


CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: December 17, 2019
To: Honorable Mayor and City Councilmembers
From: City Administration/Planning Department
Subject: DRAFT Request for Qualifications for Community Vitality Coordinator/Economic Vitality Coordinator (Final Title to be Discussed)
Recommendation: That the City Council discuss and provide direction to staff
Funding: Currently Budgeted: Yes No N/A
Net General Fund:
Amount: \$40,000
Account Code/Costs authorized in City Approved Budget  (verified by Administrative Services Department)

INTRODUCTION:

This item is to request City Council discuss and provide direction to staff on Request for Qualifications for Community Vitality Coordinator/Economic Vitality Coordinator (Final Title to be Discussed).

BACKGROUND:

The City has been investing significant resources into fiscally responsible efforts at improving infrastructure, creating governmental financial stability and promoting policies that support residents and businesses. The need to sustain these efforts has led to discussions about how best to manage, grow and increase the community vitality of Sebastopol. The last couple of years have seen the City and the County sustain wildfire and flooding disasters that have had a ripple effect through local economies and housing markets. In an effort to assist recovery and enhance our community's vitality, in the FY19/20 budget the City Council approved funding for the potential position of a Community Vitality Manager. This contract position is envisioned as a way to manage a wide variety of activities and actions towards the improvement of the local economy and the overall vitality of our City.

As the September 3, 2019 City Council meeting, the City Council directed to staff to take the comments of the City Council, public comment and emails to create a DRAFT Request for Qualifications for this contract position. Tonight's item is to discuss the RFQ and if approved, to authorize staff to issue the RFQ.

DISCUSSION:

A copy of the DRAFT RFQ is attached to the staff report for Council review and consideration.

Ideas that went into the RFQ for Council consideration are qualifications that would help Sebastopol to revitalize our downtown, encourage local businesses to support local businesses, improve community livability, retain our Small-Town Character; and be a liaison from the City to the community.

The proposal is for a contract employee who can network with the community; engage citizen and business participation; and create collaborative partnerships to work with the City and community to improve the overall vitality of Sebastopol. Said employee would conduct community meetings with all stake holders to be able to identify specific obstacles and challenges that the City would need to overcome to promote and strengthen community and economic vitality.

This person could work with the community to discuss the best ways to connect all areas of town; review the business assessment district; work with residents and businesses to collaborate to build and healthier Sebastopol

(economically, visually, environmentally, etc.). This person would work in collaboration with the Community Outreach Coordinator and work with staff to promote outreach/communication between the City, businesses and community such as working with the various committees to get information out to the community on City programs, working with City staff on projects that could impact businesses/residents, and working the applicants to help streamline or explain City processes such as business licenses, sign permits, building permits, etc. This person could conduct “visioning sessions” to seek business and community insights and opinions on what needs to be done to improve the downtown area and the community at large such as encouraging businesses to utilize the façade improvement program to revitalize downtown.

Fiscal Analysis:

There is no direct fiscal impact associated with the recommended action tonight; \$40,000 has been approved in the City Budget specifically in the Planning Department budget.

Public Notice:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to scheduled meeting date.

RECOMMENDATION: That the City Council discuss and provide direction to staff such as:

- Title of Position
- Duties of Position

Attachment(s):

DRAFT RFQ

City of Sebastopol

REQUEST FOR STATEMENT OF QUALIFICATIONS
FOR

TITLE: _____

Statement of Qualifications

Due Date: _____



CITY MANAGER'S OFFICE
7120 BODEGA AVENUE
SEBASTOPOL, CA 95472

Phone: 707-823-1153
Fax: 707-823-1135

Email: lmclaughlin@cityofsebastopol.org

BACKGROUND

The proposal seeks a contract employee who has demonstrated expertise and experience in working with public agencies and who can network with the community; engage citizen and business participation; and create collaborative partnerships to work with the City and community to improve the overall vitality of Sebastopol.

The proposal seeks a person to understand economic development concerns and interests of the City and to help guide the discussion about what is feasible in the City of Sebastopol with respect to economic development and the resources available. Based upon community meetings (individually with businesses and town hall meetings), it is expected that the selected person will work to develop specific economic development programs and goals needed for economic vitality.

The selected person will show demonstrated experience in the preparation of economic development strategic plans and demonstrated effective public and business community outreach.

It is the city's goal to sustain and expand the economic base in order to provide for a high quality of life for all residents as well as attracting visitors and businesses alike. It is hoped that the final programs and goals will be action items that build upon the current assets of the City.

The actions developed must also address both the needs and impediments for existing business while defining methods for attracting and growing new business areas of opportunity. Identifying and maintaining a balance between the two is necessary to ensure the success of the City as well as to ensure the success of community engagement with the goal of a coordinated effort to take advantage of all opportunities for businesses and residents alike.

