

# ECONOMIC DEVELOPMENT COMMISSION



## Public Notice of a Regular Meeting

Please be advised that the City of Richmond Economic Development

Commission will hold its regular meeting on **July 14, 2021 - 11:30 a.m. -1:00 p.m.**

### **ALL COMMISSIONER MEMBERS WILL PARTICIPATE VIA TELECONFERENCE CORONAVIRUS DISEASE (COVID-19) ADVISORY**

Due to the coronavirus (COVID-19) pandemic, Contra Costa County and Governor Gavin Newsom have issued multiple orders requiring sheltering in place, social distancing, and reduction of person-to-person contact. Accordingly, Governor Gavin Newsom has issued executive orders that allow cities to hold public meetings via teleconferencing. Both <https://www.coronavirus.cchealth.org/> and <http://www.ci.richmond.ca.us/3914/Richmond-Coronavirus-Info> provide updated coronavirus information.

DUE TO THE SHELTER IN PLACE ORDERS, participation in the Economic Development Commission will be by teleconference only. Public comment will be confined to items appearing on the agenda and will be limited to the method provided below. Consistent with Executive Order N-29-20, this meeting will utilize teleconferencing only. The following provides information on how the public can participate in this meeting.

#### **How to watch the meeting from home: By Computer, Tablet or Mobile Device**

The meeting may be accessed by using the following Zoom meeting link

1. <https://zoom.us/j/93877687441?pwd=TUJIY2pDMnRpV2IKTXpEUHpubXVQdz09>
2. Webinar ID: 938 7768 7441
3. Passcode: 097044

#### **By Telephone:**

1. US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 929 205 6099 or +1 301 715 8592
2. Webinar ID: 938 7768 7441
3. Passcode: 097044

#### **Public comments may be submitted:**

1. Via email to [gabino.arredondo@ci.richmond.ca.us](mailto:gabino.arredondo@ci.richmond.ca.us). Email **MUST** contain in the subject line 1) open forum for public comments – not on the agenda or 2) public comments – agenda item #\_\_\_ **[include the agenda item number]**. All comments must be submitted on or before Wednesday, July 14, by 10:00 am.

*The City cannot guarantee that its network and/or the site will be uninterrupted. To ensure that the City Council receives your comments, you are strongly encouraged to submit your comments in writing in advance of the meeting.*

#### **Record of all public comments:**

All public comments will be considered a public record, put into the official meeting record. All public comments will be available after the meeting as supplemental materials and will be posted as an attachment to the meeting minutes when the minutes are posted.

#### **Accessibility for Individuals with Disabilities**

Upon request, the City will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services and sign language

interpreters, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be emailed to [gabino\\_arredondo@ci.richmond.ca.us](mailto:gabino_arredondo@ci.richmond.ca.us) or submitted by phone at 510-620-6606. Requests will be granted whenever possible and resolved in favor of accessibility.

**Effect of Advisory on In-person public participation**

During the pendency of the Executive Order N-29-20, the language in this Advisory portion of the agenda supersedes any language below in the meeting procedures contemplating in-person public comment.

**ALL COMMISSIONER MEMBERS WILL PARTICIPATE VIA TELECONFERENCE**

**CHAIR**

**Ayoka Medlock-Nurse**

**VICE-CHAIR**

**Ahmad Anderson**

**- AGENDA -**

1. 11:30 am - Call to Order
2. Roll Call & Check in
  - a. N/A
3. Approval of Minutes
  - a. 6-9-2021 Meeting
4. Report from City Council
5. Old and/or New Business (30 minutes)
  - a. Gotcha Bike Share Launch – Denée Evans – 10 minutes
  - b. HR&A – Richmond Business and Investment Attraction Strategy – Sarah Kirk – 10 minutes
  - c. Quarterly Update – Samantha Carr – 10 minutes
6. Committee Reports
  - a. Policy – Lead, A. Anderson (No Update)
  - b. Community Engagement – Lead, D. Wear
  - c. Taste of Richmond (Postponed 2021) – Lead, B. Evans
  - d. Cannabis – Lead, A. Ayoka (No Update)
  - e. Sustainable Industrial Plant Based Products/Business Expo – Lead, TBD
7. Staff Reports (20 mins)
  - a. Finance Department
    - i. Measure U Update – Finance Department Staff – 5 min
  - b. City Manager’s Office
    - i. Community Navigator Grant – 5 minutes
    - ii. Community Benefits Policy – RFQ – 5 minutes
  - c. Mayor’s Office
    - i. Update on Commissioners – Dominique– 5 Minutes
8. Public Comments/Announcements/Handouts
9. Next Meeting Date: September 9, 2021
10. 1:00 pm - Adjournment

Note: The EDC Ordinance on back page of the agenda



**Tina Brown**  
**La'Tanya Dandie**  
**Brandon Evans**  
**Kapris James**  
**James Lee**  
**Gloria Jean Sewell-**  
**Murphy**  
**Audrey D. Shields**  
**Diana Wear**  
**Orrian Willis**  
**Reza Yazdi**

**Council Liaison:**  
**Demnlus Johnson III**

**Staff:**  
**Thomas Omolo**  
**Gabino Arredondo**  
**Shasa Curl**  
**Shane Johnson**  
**Dominique Green**

## **56.060 - Officers.**

The commission shall elect from among their own number a chairman and a vice-chairman who shall serve in such capacity for one year. In the case of a vacancy in the position of chairman or vice-chairman, the commission shall elect a successor who shall serve for the predecessor's term. The commission shall appoint a secretary who may be, but need not be, a member of the commission.

## **3.56.070 - Powers and duties.**

The specific powers and duties of the commission are as follows:

- (a) Work with state and local agencies, governing bodies, public and private organizations as appropriate to encourage economic development in the City;
- (b) Promote the interests of commercial and industrial development in metropolitan Richmond while giving due consideration to the interests of the neighborhoods and the overall quality of life in the City;
- (c) Review and comment on the City's program of providing economic development, business information and economic promotion services to the business community;
- (d) Review and comment on opportunities for enhancing economic development through major public works projects, emerging growth industries, annexations, use of redevelopment, ports development, etc.;
- (e) Review and comment on programs which may enhance employment of Richmond residents;
- (f) Perform other tasks related to the City's economic development as requested by the City Manager or City Council.

## **3.56.080 - Meetings.**

The commission shall hold its first meeting within thirty days after all of its members have been appointed. At such meeting, the commission shall fix the time and place of regular meetings of the commission which shall not be less frequent than once each month. All meetings of the commission shall be open to the public.

## **3.56.090 - Rules and records.**

The commission shall adopt rules for the transaction of the business of the commission, which rules shall, among other things, include the term of the secretary of the commission, the manner of calling and giving notice of special meetings and hearings, and the appointment and powers of standing committees. The commission shall keep records which shall be open to the public of its resolutions, transactions, motions, orders, findings and determinations.

# MINUTES OF MONTHLY MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION

June 9, 2021

The Richmond Economic Development Commission's monthly meeting convened at 11:30 AM on June 9, 2021, via Zoom webinar.

Call to Order      11:44 PM by Chair, Ayoka Nurse

1. **Roll Call:**

A quorum was present with commission members A. Anderson, A. Nurse, B. Evans, D. Wear, G. Sewell-Murphy, K. James, O. Willis, J. Lee, L. Dandie

2. **Absent:**

A. Shields, A. Delgado, and R. Yazdi,

3. **Staff:**

Thomas Omolo, Gabino Arredondo, Shasa Curl, and Justin Stovall

4. **Council Liaison:**

Demnlus Johnson III

5. **Guest:**

Eric Zell, Mark English, Samidha Thakral, Banke Abioye, Osaretin Ogbemor, Alicia Gallo, Stephen Baiter, & Jackie Keliiaa

6. **Minutes:**

1<sup>st</sup> –A.Nurse, 2<sup>nd</sup> – A. Anderson, and Unanimous Approval

7. **Presentation:**

*Eric Zell and ProLogis representatives:* Presented an update on ProLogis's plans to redevelop the Hilltop mall area. The site will be designed according to sustainability guidelines and to create a mixed-use neighborhood that will serve as a center of business and e-commerce for the surrounding community. The district is intended to be walkable and bicycle friendly as well as support alternate modes of transportation to avoid large amounts of surface parking. The immediate next steps are to conduct community outreach possibly in partnership with the EDC's community engagement subcommittee.

*Osaretin Ogbemor:* Provided an update on the Richmond Clothing Company, events held in 2020 and planned events for the store. These events will primarily be community engagement events that will lead up to a larger event at the end of August which will include food trucks and other activities. The Osaretin also mentioned that the company plans to partner with MasterMinding Habits, an organization that supports children with learning disabilities, to teach children strategies to be successful in their academics.

*Alicia Gallo:* Provided an overview of Richmond Main Street Initiative role in revitalizing the Richmond's downtown area. RMSI's approach includes marketing for businesses, ensuring public spaces in the district are clean and safe, fostering entrepreneurship, design and accessibility support, and strengthening community relations. During the pandemic RMSI gave out open for business signs in collaboration with Leftside Printing, as well as increased the amount of small business mailers delivered which contained info on health guidelines and relief resources. RMSI also conducted periodic check-ins with businesses.

