



AGENDA REPORT

DATE: October 06, 2020

TO: Mayor Butt and Members of the City Council

FROM: Shasa Curl, Deputy City Manager, Economic Development
Thomas Omolo, Management Analyst
Shané Johnson, Administrative Analyst
Shivali Gowda, CivicSpark Fellow

SUBJECT: CONTRACT APPROVAL FOR ECONOMIC DEVELOPMENT ACTION PLAN

STATEMENT OF THE ISSUE:

City staff is seeking City Council approval to award a contract to complete an Economic Development Action Plan (EDAP), which consists of a Short Term Local Business Recovery Action Plan (STLBRAP) and a Business and Investment Attraction Strategy (BIAS).

RECOMMENDED ACTION:

APPROVE a contract with HR&A Advisors, Inc. to provide technical assistance to complete an Economic Development Action Plan (EDAP), which consists of a Short Term Local Business Recovery Action Plan (STLBRAP) and a Business and Investment Attraction Strategy (BIAS) for a contract amount of \$140,000 and a contingency amount of \$20,000, for a total not to exceed \$160,000, and term ending December 31, 2021 - City Manager's Office (Shasa Curl 620-6512).

FINANCIAL IMPACT OF RECOMMENDATION:

The contract amount will be covered by the Economic Development Budget, \$145,000 FY 2020-21 and \$15,000 FY 2021-22 (Account String 01361165-400201).

DISCUSSION:

The City is seeking professional services to complete the City of Richmond's Economic Development Action Plan (EDAP), which consists of two elements: 1) the Short Term Local Business Recovery Action Plan (STLBRAP) and 2) the Business and Investment Attraction Strategy (BIAS).

The STLBRAP shall summarize the effects of the COVID-19 pandemic on local businesses and describe short-term actionable strategies for the City to support local businesses. It shall cover a term of approximately twelve (12) to eighteen (18) months.

The BIAS shall include actionable, time-bound strategies to attract business investment to the City of Richmond and ensure the City's resilience in the face of the COVID-19 pandemic. It shall identify strengths and gaps of current strategies to increase effectiveness of implementation strategies by the City Council, City staff, and Business Resource Organizations.

Procurement

On June 30, 2020, the City Manager's Office, Economic Development issued a Request for Qualifications (RFQ) for the EDAP (Attachment 2). The RFQ was posted on the City's BidsOnline System. Staff received five responses to the RFP. A committee of various City staff met on August 19, 2020, via Zoom to evaluate the proposals. Staff evaluated the proposals by qualifications and approach to work, experience/references, project team, and cost. Staff interviewed three of the five respondents on August 25, 2020, via Zoom. Staff met a final time on August 28, 2020 via conference call to review the proposals and interviews. City staff members are recommending HR&A Advisors, Inc. for City Council consideration.

Policy Synergies:

Richmond General Plan 2030 Economic Development Element Goal ED2 - Quality Jobs and Revenue:

- Create an attractive business environment that will support business recruitment, expansion and retention.
- Attract a variety of small and large firms, national and local establishments, and up-and-coming industries and employers across a variety of economic sectors.
- Offer a broad range of quality employment opportunities for current and future residents with varying degrees of experience, education and training.

DOCUMENTS ATTACHED:

Attachment 1 – Contract for Economic Development Action Plan

Attachment 2 – Request for Proposal for Economic Development Action Plan