



# City Council Memorandum

City of Arts & Innovation

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**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: DECEMBER 13, 2022**

**FROM: PUBLIC WORKS DEPARTMENT      WARDS: ALL**

**SUBJECT: RFP 2197 - SERVICES AGREEMENT FOR COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS WITH THE GREATER RIVERSIDE CHAMBERS OF COMMERCE OF RIVERSIDE, CALIFORNIA, IN THE AMOUNT OF \$197,391, FOR A TERM THROUGH JUNE 30, 2023, AND WITH FOUR OPTIONAL ONE-YEAR EXTENSIONS**

## **ISSUE:**

Approve a Services Agreement for Coordination of Community-Based Volunteer Beautification Efforts from Request for Proposal No. 2197 with the Greater Riverside Chambers of Commerce of Riverside, California, in the amount of \$197,391, for a term through June 30, 2023, and with four optional one-year extensions.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve a Services Agreement for Coordination of Community-Based Volunteer Beautification Efforts from Request for Proposal No. 2197 with the Greater Riverside Chambers of Commerce of Riverside, California, in the amount of \$197,391, for a term through June 30, 2023, and with four optional one-year extensions;
2. Authorize the City Manager, or designee, to execute the Services Agreement, including making minor and non-substantive changes; and
3. Authorize the City Manager, or designee, to execute the four optional one-year extensions, provided that the annual amounts are included in the subsequent approved budgets.

## **BACKGROUND:**

In 1953, Keep America Beautiful was formed to bring public and private sectors together to develop and promote a national cleanliness ethic and help produce cleaner more beautiful public places.

In 1976, the Greater Riverside Chambers of Commerce (Chamber), in cooperation with the City, became an affiliate of the Keep America Beautiful Clean Community System, a pre-cursor to the

Keep America Beautiful System, which focused on educating the community and promoting volunteerism to address litter problems.

For many years, there were several different efforts through City staff, the Chamber, and other organizations to implement community cleanup efforts. As their efforts broadened throughout the 1980's, managing the program became increasingly difficult.

In 1988, City staff met with the Chamber and the other organizations involved in an effort to develop a cohesive program and maximize its effectiveness. In 1992, Mayor Loveridge and Art Pick collaborated to develop the Keep Riverside Clean and Beautiful (KRCB) Program.

A partnership was established with the Chamber taking the lead role in implementing the KRCB Program to support increased volunteer participation and reduce the time required by City staff to implement the programs. Since that time, the Chamber has successfully worked to increase the impact of the program by encouraging community involvement through volunteerism.

Prior to 2014, the City provided funding to the Chamber on an annual basis. To utilize staff time and resources more efficiently, staff recommended that Council approve a three-year contract for the KRCB program at the September 23, 2014 Council meeting. At this City Council meeting it was suggested that a competitive bidding process be considered for future contracts. Since February 2017, the Coordination of Community-Based Volunteer Beautification Efforts has been awarded through a competitive bidding process.

## **DISCUSSION:**

On April 22, 2022, Request for Proposal (RFP) No. 2197 was issued for the coordination of community-based volunteer beautification efforts. The RFP is performance based and focuses on achieving annual results such as a minimum of nine large community clean-up events, recruitment of an estimated 2,500-5,000 community volunteers, completion of at least 10,000 volunteer hours, collection of 120,000 pounds of litter, cleaning at least 100 miles of streets, cleaning 30 to 50 storm drains, painting over 2,000 graffiti tags, and planting 20 trees and 350 plants within a 12-month period.

On May 17, 2022, the City received only one proposal in response to RFP No. 2197. A selection committee evaluated the responsive proposal based on the criteria outlined in the RFP which included qualification and experience, references, approach to scope of service, the quality of the proposal, and the cost. The Greater Riverside Chambers of Commerce was determined to be qualified and is recommended to perform the requirements of the RFP.

The Purchasing Services Manager concurs that the recommended action to approve the agreement is in compliance with Purchasing Resolution 23914.

## **STRATEGIC PLAN ALIGNMENT:**

This item contributes to **Strategic Priority 2 – Community Well-Being** and **Goal 2.3 – Strengthen neighborhood identities and improve community health and the physical environment through amenities and programs that foster an increased sense of community and enhanced feelings of pride and belonging citywide.**

This item aligns with the five Cross-Cutting Threads as follows:

1. **Community Trust** – The City RFP process is a transparent process to attract and ultimately award the agreement to the best possible proposal. The City issued RFP No. 2197 to attract the best possible proposal committed to providing exceptional services for the Coordination of Community-Based Volunteer Beautification Efforts program.
2. **Equity** – The City ensures that community beautification efforts are planned with geographic equity in mind, cleanup events are distributed throughout Riverside to insure that one large, dedicated cleanup occurs within each Ward.
3. **Fiscal Responsibility** – The City is managing an open procurement process through RFP No. 2197 which will ensure the City is receiving competitive pricing for these services.
4. **Innovation** – The City’s leveraging of community resources to beautify its rights of way and public spaces maximizes available resources and creates strong partnerships with the community.
5. **Sustainability and Resiliency** – Community beautification efforts not only improve the aesthetic appeal of the communities they serve, but they help to reduce pollutants in our stormwater by maintaining clean streets.

**FISCAL IMPACT:**

The total fiscal impact of this action is \$197,391. The estimated prorated amount for the remainder of Fiscal Year 2022/23 is \$98,695.50. Sufficient funds are budgeted and available in the Refuse Fund, Solid Waste-Sundry, Keep Riverside Clean account 4130500-459022 (\$69,086.85 or 70% of the agreement) and the General Fund, Non-Departmental, Keep Riverside Clean Chamber of Commerce account 7241600-459022 (\$29,608.65 or 30% of the agreement).

Prepared by: Gilbert Hernandez, Public Works Director  
Certified as to  
availability of funds: Edward Enriquez, Interim Assistant City Manager/Chief Financial Officer/City Treasurer  
Approved by: Kris Martinez, Assistant City Manager  
Approved as to form: Phaedra A. Norton, City Attorney

Attachments:

1. Services Agreement
2. RFP Award Recommendation