*Stephen Baiter, Jackie Keliiaa:* Provided an overview of The East Bay Economic Development

Alliance which serves as a member network to connects 150+ organizations across Alameda and Contra Costa. The East Bay EDA hosts regular panels and mixers on current economic development trends and topics and an award ceremony called the East Bay Innovation Awards which promotes innovative companies. The organization wants to connect with the port of Richmond, as it is a major hub of economic activity in the city.

*Gloria Sewell-Murphy:* Discussed the creation of a Sustainable Industrial Plant Based Products/Business Expo subcommittee to review industrial hemp and other related industrial plant-based businesses within Richmond and assessing the potential of a business expo. The business expo would be open to Richmond-based businesses both for-profit and non-profit.

Commissioner Anderson placed a motion to create a Sustainable Industrial Plant Based Products/Business Expo subcommittee. Seconded by Commissioner Willis. The motion passed with eight YES, two ABSTAIN and zero NO.

*James Lee:* Provided an update on the Reimaging Public Safety Community Task Force. The task force would fund social community benefit programs to address issues such as homelessness, housing shortage, and youth programming.

#### 8. **Committee Reports:**

- Policy – Currently in discussion with HR&A about different contingencies. Submitted a letter which is now in record, and all of the questions put forth by the commission have been answered. The next step is community engagement and outreach.
- Community Engagement (D. Wear) – Started the distribution of 200 flyers to businesses, as well as advertised the restaurant revitalization program's webinar. Many businesses brought up concerns over high rent prices during the pandemic. 36 business registered for the webinar but only 11 attended. There were 12 attendees for the short-term recovery action plan webinar.
- Taste of Richmond – No update
- Cannabis (A. Ayoka) – No update, the updated timeline will be available by the next EDC commission meeting.

#### 9. **Report from City Council:**

#### 10. **Staff Reports:**

##### Finance Department

- ARP, LaShonda White – The City of Richmond will be receiving a \$22 million allocation through the act. The first half of the fund will be received this year and the second half will be received next year. The deadline to spend it is 2026.
  - Measure U Update – Finance Department Staff – Did not receive any proposals for the RFP. There continue to be weekly cross-department meetings.
- ##### City Manager's Office
- Update on Black Wall Street Event – Black Wall Street wants to have an event in downtown Richmond for black entrepreneurs. A meeting is set up, and the expected time for the event to take place is early in the Fall.
- ##### Mayor's Office
- Update on Commissioners – Dominique– There are currently two to three vacant commissioner positions. One person was just approved that fit the criteria, and there will be a vote to confirm her in the next City Council meeting.

#### 11. **Public Comments/Announcements/Handouts Presentation:**

12. **Next meeting:** 7/14/2021

13. **Adjournment:** 1:08 PM

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\*CLIPPER CARD ONLY WORKS WITH PREPAID AUTO RELOAD SET UP
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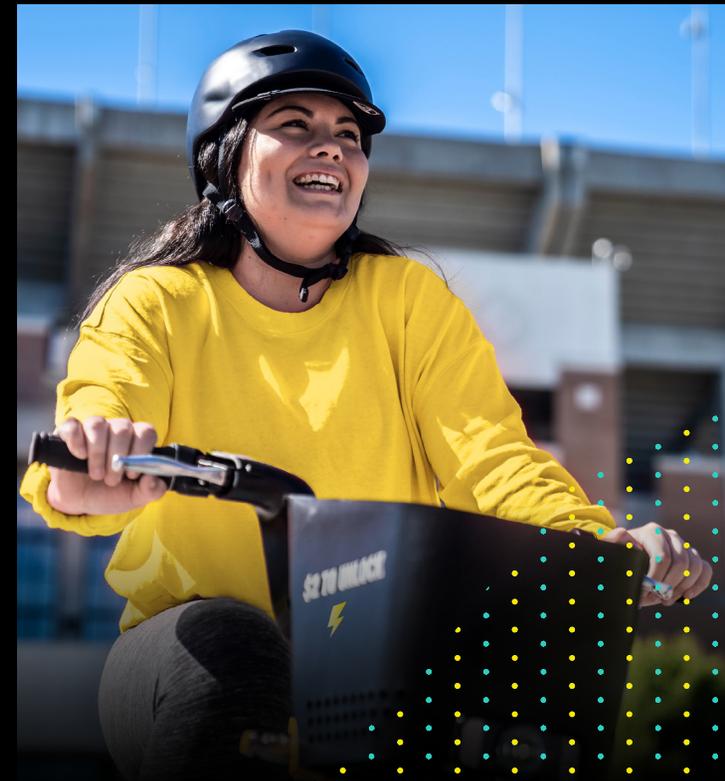
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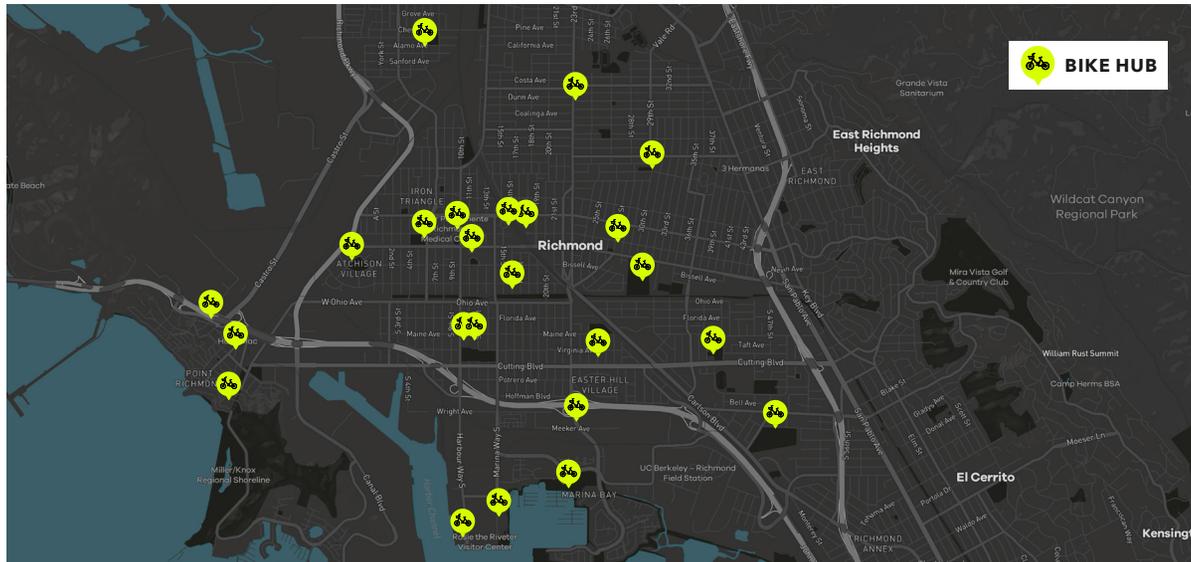
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**RICHMOND,  
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\$0.10 PER MINUTE

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**\$79.99/YEAR**  
INCLUDES 30 MINUTES OF FREE RIDE TIME PER DAY  
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NO UNLOCK FEES  
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### MONTHLY PLAN

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INCLUDES 30 MINUTES OF FREE RIDE TIME PER DAY  
\$0.10 PER MINUTE AFTER  
NO UNLOCK FEES  
\$6.99/MONTH FOR STUDENTS AND MILITARY

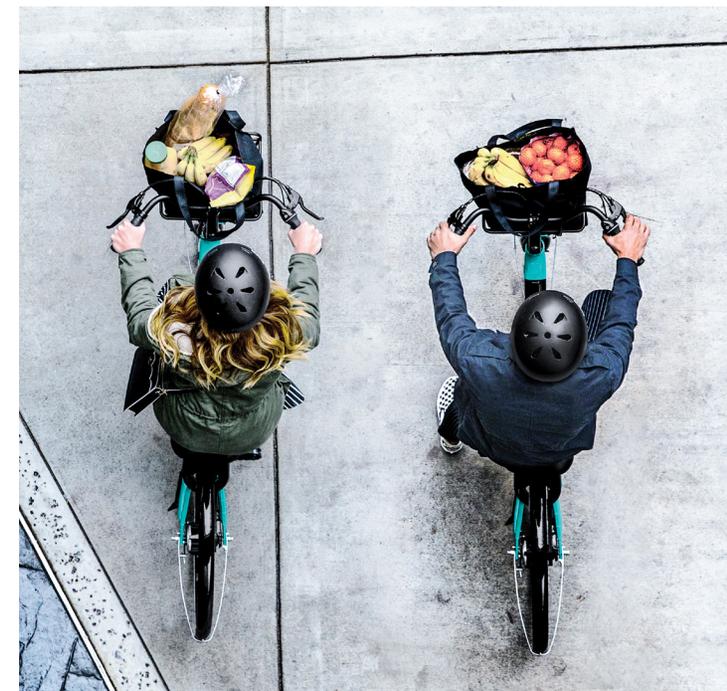
### BOLT FORWARD PLAN

**\$5 A YEAR\***  
INCLUDES 60 MINUTES OF FREE RIDE TIME PER DAY  
\$0.10 PER MINUTE AFTER  
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\*INCREASES TO \$5/MONTH IN SECOND YEAR  
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## BOLT ALLÍ AHORA

NUESTRO SISTEMA DE BICICLETAS COMPARTIDAS HACE QUE SEA FÁCIL CONDUCIR A TRAVÉS DE RICHMOND, CA

No hay mejor manera de moverse por la ciudad y ver todo lo que Richmond tiene para ofrecer. Comience por descargar la aplicación Gotcha Powered by Bolt para encontrar un centro de movilidad cerca de usted, luego escanee una bicicleta y despegue.

