



Agenda Item B.6
CONSENT CALENDAR
Meeting Date: June 17, 2008

TO: Mayor and Councilmembers
Redevelopment Agency Chair and Agency Members

FROM: Dan Singer, City Manager

CONTACT: Vyto Adomaitis, Redevelopment, Neighborhood Services & Public
Safety Director
Jaime Valdez, Management Analyst

SUBJECT: Economic Development Strategic Plan Request for Proposals

RECOMMENDATION:

Authorize the Redevelopment, Neighborhood Services, & Public Safety Director to issue a Request for Proposals for Consultant Services for the creation of an Economic Development Strategic Plan (EDSP).

BACKGROUND:

On June 18, 2007 the City Council was presented with information outlining the benefits of establishing a committee on Economic Development and Revitalization to evaluate potential efforts and projects occurring in the City. The City Council was also asked to provide input and direction on establishing such a committee.

At that meeting, the City Council was presented information on the increasing number and frequency of contacts from interested parties concerning proposals related to economic development and revitalization throughout the City and particularly in Old Town. These contacts have been directed to the Planning & Environmental Services Department, Community Services Department, as well as the Redevelopment, Neighborhood Services, and Public Safety Department. Such contacts are expected to increase as the San Jose Creek flood improvement project progresses and property and business owners begin to see opportunities to revitalize their properties.

Subsequently, on August 6, 2007 the City Council approved Resolution No. 07-35, authorizing the Establishment of an Economic Development and Revitalization Standing Committee.

Earlier this year in January, the City Manager, Planning Director and Redevelopment, Neighborhood Services & Public Safety Director attended the California Association for Local Economic Development (CALED) conference in Sacramento.

It was learned that an Economic Development Strategic Plan is the first step many successful cities have undertaken to establish an effective Economic Development Program.

DISCUSSION:

The attached Request for Proposals (RFP) seeks a consultant to assist with an EDSP for the City. The City is looking for an innovative, forward-thinking firm with strong consensus building and community outreach skills. The City has some unique economic development opportunities being presented. As such, it is the City's desire to have a consultant work collaboratively with staff, the Council Subcommittee and the community to craft an economic development strategy that results in assisting the City to enhance its Economic Development efforts and opportunities.

The EDSP would present an economic analysis of current conditions and proposed alternatives for improving the future economic development of the City, including retention of existing business, recruiting of new business, enhancement of employment and business opportunities, small and incubator business and sales and property tax generation to support City operations. The analysis would be conducted in view of the City's adopted Strategic Plan vision for the character and values the City wants to maintain.

GOLETA STRATEGIC PLAN:

The preparation of an EDSP outlined in this report is consistent with the following objectives listed in the City's Strategic Plan, including the following:

1. Establish Economic Development Strategies
2. Create Economic Development Function in RDA

FISCAL IMPACTS:

The completion of an economic development strategic plan would cost the City an estimated \$30,000.

ALTERNATIVES:

The City Council may decide to postpone the issuance of an RFP for an Economic Development Strategic Plan at this time and/or provide suggestions for how to proceed.

Meeting Date: June 17, 2008

Submitted By:

Reviewed By:

Approved By:

Vyto Adomaitis
RDA, NS & Public Safety
Director

Michelle Greene
Administrative Services
Director

Daniel Singer
Executive Director

ATTACHMENTS:

1. Draft RFP for Preparation of an Economic Development Strategic Plan

ATTACHMENT 1

Draft RFP for Preparation of an Economic Development Strategic Plan

REQUEST FOR PROPOSALS FOR PREPARATION OF AN ECONOMIC DEVELOPMENT STRATEGIC PLAN

June 19, 2008

Proposals due no later than:
Thursday, July 17, 2008 at 5:00PM



City of Goleta
Redevelopment, Neighborhood Services & Public Safety Department
Vyto Adomaitis, Director
130 Cremona Drive, Suite B
Goleta, CA 93117

(805) 961-7500 TEL
(805) 652-2635 FAX

I. General Description of the Project

The City of Goleta (City) is issuing this Request for Proposals (RFP). The purpose of this RFP is to identify qualified economic development consulting teams for the preparation of an Economic Development Strategic Plan (EDSP) for the City. The City seeks an economic development firm that has specific experience in the preparation and implementation of economic development strategic plans. It is expected that the selected firm will prepare an EDSP that contains specific economic development goals, strategies, and implementation measures. The City desires the EDSP to also contain an Implementation Plan, outlining the timing, anticipated cost and funding source of each Implementation Action. The selected consultant will be one that has demonstrated experience in preparation of city-wide EDSPs. This RFP was prepared to solicit responses from economic development consulting firms that desire to be considered for this important project.

