

ARGUMENT FOR MEASURE “W”

Measure W would amend the City Charter to allow greater flexibility in the process of contracting for major construction projects, potentially resulting in significant savings of both time and money.

Under the City Charter, the City is currently limited to one way of building projects, called “Design-Bid-Build.” Measure W would allow the City to use alternative contracting methods in order to lower construction costs, save taxpayer money, and expedite project completion. These alternative methods are called “Best Value.”

Construction projects in the City are currently done on a “Design-Bid-Build” basis, in which separate contracts and companies are used for the design and construction phases. “Best Value” allows one entity to both design and build a project when it will reduce costs and/or reduce project completion time.

As an example, many manufacturers of solar equipment will provide design and installation services for their products at little or no additional cost to the City. Under the current Charter, the City is unable to take advantage of these savings.

Measure W would allow the City to use either “Design-Bid-Build” or “Best Value” for construction projects, depending upon which method makes the most sense. “Best Value” methods are not mandated, and many projects will continue to be built using the “Design-Bid-Build” method.

“Best Value” contracting has the potential to lower the cost of many projects. Measure W gives the City the choice to build in whichever is the most efficient way and to get the best deal for taxpayers.

The City of Santa Cruz anticipates numerous large scale construction projects in the coming years for its water, wastewater, trash and recycling utilities, and streets. By authorizing the choice of construction methods, **Measure W can offer significant financial and operational benefits to the City and the community.**

Vote YES on Measure W.

SIGNERS:

Hilary Bryant
Former Santa Cruz Mayor; Co-founder, Buoy Labs

Mark Mesiti-Miller, P.E.
Former Chair, Santa Cruz Chamber of Commerce and City Planning Commissioner; Housing and Transportation advocate

Greg Pepping
Executive Director, Coastal Watershed Council

Ceil Cirillo
Former Director, Santa Cruz Redevelopment and Economic Development Department

Doug Engfer
Chair, City of Santa Cruz Water Commission