



Folsom City Council Staff Report

MEETING DATE:	11/14/2023
AGENDA SECTION:	Consent Calendar
SUBJECT:	Resolution No. 11123 – A Resolution Authorizing the City Manager to Execute a Consultant and Professional Services Agreement with Kosmont & Associates, Inc. for Economic Development Consulting Services
FROM:	City Manager's Office

RECOMMENDATION / CITY COUNCIL ACTION

Staff recommends the City Council approve Resolution No. 11123 – A Resolution Authorizing the City Manager to Execute a Consultant and Professional Services Agreement with Kosmont & Associates, Inc. for Economic Development Consulting Services.

BACKGROUND / ISSUE

The City Council unanimously approved the City Manager's Proposed FY 2023-24 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. Following City Council direction and approval, City staff prepared a Request for Proposals (RFP) for economic development consulting services.

POLICY / RULE

Pursuant to Section 2.36.120 of the Folsom Municipal Code, professional services, as defined in Section 2.36.030, costing \$70,952 dollars or greater shall be contracted for by the City Council.

In accordance with Section 2.36.110(G) of the Folsom Municipal Code, the award of a negotiated bid proposal shall be made to the responsible offeror whose proposal is determined to be the most

advantageous to the City, taking into consideration price and the evaluation factors set forth in the request for proposals.

ANALYSIS

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.

Following City Council direction and approval, City staff prepared a Request for Proposals (RFP) for economic development consulting services. The purpose of the RFP was to invite submissions from economic development consultants who could assist in formulating and implementing a comprehensive economic development strategy. An RFP was issued on August 9, 2023, and the proposal submission deadline was Friday, September 15, 2023, at 2 p.m. 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).

To support a comprehensive and well-informed evaluation, an Economic Development Consultant Proposal Review Committee evaluated proposals and recommended the most suitable economic development consultant candidate. Committee Members included Mayor Rosario Rodriguez, Council Member Anna Rohrbough, City Manager Elaine Andersen, Community Development Director Pam Johns, Communications Director Christine Brainerd, Choose Folsom President and CEO Joe Gagliardi, and City of Elk Grove Economic Development Program Manager Luis Aguilar.

The City of Folsom received eight proposals from the following firms:

- Alex Greenwood Group
- HdL ECONsolutions
- Kosmont & Associates, Inc.
- LSI Business Development
- Retail Strategies
- RSG, Inc.
- The Natelson Dale Group
- Westwood Economics and Planning Associates LLC

The Economic Development Consultant Selection Committee evaluated the proposals 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%)

The results of the evaluation are indicated below. Kosmont & Associates, Inc. received the highest score and was determined the most qualified to assist in the formulation and implementation of a comprehensive economic development strategy. Following the proposal evaluation, the Economic Development Consultant Proposal Review Committee conducted an interview with the Kosmont & Associates, Inc. project team.

Reviewer	Kosmont	RSG	Natelson Dale Group	Alex Greenwood	HDL	Retail Strategies	LSI	Westwood
1	100	68	68	80	76	72	64	64
2	100	80	75	80	75	80	80	80
3	92	88	83	72	70	45	50	78
4	95	85	92	85	90	80	85	92
5	96	59	78	90	80	65	90	83
6	88	86	87	93	98	40	85	94
7	96	89	89	87	81	70	77	94
Total Score	667	555	572	587	570	452	531	585

FINANCIAL IMPACT

\$100,000 is budgeted and available in FY 2023-24 in the General Fund (Fund 010) for an economic development consultant contract. The contract with Kosmont & Associates, Inc. would be authorized for a not to exceed amount of \$99,845.

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. Resolution No. 11123 – A Resolution Authorizing the City Manager to Execute a Consultant and Professional Services Agreement with Kosmont & Associates, Inc. for Economic Development Consulting Services

Submitted,

Christine Brainerd, Acting Assistant City Manager/Communications Director

RESOLUTION NO. 11123

A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A CONSULTANT AND PROFESSIONAL SERVICES AGREEMENT WITH KOSMONT & ASSOCIATES, INC. FOR ECONOMIC DEVELOPMENT CONSULTING SERVICES

WHEREAS, the City Council unanimously approved the City Manager's Proposed FY 2023-24 Budget at its regular meeting on May 23, 2023; and

WHEREAS, to support economic growth and development within the city, the City Council recognizes the importance of engaging external expertise; and

WHEREAS, a consensus of the City Council requested that up to \$100,000 be dedicated to an economic development consultant contract; and

WHEREAS, on June 27, 2023, the City Council provided City staff direction on the scope of work and goals sought for the economic development consultant contract as part of the approved FY 2023-24 Budget; and

WHEREAS, City staff prepared and issued a Request for Proposals (RFP) for economic development consulting services to invite submissions from economic development consultants who can assist in formulating and implementing a comprehensive economic development strategy; and

WHEREAS, eight economic development consulting services proposals were received; and

WHEREAS, to ensure a comprehensive and well-informed evaluation, an Economic Development Consultant Proposal Review Committee evaluated the proposals and recommended the most suitable economic development consultant candidate; and

WHEREAS, Kosmont & Associates, Inc. received the highest score and was determined the most qualified to assist in the formulation and implementation of a comprehensive economic development strategy; and

WHEREAS, sufficient funds are budgeted and available in the FY 2023-24 General Fund budget; and

WHEREAS, the Consulting and Professional Services Agreement shall be in a form acceptable to the City Attorney.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Folsom authorizes the City Manager to execute a Consultant and Professional Services Agreement with Kosmont & Associates, Inc. for Economic Development Consulting Services.

PASSED AND ADOPTED this 14th day of November, 2023, by the following roll-call vote:

AYES: Councilmember(s):
NOES: Councilmember(s):
ABSENT: Councilmember(s):
ABSTAIN: Councilmember(s):

Rosario Rodriguez, MAYOR

ATTEST:

Christa Freemantle, CITY CLERK

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