## DESCARGA NUESTRA APLICACIÓN PARA EMPEZAR A RODAR!

1. Regístrese con su número de teléfono
2. Ingrese la información de su tarjeta de crédito
3. Escanee el código QR de la bicicleta con su teléfono inteligente o desbloquéelo con la tarjeta Clipper \* asociada con su cuenta Gotcha Powered By BOLT  
\* LA TARJETA CLIPPER SOLO FUNCIONA CON LA CONFIGURACIÓN DE RECARGA AUTOMÁTICA PREPAGA
4. Para evitar multas, finalice su viaje en un centro de movilidad incluido en la aplicación.



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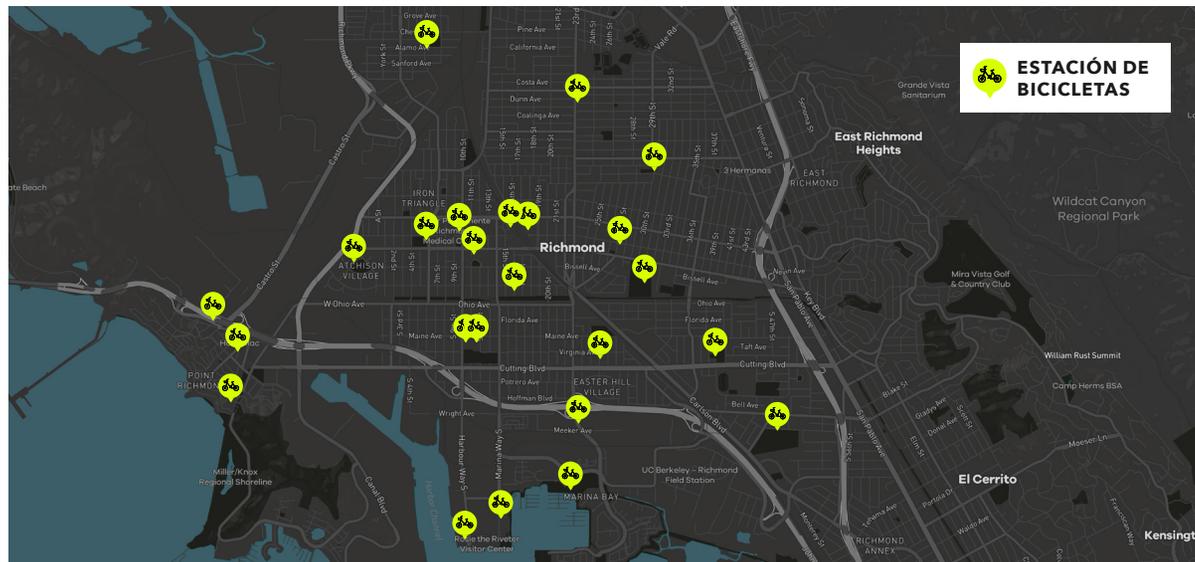
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**RICHMOND,  
CALIFORNIA**



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**\$ 2 PARA DESBLOQUEAR**  
\$ 0.10 POR MINUTO

### PLAN ANUAL

**\$79.99/AÑO**  
INCLUYE 30 MINUTOS GRATIS POR DÍA.  
\$ 0.10 POR MINUTO DESPUÉS  
SIN TARIFAS DE DESBLOQUEO  
\$49.99/MES PARA ESTUDIANTES Y MILITARES

### PLAN MENSUAL

**\$ 9.99 / MES**  
INCLUYE 30 MINUTOS GRATIS POR DÍA.  
\$ 0.10 POR MINUTO DESPUÉS  
SIN TARIFAS DE DESBLOQUEO  
\$6.99/MES PARA ESTUDIANTES Y MILITARES

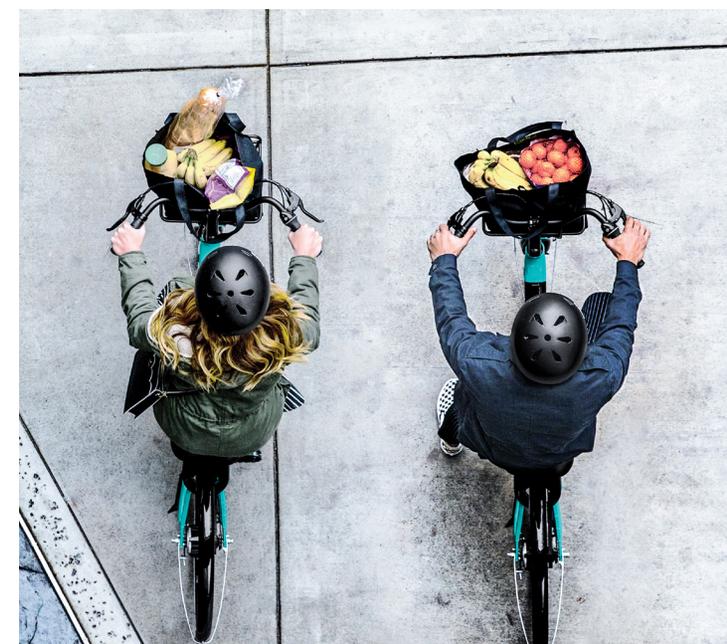
### PLAN BOLT FORWARD

**\$5/AÑO\***  
INCLUYE 60 MINUTOS GRATIS POR DÍA.  
\$ 0.10 POR MINUTO DESPUÉS  
SIN TARIFAS DE DESBLOQUEO  
\* AUMENTA A \$ 5 / MES EN EL SEGUNDO AÑO

SE REQUIERE PRUEBA DE ASISTENCIA DEL GOBIERNO; COMUNÍQUESE CON EL EQUIPO DE ATENCIÓN AL CLIENTE DE BOLT PARA QUE LO AGREGUEN A ESTE PLAN DE MEMBRESÍA.

# COMO MONTAR UNA BICICLETA (PERO MEJOR) CONOZCA NUESTRAS BICICLETAS ELECTRÓNICAS

¿Por qué debería tener que hacer todo el trabajo? Dale a la bicicleta un par de buenos pedales, luego nuestro motor eléctrico se activará y te dará un impulso sutil. Eso significa que puede ir al trabajo, a casa o donde sea que su día lo lleve en menos tiempo. Otras características (como la cesta espaciosa y el candado con cable) facilitan la inclusión de la bicicleta en su rutina diaria.





# **RICHMOND BUSINESS INVESTMENT & ATTRACTION STRATEGY**

ECONOMIC DEVELOPMENT COMMISSION PRESENTATION

JULY 14, 2021

**HR&A**  
Analyze. Advise. Act.

**DRAFT**

# AGENDA

- 1** Project Overview and Status
- 2** Challenges and Opportunities
- 3** Strategic Plan



# PROJECT OVERVIEW AND STATUS

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Following the development of the Short Term Local Business Recovery Plan, HR&A has worked with the City to identify longer-term strategies for business development and economic opportunity in Richmond.

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## Phase 1

**Short Term Local  
Business  
Recovery Plan  
(completed)**

## Phase 2: Business Investment and Attraction Strategy

**Demographic  
& Economic  
Assessment**

**Preliminary  
Strategies**

**Plan  
Development**

The second phase of work builds on Phase 1:

- Expanded quantitative analysis to estimate industrial and economic strengths
- Expanded qualitative analysis through engagement with a broader array of businesses and organizations
- Continued focus on equitable growth



# CHALLENGES AND OPPORTUNITIES

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# Richmond must develop ways to support businesses and business attraction to address long standing challenges to business development.

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## OPPORTUNITIES

- Richmond has a **growing economy** with legacy and emerging industry strengths
- Richmond has a **strong ecosystem of economic development** and business service organizations
- Richmond has relatively **low property costs and rents**
- **COVID recovery resources** will likely provide an opportunity to fund capital projects to support resilience in equity
- The City has made a **commitment to creating equitable access** to economic opportunity for residents.

## CHALLENGES

- **COVID-19 has had impacts** throughout Richmond's economy; small businesses, some larger businesses, and residents who lost jobs may still be struggling to recover.
- The City needs to **overcome past practices** that have limited its capacity for economic development
- There is a **trust deficit** arising from problems with transparency, capacity, and accessibility.
- Richmond's **built environment** hinders business growth and investment and leads to perception challenges.

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The Business Investment and Attraction Strategy was developed with a set of guiding principles to inform and shape the strategies and actions.

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## GUIDING PRINCIPLES FOR INCLUSIVE GROWTH

### Community Driven

The City must set and stick to community-defined priorities that address longstanding inequities.

### Capacity Building

The City should pursue partnerships with local and regional economic development organizations to gather and leverage capacity

### Equitable

The City should prioritize actions that remove or mitigate barriers to equitable economic growth.

