

**CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM**

Meeting Date: October 5, 2021

To: Honorable Mayor and City Councilmembers

From: City Administration

Subject: Community Vitality/Economic Vitality Approve Request for Proposal or provide direction to staff

Recommendation: That the City Council discuss and provide direction to staff

Funding: Currently Budgeted: Yes No N/A

Net General Fund:

Contract Services

Amount: \$86,000

Net General Fund Cost:

Account Code Number: 124-11-01-4210/Costs \$86,000 authorized in City Approved Budget (if applicable) ___AK___ (verified by Administrative Services Department)

INTRODUCTION: This item is to request City Council discuss and approve Request for Proposals or Provide Further Direction to Staff.

BACKGROUND:

The last couple of years have seen the City and the County sustain wildfire, flooding, PSPS events and the most recent COVID-19 Pandemic. In an effort to assist recovery and enhance our community's vitality, in the FY 21-22 budget the City Council approved funding for Relaunch Sebastopol Vitality. The work is envisioned as a way to manage a wide variety of activities and actions towards the improvement of the local economy and the overall vitality of our City.

DISCUSSION:

The City has been investing resources into fiscally responsible efforts at improving infrastructure, creating governmental financial stability and promoting policies that support residents and businesses and has discussed in the past either the creation of a position of Community Vitality or a contract employee or consultant to carry out the duties to enhance community and economic vitality for Sebastopol. With the COVID-19 pandemic, the need to create and sustain economic and community vitality in the City has become increasingly apparent. The entire community of Sebastopol, businesses, residents, visitors, City government, have all suffered the financial impacts of this pandemic. A contract to manage and coordinate a variety of organizations and interests towards a common goal of increased community vitality is a major focus of this year's budget in which the Council has authorized \$86,000 towards hiring of a contract employee or consultant to not only identify steps the City can take to promote the creation of a robust retail environment in the City, work with cross-promoting events, but also create City events to showcase Sebastopol and enhance community engagement and cross-promoting of events.

Proposals should describe why the proposed approach(es) are appropriate for Sebastopol and include focus on the overall goals of:

Fostering Businesses Development:

- Make Sebastopol more attractive to prospective businesses.
- Make it easier for businesses to open or expand in downtown Sebastopol
- Increase retention of current downtown Sebastopol businesses.

Attracting Consumers:

- Make downtown Sebastopol more attractive for consumers to visit.
- Ensure consumers who visit downtown Sebastopol return.

Incentivizing Investment:

- Encourage existing property owners to reinvest in their buildings.

Collaboration:

- Collaboration with Chamber of Commerce, Sebastopol Downtown Association and Business Councils to promote business fairs/cross promoting events
- Main Street Vitality - Put local businesses in contact with each other for products to support buying locally
- Create a "City day" picnic for the community to bring businesses and community together or utilizing empty businesses to create "pop up" events
- Work with the local schools for community hour projects to beautify the City (Park/Street clean up, murals on benches/garbage cans, painting of City light poles, etc.)
- Establish partnerships that leverage public and private funds to support community vitality.
- Work with the City's Community Outreach Coordinator to promote engagement in the community
- Work with City staff and municipal consultant on revenue enhancement measures
- Create relationship with County for County grants or County funding for community vitality

The goal of this RFP is to hire professional consultant or contract employee to develop and sustain a strong local economy to provide business and residents with, among other things, the necessary municipal services to maintain the community's high quality of life. As the City has limited funding for the Community Vitality Manager position, it is recommended that these discussions focus on items that impact business attraction and retention, revenue enhancements, economic development, diversity, and sustainability.

