and analysis report
- Summary/tabulation of how goals and policies lead to implementable programs
- Updated policy consistency matrix
- Administrative, draft, and final Plan
- GIS data and maps created for the Plan

## **H. Environmental Impact Report**

Assemble all necessary components to ensure compliance with the California Environmental Quality Act (CEQA). Given the comprehensive scope of the Plan, the preparation of an Environmental Impact Report (EIR) is required. Beyond merely informing decision-makers and the public about potential adverse environmental effects, the analysis should actively shape the Plan's design based on environmental considerations. To optimize efficiency and avoid redundant efforts, the CEQA analysis should be collaboratively developed alongside the Plan. The Updated Plan should be self-mitigating to the greatest extent possible, with mitigation measures presented in a policy format for incorporation into the final Plan. The EIR shall also be structured to facilitate the streamlining of the CEQA review process for future current projects, capital projects and qualifications statements that align with the Update Plan.

Suggested minimum deliverables:

- Required noticing and filing, including those required for AB 52 and SB 18 compliance
- Scoping meeting materials
- Draft and final project description
- Draft and final EIR with MMRP
- Response to comments
- Findings of fact and statement of overriding considerations (if necessary)
- GIS data and maps created for EIR

## **I. Public Hearings, Meetings, and Events**

Qualifications statements should reflect time required to prepare for the following:

- Internal kick-off meeting with City staff
- Monthly checking/ coordination meetings with City staff, with an appropriate mix of in-person meetings and conference calls
- Community meetings/ events minimum of 3 all day events
- City Council meetings / hearings for working sessions and Plan adoption (at least 2 but could be more)
- Planning Commission meetings / hearings for working sessions and Plan adoption (at least 6 but could be more) – may attend via zoom/teams.
- CEQA scoping meetings
- Attendance and presentation at technical advisory body meetings as required

## **J. General Plan Advisory Committee Meeting Facilitation**

The consultant will provide guidance and support to the City in establishing and facilitating a General Plan Advisory Committee (GPAC). Consultant responsibilities include creating meeting agendas, outlining goals, specifying the desired inputs from the GPAC, and overseeing meeting facilitation, along with related services, with assistance from City staff.

While the City expects the consultant to offer guidance and recommendations for the establishment of the GPAC, the suggestions outlined in the General Plan Update Strategy Report will be integrated. These recommendations encompass specific strategies for the GPAC, such as restricting membership to a range of 10-14 members, limiting meetings to 10-12 sessions throughout the process, and ensuring meeting materials are prepared 1-2 weeks in advance. These qualifications statements align with the aim of enhancing efficiency throughout the process.

**K. Municipal (zoning) Code Update**

It is imperative to update the Municipal code to align with the revised General Plan and State planning and zoning regulations. The extent of this initiative should correspond appropriately with the Updated Plan. The objective is to formulate a user-friendly code characterized by a design that is easy to comprehend, administer, and interpret.

## **PROPOSAL FORMAT**

The proposal must align with the outlined Scope of Work, demonstrating specificity and conciseness. To facilitate a consistent review, adhere to the provided outline. Qualifications statements will be accepted exclusively via email, with links to submissions in Google Drive, DropBox, or a firm's FTP site deemed acceptable. Please ensure that qualifications statements are packaged as two separate PDFs. The first PDF should contain the proposal itself, while the second PDF should contain the proposed budget scope. Upon receipt, the proposal becomes the property of the City of Colusa. The City retains the authority to incorporate or exclude any portion of the submissions in the ultimate agreement with the chosen consultant. Submissions received after the specified due date and time will be considered late and will not be evaluated.

**A. Title Page:** Include the RFP subject, firm name, and date.

**B. Cover Letter:** The letter must contain the consultant's name submitting the proposal, along with their mailing address, email address, telephone number, and contact name. It should feature a statement outlining the consultant's interest and qualifications relevant to this type of work, as per the details in this RFP and any additional information gathered by the consultant. The letter must be signed by a principal of the firm authorized to legally bind the organization.

**C. Project Understanding:** Provide an introduction to the proposal, outlining your understanding of the project and highlighting the key steps, methods, and procedures your firm intends to employ. Emphasize how these approaches will ensure the production of high-quality deliverables within the specified time frames and the budget constraints you have identified.

