LIVERMORE
CALIFORNIA

CITY COUNCIL STAFF REPORT **ITEM NO. 6.14**

DATE: September 14, 2026

TO: Honorable Mayor and City Council

FROM: Brandon Cardwell, Innovation and Economic Development Director

SUBJECT: Resolution authorizing a five-year Professional Services Agreement with CBRE, Inc. for on-call real estate and economic development consulting services, in an amount not to exceed $500,000.

RECOMMENDED ACTION

Staff recommends the City Council adopt a resolution authorizing the City Manager to execute a five-year Professional Services Agreement (Agreement) with CBRE, Inc. for on-call real estate and economic development consulting services in an amount not to exceed $500,000.

SUMMARY

The proposed Professional Services Agreement (Agreement) with CBRE, Inc. will provide on-call real estate and economic development consulting services to support the development and implementation of operational and strategic initiatives, respond to City Council direction consistent with the City's Strategic Plan and General Plan, support business attraction activities, and enhance Livermore's economic vitality and fiscal sustainability. Professional services under this Agreement include brokerage services, real estate and economic assessment, peer review of real estate analysis, fiscal and economic impact analysis, opportunity site development, data and coordination, and other as needed real estate and economic development advisory services. The five-year contract has a not-to-exceed amount of $500,000 with services through September 14, 2031. The Agreement is not a Project under the California Environmental Quality Act (CEQA), has no significant fiscal or administrative impacts, and supports Strategic Plan goals that call for a diverse local economy.

DISCUSSION

Background

The Innovation and Economic Development Department requires a real estate and economic development consultant to support the development and implementation of operational and strategic initiatives, respond to City Council direction consistent with the City's Strategic Plan and General Plan, support business attraction activities, provide brokerage services, and enhance Livermore's economic vitality and long-term fiscal sustainability (Services).

On April 24, 2026, staff issued a public Request for Proposals (RFP) for the Services and received submissions from 11 firms. A selection committee comprised of City staff reviewed all proposals. The top five firms were invited to participate in interviews. Proposals were evaluated using the following criteria:

1. Firm Qualifications and Relevant Experience
2. Technical Approach to Required Services and Deliverables
3. Key Personnel and Team Structure
4. Responsiveness, Clarity, and Overall Quality of Proposal
5. Cost Proposal

Following evaluation of the written proposals and the interview performance, CBRE, Inc. was identified as the top-ranked firm.

CBRE, Inc.

CBRE, Inc. (Consultant or Firm) is a global publicly traded commercial real estate firm founded in 1906 and headquartered in Dallas, Texas, with more than 500 offices worldwide. Its Oakland and Walnut Creek offices represent a strong regional presence in the East Bay. The Consultant demonstrated substantial expertise, strong subject-matter knowledge, and clearly defined internal processes for coordinating work. The Consultant team also offers significant real estate and brokerage capacity, including 15 local brokers active in the Livermore market, 69 local transactions since 2020, and regional leadership based in Walnut Creek. The Consultant offers strong economic consulting services as well, including in-house economic reporting and forecasting for the region and for asset classes of interest such as advanced manufacturing, distinguishing themselves from other firms. Additionally, the Consultant provides robust marketing and communications services through extensive in-house graphic design and marketing resources–an advantage not offered at the same scale by other candidates. Their ability to support projects comprehensively from initial analysis through implementation is a significant strength. The Firm's experience and familiarity with local development conditions, range of available brokerage and economic development services, and demonstrated ability to generate accurate cost estimates contributed to its selection.

Agreement Services

The Agreement will enhance the City's ability to respond to time-sensitive and highly competitive opportunities. Services to be provided include:

- Real Estate and Economic Assessment. High-level assessment of real estate and economic trends, including historical indicators, current conditions, and future projections, and asset mapping to support business attraction, retention, and expansion decisions.
- Peer Review of Real Estate Analysis. Independent review of third-party market studies, development feasibility analyses, and similar materials, delivered in written report format to support informed decision-making.
- Fiscal and Economic Impact Analysis. Evaluation of proposed industrial or commercial development projects or business relocations, including assessments of project value and potential consideration of incentives.
- Opportunity Site Development. Identification and evaluation of potential development sites throughout the City, including the Downtown, South Livermore, and industrial areas, to support

economic development and business attraction initiatives, potentially including brokerage services to market and transact such sites.
- Data and Coordination. Use of CBRE, Inc.'s proprietary analytical tools and data sources to support informed, data-driven decision-making.
- Additional Real Estate and Economic Development Advisory Services. Other services as needed, subject to available budget and mutual agreement.

Agreement Pricing and Fee Structure

The total contract amount is not to exceed $500,000 over five years. The Consultant will provide services under a hybrid pricing structure designed to accommodate the variety of service types included in the agreement. Detailed pricing information is provided in the Fee Schedule of the Agreement (Exhibit A). The Consultant is required to provide upfront cost estimates for each project and shall receive the City's affirmative notice-to-proceed prior to completing any work.

ENVIRONMENTAL DETERMINATION

Approval of this Agreement for consulting and brokerage services is not a project under CEQA Section 21065. Agreement approval will not cause a direct physical change in the environment, or a reasonably foreseeable indirect change in the environment. No lease, permit, certificate, or entitlement is being issued at this time. Any future development project that results from Consultant Services will be required to undergo appropriate environmental review in conjunction with a land use entitlement.

FISCAL AND ADMINISTRATIVE IMPACTS

There are no substantial fiscal or administrative impacts. The Agreement specifies the $500,000 amount is a not to exceed amount, which means the City is not obligated to expend Agreement funds if no Consultant projects are required. The Agreement funds will be drawn from the General Fund (Fund 001). The Innovation & Economic Development Department's budget includes sufficient annual appropriations for consultant services to accommodate the Agreement amount. In addition, the Consultant services could result in additional revenues to the City by means of catalyst site development and additional tax revenue; increased or new rent revenue on City-owned parcels; and higher-value new businesses through business attraction.

PILLAR

2: Economy that Prospers

GOAL

5: Facilitate the development of commercial and industrial projects that provide high-quality local jobs and support a diverse local economy.

ATTACHMENTS

1. Resolution
2. Exhibit A - Agreement

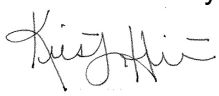
Prepared by: Theresa de la Vega
Management Analyst II

Approved by:



Marianna A. Burch
City Manager

Fiscal Review by:



Kristen Hilton
Acting Administrative Services Director