



STAFF REPORT
3/10/2021

TO: Honorable Mayor and City Council Members

FROM: Gabriel Martin, Economic Development Director

SUBJECT: Professional Services Agreement with BOTEC Analysis for the preparation of a Cannabis Social Equity Assessment Study in the amount of \$49,980

STAFF RECOMMENDATION:

Staff recommends that the City Council authorize a Professional Services Agreement with BOTEC Analysis for the preparation of a Cannabis Social Equity Assessment Study in the amount of \$49,980

BACKGROUND:

On March 9, 2020, the City of Coachella submitted an application to the Governor's Office of Business and Economic Development (also known as GO-Biz) and proposed to commission a Cannabis Social Equity Assessment Study (the "Study") under its Cannabis Equity Grants Program for Local Jurisdictions. The purpose of the study is to determine if and which demographic groups have been arrested at a disproportionate rate to their population within the City of Coachella. The study will help determine what the various barriers to entry to begin a cannabis business are, these barriers could include access to capital, access to real estate, regulatory fees, banking, among others. Based on the outcomes of the Study, the City intends to revise and update its existing local equity program to support those impacted by cannabis enforcement.

On April 22, 2020, the City Council adopted Resolution No. 2020-22 authorizing the City Manager to execute, by electronic signature, on behalf of the City of Coachella the Grant Agreement with the Governor's Office of Business and Economic Development for the amount of \$94,784.

DISCUSSION/ANALYSIS:

On January 28, 2021, the City released a Request for Proposals (RFP) to complete the Study for the purposes of revising and augmenting its existing Cannabis Social Equity Program (the "Program"). The purpose of the RFP is to produce a report analyzing available data related to disparities in the cannabis industry, and provide recommendations regarding policy options that could:

- A. Foster equitable access to participation in the industry, including promotion of ownership and stable employment opportunities in the industry,

- B. Invest City tax revenues in economic infrastructure for communities that have historically been disenfranchised, and
- C. Mitigate the adverse effects of drug enforcement policies that have disproportionately affected those communities, and (D) prioritize individuals who have been previously arrested or convicted for marijuana-related offenses.

On February 25, 2021, the City received seven (7) proposals for the preparation of the Study:

City of Coachella

RFP BID RESULTS

Preparation of a Cannabis Social Equity Assessment Study (Job # CAN01282021)
Bids Due: February 25, 2021

#	FIRM NAME	LOCATION	TOTAL PROPOSAL AMOUNT
1	California Center for Rural Policy	Arcata, CA	\$ 43,000.00
2	SCI Consulting	Fairfield, CA	\$ 45,000.00
3	Analytic Insight	Lewiston, ME	\$ 45,116.00
4	BOTEC	Woodland Hills, CA	\$ 49,980.00
5	CannaBiz Consulting Group	Indio, CA	\$ 50,000.00
6	Minorities for Medical Marijuana	Orlando, FL	\$ 75,000.00
7	Green Era Experts	Palm Harbor, FL	\$ 90,850.00

On March 3, 2021, City Staff initiated the evaluation process of all seven (7) based on, qualifications, experience, and references (25%); staffing and project organization (35%); and work plan (40%). Upon completion of the evaluation process, City Staff determined that BOTEC Analysis was the most qualified consultant to perform the Study and achieve the City Council's objectives and completion date of June 10, 2021.

City of Coachella				
Results for RFP Project # CAN01282021				
Cannabis Social Equity Assessment Study				
Firm Name	Total Score Evaluator #1	Total Score Evaluator #2	Total Score Evaluator #3	Average Score
BOTEC Analysis	100	96	98	98
Analytic Insight	98	96	87	94
SCI Consulting	97	87	95	93
California Center for Rural Policy	96	90	85	90
Minorities 4 Medical Marijuana	91	94	70	85
Green Era Experts	94	78	70	81
Cannabiz	95	68	72	78
Total:	671	609	577	

ALTERNATIVES:

1. Approve the professional services agreement with BOTEC Analysis for the preparation of the Study in the amount of \$49,980.
2. Approve the professional services agreement with BOTEC Analysis with modified terms.
3. Reject all proposals and provide staff with direction.

FISCAL IMPACT:

This project will be funded by the State of California's GO-Biz Cannabis Equity Grants Program for Local Jurisdictions and will have no fiscal impact to the FY 2020/2021 General Fund. Council appropriates the agreement amount in the City's Grants Fund (152).

ATTACHMENT(S):

- 1) Professional Services Agreement – BOTEC Analysis
- 2) Exhibit "A" - BOTEC Analysis Proposal
- 3) RFP for Cannabis Social Equity Assessment Study