



**SACRAMENTO  
HOUSING AND REDEVELOPMENT  
AGENCY**



March 4, 1986

Budget and Finance Committee  
of the City of Sacramento  
Sacramento, California

Honorable Members in Session:

**SUBJECT: Stockton Boulevard Commercial Revitalization Coordinator**

SUMMARY

The attached letter is submitted to you for review and recommendation prior to consideration by the Redevelopment Agency of the City of Sacramento.

RECOMMENDATION

The staff recommends approval of the attached resolution approving the Request for Proposals and necessary budget amendments.

Respectfully submitted,

*William H. Edgar*

WILLIAM H. EDGAR  
Executive Director

TRANSMITTAL TO COMMITTEE:

*Solon Wisham, Jr.*  
\_\_\_\_\_  
SOLON WISHAM, JR.  
Assistant City Manager

Attachment



**SACRAMENTO  
HOUSING AND REDEVELOPMENT  
AGENCY**



Redevelopment Agency of the  
City of Sacramento  
Sacramento, California

Sacramento City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Stockton Boulevard Commercial Revitalization Coordinator

SUMMARY

This report requests: 1) Approval of the Request for Proposal (RFP) for the Stockton Boulevard Commercial Revitalization Coordinator (see 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 1986 Agency budget by transferring \$25,000 (half from the City Community Development Block Grant and half from the County Community Development Block Grant) from the general Economic Development City and County Community Development Block Grant budget to finance these services.

BACKGROUND

The Sacramento Housing and Redevelopment Agency is interested in retaining a consultant to undertake planning and coordination activities for the commercial revitalization of Stockton Boulevard from Broadway to Fruitridge Road. (See map, Attachment 2.) Stockton Boulevard is an older commercial strip characterized by a high vacancy factor, property deterioration, and a negative public image. A thorough physical needs analysis was conducted on Stockton Boulevard in 1982 and the Boulevard was subsequently designated as a commercial revitalization target area. Though some progress has been made, extensive work remains if significant revitalization is to occur. Under the commercial revitalization program,

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a Merchants Association has been successfully organized and some promotional activities have been undertaken. However, few merchants or property owners have taken advantage of the Agency's commercial financing assistance to rehabilitate existing buildings or make new investments along the Boulevard. The focus of this year's contract will be to strengthen the Merchant's Association, and image-building activities through promotional activities; to secure greater participation in the Agency's loan and grant programs; and to finalize the commercial revitalization for the boulevard.

The contract amount will be for \$25,000 for a twelve month period. This funding level is consistent with the amount paid by the Agency for commercial revitalization contracts.

Specifically, the coordinator will be responsible for working closely with the business operators, property owners, and the Stockton Boulevard Merchants and Property Owners Association to accomplish the following activities identified in the RFP:

1. Provide staff services to the Stockton Boulevard Merchants and Property Owners Association to increase membership and strengthen the Association as a visible and active self-help organization.

2. Develop a three year commercial revitalization plan including: (a) an analysis of area data available -- commercial building vacancies, vacant lots, physical needs inventory, property turnover rates, land prices, lease rates, capital improvement needs, current zoning, crime rates, code violations, nuisances, types of business and business ownership, and technical assistance needs, etc.; (b) development of a revitalization strategy based on the data analyzed above, including targeting of key commercial nodes and identification of revitalization activities; (c) preparation of a work plan identifying a time frame and phasing of activities, and a budget showing the costs of the activities and sources of funds.

3. Develop and organize promotional activities that will meet the objectives of a) enhancing the identity of the Boulevard as a viable commercial area, and b) attracting customers to Stockton Boulevard.

4. Prepare and implement a marketing strategy to encourage new investment along Stockton Boulevard. Various activities would include, but are not limited to, working with real estate brokers and developers and maintaining a data bank on space available for lease and purchase.

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5. Coordinate the publication of a business newsletter on at least a quarterly basis.

6. Market the Agency's Commercial Revitalization Financing Programs and increase business operator and property owner participation in the financing programs. Also assist in marketing the Enterprise Zone incentives to Stockton businesses, as appropriate.

