

Attachments:

- 01-Description/Analysis
- 02-NDAT On-Call Qualified Consultants
- 03-Professional Services Agreement with B2K Social Ventures/Third Plateau
- 04-Professional Services Agreement with Black Small Business Association of California
- 05-Professional Services Agreement with California Black Chamber of Commerce
- 06-Professional Services Agreement with CivicMakers
- 07-Professional Services Agreement with DeNovo Planning
- 08-Professional Services Agreement with Economic & Planning Systems, Inc.
- 09-Professional Services Agreement with Everyday Impact Consulting
- 10-Professional Services Agreement with Hacker Lab Inc.
- 11-Professional Services Agreement with HDR Architecture
- 12-Professional Services Agreement with Health Education Council
- 13-Professional Services Agreement with Media3Sixty
- 14-Professional Services Agreement with Merlot Marketing Inc.
- 15-Professional Services Agreement with Multiplier
- 16-Professional Services Agreement with Neighborhood Innovation Project
- 17-Professional Services Agreement with Opticos Design Inc.
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- 19-Professional Services Agreement with Pro Youth and Families
- 20-Professional Services Agreement with Resource Development Associates

- 21-Professional Services Agreement with Roberts Family Development Center
- 22-Professional Services Agreement with Rosenow Spevacek Group Inc.
- 23-Professional Services Agreement with RW Ventures
- 24-Professional Services Agreement with Sacramento Asian Pacific Chamber of Commerce
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Description/Analysis

Issue Detail: The City Council approved funding for the establishment of a Neighborhood Development Action Team (NDAT) as part of the City's FY2019/20 budget. Since then, the NDAT has begun to work on a variety of commercial corridors, including a specific plan and neighborhood action plan for the Stockton Boulevard corridor and surrounding disinvested neighborhoods. The NDAT is

working with local businesses, community-based organizations, business improvement districts and other business organizations, as well as conducting planning activities that accelerate housing production and implement the General Plan.

The NDAT will need support from consultants specializing in a range of areas, including but not limited to, inclusive economic development, environmental review, urban design and planning, community engagement and capacity building, graphic design, and more. Staff is requesting authorization to execute professional services agreements for three years with the recommended consultants to provide the support needed to complete these activities.

A Request for Qualifications (RFQ#Q20021421001) was released in April 2020 through the City's PlanetBids site which sent the invitation to respond to the RFQ to over 2,600 firms. Along with posting the RFQ on the PlanetBids site, City staff also sent the RFQ by email to representatives of over 200 local neighborhood associations and community-based organizations, sent an announcement to the Sacramento Housing and Redevelopment Agency's Promise Zone newsletter, and posted an announcement on Facebook.

Panels comprised of staff from both the Community Development Department and the Office of Innovation and Economic Development Departments reviewed the 59 proposals that were submitted in response to the RFQ. Scores were tallied by three different panels comprised of at least three persons each. One panel evaluated responses for Planning submittals, a second panel evaluated response for Economic Development submittals, and a third panel evaluated responses for Community Engagement submittals. The panels tried to include as many of the organizations as possible and only removed organizations that did not score at least 50 percent of the total points or did not properly submit proposals in accordance with the City's procurement process (including missing signatures). A total of 54 organizations were recommended to be included on the on-call list, of which 28 are local business enterprises.

On February 2, 2021, City Council approved entering into master services agreements for three years with 23 firms qualified under RFQ#Q20021421001. In this staff report, staff recommends Council approve contracts with an additional 25 firms. The remaining six organizations, despite several inquiries from the City, were unable/unwilling to finalize a contract under the on-call list. The total not-to-exceed amount over three years for all contracts entered under the RFQ is \$6,000,000, with no one contract exceeding \$600,000.

Staff anticipates using the on-call list for several projects this fiscal year, including the following:

Name	Description	Approximate Budget
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Del Paso/Marysville Blvd Commercial Corridor and Neighborhood Action Plan	Identify neighborhood economic development and community enhancement strategies and work with residents, business owners, and other stakeholders to implement them.	\$600,000
Senate Bill 2 Planning Grant	Prepare an Accessory Dwelling Unit (ADU) program and a Housing Development Toolkit for the City.	\$350,000
Local Early Action Planning Grant	Model risks related to stormwater and subsequent flood protection requirements in priority housing development areas.	\$700,000 (will be brought to council separately for consideration)

Policy Considerations: This recommendation to execute professional services agreements is consistent with Administrative Policy-4101, Procurement of Professional Services and Title 3 of the Sacramento City Code.