### Growth Oriented

The City should pursue actions that encourage economic growth and diversification, capitalize on emerging areas of strength, and expand access to opportunity.

An aerial photograph of a coastal city and harbor, overlaid with a semi-transparent blue filter. The image shows a large body of water on the left, a long bridge or pier extending into it, and a city built on a peninsula and surrounding hills. The text 'STRATEGIC PLAN' is centered in the middle of the image.

# STRATEGIC PLAN

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The Business Investment and Attraction Strategy identifies three crucial strategies to support equitable economic growth and business investment in Richmond.

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**1. CITY &  
CAPACITY**

**Create a culture of partnership** and build trust with the City's stakeholders.

**2. BUSINESSES  
& RESIDENTS**

**Strengthen the City's business environment** to attract, retain, and support a range of businesses, with a focus on priority industries.

**3. BUILDINGS  
& INFRA-  
STRUCTURE**

Use local, federal, and private funding to **make investments in infrastructure and improvements to the built environment.**

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For each strategy, the draft plan identifies recommended actions, including priority, action steps, and partners for implementation.

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- **Recommended Actions:** What actions will address Richmond’s economic development challenges while capitalizing on strengths and emerging opportunities? What policy changes, actions, or investments are needed?
- **Partners:** Who will be responsible for leading and supporting the implementation of each action?
- **Action Steps:** What next steps are required to advance the strategies recommended Action?
- **Major Outcomes:** What benefits should result from execution of this action?
- **Priority Level:** What is the priority the City should place on this Action compared with other recommended actions?

# 1. City & Capacity: Create a culture of partnership and build trust with the City's stakeholders

Recommended Action	Implementation Steps
<b>A. Develop consistent processes for ongoing engagement with residents and businesses</b>	<ol style="list-style-type: none"><li>1. Provide a forum for the EDC Outreach Committee to share concerns and input received through outreach</li><li>2. Identify strategies to increase outreach capacity for the EDC Outreach Committee or City staff</li><li>3. Provide clear updates on actions taken as a result of input received through business outreach</li></ol>
<b>B. Continue working with the Economic Development Working Group to collaborate on major initiatives.</b>	<ol style="list-style-type: none"><li>1. Formalize a regular and permanent meeting structure</li><li>2. Develop a shared agenda of priorities informed by the Business Development Strategy</li><li>3. Identify implementation needs and assign roles for priority initiatives</li><li>4. Provide regular updates on progress and identify new areas of need and opportunity</li></ol>
<b>C. Build regional partnerships to support economic development.</b>	<ol style="list-style-type: none"><li>1. Join the East Bay Economic Development Alliance</li><li>2. Establish regular meetings with Contra Costa County and Go-Biz to share resources and build relationships</li><li>3. Promote state and regional economic development tools in business development and retention efforts</li><li>4. Seek out other regional partnerships as appropriate and actively engage with joint planning efforts</li></ol>

## 2. Businesses & Residents Strengthen the City’s business environment to attract, retain and support a range of businesses with a focus on priority industries

Recommended Action	Implementation Steps
<p><b>A. Partner to pursue funding for workforce training and reskilling, through partnerships with training providers and employers</b></p>	<ol style="list-style-type: none"> <li>1. Consolidate and expand information about available services on the City’s website, with information for businesses interested in employment services as well as for job seekers.</li> <li>2. Actively follow and advocate for state recovery funding from the <a href="#">American Jobs Plan</a></li> <li>3. Engage with regional workforce development providers and trainers to identify opportunities for collaboration</li> </ol>
<p><b>B. Streamline the City’s regulatory processes and provide clear guidance to applicants</b></p>	<ol style="list-style-type: none"> <li>1. Evaluate the City’s processes including typical approval times, rounds of review, and frequent issues to identify areas for improvement</li> <li>2. Revise processes as needed</li> <li>3. Produce checklists and process guides, with relevant City staff contact information</li> <li>4. Through engagement, continue to identify areas for potential improvement of processes or information</li> </ol>
<p><b>C. Support continued growth and diversification of Richmond’s manufacturing sector</b></p>	<ol style="list-style-type: none"> <li>1. Work with the Economic Development Working Group, the EDC, or other groups as necessary to identify priority strategies and partners for implementation.</li> <li>2. Work with Contra Costa County to join implementation of the Northern Waterfront Initiative Strategic Action Plan.</li> </ol>

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## 2. Businesses & Residents (continued)

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Recommended Action	Implementation Steps
<b>D. Expand local incentives to reduce the cost of doing business, retain and attract priority industries, and build economic mobility.</b>	<ol style="list-style-type: none"><li>1. Create a comprehensive overview of available state and local incentives and assistance.</li><li>2. Market available incentives to businesses interested in locating in Richmond.</li><li>3. Evaluate the potential to develop or redeploy local incentives under an equitable framework.</li></ol>
<b>E. Establish a pop-up storefront space in downtown Richmond to provide a venue for start-up retail businesses and artists.</b>	<ol style="list-style-type: none"><li>1. Work with RMSI to establish a shared concept and agree on terms for the development and operations of the pop-up space.</li><li>2. Identify a suitable space, either through a site search or competitive bid process.</li><li>3. Make necessary improvements to selected space.</li><li>4. Begin operations and launch a paired digital platform.</li></ol>

### 3. Buildings & Infrastructure: Use local, federal, and private funding to make needed investments in infrastructure and the built environment

Recommended Action	Implementation Steps
<p><b>A. Pursue recovery funding for capital projects that enhance community resilience and attract private investment.</b></p>	<ol style="list-style-type: none"> <li>1. Refine the list of priority projects and identify those best positioned to secure funding and attract private investment.</li> <li>2. Conduct predevelopment and engagement to advance projects to shovel-ready status.</li> <li>3. Submit funding applications.</li> </ol>
<p><b>B. Provide support for small businesses in finding or making necessary improvements to brick-and-mortar space</b></p>	<ol style="list-style-type: none"> <li>1. With the Economic Development Working Group, identify available programs for funding and technical assistance and any gaps or unmet needs.</li> <li>2. Identify lead organizations to develop or expand programming and funding.</li> <li>3. Communicate available resources to business owners through outreach networks.</li> </ol>
<p><b>C. Engage with property owners through a range of means to encourage investment and reduce vacancy.</b></p>	<ol style="list-style-type: none"> <li>1. Convene Community Development Staff to assess capacity and make a plan to increase enforcement in pilot commercial districts.</li> <li>2. Consider engaging the Center for Community Progress to support implementation.</li> <li>3. Partner with RMSI to engage with property owners in downtown.</li> <li>4. Develop and communicate a process that connects code enforcement with funding</li> </ol>
<p><b>D. Build relationships with commercial and industrial property brokers to increase marketing and leasing of available properties</b></p>	<ol style="list-style-type: none"> <li>1. Engage with Contra Costa County to understand what marketing activities are already underway and how Richmond can participate.</li> <li>2. Build a network of local and regional brokers and pursue regular communications about real estate trends and opportunities.</li> <li>3. Through engagement, identify tools (such as market data) best positioned to market Richmond opportunities.</li> </ol>



# **RICHMOND BUSINESS INVESTMENT & ATTRACTION STRATEGY**

ECONOMIC DEVELOPMENT COMMISSION PRESENTATION

JULY 14, 2021

**HR&A**  
Analyze. Advise. Act.

**DRAFT**

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The Economic Development Commission will play two key roles in the implementation of the Business Investment and Attraction Strategy:

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- **Continue to advise the City on areas of strategic opportunity:**
  - 1B. Continue working with the Economic Development Working Group to collaborate on major initiatives.
  - 2C. Support continued growth and diversification of Richmond’s manufacturing sector.
  - 2D. Expand local incentives to reduce the cost of doing business, retain and attract priority industries, and build economic mobility.
  - 3A. Pursue recovery funding for capital projects that enhance community resilience and attract private investment.
- **Continue to Conduct Outreach to Small Businesses and Create Avenues of Feedback:**
  - 1A. Develop consistent processes for ongoing engagement with residents and businesses.
  - 3B. Provide support for small businesses in finding or making necessary improvements to brick-and-mortar space.

