



Folsom City Council Staff Report

MEETING DATE:	9/12/2023
AGENDA SECTION:	New Business
SUBJECT:	Consideration of the Selection of Two City Council Members to Serve on the Economic Development Consultant Proposal Review Committee
FROM:	City Manager's Office

RECOMMENDATION / CITY COUNCIL ACTION

City staff recommends that the City Council consider the selection of two of its members to serve on the Economic Development Consultant Proposal Review Committee.

BACKGROUND / ISSUE

The City Council unanimously approved the City Manager's Proposed FY2023-24 Budget at its regular meeting on May 23, 2023. To support economic growth and development within the city, the City Council recognizes the importance of engaging external expertise. A consensus of the City Council requested that up to \$100,000 be dedicated to an economic development consultant contract. The City Council further requested that the City Manager place an item on a future City Council agenda to allow the City Council to provide direction about an economic development consultant. On June 27, 2023, the City Manager recommended that the City Council provide direction on the scope of work and goals sought for the economic development consultant contract as part of the approved FY 2023-24 Budget. At this meeting, it was discussed, but a consensus was not reached, regarding the potential involvement of two City Council Members in the proposal evaluation process.

Following City Council direction and approval, City staff prepared a Request for Proposals (RFP) for economic development consulting services. The purpose of the RFP is to invite submissions from economic development consultants who can assist in formulating and implementing a comprehensive economic development strategy. To ensure a vast pool of talent, the RFP was disseminated both to a targeted list of economic development consultants and to a database comprising approximately 100 consultants statewide. This statewide outreach was facilitated in collaboration with the California Association for Local Economic Development (CALED).

The selected consultant will work closely with the City Council, City Manager, and City staff to develop a three-year economic development action plan, assess development projects, conduct a comparative analysis, perform a void analysis, and provide ongoing support as a third-party economic development resource.

An RFP was issued on August 9, 2023, and the proposal submission deadline is Friday, September 15, 2023, at 2 p.m. The RFP advertised that the proposals would be evaluated by Friday, September 29, 2023. The proposals will be evaluated by an Economic Development Consultant Selection Committee based on the following criteria:

- Consultant's qualifications and relevant experience. (25%)
- Understanding of the project's scope and goals. (25%)
- Methodology and approach proposed. (25%)
- Availability of resources, proposed timeline, and cost. (25%)

ANALYSIS

To ensure a comprehensive and well-informed evaluation of proposals received from economic development consultants, an Economic Development Consultant Proposal Review Committee will evaluate proposals and recommend the most suitable economic development consultant candidate. Committee Members include City Manager Elaine Andersen, Community Development Director Pam Johns, Communications Director Christine Brainerd, Choose Folsom President and CEO Joe Gagliardi, and an external economic development manager/director. City staff recommends that the City Council consider the selection of two of its members to serve on the Economic Development Consultant Proposal Review Committee to support the assessment and selection of a City economic development consultant.

FINANCIAL IMPACT

There is no additional fiscal impact as a result of the proposed action.

ENVIRONMENTAL REVIEW

This action is not a "project" under Section 15378 of the California Environmental Quality Act (CEQA) Guidelines and is otherwise exempt pursuant to Section 15061(b)(3).

ATTACHMENTS

1. City of Folsom Request for Proposals (RFP) for Economic Development Consulting Services

Submitted,

Christine Brainerd, Acting Assistant City Manager/Communications Director

Request for Proposals



City of Folsom Request for Proposals (RFP)

Economic Development Consultant

Introduction

The City of Folsom is seeking proposals from qualified economic development consultants to assist in formulating and implementing a comprehensive economic development strategy. The selected consultant will work closely with the City Council, City Manager, and staff to develop a three-year economic development action plan, assess development projects, conduct a comparative analysis, perform a void analysis, and provide ongoing support as a third-party economic development resource.

Scope of Work:

The scope of work may include a combination of the following tasks and responsibilities:

1. Three-Year Economic Development Action Plan for the City:

- Align with the City Council's recently adopted five-year strategic plan.
- Prepare a comprehensive economic development action plan for the City aimed at developing, attracting, growing, and retaining private businesses in the City of Folsom.
- Develop strategies that the City can feasibly implement to support and foster the growth of Folsom's start-up business community.
- Propose ideas that the City can feasibly implement to organize and host "place-making" special events to enhance the local economy.
- Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to identify key factors impacting economic development in the City of Folsom.
- Assess City properties, major shopping centers, and strategic retail areas to identify opportunities for retail development and redevelopment.

- Provide recommendations on resource and staffing capabilities for the City to sustain and implement the Action Plan.

2. Development Project Assessment:

- Evaluate how the City currently processes development projects through an economic development lens and provide enhancement and efficiency recommendations to city staff.
- Provide recommendations for presenting and analyzing proposed development projects in City Council staff reports to enhance clarity and understanding of the proposed project, such as projected tax revenue and other benefits from the proposed development.