QUALIFICATIONS:

Qualified applicants shall show demonstrated methodology for gathering information from the businesses, community stakeholders and partners, regarding current challenges; community strengths; and available programs, services, and resources to be used to guide local development, expansion, and implementation of resources, services, and programs.

Qualified applicants shall show demonstrated abilities to create consensus through good interpersonal skills.

Qualified applicants shall show demonstrated abilities to perform within all levels of the City organization and obtain successful outcomes; be able to interact with all stakeholders and in a manner that supports the City Council's goals and objectives for community vitality.

Qualified applicants shall show demonstrated abilities to use market research methodologies and public relations principles and practices.

SCOPE OF WORK

The following Scope of Work is provided to guide and not limit the applicant. It is intended to produce develop consensus with the businesses and community to retain business and jobs, grow the workforce, and create a path of economic vitality for the City.

TASKS:

Task 1: Review City Documents; Meet with City Staff; and Produce a Community Kick-off Meeting.

Task 2: Meet with all stake holders to identify specific obstacles and challenges that the City would need to overcome to promote and strengthen community and economic vitality.

Task 3: Conduct “visioning sessions” to seek business and community insights and opinions on what needs to be done to improve the downtown area and the community at large such as encouraging businesses to utilize the façade improvement program to revitalize downtown. Discuss the best ways to connect all areas of town; review the business assessment district; and work with residents and businesses to collaborate to build and healthier Sebastopol (economically, visually, environmentally, etc.).

Task 4: Attend City Meetings as required. (Examples of meetings are listed below and are not final).

- Chamber Marketing Strategy Committee
- Sebastopol Downtown Association
- City Council Meetings or Sub-Committee Meetings as required
- Sonoma County Economic Development Board

Task 5: Conduct Stakeholder Focus Groups

- All business sectors
- Commercial and retail brokers, property owners, and developers
- Identified County and City Community stakeholders

Task 6: Work with City staff and applicants to streamline the permitting process

Task 7: work with the Chamber of Commerce, Downtown Association, Barlow District, and other interested parties to discuss and provide recommendations for outreach for tourism and increase visitors to the City

Task 8: Prepare a summary of the City’s primary strengths, weaknesses, opportunities and threats that directly impact economic competitiveness. Through the identification of needs informed by the community assessment, frame the key issues most affecting the community's economic development and identify feasible options. Identify potential projects to maximize or create opportunities or minimize threats to achieve economic goals.

CITY'S RESPONSIBILITIES

INTERVIEW

Qualified applicants will be selected based on the quality, diversity and responsiveness of the proposals received. The application and qualification period are open until _____.

Qualified applicants will be invited to an interview with the City and possibly City Council. The City reserves the right to conduct follow-up interviews with applicants.

SCHEDULE

This Request for Statement of Qualifications (RFQ) will be related _____.
Responses to this RFQ are due _____.

Qualifying applicant will be requested to enter into a Contract with the City. Contract will be presented to the City Council for approval.

GUIDELINES FOR PROPOSALS

Application/Qualifications shall be accompanied by the completed Application Form (Appendix A).

PROCESS FOR SUBMITTING PROPOSALS

Applicants are required to submit proposals through the City of Sebastopol, ATTN: City Manager's Office, 7120 Bodega Avenue, Sebastopol, CA. Submissions must be completed by the date and time specified in this RFQ. The deadline will be strictly enforced. It is the responsibility of the applicant to ensure that the application process is completed by the deadline. Please submit RFQ in a sealed envelope. Emailed copies, and late submissions will not be accepted. The City of Sebastopol reserves the right, at its sole and absolute discretion, to amend or modify any provision of this RFQ or to withdraw this RFQ at any time prior to contract award.

Application/Qualifications should focus on information requested above.

Submit one (1) paper copy of Application/Qualifications in a sealed envelope addressed to:
Larry McLaughlin
City Manager
City of Sebastopol

7120 Bodega Avenue
Sebastopol, CA 95472
RE: SOQ FOR _____

Application/Qualifications shall be submitted in person or by mail or delivery service. Faxed or email applications/qualifications will not be accepted.

DRAFT

APPENDIX A

APPLICATION FORM
APPLICANT

Name: _____
Mailing Address: _____
City, State, Zip: _____
Phone Number: _____
Email: _____

SERVICES OFFERED IN RESPONSE TO THIS REQUEST FOR PROPOSALS

Please list all types of work for which you wish to be considered. Please attach resume or additional information.

By signing this application and proposal, the undersigned confirms that I have read this solicitation in its entirety and understand the information and requirements described herein. , including general contract terms and insurance requirements, and I agree to comply with these should my firm be selected, except as I have otherwise noted in my Proposal.

Authorized Signature: _____ Date: _____