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# Performance Metrics: The City should define and measuring metrics to track implementation and performance of these actions

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## 1. CITY & CAPACITY

- Establish membership in the East Bay EDA; Hold one economic development meeting per quarter each with Contra Costa County and GO-Biz
- Increase the number of businesses touched through direct engagement with the City or the EDC to 180 businesses per year
- Successfully complete 2 to 3 initiatives per year through the Economic Development Working Group and track and report associated performance metrics
- Demonstrate concrete policy changes or programs available as a result of local and regional partnership and resulting from engagement
- Improve the City's ratings on communications and transparency via an annual business survey
- Increase the number of residents receiving training through RichmondWORKS and regional partners

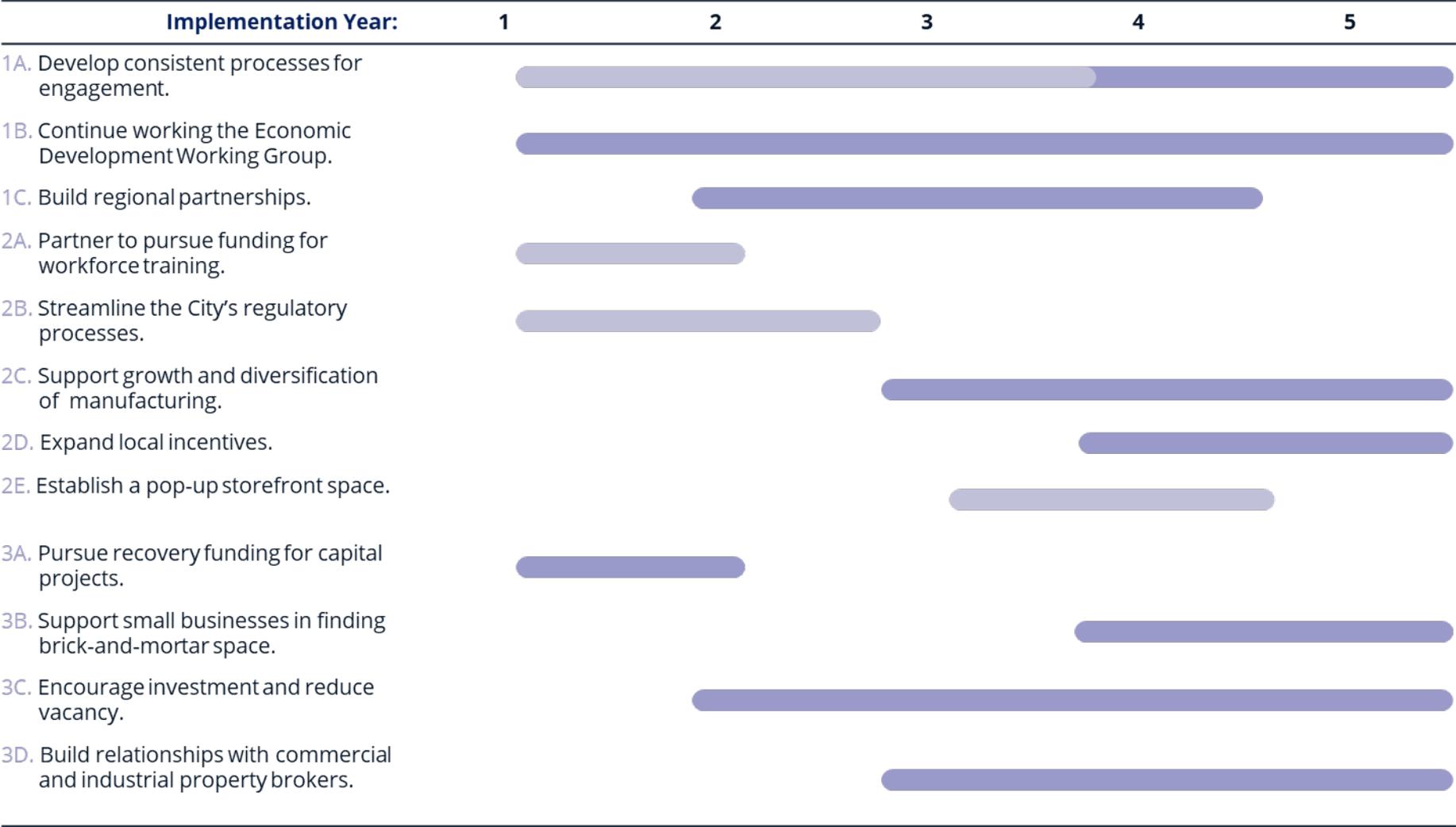
## 2. BUSINESSES & RESIDENTS

- Reduce the average time for processing and approval of business licenses, etc. to a target of 30-45 days for business licenses and building permits
- Increase the number of business licenses issued and number of locally-owned businesses; disaggregate data by industry and by race, ethnicity, and gender of business owner
- Increase local employment and resident income; disaggregate data by industry, race, and ethnicity
- Increase the number of living wage jobs created or retained, private dollars leveraged, and Richmond residents employed through local incentives

## 3. BUILDINGS & INFRA-STRUCTURE

- Increase the number of commercial and industrial building permits issued and value of improvements made per year; disaggregate data by district (e.g. downtown, 23<sup>rd</sup> Street corridor)
- Maintain vacancy rates for retail, office, and industrial space below 6%
- Track and report the total value of capital improvements built with recovery dollars and leverage ratio of local dollars to other funding sources
- Increase the number and dollar value of façade improvement grants or loans made
- Provide at least 10 businesses per year with location assistance; disaggregate data by location, income, gender, and race of business owners

# Implementation Timing





# Community Navigator Pilot Program Grant

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CITY OF RICHMOND, CITY MANAGER'S  
OFFICE - ECONOMIC DEVELOPMENT

*“Under the community navigator approach, traditional business assistance organizations enlist trusted, culturally knowledgeable partners to conduct targeted outreach to specific sectors of the entrepreneurial community.”*

# Hub and Spoke model

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The “Hub” and “Spoke” approach features a lead organization – a “Hub” – at the center of a network of “Spoke” organizations that deploy trusted messengers to work with businesses in targeted communities. These networks leverage the business development expertise of the central “Hub” organization and the community credibility of spoke organizations to better connect business owners in underserved communities with critical services and assistance programs.

# City of Richmond “Hub” & “Spoke” model

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## - “Hub”

- City Manager’s Office – Economic Development

## - “Spokes”

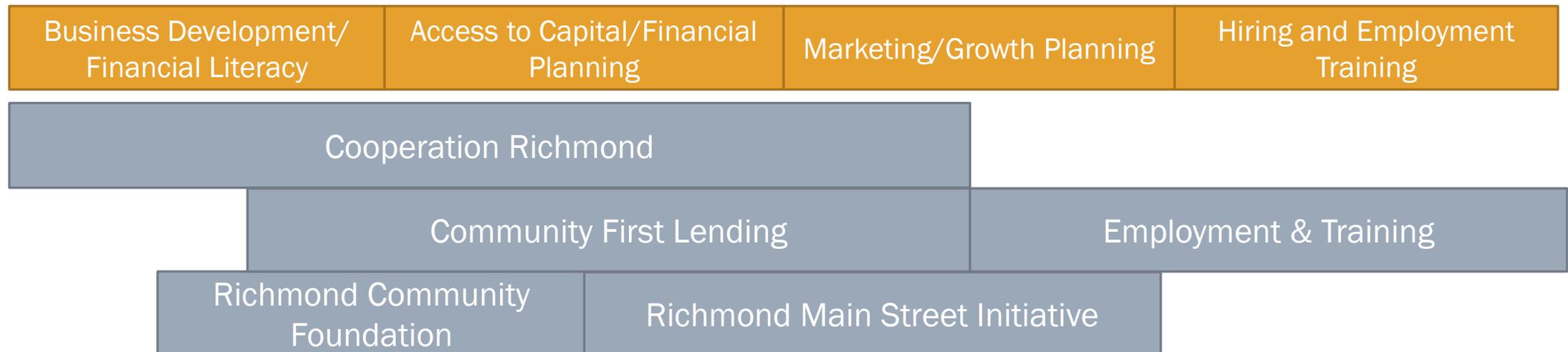
- Employment and Training
- Richmond Main Street Initiative
- Cooperation Richmond
- Richmond Community Foundation
- Community First Lending

# Goal/Structure of City of Richmond CNP

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The City of Richmond’s Community Navigator Program will leverage existing organizations expertise and provide “wrap-around” services for businesses from business planning to expansion and growth.

- Using this model, the goal is for services to be available for business regardless of business status



# Services provide – “Spokes”

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WE WILL NOW REVIEW EACH “SPOKE” TASK TO CONFIRM LARGER  
PROGRAM GOALS

# Cooperation Richmond

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Services will be provided ONLY to businesses interested in pursuing a Cooperative Enterprise Model for business.

- Using this model, barriers to entry for businesses may be less than if pursuing a traditional model for businesses development

Technical assistance provided by consultants	50 hours per business x 8 businesses
Business coaching, assistance with loan applications, business development, outreach and education on Cooperative businesses development provided by Cooperation Richmond staff	400 hours per year x 4 staff
Fiscal sponsorship fee (all admin and overhead expenses)	@7% of regrant / contract total

# Richmond Community Foundation

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Richmond Community Foundation will provide support to small business through financial literacy and credit improvement seminars/workshops. RCF will dedicate staff to provide direct outreach to businesses owned by people of color in disadvantaged communities, and technical assistance to access and complete recovery fund applications and for financial literacy and credit improvement counseling

Administration of spoke outreach and business recruitment	6 hours per week
Provide outreach to Black owned businesses	1 hour per business
Provide outreach to API owned businesses	1 hour per business
Provide outreach to Latino owned businesses	1 hour per business
Provide technical assistance to access and complete recovery fund applications	75 businesses
Weekly communications on business enhancement opportunities	1 hours/wk x 52 wks
Monthly business check in related to progress of businesses	1 hours per month x 75 businesses
Administrative costs	13.6% of expenses

# Community First Lending

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Community First Lending will further support small businesses by expanding their Accelerator Program. CFL will increase the reach of the Accelerator program by investing heavily into business recruitment into the program. The organization will also create a community of founders, entrepreneurs, and other professionals to create a community of practice, where members can share information and enhance the entrepreneurs' capabilities and efficacy.