II. Background

Incorporated on February 1, 2002, the City of Goleta is located along the Highway 101 corridor in southern Santa Barbara County neighboring the City of Santa Barbara and adjacent to the University of California, Santa Barbara. With a current population of approximately 30,000, Goleta is the fourth largest city in the County. The City's Adopted General Plan allows for a build out population of approximately 38,100 by the year 2030. The median age of City residents in 2003 was 37.2. The City of Goleta's population is presented in Table 1.

Table 1 – City of Goleta Population

2008	30,400
2007	30,096
2006	30,130
2005	30,482
2004	30,695
2003	30,764

Source: CA Department of Finance, May 2008

III. Contact Person

Questions regarding this RFP may be directed to the following person:

Jaime A. Valdez, Management Analyst
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117
(805) 961-7568 (tel); (805) 961-8084 (fax)
Email: jvaldez@cityofgoleta.org

IV. Proposed Project Schedule

RFP Issued	June 19, 2008
Deadline for Proposal submission	July 17, 2008
Consultants selected for interviews	To be Determined
Interviews conducted	To be Determined
Consultant agreement approved by Council	August 2008

V. Scope of Services

The Consultants overall responsibility and scope of work is to prepare an EDSP containing goals, objectives and implementation measures. The Consultant will also provide meeting facilitation services during the public outreach process as necessary. The Consultant shall provide professional services to support the following tasks:

- A. Review and analysis of existing demographic and socioeconomic data, labor force characteristics, sales tax revenue and other key economic data.
- B. Preparation of key demographic trends and forecasts, social factors, economic factors and financial indicators for inclusion into the strategic master plan. This task should include preparation of a market segmentation of the City's retail and industrial sector.
- C. Preparation and facilitation of Community Visioning¹ workshops with the business community, Chamber of Commerce, and other stakeholders for the purpose of conducting a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and establishing a vision statement².
- D. Attend up to four (4) meetings with City staff and key community members to identify and prioritize economic development goals and objectives and proposed activities and programs.
- E. Preparation of a locally based Economic Development Strategy setting forth goals and objectives for taking advantage of the opportunities and solving the economic development problems of the area.
- F. Preparation of an economic development action plan including suggested activities, projects and programs to implement objectives and goals set forth in the strategy.

1 A **community visioning** process can often provide guidance for citizens who are unclear about a future course.

2 A **vision statement** is a vivid idealized description of a desired outcome that inspires, energizes and helps you create a mental picture of your target. It could be a vision of a part of your life, or the outcome of a project or goal.

- G. Preparation of performance measures with timelines that will be used to evaluate whether and to what extent plan goals and objectives have been or are being met.
- H. Attendance of at least two (2) meetings and/or workshops with the Goleta City Council.

VI. Minimum Requirements

Minimum requirements for submittal of a Proposal in response to this RFP include the following:

- A. Demonstrated understanding of local economic development theory and practice, research methods, group consensus building, implementation methods, and monitoring and updating processes.
- B. Demonstrated familiarity with development and implementation issues of economic development policies.
- C. Demonstrated experience, competence, and qualifications of the consultant and the participating staff successfully providing similar services to public entities.
- D. Understanding of the requested services and appropriateness of the proposed work program.
- E. Ability to perform the work in a timely manner, availability of staff and contingency plans.
- F. Limits of the firm's general liability, professional liability, and automobile insurance, and a copy of a valid insurance certificate and proof of adequate worker's compensation coverage for employees

VII. Work Schedule

The consultant's work schedule will begin immediately upon contract award and is expected to continue until the City Council approves the acceptance of a complete plan. A proposed work schedule for the Master Plan process should be submitted as part of the proposal.

VIII. RFP Proposal Submittal Requirements

Consultants interested in providing these services must prepare and submit a Proposal that includes:

- A. **Cover Letter:** The cover letter is to be signed by an officer of the firm authorized to execute a contract with the City.

