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SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

APPROVED
OCT 15 1985
SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

CITY MANAGER'S OFFICE
RECEIVED
OCT 9 1985

Redevelopment Agency of the
City of Sacramento

APPROVED
BY THE CITY COUNCIL
OCT 15 1985
OFFICE OF THE
CITY CLERK

Sacramento City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Del Paso Boulevard Commercial Revitalization Coordinator

SUMMARY

This report requests: 1) Approval of the Request for Proposal (RFP) for the Del Paso Boulevard Commercial Revitalization Coordinator (see RFP, Attachment 1), 2) Authorization for the Executive Director to solicit the RFP and execute a contract with a commercial revitalization consultant, and 3) Amendment of the 1985 Agency budget by transferring $17,081 from the general Economic Development Community Development Block Grant budget to finance these services.

BACKGROUND

The Del Paso Boulevard Commercial Revitalization Program was initiated by the Agency and the North Sacramento Chamber of Commerce (Chamber) in August 1983 to improve the business district along Del Paso Boulevard from Highway 160 to Evergreen (see map, attached). Since its designation as a commercial revitalization target area, a great deal has been accomplished in the area: 1) completion of numerous storefront property improvements along the boulevard; 2) implementation of promotional activities; 3) strengthening and growth of the Chamber, the merchants and property owner's association involved in the area; 4) development of a comprehensive Commercial Revitalization Plan; 5) development of a marketing brochure and slide show on the boulevard; 6) preparation of architectural design guidelines; and, 7) marketing of the boulevard to new businesses.

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MAILING ADDRESS: P.O. BOX 1834, Sacramento, CA 95809
OFFICE LOCATION: 630 I Street, Sacramento, CA 95814 (916) 444-9210

Although significant accomplishments have been realized over the last few years, a number of activities remain to be completed to carry out the revitalization strategy for this area. As the previous commercial revitalization coordinator, Leslie Palmer, has accepted the position as the economic development coordinator for the City of Sacramento, it is necessary for the Agency to retain a new consultant to complete these outstanding activities.

Specifically, the coordinator will be responsible for working closely with the Chamber to accomplish the following activities identified in the RFP:

1. Assist in the development of the area through the attraction of new businesses or expansion of existing businesses.

2. Market the commercial financing programs (i.e., Commercial Facade Program, Direct Commercial Loan Program and Commercial Rehabilitation Loan Program) made available by the Agency.

3. Provide technical assistance to property owners and business operators in the submission of applications under the Agency's commercial financing programs.

4. Develop a Business Improvement District emphasizing parking improvements and promotions.

5. Assist in the coordination of the development of the light rail along Del Paso Boulevard to benefit area businesses and to mitigate potential problems which may occur.

6. Analyze and coordinate discussion on proposals for the Arden-Garden connector.

7. Review the Parking and Traffic Study developed by TKJM Transportation Consultants and work with City staff to implement recommendations.

8. Seek and develop economically viable reuses for two key properties along the boulevard, 1217 Del Paso and the Del Paso Theatre property.

9. Develop and implement a campaign to attract neighborhood residents to shop on the Boulevard.

10. Coordinate with the City Planning Department and the Chamber on the development of the Special Planning District Guidelines.

11. Organize and coordinate promotional activities in conjunction with the Chamber to continue to improve the economic viability and image of the commercial strip.

12. Attend monthly Chamber luncheons, monthly board meetings and prepare articles for Chamber Newsletter.

In addition, activities to be planned for in 1986 and to be implemented in 1987 or later as per the Revitalization Strategy are:

13. Develop new parking facilities or spaces.

14. Improved street lighting, especially from a safety standpoint.

15. Possible acquisition and demolition of obsolete buildings and preparation for new construction.

16. Design and finance of Art in Public Places as per Design Guidelines for the three entrances to the Boulevard, two of which are in conjunction with light rail: Del Paso Boulevard at (1) El Camino Avenue, (2) Arden Way and (3) Highway 160.

Within the framework of the above accomplishments, the consultant will be required to submit a detailed work program for the contract period within 30 days of the commencement of the contract which will be approved by the Executive Director of the Agency. The work program shall specify how the above activities will be accomplished within the term of the contract and identify specific actions along with associated costs and timeframes required to meet the work program. The work program shall be developed so as to indicate anticipated progress on a monthly basis with significant activities and key elements that are to be accomplished. The consultant will also submit monthly performance reports detailing progress in meeting work program goals for review by the Agency. Funds will only be disbursed based upon progress and documentation of actual services performed as identified in the work program.

