



STAFF REPORT
11/13/2019

TO: Honorable Mayor and City Council Members

FROM: Gabriel Martin, Economic Development Manager

SUBJECT: Authorize award of the Professional Services Agreement with My Sidewalk for the creation of a high quality Opportunity Zones Dashboard and Platform Access in the amount not to exceed \$17,200.

STAFF RECOMMENDATION:

Authorize award of the Professional Services Agreement with My Sidewalk for the creation of a high quality Opportunity Zones Dashboard and Platform Access in the amount not to exceed \$17,200.

BACKGROUND:

Accelerator for America was founded in 2017 by Rick Jacobs with Los Angeles Mayor Eric Garcetti, Accelerator for America seeks to scale and replicate local solutions to economic insecurity across the country by supporting initiatives that connect people with existing jobs, create new opportunities and foster infrastructure development. The City applied for the California Spark Grant Program, that creates tools for the public sector, hosts workshops and investment summits, works individually with cities, and provides technical and financial assistance to communities by promoting and advancing Opportunity Zones.

On June 25, 2019, the City Council authorized the City Manager to execute a grant agreement with Accelerator for America in the amount of \$50,000 to support the City's Opportunity Zone endeavors.

DISCUSSION/ANALYSIS:

On September 5, 2019, the City's Economic Development/Planning Sub-Committee approved Staff's recommendation on developing a method to track, analyze and communicate the City of Coachella's economic profile and Opportunity Zones to effectively communicate the investable local projects with the City and unincorporated area.

Accelerator for America and MySidewalk has worked previously on similar projects with other government municipalities in creating Opportunity Zone prospectus and digital platforms. MySidewalk is a city intelligence platform that helps organizations better track, analyze, and communicate data to improve outcomes, decision-making, and community engagement. Their

mission is to empower decision-makers and the public with the most complete, clear, and real-time understanding of their communities so they can improve and innovate together.

MySidewalk submitted a proposal for \$17,500 that would create and ensure the highest quality City Opportunity Zone dashboard and platform access. The dashboard deliverables would include the following resources:

- Dashboard Brief - dashboard goals, audience, and success metrics
- Dashboard Outline - structural representation of the dashboard
- Data Roadmap - schedule for acquiring data
- Dashboard Prototype - visualizations and bullet-point narrative
- Customer Data Library in MySidewalk - data layers for use in the platform
- Rollout Strategy & Materials - various materials to facilitate strong launch
- The Opportunity Zones Dashboard - finished product
- Update Schedule - schedule for data updates to the dashboard
- Opportunity Zone Prospectus PDF - a one-time PDF slide deck summarizing the dashboard content

Furthermore, the City will be provided an annual subscription and two (2) User Licenses to access the MySidewalk Platform Access, which is a proprietary data analysis and visualization platform, including pre-loaded data. Data is reported, where possible, for our baseline geographies of nation, state, US congressional district, metropolitan and micropolitan area, metropolitan planning organization, state senate district, state house district, county, county subdivision, place, city council district, ZIP code, neighborhood, census tract and census block group.

ALTERNATIVES:

1. Do not approve action to award agreement with MySidewalk and instruct Staff to provide other outcomes and options for the Accelerator for America grant funds.

FISCAL IMPACT:

The recommended action will not have a fiscal impact on the FY 2019/2020, as these funds are grant funded by the Accelerator for America's California Spark Grant Program.

ATTACHMENT(S):

Professional Services Agreement
Exhibit A – MySidewalk Statement of Work