Administration of spoke outreach and business recruitment for CFL Accelerator services	8 hours per week x 52 weeks
Foster a community of founders, entrepreneurs and other professionals to enhance an entrepreneur's capabilities and efficacy.	10 hours per month x 12 months (All participants included)
Provide Advisory sessions to participants through a network of founders, mentors, and our team.	10 hours per month x 12 months (All participants included)
Provide technical assistance to participants focused on marketing, culture, accounting, product design, mobile, user testing, sales and other topics.	75 businesses (over the course of 52 weeks) x 4 hours per business
Provide technical assistance to participants specific business and revenue model, product strategy, growth, key performance indicators, and investor pitches.	75 businesses (over the course of 52 weeks) x 4 hours per business
Provide technical assistance to participants applying to the CFL Revolving Loan Fund	25 businesses x .5 hours
Administrative costs	15%

# Richmond Main Street Initiative

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Richmond Main Street Initiative provides support to small businesses looking to expand. With expertise in ecommerce and marketing, RMSI will host multiple workshops for all Richmond Businesses.

Executive Director providing strategic planning, personnel management, ensuring compliance with impact tracking and reporting (10% staff time)	4 hours per week x 104 wks
Project Manager providing program development, communications, event coordination, and managing partner relationships (20% staff time)	8 hours per week x 104 wks
Small Business Ambassador providing client relationship development & management, developing resource materials, facilitating trainings, providing one-on-one advising/navigation services, event coordination, and collecting and analyzing client data (100% staff time)	10 hours per week x 104 wks
Quarterly workshops on topics identified as greatest need by business clients (e.g. access to capital & loan readiness, eCommerce, web presence, retail growth trends, debt restructuring)	8 workshops
Quarterly “shop local” campaigns and creative promotional events in Downtown Richmond (e.g. stroll, cash mob, pop-ups, scavenger hunt, open house, etc.)	8 events
Sponsored social media and/or print marketing/advertising materials	4 print campaigns 24 social media ad buys
Administrative costs	10% of total budget

# Richmond Employment and Training

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Employment and Training Department will enhance the organizations employment and training services. They will then be able to provide more support to business by training more Richmond residents to be ready to enter the workforce and connect newly trained employees with quality job opportunities.

Provide OJTs for new hires for participating businesses	5 OJTs
Provide paid Work Experience for new hires	5 WEX x 300 hours + payroll taxes and payroll service fee
Provide 2 years of monthly follow up for employees participating in OJT and WEX	15 employees x 24 hours
Identify needs of participating businesses and invite them to take part in Business Advisory Board to obtain support	10 businesses get 10 hours of support each
Present Essential Skills workshops to existing employees of participating businesses	5 workshops
Provide workshops on OSHA safety and harrassment in the workplace to employees of participating businesses	5 workshops
Provide workshops on COVID-19 safe business practices to participating businesses	5 workshops

# Next Steps

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# Next Steps

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- Based on discussion today, update job description of activity to be carried out with grant funding
- Review each organizations section in the narrative to ensure accuracy and completeness
- Prepare to review full application Monday July 19, 2021



# **CITY OF RICHMOND REQUEST FOR QUALIFICATIONS COMMUNITY BENEFITS POLICY**

**Today's Date:** 07/06/2021

**Closing Date and Time:** 07/20/2021 by 3:00 pm

**Submittal Location:** Electronic Proposals Only  
via the City's secure online bidding system

**Contact Persons:** Shasa Curl, Deputy City Manager, Economic Development  
Phone: (510)620-6512  
E-mail: [Shasa\\_Curl@ci.richmond.ca.us](mailto:Shasa_Curl@ci.richmond.ca.us)

Shané Johnson, City Manager's Office, Economic  
Development  
Phone: (510) 620-6512  
Email: [Shane\\_Johnson@ci.richmond.ca.us](mailto:Shane_Johnson@ci.richmond.ca.us)

## I. Introduction:

At the June 8, 2021 Richmond City Council meeting, City staff were directed to solicit feedback and engage in comprehensive community outreach to draft a city-wide community benefits policy to be completed by October 2021, with the public and City Council providing input during two (2) City Council Study Sessions prior to final presentation. In addition, City staff was directed to issue a Request for Qualifications for professional services consultants with experience developing Community Benefits Agreements to support with the development of the city-wide community benefits agreement to be brought to City Council in July 2021. The City of Richmond is requesting qualifications from qualified firms to provide professional services to assist the City in developing a Community Benefits Policy. Community Benefits Agreements (CBAs) create a legally binding commitment between developers, the city, and community stakeholders, and allow for negotiation of local hiring, living wages, affordable housing, environmental clean-up, union jobs, and other investments in essential and equitable services. The City currently does not have a policy that indicates when a CBA is required. The Community Benefits Agreement will increase the transparency of the CBA creation process to ensure residents have access to accurate information and public decisions about the benefits of development projects, will have clear criteria for when CBAs will be expected and what types of metrics the City will use to evaluate the community benefits, and will include the provision of hiring of local and minority contractors for all major contracts valued at \$500,000 or more. An example of a community benefits policy can be seen in the [Richmond Bay Specific Plan, Chapter 6, Section 6.6](#). The City of Richmond, City Manager's Office, Economic Development will manage and support the selected consultant(s).

This Request for Qualifications (RFQ) describes the scope of services, the consultant selection process, and the minimum information that must be included in the qualifications submittals. Failure to submit information in accordance with the RFQ requirements and procedures may be cause for disqualification. The words "organization", "consultant", "offeror", "respondent", "vendor" and "proposer" are used interchangeably throughout this Request for Qualifications (RFQ) to refer to the organization, firm, institution, team, or partnership that would act as the City's consultant.

## II. ABOUT THE CITY

The City of Richmond is a charter city located in Contra Costa County, part of the San Francisco Bay Area with a population of 110,567 residents. Richmond is one of the region's most diverse communities: 42.5% of residents identify as Hispanic or Latino, 20.2% identify as Black or African American alone, 17.8% identify as White alone (not Hispanic of Latino), and 15.4% identify as Asian alone (15.4%).<sup>1</sup> Richmond is home to a multi-modal transit hub that includes BART, Amtrak and AC Transit, marinas, shopping, recreational and cultural amenities, and 32 miles of shoreline. This all contributes to making Richmond among the most desirable up-and-coming communities in California.

Richmond is home to the [Rosie the Riveter/World War II Home Front National Historical Park](#), the 23-acre [Point Isabel Regional Shoreline Park](#), and is located 36 miles of the [SF Bay Bicycle and Pedestrian Trail](#). The City of Richmond Downtown neighborhood is supported by an actively managed Property Business Improvement District (PBID) and a state-certified Main Street District, [Richmond Main Street Initiative](#), which supports businesses, including the newly opened [Co-Biz](#) co-working space. Downtown has a [Kaiser Permanente Medical Center](#), the [East Bay Center for Performing Arts](#), and more. Richmond is also home to the Port of Richmond, which includes public and private port uses, as well as the

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<sup>1</sup> Quickfacts Richmond city, California. 2019 American Community Survey 5 year estimates.  
<https://www.census.gov/quickfacts/richmondcitycalifornia>

Chevron Richmond Refinery's long wharf. [Priority Development Areas](#) in Richmond include Hilltop, 23<sup>rd</sup> Street, San Pablo Corridor, South Richmond, and Central Richmond. As of April 2021, Richmond has at least 464 residential units under construction, 989 residential units approved, and 1,192 residential units under review. In February 2020, the City of Richmond launched its Open Data and Performance Reporting System, Transparent Richmond ([www.transparentrichmond.org](http://www.transparentrichmond.org)), with data from 11 departments across the City.

### **III. Scope of Services:**

The City of Richmond is seeking the services of highly qualified consulting firm(s) to assist the City in developing a community benefits policy. The following is a preliminary scope of work to be utilized when submitting a response. Respondents are encouraged to include any other items relevant to the stated objective of this RFQ for the City's consideration. It is expected that the firm or individual will have experience with public sector projects of similar nature and scope.

- Provide consultant expertise to assist the City Manager throughout the process in developing a community benefits policy and community benefits implementation strategy
- Summarize information on CBA approaches taken by other cities and public organizations in order to develop Richmond's CBA
- Identify and gather data to represent an accurate community profile
- Assess current city services and delivery methods to conduct "gap analysis" with respect to a CBA
- Develop a CBA toolkit for use in policy and implementation decisions and/or recommendations to be considered by City Council, task force, commissions, and staff
- Support developing a clear criterion for when CBAs will be expected
- Identify reporting and measurement tools to assess progress in furthering implementation of the CBA
- Develop metrics to evaluate community benefits and provide clear reporting on community benefits
- Develop and facilitate an inclusive and innovative community engagement plan for CBA development
- Develop and facilitate implementation of a variety of tools/techniques (e.g., web-based tools) for sharing and receiving information throughout the development of a CBA
- Identify strategies to ensure ongoing public participation and stakeholder involvement during the implementation of a CBA
- Provide consultant staff support to a CBA advisory Task Force. The Task Force will provide recommendations to the City Manager
- Attend meetings including but not limited to: Task Force meetings, at least three (3) City Council meetings, public, and multiple internal meetings with city staff.