ENVIRONMENTAL IMPLICATIONS

Environmental review is not applicable for action on this item.

FINANCIAL DATA

Currently $10,003 remains in the Del Paso Boulevard Coordinator budget for 1985. Assuming a start-up date of December 1, 1985 for the coordinator services, this results in a 13-month contract period through December 31, 1986. As the standard one-year commercial revitalization contract is for $25,000 or $2,084 per month, the 13-month contract will be for $27,084. Given the existing $10,003 balance, it is recommended that $17,081 from City Community Development Block Grant funds, previously earmarked for economic development be utilized to finance this contract.

POLICY IMPLICATIONS

The action proposed in this staff report is consistent with previously approved policy and there is no policy change being recommended.

VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of October 7, 1985, the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolution. The votes were as follows:

AYES : Amundson, Glud, Luttrell, Moose, Pettit, Wooley, Angelides
NOES: None

ABSENT: Lopez, Sanchez, Teramoto, Walton

RECOMMENDATION

The staff recommends adoption of the attached resolution to: 1) Approve the RFP, 2) Solicit proposals, 3) Award the contract, 4) Amend the Agency Budget in the amount of $17,081 to finance these services, and 5) Amend the CDBG Budget by transferring $17,081 to the Del Paso Boulevard Commercial Revitalization Coordinator line item.

Respectfully submitted,

WILLIAM H. EDGAR
Executive Director

Contact Person: John Molloy
440-1360

TRANSMITTAL TO COUNCIL

WALTER J. SLIPE
City Manager

SML:j
10/01/85
Del Paso Coord.

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RESOLUTION No. 85-801

Adopted by The Sacramento City Council on date of

October 15, 1985

AMENDMENT TO COMMUNITY DEVELOPMENT BLOCK GRANT BUDGET
FOR DEL PASO BOULEVARD COMMERCIAL REVITALIZATION COORDINATOR

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

Section 1: The City Council hereby amends the Community Development Block Grant budget by transferring $17,084 in 1985 Economic Development funds (cost center 4318) to an existing line item entitled Del Paso Boulevard Commercial Revitalization Coordinator (cost center 4284).

_____
MAYOR

ATTEST:

_____
CITY CLERK

z:ccCDBGDPH

APPROVED
BY THE CITY COUNCIL

OCT 15 1985

OFFICE OF THE
CITY CLERK

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RESOLUTION NO. 85-087

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF

October 15, 1985

APPROVING REQUESTS FOR PROPOSALS,
AUTHORIZING EXECUTION OF CONTRACT
AND APPROVING FINANCING OF DEL PASO BOULEVARD
COMMERCIAL REVITALIZATION COORDINATOR

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO:

Section 1: The Request for Proposals for the Del Paso Boulevard Commercial Revitalization Coordinator as presented in the staff report is hereby approved.

Section 2: The Executive Director is authorized to advertise a Request for Proposals and to execute a contract for the Del Paso Boulevard Commercial Revitalization Coordinator.

Section 3: The 1985 Agency Budget is hereby amended to transfer $17,084 in 1985 Community Development Block Grant Economic Development funds (4318) to the Del Paso Boulevard Commercial Revitalization Coordinator line item (4284).

_____
CHAIR

ATTEST:

_____
SECRETARY

APPROVED
OCT 15 1985
SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

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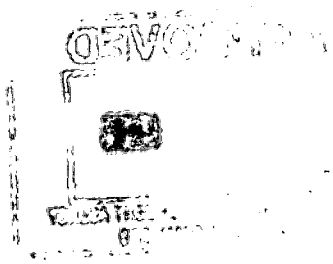

REQUEST FOR PROPOSALS
COMMERCIAL REVITALIZATION COORDINATOR FOR THE DEL PASO BOULEVARD COMMERCIAL AREA

The Sacramento Housing and Redevelopment Agency (Agency) is interested in retaining a consultant to implement the previously developed commercial revitalization plan for the Del Paso Boulevard Commercial Revitalization Target Area.