CITY COUNCIL AND/OR GENERAL PLAN GOALS:

- 4.1 Create a Safe, Healthy and Attractive Environment for Residents and Visitors
 - 4.1.1 Improve and beautify the downtown plaza to create a people centric space for community events and gatherings
 - 4.2.2 Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non Profits to Support Local Events
 - 4.2.3 Create a walkable downtown that improves connectivity, with emphasis on Main Street to Morris Street for unification
- 8.1 Promote the City of Sebastopol as the destination for slow travel, eco-tourism and supporting of bike activities
 - 8.1.2 Support a Vibrant, Attractive and Accessible Downtown That Attracts Residents and Visitors thereby creating a Viable Sales Tax Base
 - 8.1.3 Promotion of Experience Sebastopol.com to increase visitors to the City
 - 8.1.4 Identify Businesses wanted in Sebastopol - (Use of City Committees to conduct survey of the community)
 - 8.1.5 Encourage new and existing businesses to offer living wage to employees

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, if staff receives public comment from interested parties following the publication and distribution of this staff report such

comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of this item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

FISCAL IMPACT:

The City Council has authorized \$86,000 in the FY 21-22 Fiscal Year Budget.

RECOMMENDATION: That the City Council:

1. Approve Request for Proposal; or
2. Provide direction to staff; or
3. Create ad hoc committee with specific task to create an amended request for proposal to return to Council for review/approval

Attachment(s):

Request for Proposal

City Council

Mayor Una Glass
Vice Mayor Sarah Glade Gurney
Diana Gardner Rich
Neysa Hinton
Patrick Slayter



City Manager

Larry McLaughlin
lmclaughlin@cityofsebastopol.org
Assistant City Manager/City Clerk, MMC
Mary Gourley
mgourley@cityofsebastopol.org

City of Sebastopol

REQUEST FOR PROPOSALS

RELAUNCH SEBASTOPOL

Community / Economic Vitality

City of Sebastopol
Office of the City Manager
7120 Bodega Avenue
Sebastopol, CA 95472
Email: info@cityofsebastopol.org

Responses Due By: November 22, 2021
5:00 pm

Proposals Should be Mailed to:
City of Sebastopol
City Hall
7120 Bodega Avenue
Sebastopol, CA 95472

Proposals may also be Emailed to:
info@cityofsebastopol.org

INTRODUCTION

As leaders and representatives entrusted with strengthening the City of Sebastopol's future, the City Council is seeking Proposals for Community Vitality/Economic Vitality for Relaunch Sebastopol.

PURPOSE:

To carry out the duties to enhance community and economic vitality for Sebastopol and coordinate a variety of organizations and interests towards a common goal of increased community vitality. The City wants to enhance Sebastopol as the welcoming and safe destination with a rich history, abundance of culture and attractions, and a beautiful City to see by foot or bike.

NOTICE

Notice is hereby given that the City of Sebastopol will receive Proposals until 5:00 PM, November 22, 2021 to provide services for Community Vitality/Economic Vitality.

No Proposals will be received or considered after that time.

The resulting contract from this Request for Proposal will have a term of one year or longer depending upon proposed costs of services.

SCOPE OF WORK

The budget for this work is \$86,000. As part of your proposal, please provide a clear outline of how you would segment this budget to complete the tasks below:

Consult on the scope and scale of efforts to maximize benefits to the City of Sebastopol

Best methods or channels for messaging to the businesses, citizens and local County

Fostering Businesses Development:

- Make Sebastopol more attractive to prospective businesses.
- Make it easier for businesses to open or expand in downtown Sebastopol
- Increase retention of current downtown Sebastopol businesses.

Attracting Consumers:

- Make downtown Sebastopol more attractive for consumers to visit.
- Ensure consumers who visit downtown Sebastopol return.
- Promoting the City of Sebastopol has a great place to live, work, and visit

Incentivizing Investment:

- Encourage existing property owners to reinvest in their buildings.