- B. **General Information:** Information about the firm i.e. company, location of office(s), years in business, organization chart, number and position titles of staff, including full-time legal and editorial staff, including the resumes of it's legal staff as well as a sample legal report
- C. **Consultant Qualifications:** This section shall describe the areas of expertise of current permanent staff and the scope of services that can be provided by the firm without the services of an outside consultant under the consultant's direction.
- D. **Key Personnel:** Include a proposed project management structure. Identify the key contact for the project and all personnel who will be assigned to work on this project and include a description of their abilities, qualifications and experience. A meeting facilitator shall be included as part of the project team. Include resumes for all key individuals. There can be no change of key personnel once the proposal is submitted without the prior approval of the City.
- E. **Subcontractors:** Identify any portion of the scope of work that will be subcontracted. Include firm qualifications (brief) and key personnel, telephone number and contact person for all subcontractors. The City reserves the right to approve or reject all consultants or internal staff performing consulting services, proposed by the consultant during or after the consultant review and selection process.
- F. **Project Workplan:** A description of project understanding (brief), detailed work approach and methodology. The workplan should list specific tasks and any specific considerations, options or alternatives.
- G. **Project Schedule:** Propose a timeline for completion of the Master Plan including start date, milestones and target completion date. Any assumptions regarding turnaround time for City Council or City staff review should be clearly noted.
- H. **Fee information:** A sealed fee estimate and compensation schedule. Provide a detailed fee proposal by task for the services identified in the scope of services section V of this RFP. Identify sub-tasks and the respective cost in your fee proposal as necessary. This section of your proposal shall include a professional fee schedule (hourly fee chart) for the consultant's personnel and the subcontractors' key personnel identified above who would be working on this project. Hourly fees for additional or optional services that may be required shall also be included.

Unless specified in the submittals, the professional fee schedule shall include any costs associated with complying with the City's insurance

requirements. Identify the fee that will be charged for additional public or City Council meetings not identified in the scope of services provided here.

- I. **References:** A list of projects completed by the proposer under which services similar to those required by this RFP were performed shall be listed in your proposal. An emphasis should be placed on projects undertaken within the past three years and those projects undertaken for public agencies located in similar sized communities in Santa Barbara County, California's Central Coast, and/or Southern California. Include a brief description of the services, dates the services were provided, and name and telephone number of references familiar with the services provided.
- J. **Work Samples:** Provide brief descriptions of two projects dealing with economic development, redevelopment, master plans or similar topics prepared by or under the direction of your firm. Include in your description the techniques utilized during the strategic plan process and the outcome of the planning process.
- K. **Agreement and Insurance Requirements:** Limits of the firm's general liability, professional liability, and automobile insurance, and a copy of a valid insurance certificate and proof of adequate worker's compensation coverage for employees. Certificate, signed under penalty of perjury, regarding disclosure of financial interests of City officials or employees with the firm. A certificate of warranty regarding nondiscrimination by the firm and sub-consultants.
- L. **Interview:** Proposers may be requested to be available for an interview with City Staff in Goleta as part of the City's final selection process. The lead members of the consulting team will be expected to attend any interviews scheduled with the City.
- M. **Deadline and Delivery:** Five (5) copies of the Proposal shall be submitted to the City of Goleta, 130 Cremona Drive, Suite B, Goleta, CA 93117 Attention: Jaime Valdez, Management Analyst. The deadline for submittal of a Proposal is July 17, 2008 at 5:00 PM. No information submitted by facsimile or electronic mail will be accepted unless otherwise requested by the City during the proposal review process. Proposals received after 5:00 p.m. on July 17, 2008 will not be accepted.

IX. Review Process

Consultant selection will be based upon a qualitative review of the Proposals submitted. City staff may request additional clarifying information from any or all consultants that submit a Proposal during the review process. City staff will evaluate the responses to this RFP, may interview the top rated consultant(s), and will make a recommendation to the City Council on the selection of the consultant determined to be most qualified for the project. The firm selected for the project will be expected to enter into a Professional Services Agreement with the City. It is anticipated that the City of Goleta and the selected firm will enter into a professional services contract for the time period beginning August 2008 through project completion.

X. General Terms and Conditions

- A. The City reserves the right to reject any and all Proposals.
- B. The City will not be responsible for any costs incurred by respondents in the preparation and submittal of a response to this Request for Proposals. The RDA, NS & Public Safety Department Director will make a recommendation to the City Council, who will award the agreement based upon the City's standard professional services agreement.
- C. The City reserves the right to modify the scope of the project for this project at any time.
- D. Reports, Documents, graphs, charts, data, drawings and findings (regardless of format) that are associated with this project shall be the property of the City.
- E. Fee proposals included with the submitted Proposal shall remain effective for 120 days beyond the submitted date.
- F. Consultant agreement will be the City's standard Professional Services Agreement. This agreement contains the City's insurance requirements that must be met prior to execution of the agreement.