The Del Paso Boulevard Commercial Revitalization Program was initiated by the Agency and the North Sacramento Chamber of Commerce (Chamber) in August 1983 to improve the business district along Del Paso Boulevard from Highway 160 to Evergreen (see map, attached). Since its designation as a commercial revitalization target area, a great deal has been accomplished in the area: 1) completion of numerous storefront property improvements along the boulevard; 2) implementation of promotional activities; 3) strengthening and growth of the Chamber, the merchants and property owner's association involved in the area; 4) development of a comprehensive Commercial Revitalization Plan; 5) development of a marketing brochure and slide show on the boulevard; 6) preparation of architectural design guidelines; and, 7) marketing of the boulevard to new businesses.

SCOPE OF SERVICES

The Agency is looking for a consultant to work closely with the Chamber and merchants and property owners of the area to accomplish the following activities:

1. Assist in the development of the area through the attraction of new businesses or expansion of existing businesses.

2. Market the commercial financing programs (i.e., Commercial Facade Program, Direct Commercial Loan Program and Commercial Rehabilitation Loan Program) made available by the Agency.

3. Provide technical assistance to property owners and business operators in the submission of applications under the Agency's commercial financing programs.

4. Develop a Business Improvement District emphasizing parking improvements and promotions.

5. Assist in the coordination of the development of the light rail along Del Paso Boulevard to benefit area businesses and to mitigate potential problems which may occur.

6. Analyze and coordinate discussion on proposals for the Arden-Garden connector.

7. Review the Parking and Traffic Study developed by TJKM Transportation Consultants and work with City staff to implement recommendations.

8. Seek and develop economically viable reuses for the two key properties along the boulevard, 1217 Del Paso and the Del Paso Theatre property.

9. Develop and implement a campaign to attract neighborhood residents to shop on the Boulevard.

10. Coordinate with the City Planning Department and the Chamber on the development of the Special Planning District Guidelines.

11. Organize and coordinate promotional activities in conjunction with the Chamber to continue to improve the economic viability and image of the commercial strip.

12. Attend monthly Chamber luncheons, monthly board meetings and prepare articles for Chamber Newsletter.

In addition, activities to be planned for in 1986 and to be implemented in 1987 or later as per the Revitalization Strategy are:

13. Develop new parking facilities or spaces.

14. Improved street lighting, especially from a safety standpoint.

15. Possible acquisition and demolition of obsolete buildings and preparation for new construction.

16. Design and finance of Art in Public Places as per Design Guidelines for the three entrances to the Boulevard, two of which are in conjunction with light rail: Del Paso Boulevard at (1) El Camino Avenue, (2) Arden Way and (3) Highway 160.

Within the framework of the above accomplishments, the consultant will be required to submit a detailed work program for the contract period within 30 days of the commencement of the contract which will be approved by the Executive Director of the Agency. The work program shall specify how the above activities will be accomplished within the term of the contract and identify specific actions along with associated costs and timeframes required to meet the work program. The work program shall be developed so as to indicate anticipated progress on a monthly basis with significant activities and key elements that are to be accomplished. The consultant will also submit monthly performance reports detailing progress in meeting work program goals for review by the Agency. Funds will only be disbursed based upon progress and documentation of actual services performed as identified in the work program.

FUNDING AND DURATION OF CONTRACT

Based on an estimated 13-month contract period through December 31, 1986, Twenty-seven Thousand Eighty-four dollars ($27,084) is available for the consultant contract which must cover all requisite costs, e.g., clerical services, travel and salary. A minimum of 20 hours per week is to be spent on the project. The consultant will be required to keep regular office hours in space donated by the Chamber. In no event, without prior approval by the Agency, shall the monthly compensation exceed $2,084.

PROPOSAL SUBMISSION AND FORMAT

A written proposal is solicited. Five (5) copies should be sent to the attention of:

Sacramento Housing and Redevelopment Agency
c/o Joan Roberts, Agency Clerk
Administrative Department, C-36
630 I Street
Sacramento, CA 95814

The proposal must be received on or before 5:00 P.M., Thursday, November 7, 1985. Late proposals will be returned unopened.

FORMAT

Your proposal is to be submitted in the following format:

- Cover or transmittal letter, executed by an authorized signatory of your firm or the individual contractor submitting the proposal; not to exceed one (1) page

- Detailed statement on the services to be provided, including the approaches and methods to be used; not to exceed six (6) pages.

- Detailed statement on experience with commercial revitalization activities, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience, not to exceed two (2) pages.

