

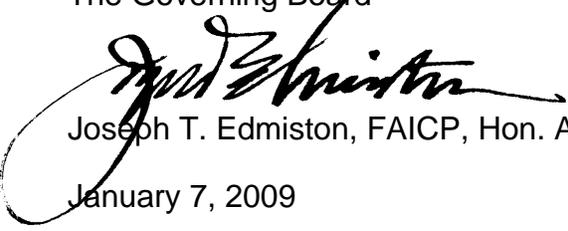


# MOUNTAINS RECREATION & CONSERVATION AUTHORITY

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## MEMORANDUM

TO: The Governing Board

FROM:  Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Officer

DATE: January 7, 2009

SUBJECT: **Agenda Item VI(b): Consideration of resolution augmenting professional services contract 177/06 with The Arroyo Guild for the Arroyo Seco Parkway Scenic Byway Organization.**

Staff Recommendation: That the Governing Board adopt the attached resolution augmenting professional services contract 177/06 with The Arroyo Guild for the Arroyo Seco Parkway Scenic Byway Organization in an amount not to exceed \$45,000.

Background: On August 3, 2005, the Board authorized a Cooperative Agreement with the California Department of Transportation (Caltrans) for the purpose of planning and implementing recommendations defined in the Draft Arroyo Seco Parkway National Scenic Byway Corridor Management Plan (CMP). The Cooperative Agreement was executed on May 8, 2006, and it granted \$25,000 to the MRCA for a Byway Organization. On June 25, 2008, the agreement was amended to add \$50,000 and extend the term for two more years.

At the June 6, 2006 meeting the Governing Board approved a sole source contract with the Arroyo Guild for services related to the Byway Organization. The requested augmentation would add \$45,000 to the contract and extend the contract term to June 30, 2010, in keeping with the recent amendment from Caltrans. The remaining \$5,000 of additional funds will be used for project management.

The proposal from The Arroyo Guild for continued services is attached. The Arroyo Guild is a strategic communications and project management consulting firm based in the northeast Los Angeles neighborhood of Highland Park.