### **IV. Qualifications/Experience:**

This Project will require the firm/team to have the following qualifications/experience:

- Experience developing CBAs and implementation strategies
- Proven experience developing and leading community engagement plans, including with historically disadvantaged groups
- Proven ability to gather, analyze and share data in innovative ways including preparation of a community profile; conducting relevant gap analysis; and experience creating tools to measure and display progress

- Project Manager/Team Lead’s overall experience managing similar projects
- Proven ability to engage with resident task forces and other stakeholders
- Experience working within tight deadlines and budgets

**V. Qualifications Format Guidelines**

Qualification should be concise, well organized, and demonstrate the proposer’s qualifications and experience applicable to the program. The qualifications shall be limited to 8 sided pages( 16 pages total) (8.5 inches X 11 inches). Inclusive of graphics, forms, pictures, photographs, dividers, etc., but not of resumes, required forms, certifications, front, and back covers. The required font size is 12 point, with minimum left and right margins of one inch, and top and bottom margins of 0.7 inches.

Each qualification will adhere to the following order and content of sections. Qualifications should be straightforward and provide “layman” explanations of technical terms that are used. Qualifications which appear unrealistic in the terms of technical commitments, lack technical competence or are indicative of failure to comprehend the complexity and risk of this project, may be rejected. The following qualifications sections are to be included in the vendor’s response and shall include the following information, at a minimum:

**A. Vendor Cover Letter**

A cover letter, not to exceed 2 pages in length, should summarize key elements of the qualifications and shall:

- Confirm that all elements of this RFQ have been reviewed and understood;
- Include a statement of intent to perform the services as outlined;
- Express company’s willingness to enter into an agreement under the terms and conditions prescribed by this RFQ, insurance requirements (Attachment 1) and in the sample Service Agreement (Attachment 2);
- Submit a written description and brief history of the company’s experiences, qualifications, and successes;
- Confirm that vendor has a minimum of three (3) years verifiable experience;
- Stipulate that the qualifications price will be valid for a period of at least 180 days;
- Identify a single person for contact during the RFQ review process; and
- Cover letter shall be signed by an authorized official of the company.

**B. Background and Project Summary Section**

The Background and Project Summary Section should describe your understanding of the City, the work to be done, and the objectives to be accomplished. For detailed requirements refer to Scope of Services of this RFQ.

**C. Implementation and Methodology**

Provide a description of the approach and methodology to be used to accomplish the Scope of Services of this RFQ. The Implementation Section should include:

- An implementation plan that describes
  - (i) How the proposer plans to approach developing Community Benefits Agreements;
  - (ii) Examples of deliverables that would be incorporated into the respondent’s approach and;
  - (iii) Any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work. Please provide any additional services of benefit not specifically required herein, which the Offeror offers to provide.
- Description of efforts your firm will undertake to achieve client satisfaction.

**D. Staffing**

Describe proposed project team organization, including identification and responsibilities of key personnel. Provide resumes of key personnel. The City of Richmond’s evaluation of the qualifications will consider the proposer’s entire team; therefore, no changes in the team composition will be allowed without prior written approval of the City of Richmond.

**E. Qualifications and References**

The information requested in this section should describe the qualifications of the firm and key staff performing projects within the past ten years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

- Names of key staff that participated on named projects and their specific responsibilities with respect to this scope of service.
- A summary of your firm’s demonstrated capability, including length of time that your firm has provided the services being requested
- Provide at least three (3) references that received similar services from your firm. The City of Richmond reserves the right to contact any of the organizations or individuals listed.

Information provided shall include:

- Client Name and contact info
  - Telephone & e-mail address
  - Address
- Description of services provided including contract amount
- Project start and end dates

**F. Cost Information**

A cost breakdown shall be provided identifying the hourly billing rates for each professional and administrative staff person who will be committed to this Project, including direct and indirect labor expenses.

**G. Contractor Assignment of Sub-Contract**

The resulting contract shall not be assigned, transferred, or sublet, in whole or in part, without the prior written approval of the City of Richmond. If Offerors intend to subcontract any portion of the resulting contract, they must describe their process for selecting such subcontractor(s) and the quality control measures that the Offeror will employ to ensure that any subcontractor complies with the provisions of Offeror's contract with the City.

**H. Exceptions to this Request for Qualifications**

The proposer shall state whether it takes exception(s) to any portions of this RFQ, including but not limited to the City of Richmond's Standard Services Agreement – RFQ (Attachment 2). If the proposer does take exception(s) to any portion of the RFQ or contract, the specific portion to which exception(s) is taken must be identified by section number and explained. Requests for changes or additions to sections of City of Richmond's Standard Services Agreement must be shown by requesting deletion of specific words and/or by providing new requested contract language. Requests for complete replacement of the City of Richmond's Standard Services Agreement for another contract will not be granted. Failure to make exceptions to the RFQ or Standard Services Agreement within the qualifications will be deemed a waiver of any objection. Exceptions will be considered during the qualifications evaluation process.

**V. Proposal Submittal Guidelines:**

Interested parties may download copies of the above-mentioned qualifications by visiting the City's web site, <http://www.ci.richmond.ca.us/bids>. To download the RFQ, new vendors will be required to register to BidsOnline. Once the vendor downloads any documents relative to a solicitation, that vendor's name will appear on the Prospective Bidders list for that project and will receive any addenda or notifications relating to the RFQ.

All questions must be submitted via the electronic BidsOnline system on the Q&A tab by 5:00pm PST, on 07/14/2021. If the City finds it necessary to issue an addendum, prospective Offerors will receive e-mail notification of addendum. Otherwise, answers to questions received will be provided on the Q&A tab and notification will be sent by 07/16/2021. It is the proposer's responsibility to periodically check the BidsOnline website [www.ci.richmond.ca.us/bids](http://www.ci.richmond.ca.us/bids) for any possible addenda to the RFQ that may have been posted.

Any party submitting a qualifications shall not contact or lobby any City Council member, City official, employee (except those specified for contact) or agent regarding the RFQ. Any party attempting to influence or circumvent the RFQ, bid submittal, and review process may have their qualifications rejected for violating this provision of the RFQ.

## Submission of Proposals

**Electronic Proposals shall be submitted via the City’s secure online bidding system.** All required sections of the proposal must be submitted via the website. Contractor is solely responsible for “on time” submission of their electronic proposal. The Bid Management System will not accept late proposals and no exceptions shall be made. Contractors will receive an e-bid confirmation number with a time stamp from the Bid Management System indicating that their bid was submitted successfully. The City will only receive those proposals that were transmitted successfully.

**The proposal must be received no later than 3:00 p.m., local time, on July 20, 2021.**

The submitter has full responsibility to ensure the proposal arrives to the City of Richmond City Manager’s Office within the deadline. The City assumes no responsibility for delays caused by the US Post Office or any other delivery service. Postmarking by the due date will not substitute for actual receipt of response by the date due. Proposals will be opened after the due date and time. Responses arriving after the deadline may be returned, unopened, to the Bidder, or may simply be declared non-responsive and not subject to evaluation, or may be found to have been received in accordance to the solicitation requirements, at the sole determination of the City of Richmond. The qualifications and any required certifications shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer. The City of Richmond reserves the right to waive inconsequential irregularities.

### **Tentative Selection and Schedule:**

The City reserves the right to alter this schedule as necessary.

City Issuance of the RFQ	July 6, 2021
RFQ Closing Date (due date)	3:00 PM, July 20, 2021
Interview of Top Proposers	July 21-23, 2021
City Council Consultant Approval	July 27, 2021

## **VI. GENERAL GUIDELINES**

This RFQ does not commit the City of Richmond to award a contract, to defray any costs incurred in the preparation of qualifications pursuant to this RFQ, or to procure or contract for work. A failure to award a contract to the proposer with the lowest cost qualifications shall not constitute a valid cause of action against the City of Richmond. The City shall not be responsible for work done, even in good faith, prior to final approval of the proposed contract. The City may investigate the qualifications of any respondent under consideration, require confirmation of information furnished by the respondent, and require additional evidence or qualifications to perform the Services described in this RFQ.

### **The City reserves the right to:**

1. Reject any or all qualifications, or to make no award without providing the reason(s) underlying the declination.

2. Issue subsequent Requests for Qualifications.
3. Postpone opening for its own convenience.
4. Remedy technical errors in the Request for Qualifications process.
5. Negotiate with any, all, or none of the Respondents.
6. Solicit best and final offers from all or some of the Respondents.
7. Select one or more Respondents.
8. Accept other than the lowest proposed fees.
9. Waive informalities and irregularities in qualifications.
10. Request additional information, including, but not limited to, follow-up interviews.

### **Public Records**

All qualifications submitted in response to this RFQ become the property of the City of Richmond and public records and, as such, may be subject to public review. Documents protected by law from public disclosure will not be disclosed by the City of Richmond if clearly marked with the word "confidential" on each applicable page. Trade secrets may be marked as confidential only to the extent they meet the requirements of California Government Code section 6254.7. Only information claimed to be a trade secret at the time of submittal to the City of Richmond and marked as "confidential" will be treated as a trade secret.