- D. Project Team and Management Approach:** Detail your team structure and overall qualifications, delineating staff roles and any distinctive or relevant aspects of your project management approach. This section should encompass:
1. Project management team: Identify the Principal in Charge, the Project Manager, and members of the project team.
  2. Provide a description of your team and its qualifications, including names, titles, and experience of key personnel involved in similar work efforts or products pertinent to the project described in this RFP.
  3. Present a list of specific related work projects completed by your team, directly linked to the project outlined in this RFP. Specify the individuals who worked on such projects, identifying their roles and responsibilities.
  4. Showcase credentials for comprehensive and impactful public outreach. Include examples.
  5. Provide examples of successful design and presentations of previous General Plan Updates. A brief description of the project(s) with a web linking to the project could be provided.
  6. Outline the amount of time key personnel will dedicate to respective project Components. Include a list of current and planned project commitments, clarifying how the Colusa General Plan project will be staffed and managed.
  7. Propose the approach and tools for project management.
  8. Highlight your team's experience in collaborating with other firms on comparable work, if proposal reflects a collaboration of multiple firms.
  9. Clarify assumptions regarding City staff facilitation and support roles.
- E. Scope of Work:** Offer a comprehensive description of the steps to be undertaken in executing the work outlined in the provided scope of work. Break down this work description into a detailed level, including tasks, subtasks, and other relevant components, to demonstrate a clear understanding of the work and the proposed approach.
- F. Schedule:** Present a work schedule that considers City review time, GPAC review, and buffers for City Council packet preparation. Submit materials for significant City Council items for review by the City Manager and City Attorney three weeks prior to each Council Meeting.
- G. Project Experience:** Furnish details of pertinent work accomplished by both the Prime and Sub-Consultants, specifying project dates, and providing links to final work products. Present no more than three project examples for each sub-consultant.
- H. Resumes:** Provide resumes for each of the staff members listed in your team structure.

- J. **References:** Supply a minimum of three references (names and current phone numbers) from previous comparable work completed within the last five years for the prime consultant. Include a concise description of the role associated with each reference and the responsibilities of the respective team member. Include a concise description of the services rendered for each reference. Ensure each reference includes the project's start date and date of completion
- K. **Certificate of Insurance:** The successful proposer will be mandated by the City to provide Certificates of Insurance demonstrating the necessary coverage types and minimum limits.
- L. **Business Tax Certificate:** The organization submitting the proposal is not obligated to possess a Colusa business tax certificate to respond to this RFP. Nevertheless, the chosen consultant will need to obtain a Colusa business tax certificate during the contracting process and must keep it active throughout the contract period.
- M. **Standard City Professional Service Agreement:** The chosen consultant will be mandated to enter into a professional services agreement with the City. Please review the attached draft agreement and specify any questions or areas of concern in your response to the City. All requests for modifications to the agreement must be included in the responsive proposal.

## BUDGET

**Budget:** The fee proposal must outline the anticipated total fee for the services detailed. This budget is to be submitted as a separate document from the RFP, and shall detail the work scope, tasks, hours and hourly rates of the prime and any subconsultants. This total fee should be broken down by task, encompassing the staff time and hourly rates for the firm(s), along with other direct costs like printing, graphics, base maps, legal notices, mailing, advertising, travel, and other incidental and administrative costs. The fee proposal should bear the signature of an individual authorized to legally bind the firm(s).

## EVALUATION AND AWARD PROCESS

The City will assess all responsive qualifications statements received within the specified timeframe. City staff will assess qualifications statements to gauge the firm's capacity to deliver services in accordance with the project requirements outlined in this document. A contract may be granted to the consultant deemed best suited to meet the City's needs, demonstrating the competence and professional qualifications necessary for satisfactory service delivery.

The City retains the right to invite top candidate(s) for an oral interview and/or seek additional

clarifying information. Moreover, the City maintains the authority to reject, wholly or partially, any or all qualifications statements and if need be, solicit candidates again through another RFP process. It may conduct investigations as deemed necessary to assess the firm's capability to deliver services that meet the stipulated performance standards in accordance with the City's requirements.

If the successful consultant declines or fails to execute the contract, the City may award the contract to the next responsible consultant. All consultants not selected by the City will be duly notified. It is important to note that the City is not obligated to award a contract to any responding consultant. Any contract granted will be non-exclusive, and the City reserves the discretion to obtain services from other sources as deemed necessary