7. Identify nuisances along the Boulevard such as litter problems, vagrancy, prostitution, crime and building safety code violations and take action necessary to reduce or resolve the problems.

8. Provide business management assistance directly on a one-on-one basis through workshops or through referrals to appropriate community resources.

9. Devise and implement a strategy for establishing a business improvement district.

10. Establish design guidelines for facade improvements and new construction for Stockton Boulevard businesses.

Within the framework of the above accomplishments, the contractor will be required to submit a detailed twelve month work program within 30 days of the commencement of the contract. This work program shall include completion of the revitalization plan within three months. The work program should also specify how the above activities will be met within the term of the contract and identify specific actions and timeframes required to meet the work program. The contractor 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.

## POLICY IMPLICATIONS

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

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## FINANCIAL IMPLICATIONS

It is recommended that funds from the City and County Community Development Block Grant program previously earmarked for General Economic Development be transferred to the Stockton Commercial Revitalization fund.

## VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of March 3, 1986 the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolutions. The votes were as follows:

AYES:

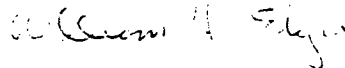
NOES:

ABSENT:

## 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 \$25,000 to finance these services and 5) Amend the Community Development Block Grant budget by transferring \$25,000 to the Stockton Commercial Revitalization Coordinator line item.

Respectfully submitted,



WILLIAM H. EDGAR  
Executive Director

Contact Person: John Molloy  
440-1360

TRANSMITTAL TO COUNCIL

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WALTER J. SLIPE  
City Manager

HS:j  
02/26/86  
Stockton Coord2

# RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO  
ON DATE OF

APPROVING REQUEST FOR PROPOSALS,  
AUTHORIZING EXECUTION OF CONTRACT AND  
APPROVING FINANCING OF STOCKTON BOULEVARD  
COMMERCIAL REVITALIZATION COORDINATOR

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

Section 1: The Request for Proposals for the Stockton  
Boulevard Commercial 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 Stockton Boulevard Commercial Revitalization Coordinator

Section 3: The 1986 Agency Budget is hereby amended to  
transfer \$12,500 from 1985 City CDBG Economic Development line  
item (cost code 4318) to 1986 City CDBG Stockton Boulevard  
Commercial Revitalization Coordinator line item (cost code 4320).

\_\_\_\_\_  
CLERK

ATTEST:

\_\_\_\_\_  
SECRETARY

z:Stockton Coord2

**RESOLUTION NO.**

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

AMENDMENT TO COMMUNITY DEVELOPMENT BLOCK GRANT  
BUDGET FOR STOCKTON 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 \$12,500 in 1985 City CDBG Economic Development funds (cost code 4318) to the 1986 City CDBG Stockton Boulevard Commercial Revitalization Coordinator line item (cost code 4320).

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

0003J

STOCKTON BOULEVARD  
COMMERCIAL REVITALIZATION COORDINATOR

The Sacramento Housing and Redevelopment Agency (Agency) is interested in retaining a consultant to undertake planning and coordination activities necessary for the commercial revitalization of Stockton Boulevard from Broadway to Fruitridge Road. (See Map Attachment 1). Stockton Boulevard is an older commercial strip characterized by a high vacancy factor and property deterioration which had been identified as one of the targeted strips for commercial revitalization activities since 1982. In order to establish direct control over the implementation of the planned activities in this area, the Agency is interested in hiring a part-time commercial revitalization coordinator for this area.

SCOPE OF SERVICES

The Agency is looking for a contractor to work closely with the merchants and property owners to accomplish the following activities:

1. Provide staff services to the Stockton Boulevard Merchants and Property Owners Association to increase membership and strengthen the Association as a visible and active self-help organization.
2. Develop a three year commercial revitalization plan including (a) an analysis of area data available -- commercial building vacancies, vacant lots, physical needs inventory, property turnover rates, land prices, lease rates, capital improvement needs, current zoning, types of businesses and business ownership characteristics, crime rates, code violations, nuisances, and technical assistance needs, etc.; (b) development of a revitalization strategy based on the data analyzed above including targeting of key commercial nodes and identification of activities; (c) preparation of a work plan identifying a time frame and phasing of activities and a budget showing the costs of the activities and sources of funds.
3. Develop and organize promotional activities that will meet the objectives of (a) enhancing the identity of the Boulevard as a viable commercial area, and (b) attracting customers to Stockton Boulevard.
4. Prepare and implement a marketing strategy to encourage new investment along Stockton Boulevard. Various activities would include, but are not limited to, working with real estate brokers and developers and maintaining a data bank on space available for lease and purchase.



