



City of Arts & Innovation

Utility Services/Land Use/ Energy Development Committee

TO: UTILITY SERVICES / LAND USE / ENERGY DEVELOPMENT COMMITTEE MEMBERS **DATE: JANUARY 9, 2017**

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

SUBJECT: ISSUANCE OF REQUEST FOR PROPOSAL FOR COORDINATION OF COMMUNITY BASED VOLUNTEER BEAUTIFICATION EFFORTS - DIRECT SUBMITTAL

ISSUE:

Consider issuance of a Request for Proposal for the Coordination of Community Beautification Through Community Based Volunteer Efforts for a one-year term, with four one-year options to extend, for a total of five years.

RECOMMENDATION:

That the Utility Services/Land Use/Energy Development Committee recommend the issuance of a Request for Proposal for the Coordination of Community Beautification Through Community Based Volunteer Efforts.

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 due to the hiring of additional staff on a piece meal basis in various departments, Community Development Block Grant (CDBG) funds being utilized for several programs limiting the areas that could be served,

programs being coordinated in different City departments, and the reliance on court referral and summer youth program participants to perform some of the field work.

In 1988, City staff met with the Chamber and other organizations involved in the efforts to coordinate the numerous yet separate programs to maximize their effectiveness. In 1992 Mayor Loveridge and Art Pick collaborated to develop the Keep Riverside Clean and Beautiful (KRCB) Program for the City that coordination improved.

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. Given the longstanding council support of the program, and in an effort to more efficiently utilize staff time and resources, in 2014 it was recommended that Council approve a three year contract for the KRCB program.

On September 23, 2014, the City Council approved a Professional Consultant Services Agreement with the Chamber for a three-year period through June 30, 2017, in the amount of \$574,754. The agreement includes services to the City of Riverside in the areas of litter prevention, waste reduction, beautification and community improvement through community based volunteer efforts. Below is a list of the key annual activities managed and coordinated by the KRCB Program:

1. Plan, prepare and execute 7 community cleanups, one in each ward, for litter prevention and graffiti removal;
2. Host two citywide community cleanups with a minimum of 25 to 30 groups of volunteers cleaning 25 to 30 areas within the City at each event;
3. Administer the Adopt a Street Program;
4. Conduct and calculate the City's Litter Index Annually;
5. Plan, prepare and execute community cleanup projects for specialized groups;
6. Plan, prepare and execute the litter cleanup portion of the Festival of Lights Switch-On Event;
7. Plan, prepare and execute the Clean Campus Competition to educate our youth on environmental awareness;
8. Develop summer programs for community volunteers;
9. Assist in the development and implementation of green wall projects;
10. Coordinate tree planting throughout the City;

11. Administer the Graffiti Public Education Program (PEP) and promote public education and community involvement to help eradicate graffiti;
12. Recruit graffiti removal volunteers;
13. Coordinate the Mayor's State of the City Beautification Awards Program; and
14. Provide Monthly and Annual Reports to the City.

DISCUSSION:

During fiscal year 2015/16, the KRCB Program recruited 7,034 volunteers who provided 15,856 hours of volunteer service to improve our community. According to the Point of Light Institute, volunteer hours have an estimated value of \$23.56 per hour of service; to this end, the total volunteer hours equate to approximately \$373,567 in value to the City during fiscal year 2015/16. Their results oriented efforts included the:

1. Removal of 198,404 pounds of litter;
2. Use of 165 gallons of paint to eradicate graffiti;
3. Planting of 10 trees for the City's Arbor Day activities;
4. Planting of 336 plants for green wall and beautification projects throughout the City; and
5. Cleaning of over 24 storm drains.

The chart below shows the volunteer participation activities since 2006 as a result of the Chamber's continued outreach and public awareness efforts.

Fiscal Year	Number of Volunteers	Volunteer Hours	Estimated Value
2015/16	7,034	15,856	\$373,567
2014/15	8,203	20,639	\$486,255
2013/14	15,196	29,913	\$704,750
2012/13	26,446	34,430	\$811,171
2011/12	11,880	40,975	\$965,371
2010/11	14,235	33,538	\$790,155
2009/10	13,565	23,091	\$544,024
2008/09	11,139	24,002	\$565,487
2007/08	4,873	11,453	\$269,833
2006/07	3,691	9,972	\$234,940
Cumulative Totals:	116,262	243,869	\$5,745,553

The Public Works Department would like to continue the KRCB program to improve the quality of life for City's residents through the beautification programs with community based volunteer efforts long after the expiration of the current contract with the Chamber in 2017.

At the September 23, 2014, City Council meeting, it was suggested that a competitive bidding process be considered for future contracts. The attached draft Request for Proposals (RFP) for the Coordination of Community Beautification Through Community Based Volunteer Efforts uses the scope of work of the current contract for the same services and key activities. The contract with the Chamber ends on June 30, 2017.

The proposed RFP (Attachment 1) is performance based and focuses on achieving annual results such as a minimum of twelve large community clean-up events, recruitment of at least 7,000 community volunteers, completion of at least 16,000 volunteer hours, collection of 200,000 pounds of litter, cleaning a 1,000 miles of streets, cleaning 30 to 50 storm drains, painting over 2,000 graffiti tags, and planting at least 20 trees and 350 plants within a 12 month period. It is recommended that the proposed contract be issued for a one-year term, with four one-year options to extend, for a total of five years. This will allow for monitoring on an annual basis and extension of the contract for meeting performance goals.

The Purchasing Services Manager concurs with the staff report recommendation.

FISCAL IMPACT:

There is no fiscal impact associated with the issuance of an RFP for the coordination of community based volunteer beautification programs. If a contract is proposed in the future, Public Works will return to City Council with a recommendation to award the contract and details regarding the fiscal impact will be presented at that time.

Prepared by:	Kris Martinez, Public Works Director
Certified as to	
Availability of funds:	Scott G. Miller, PhD, Chief Financial Officer/City Treasurer
Approved by:	Al Zelinka, FAICP, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachment:

1. Draft Request for Proposals
2. Presentation