3. Comparative Analysis:

- Conduct a comparison of fees, taxes, rates, incentives, and processes in the greater Sacramento Metropolitan region and identify how Folsom businesses may be benefitted or be adversely impacted by the City's fees, taxes, rates, incentives, and processes as compared to others in the region.
- Based on the Comparative Analysis, assess the City's competitiveness in attracting and retaining businesses.

4. Void Analysis:

- Perform a void analysis to identify potential businesses that do not have a presence in Folsom but could complement and enhance Folsom's existing and emerging industry sectors, such as healthcare and technology.
- Identify target businesses Folsom should pursue and engage, including their retail class, nearest location, approximate size requirements, and estimated sales tax revenue contribution. Explain why Folsom should pursue and engage such businesses as well as any potential disadvantages or adverse impacts associated with those businesses.

5. Economic Development Assistance:

- Provide independent economic development assistance to support the City of Folsom.

- Serve as the primary point of contact for economic development issues in the City organization.
- Offer economic development liaison and support services for new businesses, business expansions, reuse possibilities, and development opportunities.
- Create customized marketing materials to highlight the benefits of starting, relocating, and growing businesses in Folsom.
- Facilitate the completion of key tasks outlined in the Three-Year Economic Development Action Plan.

Proposal Submission:

Interested consultants are requested to submit a comprehensive proposal addressing the following:

- Consultant's qualifications and experience in economic development and similar projects.
- Understanding of the City of Folsom's goals and objectives.
- Proposed methodology, work plan, and timeline for completing the tasks.
- Staffing and resources available for successful project implementation.
- Proposed budget, including itemized costs and hourly rates. Include a detailed itemization of the proposed project staffing and corresponding task hours.
- References from previous clients for similar projects.

Inquiries must be submitted by September 6, 2023. Responses to inquiries will be posted by 5 p.m. September 8, 2023 at www.folsom.ca.us/business/rfps-and-bids.

All proposals must be submitted to the City Clerk's Office no later than Friday, September 15, 2023, by 2 p.m. Proposals received after that date and time will be rejected by the City as non-responsive.

Identification of Proposals

The consultant shall submit the proposal and costs in hard copy.

- a. The package shall include five (5) hard copies of the proposal and any additional required items.
- a. The proposal package shall be addressed:

Economic Development Consultant RFP 2023

City of Folsom
Attention: City Clerk's Office
50 Natoma Street
Folsom, CA 95630

Acceptance of Proposals

- a. The City reserves the right to accept or reject any and all proposals, or any item or part thereof, or to waive any informalities or irregularities in proposals.
- b. The City reserves the right to withdraw this RFP at any time without prior notice, and the City makes no representations that any contract will be awarded to any Consultant responding to this RFP.
- c. The City reserves the right to postpone the proposal opening for its own convenience.

Pre-Contractual Expense

The City shall not be liable for any pre-contractual expenses incurred by any proposed or selected Consultant. Pre-contractual expenses include but are not limited to:

1. Preparing proposals in response to this RFP.
2. Submitting proposals to the City.
3. Negotiations with the City on any matter related to proposals.
4. Other expenses incurred by a proposer prior to the date of award of any agreement.

Proposers shall not include any such expenses as part of the price proposed in response to the RFP. The City shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

Contract Award

This RFP does not commit the City to award a contract, to pay any costs incurred in the preparation of the contract in response to this request, or to procure or contract for services or supplies. The City expressly reserves the right to reject any and all proposals or to waive any irregularity or information in any proposal or in the RFP

procedure and to the sole judge of the responsibility of any proposer and of the suitability of the materials and/or services to be rendered. The City reserves the right to withdraw this RFP at any time without prior notice. Further, the City reserves the right to modify the RFP tentative schedule.

Timeline:

The anticipated timeline for this project is as follows:

- Proposal Submission Deadline: Friday, September 15, 2023, by 2 p.m. Proposals received after that date and time will be rejected by the City as non-responsive.
- Proposal Evaluation and Selection: Friday, September 29, 2023
- Project Commencement: November 13, 2023

Proposal Evaluation Criteria:

The proposals will be evaluated based on the following criteria:

- Consultant's qualifications and relevant experience. (25%)
- Understanding of the project's scope and goals. (25%)
- Methodology and approach proposed. (25%)
- Availability of resources, proposed timeline, and cost. (25%)

Contract Award:

The City of Folsom reserves the right to accept or reject any or all proposals and to waive any informalities or minor irregularities. The award of the contract will be made to the responsible offeror whose proposal is determined to be the most advantageous to the City, taking into consideration the price and the evaluation factors set forth above.

Contact Information:

Proposal inquiries regarding this RFP must be directed to:

Christine Brainerd
Communications Director
City Manager's Office
50 Natoma Street, Folsom, CA 95630
cbrainerd@folsom.ca.us

*This page intentionally left blank
to facilitate double-sided printing.*



CITY OF
FOLSOM
DISTINCTIVE BY NATURE