Collaboration:

- Collaboration with Chamber of Commerce, Sebastopol Downtown Association and Business Councils to Cross promote local visitor-serving organizations and events to increase tourism and boost the success of a variety of local businesses.
- Main Street Vitality - Put local businesses in contact with each other for products to support buying locally
- Create a "City day" picnic for the community to bring businesses and community together or utilizing empty businesses to create "pop up" events
- Work with the local schools for community hour projects to beautify the City (Park/Street clean up, murals on benches/garbage cans, painting of City light poles, etc.)
- Establish partnerships that leverage public and private funds to support community vitality.
- Work with the City's Community Outreach Coordinator to promote engagement in the community.
- Work with City staff and municipal consultant on revenue enhancement measures
- Create relationship with County for County grants or County funding for community vitality

Calendar:

Manage Community Calendar/Experience Sebastopol

City Committees:

Sit on Community Based Councils, Non Profit Councils, For Profit Councils

City Reports:

Provide bi-monthly report out to City Council at each Council Meeting.

Additional Information:

City Staff Time: Sebastopol is a lean City in terms of staffing. We do not have staff dedicated to Community or Economic Vitality, but rather include these responsibilities with staff who have significant other roles. The proposal’s approach and recommendations should reflect this.

Budget: The City has a fixed budget for this work of \$86,000. Term of contract would be for one year.

REQUEST FOR PROPOSAL SCHEDULE

Request for Proposals Issued:	October 7 th , 2021	
Deadline to Submit Clarifying Questions:	October 21 st , 2021	
Request for Proposals Due:	November 22, 2021	5:00 pm
Tentative Date for Proposal Presentations:	December 6, 2021	
Tentative Council Presentation Notice of Intent:	January 4, 2022	
Notice of Intent to Award Contract:	January 18, 2022	
Anticipated Contract Start Date:	February 1, 2022	

SELECTION PROCESS

The City of Sebastopol reserves the right to accept or reject all proposals submitted, waive minor irregularities, request additional information or revisions to offers, and negotiate with any or all Respondents.

In the award of the contract, the City of Sebastopol will consider the element of time, will accept the Proposal or Proposals, which in their estimation, will best serve the interests of Sebastopol and will reserve the right to award the contract to the contractor whose Proposal shall be best for the public good.

From a review of the Proposals received, City of Sebastopol intends to evaluate the proposals and possibly invite one or more proposers to be interviewed before making a recommendation to the full City Council. Proposer may be requested to provide a presentation to the City Council upon request. The City does reserve the right to make a selection based solely on the proposal.

SUBMITTALS:

Responses must observe submission instructions and be advised as follows:

Complete Proposals may be mailed to the below address or emailed directly to info@cityofsebastopol.org.

The subject line of the email must clearly identify the RFP title.

The City will provide confirmation that the Proposal has been received. If the Proposal is mailed, City will date stamp the envelope and notify the proposer that the proposal has been received.

The Proposal (hardcopy or email) must be received by 5:00 PM, on November 22, 2021.

Mailing address including UPS and FEDEX:

City of Sebastopol
City Hall
ATTN: City Manager
7120 Bodega Avenue

Sebastopol, CA 95472

Hand delivery is not available at this time due to City Hall office closures.

Proposal Evaluation

The City will conduct an initial review of the proposals for general responsiveness and inclusion of the items requested below. Responsive proposals may be evaluated by a panel selected by the City. Selection will be based upon the proposals submitted, any other information, such as reference checks, available to the City and the evaluation criteria listed below.

Factors that may be considered in the review process include, but may not be limited to, the following:

- A) Meeting all of the requirements of this RFP; failure to meet the requirements of this RFP may be deemed unresponsive and the proposal may not be further evaluated;
- B) Background and experience of the project team member(s) assigned to this project;
- C) Quality of the proposed approach to the project;
- D) Quality of work plan, including reasonable time frames for completing the work;
- E) Proposed cost. Proposals may include options, with the costs for each option identified separately;
- F) Agreement to use City's standard contract, and agreement to submit required insurance as attached

City staff may request additional clarifying information from any or all proposers. Depending on the number and quality of responses, and after initial screening and evaluation of proposals submitted in response to this RFP, the City may select a short-list for additional evaluation and potential interview.