The Sacramento City Code Section 4.04.020 and Council Rules of Procedure (Chapter 7, Section E.2.d) mandate that unless waived by a 2/3 vote of the City Council, all labor agreements and all agreements greater than \$1,000,000 shall be made available to the public at least ten (10) days prior to council action. These contracts were published for 10-day review on March 25, 2021 as required.

Having a consultant list for the NDAT is consistent with, and supports, the following goal and policies of the 2035 General Plan. The tasks undertaken by the NDAT and supported by the on-call consultants are aimed at increasing the capacity of the people and businesses in the City's historically underinvested neighborhoods. The NDAT considers equity as important to both the composition of teams that provide service on tasks, the processes, and how the end products affect the City's residents.

GOAL LU 2.8 City Fair and Equitable. Ensure fair and equitable access for all citizens to employment, housing, education, recreation, transportation, retail, and public services, including participation in public planning for the future.

LU 2.8.1 Equitable Distribution of Uses and Amenities. The City shall strive to ensure that desirable uses and neighborhood amenities are distributed equitably throughout the city.

LU 2.8.2 Public Facilities and Services. The City shall strive to equitably distribute public facilities, improvements, and services throughout the city, with priority given to remedying existing deficiencies in blighted or underserved neighborhoods.

LU 2.8.7 Community Outreach. The City shall strive to engage all segments of the community in planning decisions, including non-English-language speakers, the elderly, youth, working parents, low-income residents, and other similar special needs groups.

The NDAT is an outcome of, and consistent with, the adopted inclusive economic development framework and principles. The four principles, adopted by City Council on October 2, 2018, are:

- 1. Community Engagement:** Build community ownership, voice and capacity. Tap into community-rooted organizations and neighborhood groups to advance equitable and inclusive development policies and practices over the long term.

2. **Neighborhoods:** Make all neighborhoods healthy communities of full opportunity. Unlock opportunities for residents to access housing options that are both affordable and stable.

3. **Jobs:** Expand employment opportunities. Concentrate workforce development programs, increase talent pipelines, and expand employment opportunities at all levels.

4. **Business:** Advance equity, diversity, and inclusion throughout Sacramento’s business community. Expand ownership opportunities at all stages and ensure new development and growth happens in a way that benefits the entire community.

Economic Impacts: None.

Environmental Considerations: This report concerns administrative activities and government fiscal activities that do not constitute a “project” as defined by CEQA Guidelines sections 15378(b)(2) and 15378(b)(4) and are not subject to CEQA review. (CEQA Guidelines, section 15060(c)(3).)

Sustainability: Not applicable.

Commission/Committee Action: None.

Rationale for Recommendation: Because of the recent COVID-19 crisis, the work of the NDAT becomes critically important to support the recovery of Sacramento's small businesses, commercial corridors, and neighborhoods. Although the contracts are intended to be long-term, on-call contracts, it is envisioned that the initial inclusive economic development work will help identify the needs of Sacramento's commercial corridors and implement strategies for a more expeditious economic recovery from the impacts of the pandemic. Having a list of pre-qualified consultants under contract will allow City staff to move quickly to respond to the Council and community.

Financial Considerations: When professional services for the NDAT are required, staff will prepare a request for proposals, including a detailed scope of work, and solicit proposals from the approved on-call contractors. Staff will negotiate a fee consistent with the hourly rates set forth in the contracts. When a cost and schedule are agreed upon, a task order, via a supplemental agreement, will be issued against fully funded projects. Professional service providers may have multiple service requests or task orders during a given year or none at all. The total not-to-exceed amount for all contracts authorized by the City Council under the RFQ (including those approved by the city council on February 2, 2021) shall not exceed \$6,000,000 over the three-year term, with no one contract (and the sum of all corresponding task orders) exceeding \$600,000 over the three-year term. Specific project budgets must be established and have sufficient funds to issue a task order. No additional resources are being requested.

Local Business Enterprise (LBE): Staff will follow the City's LBE policy when evaluating the scope and budgets for future task orders.