- Detailed statement of experience with publicly-assisted business development programs (SBA, CDBG, EDA, etc.) and general business financing techniques, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed two (2) pages.

- Summary statement on experience coordinating a merchants organization, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed two (2) pages.

- Synopsis of experience in identifying market potentials and deficiencies in commercial revitalization areas, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed two (2) pages.

- Detailed statement on experience in the identification and implementation of promotional activities in commercial revitalization areas; including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed two (2) pages.

- Detailed statement on experience in the development of a Business Improvement District, including a list of relevant clients or employers and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed two (2) pages.

- Detailed statement on experience in marketing commercial property, including a list of relevant clients or employers and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed two (2) pages.

- If the responding entity involves more than a single individual, describe your firm's affirmative action, equal employment program and identify your current mix of female and minority employees in relation to your entire workforce; not to exceed two (2) pages.

Contract award will be based upon the responses in the maximum twenty-three (23) pages allotted above, and any additional materials or information specifically requested by the Agency. All materials requested shall be contained in a single document and shall be retained by the Agency.

The Agency reserves the right: To reject any or all proposals submitted, to request clarification of information submitted and/or to request additional information of one or more competitors; and the right to waive any irregularity in the proposal submission and review process. An award, if made, will be made to the firm/individual best qualified and whose proposal is deemed to be in the best interest of the Agency.

SELECTION CRITERIA

The Executive Director of the Agency will make the final contract award; however, recommendations will be made by a selection committee. The selection committee will be comprised of one Sacramento Housing and redevelopment Commissioner, two property owners/business operators, one Agency staff person, and one City staff person.

The selection committee will make its recommendation by reviewing and evaluating written proposals according to the criteria listed below. Additional questions may be asked of proposers, and formal oral interviews may be conducted as well. Proposers will be notified of any additional required information or interviews after written proposals have been evaluated.

Evaluation criteria and the relative weight assigned to each are listed below:

WRITTEN EVALUATION

1.	Quality of the proposed work plan	30%
2.	Experience in commercial revitalization	10%
3.	Knowledge of and experience with publicly assisted business development programs (SBA, CDBG, EDA, etc.) and general business financing techniques	10%
4.	Knowledge of and experience coordinating a Merchant's and Property Owners Association	5%
5.	Experience in identifying market potentials and deficiencies in commercial revitalization areas	10%
6.	Experience in establishing Benefit Improvement Districts	10%
7.	Experience in marketing commercial property	10%
8.	Experience in the identification and implementation of promotional activities in commercial revitalization areas	5%

9.	Knowledge and understanding of the North Sacramento area and the role Del Paso Boulevard could serve in that regional market	5%
10.	Minority or Female Owned firm or Affirmative Action Program	5%

(In case of a tie, first consideration will be given to Sacramento based firms/individuals.)

ORAL EVALUATION

If oral interviews are required, the following criteria will apply:

Ability to communicate orally	20%
Understanding of the Commercial Revitalization Process	10%
Experience identifying market potential and deficiencies in commercial revitalization areas and marketing commercial properties	15%
Experience coordinating a Merchants and Property Owners Association	10%
Experience with publicly assisted financing programs	10%
Experience with establishing Business Improvement Districts	15%
Experience with promotional activities	10%
Sensitivity to community - evaluation and identification of community issues	10%

The Agency retains the right to reject any and all proposals. A decision may be made on the basis of an evaluation of the written proposals only. If no oral interviews are necessary, the written proposals will constitute 100% of the selection decision. Otherwise, if oral interviews are held, written proposals will constitute 75% and the oral interviews 25% of the selection decision.

The Agency may add additional criteria prior to the time of selection at its discretion.

The individual/firm selected for contract award will enter into a contract with the Agency which will include all standard conditions of such contracts.

54

TENTATIVE SELECTION SCHEDULE

City Council Approval to solicit RFP's	October 15, 1985
Proposal Due Date	November 7, 1985
Selection Completion	November 21, 1985
Contract Period	December 1, 1985 - December 31, 1986

Contact Person: Susan M. Loftus
Program Manager, Economic Development
Policy/Planning Unit, C-25
630 I Street
Sacramento, CA 95814
(916) 440-1355

SML:j
10/01/85
Del Paso Coord.

ATTACHMENT 1

DEL PASO BLVD. COMMERCIAL REVITALIZATION AREA