Proposal Form

Interested firms must submit one (1) original unbound, single sided document signed hard copy or electronic proposal by 5:00 pm November 22, 2021 to be considered. No information submitted by facsimile will be accepted unless otherwise requested by the City during the proposal review process.

Proposals after the deadline may not be accepted.

Each proposal must include:

A. Transmittal Letter

Proposals must include a transmittal letter signed by an official authorized to solicit business and enter into contracts and the name and telephone number of a contact person, if different from the signatory.

B. Title Page

Proposals must include a title page that includes the RFP subject, the name of the firm, local addresses, telephone number, name of contact person, and the date.

C. Table of Contents

Proposals must include a table of contents that includes a clear identification of the material by section and page number.

D. Company/Firm Information/Individual

Company/Firm: Proposals must provide the name of the business entity (including any fictitious business names), details of the entity's business structure (i.e., corporation, partnership, LLC), statement(s) on financial integrity of all entities related to the company/firm or joint venture that will be involved in the contract, the location of offices, and the number of employees currently in the company/firm.

Individual: Proposals must provide name of individual, location of office, any persons involved in the contract.

E. Qualifications and References

1. Qualifying Experience – Firm: Describe the firm’s qualifications specific to preparing its proposal and associated activities for other communities or projects. Examples of reports or other deliverables for similar projects completed by the staff assigned to this project should be submitted as supplemental materials, along with descriptions of the roles of the assigned staff on those projects.

2. Qualifying Experience – Professionals: Provide the name and title of the Managing Principal representative for the coordination and execution of work, other key professional(s), and any other professionals that will be assigned in a significant role to this contract including resumes (not exceeding 3 pages) of education, experience and qualifications related to experience, contact information, and their area of responsibility in servicing the contract. Do not include information on professionals who will have no or minimal roles on the project.

F. Project Approach

Respondents shall describe their approach to the project in sufficient detail to provide the City with a good understanding of how the work will be accomplished and the expected deliverables. This should include proposed steps in research and analysis.

This should also include a work plan and realistic schedule with a minimum of one week time for City review and comment on draft work products.

G. Business References

Provide a minimum of three (3) business references from clients that are governments or quasigovernment in nature for projects most similar to the one requested here, and conducted by the staff assigned to this project. Identify the client as either a 1) government entity or 2) corporate client.

H. Conflict of Interest

Proposer must represent that it does not have any interests that would conflict with the City or be affected by the performance of services for the City. By submittal of a proposal, the Respondent, its employees and agents, acknowledge their understanding of the provisions regarding conflicts of interest and/or influence arising from this project.

I. Insurance

Proposals must include a statement attesting to capacity to meet/comply with the minimum insurance requirements for the City.

General Terms and Conditions

A. Limitations

This RFP does not commit the City to award a contract or to pay any costs incurred in the preparation of a proposal in response to this RFP.

B. Award

All finalists may be required to participate in negotiations and to submit such price, technical, or other revisions of their proposals as may result from negotiations. Each initial proposal should be submitted on the most favorable terms from a price and a technical viewpoint. Any award made will be to the Respondent whose proposal is most advantageous to the City based on the evaluation criteria outlined above.

C. Binding Offer

A signed proposal submitted to the City in response to this RFP shall constitute a binding offer from Respondent to contract with City according to the terms of the proposal for a period of ninety (90) days after its date of submission, which shall be the date proposals are due to City.

D. Contract Arrangements

A copy of the City's Master Services Agreement and contract provisions, including the City's insurance requirements, is incorporated into the RFP as an Exhibit. The selected Respondent will be required to maintain insurance coverage, during the term of the contract, at the levels described in Exhibit of the Master Services Agreement. Respondent agrees to provide the required certificates of insurance and endorsements within ten (10) days of City's notice that it is the successful Respondent.

The successful Respondent may be required to enter into an agreement with the City within 10 days of Notice of the City's Intent to Award. A sample agreement is attached to this RFP. If an Agreement on terms and conditions acceptable to the City cannot be achieved within that timeframe, or if, after reasonable attempts to negotiate such terms and conditions, it appears that an agreement will not be possible, as determined at the sole discretion of the City, the City reserves the right to retract any Notice of Intent to Award and proceed with awards to other Respondents.