### **Insurance Requirements**

The City of Richmond requires consultants doing business with it to obtain insurance, as shown in RFQ Attachment 1. The required insurance certificates must comply with all requirements of the standards as shown and must be provided within fifteen (15) days of issuance of the Notice of Intent to Award and prior to the commencement of any work on the Project.

### **Permits and Licenses**

Proposer, at its sole expense, shall obtain and maintain during the term of any agreement, all appropriate permits, certificates, and licenses including, but not limited to, a City of Richmond Business License, which will be required in connection with the performance of services hereunder.

### **Compliance with City Ordinances**

The contractor shall comply with the City of Richmond Nondiscrimination Clauses in City Contracts Ordinance ([Richmond Municipal Code \(RMC\) Chapter 2.28](#)), Business Opportunity Ordinance ([RMC Chapter 2.50](#)), Local Employment Program Ordinance ([RMC Chapter 2.56](#)), Living Wage Ordinance ([RMC Chapter 2.60](#)) and Ordinance Banning the Requirement to Provide Information of Prior Criminal Convictions on all Employment Applications ("Ban the Box") ([RMC Chapter 2.65](#)), which are incorporated into the Contract Documents by this reference.

### **Sanctuary City Contracting Ordinance (SCCO)**

The Richmond Sanctuary City Contracting Ordinance No. 12-18 prohibits the City from granting and or retaining contracts with any person or entity that provides Data Broker or Extreme Vetting services to the U.S. Immigration and Customs Enforcement Division of the United States Department of Homeland

Security (“ICE”). Bidders/Proposers must submit the attached Sanctuary City Compliance Statement with their Bid or Proposal.

**Collusion**

By submitting a qualifications, each respondent represents and warrants that its qualifications is genuine and not false or collusive or made in the interest of, or on behalf of any person not named therein; that the respondent has not directly or indirectly induced or solicited any other person to submit a false qualifications, or any other person to refrain from submitting a qualifications; and that the respondent has not, in any manner, sought collusion to secure any improper advantage over any other person submitting a qualifications.

**Withdrawal of Qualifications**

A respondent may withdraw their qualifications before the expiration of the time for submission of qualifications by delivering to the City Manager’s Office a written request for withdrawal signed by, or on behalf of, the respondent.

**Ownership of Documents**

All reports, studies, information, data, statistics, forms, designs, plans, procedures, systems and any other materials produced for the Project shall be the sole and exclusive property of the City. No such materials or properties produced in whole or in part for the Project shall be subject to private use, copyrights or patent rights by Respondent in the United States or in any other country without the express written consent of the City. The City shall have unrestricted authority to publish, disclose (except as may be limited by the provisions of the Public Records Act), distribute, and otherwise use, copyright or patent, in whole or in part, any such reports, studies, data, statistics, forms or other materials or properties produced for this project.

**Rejections**

All proposals will be reviewed to determine conformance with the RFP requirements. Failure to meet the requirements may be cause for rejection of the proposal, in the City’s sole discretion. Any proposal which is incomplete, conditional or contains irregularities may also be rejected.

The City of Richmond reserves the right to:

- A. Select any proposal as a basis for written or oral communication with any or all the companies or individuals when such action is considered to be in the best interest of the City of Richmond.
- B. Exercise discretion and apply its judgment with respect to selection of any proposals submitted.
- C. Reject all proposals.

**VII. Evaluation and Selection Criteria:**

The selection committee, comprised of City of Richmond personnel shall first review submittals for initial decisions on responsiveness and responsibility. This shall include a check that required forms were submitted, verification that the vendor meets minimum qualifications, verification that the Vendor

proposal response is reasonably complete, and other considerations of responsiveness based on the instructions within this RFP. Qualifications that have not complied with requirements, do not meet minimum content and quality standards, or take unacceptable exceptions to the General Terms and Conditions of the Service Agreement, will be eliminated from further consideration. Those found responsive based on this review will proceed to the proposal evaluation process, using criteria listed below.

The City may request Best and Final offers based upon improved understanding of the offers or changed scope of service. The City will negotiate with that vendor to determine final pricing and contract form. Because this RFQ is negotiable, all pricing data will remain confidential until after award is made, and there will be no public opening and reading of Qualifications. Overall responsiveness to the RFQ is an important factor in the evaluation process. The criteria upon which the evaluation of the qualifications will be based include, but are not limited to, the following:

The Selection Committee will evaluate the proposals based on the following factors:

<b>Category</b>	<b>Score Percentage</b>	<b>Description</b>
<b>The Qualifications and Approach to Work</b>	<b>30</b>	<ul style="list-style-type: none"> <li>• All required information provided in the format specified.</li> <li>• Overall quality of the qualifications, including responsiveness and completeness</li> <li>• Ability to provide services as outlined in the RFQ</li> <li>• Approach and proposed methodology to project scope</li> <li>• Demonstrated understanding and knowledge of the work required</li> <li>• Explanation of the services required</li> <li>• Innovative approaches and internal measures for services requested</li> </ul>
<b>Qualifications/References</b>	<b>30</b>	<ul style="list-style-type: none"> <li>• Satisfactory evidence the Respondent has the requisite experience and ability to execute the work successfully and properly, and to complete services in a timely manner</li> <li>• Firm’s experience in performing similar work, years in business, past and current client references, and technical expertise and professional competence in areas directly related to this RFQ</li> </ul>
<b>Project Team</b>	<b>20</b>	<ul style="list-style-type: none"> <li>• Unique qualifications of key personnel and successful involvement with projects of similar scope and magnitude</li> <li>• Availability of staff to conduct workshop as soon as possible starting February 5<sup>th</sup></li> <li>• Organization chart</li> </ul>
<b>Cost Qualifications</b>	<b>20</b>	<ul style="list-style-type: none"> <li>• Pricing for staff, including direct and indirect labor expenses</li> </ul>
<b>TOTAL</b>	<b>100</b>	

Upon request of the City of Richmond, short-listed vendors may be requested to give an oral presentation/demonstration on the vendor's proposal, which would include a detailed analysis of how the RFQ requirements would be addressed should Offeror receive the award. A virtual presentation shall be conducted via Zoom. The presentation shall be conducted at no cost to the City. Vendors may be eliminated from consideration based solely on inability to meet minimal requirements and/or review of written proposals.

The total points for both the interview and the written proposal combined shall be used to determine the top candidate(s). The selection committee may then consider references and responsibility before selecting the finalist. The selection committee shall select the Proposer that is evaluated to be most competitive, and whose response is deemed to be in the best interest of this requirement.

The City of Richmond may negotiate elements of the contract as required to best meet the needs of the City of Richmond. If the City of Richmond determines, in the course of negotiations, that a satisfactory contract cannot be executed in a timely fashion, the City of Richmond may reject the firm and either terminate the procurement process or initiate negotiations with other firms in the order of their relative ranking.

#### **Pre-Award Negotiations**

After the qualifications are opened, but prior to award, the City may elect to conduct negotiations with the highest ranked respondent for purposes of:

- Resolving minor differences and information
- Clarifying necessary details and responsibilities
- Emphasizing important issues and points
- Receiving assurances from respondents
- Cost/budget clarifications

If the City is unable to successfully negotiate a contract with the highest ranked respondent, the City may begin negotiations with the second highest ranked respondent. Selection may be made without further discussion, negotiations or Offeror's presentations; therefore, Offeror shall offer the most favorable terms in response to this RFQ. Offeror must demonstrate an understanding of the scope of services to be provided and the ability to accomplish the tasks set forth. Offeror shall include information that will enable the City to determine the Offeror's overall qualifications. The City reserves the right to request additional information or clarification on any matter included in the qualifications response, to enable the City to arrive at the final award decision.

#### **Award**

When the Review Panel has completed its work, City staff will then recommend consultant(s) to the City Manager and City Council for approval. The services provided by the successful bidder(s) shall be governed by a Standard Services Agreement (Attachment 2).

## **Attachments**

Attachment 1: Insurance Requirements

Attachment 2: Standard Contract

Attachment 3: Sanctuary City Compliance Statement

Attachment 4: Sanctuary City Contracting Ordinance (SCCO)



*Bay Front. Home Front. Out Front.*

Richmond Transit Center

# GRAND RE-OPENING

JOIN MAYOR TOM BUTT FOR  
THE GRAND RE-OPENING OF  
THE TRANSIT CENTER!

**Friday, July 16 | 1600 Nevin Plaza | 4 - 6 PM**

Free Vaccines & Prizes - Snacks - Games - Music  
Resource Guides - Giveaways- and more!

**Questions? Contact the Mayor's Office:**  
[mayor@ci.richmond.ca.us](mailto:mayor@ci.richmond.ca.us) | 510-620-6503





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Centro De Transito De Richmond

# GRAN REAPERTURA

UNETE CON EL ALCALDESE, TOM BUTT  
PARA LA GRAN REAPERTURA DE EL  
CENTRO DE TRANSITO

**Viernes, Julio 16 | 1600 Nevin Plaza | 4 - 6 PM**

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