5. Coordinate the publication of a business newsletter on at least a quarterly basis.
6. Market the Agency's Commercial Revitalization Financing Program and increase business operators and property owners participation in the finance program.
7. Identify nuisances along the Boulevard such as litter problems, vagrancy, prostitution, crime, and building safety code violations, and take action necessary to reduce or resolve the problems.
8. Provide business management assistance directly on a one-on-one basis through workshops or through referrals to appropriate community resources.
9. Devise and implement a strategy for establishing a business improvement district.
10. Establish design guidelines for facade improvements and new construction for Stockton Boulevard businesses.

Within the framework of the above accomplishments, the contractor will be required to submit a detailed work program for twelve months within thirty days of the commencement of the contract. The detailed work program shall include completion of a draft revitalization plan within three months. The work program shall also specify how the above activities will be met within the term of the contract and identify specific actions and timeframes required to meet the work program. The contractor 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

Twenty-five Thousand Dollars (\$25,000) is available for this consultant contract which must cover all requisite costs, i.e., clerical services, travel and salary. The contractor will be paid each month for each item of work completed. The contract period is for twelve months, with a minimum of 20 hours per week to be spend on the boulevard.

PROPOSAL SUBMISSION AND FORMAT

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

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., Wednesday, April 2, 1986. 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 and a tentative annual work program; not to exceed six (6) pages.
- . Detailed statement on 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.
- . Detailed statement on experience providing technical business management assistance, 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 organizing and coordinating a merchant's 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.
- . Detailed statement on 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; not to exceed two (2) pages.
- . Detailed statement on experience in the development of design guidelines for 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.
- . 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 one (1) page.
- . Resumes of the key personnel from your firm assigned to this contract.

Contract award will be based upon the responses in the maximum twenty (20) pages allotted above along with resumes, 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, three property owners/business operators and one Agency 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 and tentative work program 30%
2. Knowledge of and experience with publicly assisted business development programs (SBA, CDBG, EDA, etc.) and general business financing techniques 10%
3. Knowledge of and experience with providing technical management assistance to small businesses 10%
4. Knowledge of and experience organizing and coordinating a merchant's organization 5%
5. Experience in identifying market potentials and deficiencies and in marketing property in commercial revitalization areas 10%
6. Knowledge of and experience with developing design guidelines for commercial areas 10%
7. Experience in the identification and implementation of promotional activities in commercial revitalization areas 10%
8. Knowledge and understanding of the South Sacramento area and the role Stockton Boulevard could serve in that sub regional market 10%
9. 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 | 10% |

Experience organizing and coordinating a merchant's association	10%
Experience with publicly assisted financing programs	5%
Experience with providing technical management assistance to small businesses	10%
Experience with promotional activities	15%
Sensitivity to community - Evaluation and identification of community issues	20%

If interviews are not necessary, the written proposals will constitute 100% of the selection decision. Otherwise, if interviews are held, written proposals will constitute 50% and the interviews 50% of the selection decision.

The Agency may, at its discretion, add additional criteria prior to the time of selection, including past performance, if contractor has previously been under contract with the Agency.

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

TENTATIVE SELECTION SCHEDULE

Proposal Due Date	April 02, 1986
Selection Completion	April 16, 1986
Contract Period	May 1, 1986 - May 1, 1987

Contact Person: Susan M. Loftus, Program Manager  
Economic Development, C-21  
630 I Street  
Sacramento, CA 95814  
(916) 440-1355

CS:j  
Stockton RFP2  
02/26/86

# STOCKTON BLVD. COMMERCIAL REVITALIZATION AREA