Public Records

This RFP and any material submitted by a Respondent in response to this RFP are subject to public inspection under the California Public Records Act (Government Code § 6250 et seq.) unless exempt by law. Proposals will remain confidential until the City has authorized award of a contract.

Contact Person

Questions regarding this RFP may be directed to the City Manager via e-mail only until 5:00 p.m. on October 21, 2021.

APPENDIX C

INSURANCE REQUIREMENTS FOR CONSULTANTS

Consultant shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, his agents, representatives, or employees.

Minimum Scope of Insurance

Coverage shall be at least as broad as:

1. Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001).
2. Insurance Services Office form number CA 0001 (Ed. 1187) covering Automobile Liability, code 1 (any auto).
3. Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.
4. Errors and Omissions liability insurance appropriate to the consultant's profession.

Minimum Limits of Insurance

Consultant shall maintain limits no less than:

1. General Liability: \$2,000,000 per occurrence for bodily injury, personal injury and property damage **including operations, products and completed operations, as applicable**. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
2. Automobile Liability: \$2,000,000 per accident for bodily injury and property damage.
3. Employer's Liability: \$1,000,000 per accident for bodily injury or disease.
4. Errors and Omissions liability: \$2,000,000 per occurrence.

Deductibles and Self-Insured Retentions

Any deductibles or self-insured retentions must be declared to and approved by the City. At the option of the City, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the City, its officers, officials, employees and volunteers; or the Consultant shall provide a financial guarantee satisfactory to the City guaranteeing payment of losses and related investigations, claim administration and defense expenses.

Other Insurance Provisions

The commercial general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

1. **The City, its officers, officials, employees and volunteers** are to be covered as insureds as respects liability arising out of work or operations performed by or on behalf of the Consultant; or automobiles owned, leased, hired or borrowed by the Consultant.
2. For any claims related to this project, the Consultant's insurance coverage shall be primary insurance as respects the City, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
3. The Workers Compensation policy is to be endorsed with a waiver of subrogation. The insurance company, in its endorsement, agrees to waive all rights of subrogation against the City, its

officers, officials, employees and volunteers for losses paid under terms of this policy which arise from the work performed by the named insured.

4. It shall be a requirement under this agreement that any available insurance proceeds broader than or in excess of the specified minimum insurance coverage requirements and/or limits shall be available to the Additional Insured. Furthermore, the requirements for coverage and limits shall be (1) the minimum coverage and limits specified in this Agreement; or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the named Insured; whichever is greater.
5. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled by either party, except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the City.
6. **Coverage shall not extend to any indemnity coverage for the active negligence of the additional insured in any case where an agreement to indemnify the additional insured would be invalid under Subsection (b) of Section 2782 of the Civil Code.**

Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City.

Verification of Coverage

Consultant shall furnish the City with original certificates and amendatory endorsements affecting coverage required by this clause. The endorsements should be on forms provided by the City or on other than the City's forms provided those endorsements conform to City requirements. All original, signed certificates and endorsements are to be received and approved by the City prior to City's approval of the contract and commencement of work. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications at any time.

Subconsultants

Consultant agrees to include with all subconsultants in their subcontract the same requirements and provisions of this agreement including the indemnity and insurance requirements to the extent they apply to the scope of the Subconsultant's work. Subconsultants hired by Consultant agree to be bound to Consultant and City in the same manner and to the same extent as Consultant is bound to City under the Contract Documents. Subconsultant further agrees to include these same provisions with any Sub-subconsultant. A copy of the contract indemnity and insurance provisions will be furnished to the Subconsultant upon request. The Consultant shall require all sub-consultant to provide a valid certificate of insurance and the required endorsements included in the agreement prior to commencement of any work and Consultant will provide proof of compliance to the City.