



**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



2

October 2, 1985

Budget & Finance Committee
of the City Council
Sacramento, CA

Honorable Members in Session:

SUBJECT: Del Paso Boulevard Commercial Revitalization Coordinator

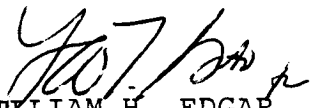
SUMMARY

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

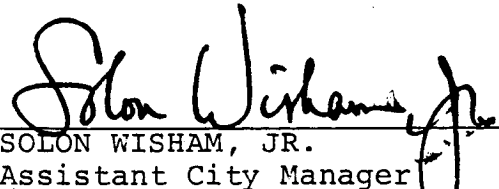
RECOMMENDATION

The staff recommends approval of the Request for Proposals, contract award and funding amendments.

Respectfully submitted,


WILLIAM H. EDGAR
Executive Director

TRANSMITTAL TO COMMITTEE:


SOLON WISHAM, JR.
Assistant City Manager



**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



Redevelopment Agency of the
City of Sacramento

Sacramento City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Del Paso Boulevard Commercial Revitalization
Coordinator

SUMMARY

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

BACKGROUND

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

SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

Redevelopment Agency of the City of Sacramento
Sacramento City Council
Page Three

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

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

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

13. Develop new parking facilities or spaces.

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

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

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

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

ENVIRONMENTAL IMPLICATIONS

Environmental review is not applicable for action on this item.


SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

Redevelopment Agency of the City of Sacramento
Sacramento City Council
Page Five

RECOMMENDATION

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

Respectfully submitted,


WILLIAM H. EDGAR
Executive Director

Contact Person: John Molloy
440-1360

TRANSMITTAL TO COUNCIL

WALTER J. SLIPE
City Manager

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

RESOLUTION No.

Adopted by The Sacramento City Council on date of

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

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

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

MAYOR

ATTEST:

CITY CLERK

z:ccCDBGDPH

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

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

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

SCOPE OF SERVICES

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

1. Assist in the development of the area through the attraction of new businesses or expansion of existing businesses.
2. Market the commercial financing programs (i.e., Commercial Facade Program, Direct Commercial Loan Program and Commercial Rehabilitation Loan Program) made available by the Agency.
3. Provide technical assistance to property owners and business operators in the submission of applications under the Agency's commercial financing programs.
4. Develop a Business Improvement District emphasizing parking improvements and promotions.
5. Assist in the coordination of the development of the light rail along Del Paso Boulevard to benefit area businesses and to mitigate potential problems which may occur.
6. Analyze and coordinate discussion on proposals for the Arden-Garden connector.

FUNDING AND DURATION OF CONTRACT

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

PROPOSAL SUBMISSION AND FORMAT

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

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

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

FORMAT

Your proposal is to be submitted in the following format:

- Cover or transmittal letter, executed by an authorized signatory of your firm or the individual contractor submitting the proposal; not to exceed one (1) page
- Detailed statement on the services to be provided, including the approaches and methods to be used; not to exceed six (6) pages.
- Detailed statement on experience with commercial revitalization activities, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience, not to exceed two (2) pages.
- Detailed statement of experience with publicly-assisted business development programs (SBA, CDBG, EDA, etc.) and general business financing techniques, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed two (2) pages.

SELECTION CRITERIA

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

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

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

WRITTEN EVALUATION

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

TENTATIVE SELECTION SCHEDULE

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

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

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