



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL** **DATE: SEPTEMBER 5, 2017**  
**FROM: PUBLIC WORKS DEPARTMENT** **WARDS: ALL**  
**SUBJECT: RFP 1683, PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH THE  
GREATER RIVERSIDE CHAMBERS OF COMMERCE FOR COORDINATION OF  
COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS FOR A TERM  
TO JUNE 30, 2018, IN THE AMOUNT OF \$193,493**

## **ISSUE:**

Approve the Professional Consultant Services Agreement with the Greater Riverside Chambers of Commerce for Coordination of Community-Based Volunteer Beautification Efforts, from RFP 1683, in the amount of \$193,493 through June 30, 2018, with the option to extend for four additional one-year terms.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve the Agreement with the Greater Riverside Chambers of Commerce for the coordination of community-based volunteer beautification efforts through June 30, 2018 in the amount of \$193,493, with the option to extend for four additional one-year terms; and
2. Authorize the City Manager, or his designee, to execute the agreement and future amendments to the agreement, subject to the availability of budgeted funds, in order to extend the agreement for up to four additional one-year terms and make minor non-substantive changes.

## **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. Given the longstanding 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 included services to the City of Riverside in the areas of litter prevention, waste reduction, beautification and community improvement through community based volunteer efforts. At this City Council meeting, it was suggested that a competitive bidding process be considered for future contracts. Therefore in late 2016, a request for proposal was drafted for the coordination of community-based volunteer beautification efforts.

On January 9, 2017, the Utility Services/Land Use/Energy Development Committee approved the issuance of the request for proposal for the coordination of community-based volunteer beautification efforts for a one-year term with four one-year options to extend, for a total of five years.

## **DISCUSSION:**

On February 16, 2017, RFP 1683 was issued for the coordination of community-based volunteer beautification efforts. The RFP was performance based and focused 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 at least 1,000 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 March 16, 2017, the City received two proposals in response to RFP 1683. A selection committee consisting of representatives of the Public Works Department and the Parks Recreation and Community Services Department evaluated responsive proposals 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.

After an extensive evaluation of each proposal, the two candidates were invited to an interview with the Public Works Department. Prior to the interview date, one of the candidates withdrew from the process. An interview was conducted with the remaining candidate during which the interview panel obtained a clear perspective of the candidate's proposed approach to the scope

of work outlined in the RFP. Thus, 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 procurement process is within the City's purchasing policies.

**FISCAL IMPACT:**

The annual cost of this agreement is \$193,493. The funds are available in the Public Works Solid Waste Sundry account number 4130500-459022, \$135,445.10 or 70%, and the General Fund Non-Departmental account number 7241600-459022, \$58,047.90 or 30%. Appropriations for future fiscal years will be included in the Department's Budget submissions for those fiscal years to be presented to the City Council for approval.

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

Attachment: Agreement for Coordination of Community-Based Volunteer Beautification Efforts