



City of Arts & Innovation

Financial Performance and Budget Committee Memorandum

TO: FINANCIAL PERFORMANCE AND BUDGET COMMITTEE MEMBERS **DATE:** OCTOBER 14, 2020

FROM: CITY MANAGER'S OFFICE **WARDS:** ALL
PUBLIC WORKS DEPARTMENT

SUBJECT: OVERVIEW OF PROFESSIONAL CONSULTANT SERVICES AGREEMENTS WITH THE GREATER RIVERSIDE CHAMBERS OF COMMERCE FOR SERVICES AND SPONSORSHIPS PROVIDED TO THE CITY OF RIVERSIDE AND COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS - DIRECT SUBMITTAL

ISSUE:

At the August 4, 2020 City Council meeting, Councilwoman Plascencia requested an overview of the Professional Consultant Services Agreements with the Greater Riverside Chambers of Commerce for services and sponsorships provided to the City of Riverside and coordination of community-based volunteer beautification efforts be brought to the Financial Performance and Budget Committee.

RECOMMENDATION:

That the Financial Performance and Budget Committee receive and file an overview of the Professional Consultant Services Agreements between the City of Riverside and the Greater Riverside Chambers of Commerce for services and sponsorships and coordination of community-based volunteer beautification efforts.

BACKGROUND:

There are currently two Professional Consultant Services Agreements (PSA) with the Greater Riverside Chambers of Commerce (GRCC) that will be discussed in this report.

1. Professional Consultant Services Agreement for Coordination of Community-Based Volunteer Beautification Efforts; and
2. Professional Consultant Services Agreement for Retention and Expansion of Local Businesses, Attraction and Expansion of Businesses from Desired Industries, Support and Key Areas for Businesses and Entrepreneurs, Increased Awareness of Local Programs and Resources that Support Business, State of the City, and Festival of Lights.

PSA for Coordination of Community-Based Volunteer Beautification Efforts

The City has provided funding to GRCC on an annual basis relating to beautification efforts dating back to the 1990s. More recently, on September 23, 2014, the City Council approved a Professional Consultant Services Agreement with GRCC 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 the City Council meeting, it was suggested that a competitive bidding process be considered for future agreements. 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 a 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.

On February 16, 2017, Request for Proposal (RFP) 1683 was issued for the coordination of community-based volunteer beautification efforts.

On March 16, 2017, the City received two proposals in response to RFP 1683. 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, GRCC was determined to be qualified and was recommended to perform the scope of services outline in the RFP.

On September 5, 2017, the City Council approved the Professional Consultant Services Agreement with the GRCC for the coordination of community-based volunteer beautification efforts through June 30, 2018, in an amount of \$193,493, with the option to extend for four additional one-year terms and authorized the City Manager, or designee, to execute the Agreement and the optional extensions as outlined in the Agreement.

PSA for Retention and Expansion of Local Businesses, Attraction and Expansion of Businesses from Desired Industries, Support and Key Areas for Businesses and Entrepreneurs, Increased Awareness of Local Programs and Resources that Support Business, State of the City, and Festival of Lights

Prior to 2019, the services provided by and the sponsorships and memberships paid to the GRCC were done at the Department level and did not generally require Riverside Public Utilities Board or City Council approval. In an effort to provide greater public transparency and clarification, all services and sponsorships were itemized and included in a singular, comprehensive PSA for City Council review.

On October 28, 2019, the Board of Public Utilities, approved an expenditure in an amount not to exceed \$68,000 for Fiscal Year 2019/20 to the GRCC and conceptually approved the scope of services for sponsorships and services specifically provided to the Public Utilities Department.

On November 19, 2020, the City Council approved a Professional Consultant Services Agreement with the GRCC for Services and sponsorships provided to the City of Riverside for Fiscal Year 2019/20 in a total amount not to exceed \$95,500, which includes the Public Utilities Board

approved expenditures, for a term ending June 30, 2020 with two optional two-year extensions and authorized the City Manager, or designee, to execute the agreement and the optional extensions as outlined in the agreement.

History of the Greater Riverside Chambers of Commerce

The GRCC has served the City of Riverside and surrounding communities for over 100 years. The GRCC started in 1900 and initially took on two important projects, which included bringing a rail line to Riverside and writing a City Charter later adopted by the City of Riverside Board of Trustees in 1907. Collaboration between the City of Riverside and the GRCC began immediately and contracts between the two entities date back at least 50 years.

The GRCC has been instrumental and a key collaborator in many successful endeavors throughout the City (and region) over the last 100 years including: having the State of California establish a Citrus Experiment Station at the base of Mt. Rubidoux and near Box Springs Mountain; having the US establish March Field as an aviation training facility in 1918 (now known as March Air Reserve Base); helping to establish the Riverside National Cemetery in 1976; working to bring the Sherman Institute (now known as the Sherman Indian High School) and the School for the Deaf to Riverside; landing the University of California, Riverside Liberal Arts College; establishing Keel Riverside Clean and Beautiful (KRCB); and much more.

History of the Keep Riverside Clean and Beautiful (KRCB) Program

In 1976, the GRCC, 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 GRCC, 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 GRCC and the other organizations involved to develop a cohesive program and maximize its effectiveness. In 1992, Mayor Loveridge and Art Pick collaborated to develop the KRCB Program.

A partnership was established with the GRCC 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 GRCC has successfully worked to increase the impact of the program by encouraging community involvement through volunteerism.

DISCUSSION:

PSA for Coordination of Community-Based Volunteer Beautification Efforts

The scope of the current Agreement requires the GRCC to be responsible for developing and implementing a comprehensive program to spearhead and coordinate year-round public volunteer events and programs to help keep Riverside clean. The areas of focus include, but are not limited to, litter prevention, waste reduction, graffiti removal and landscape beautification.

The Agreement is also 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 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.

The KRCB Annual Report for July 1, 2019 to June 30,2020 was provided to the Public Works Department and is attached, along with the KRCB Annual Report for July 1, 2018 to June 30, 2019. The report includes the expenditure statements for the designated time period. The report and expenditure statements were analyzed, and the results are presented in the charts below.

Projects	# of Volunteers	# of Hours
Adopt-A-Street Cleanups	3045	4414.5
Adopt-An-Alley Cleanups	395	1006.5
Beautification Projects	1666	5870
Clerical Volunteer Work	14	30

Projects	
Community Clean Up Events	8
Volunteers (number of)	5,350
Volunteer (Hours)	11,252
Litter Collection (In Pounds)	72,525
Litter Collection (In Tons)	36.26
City beautification Project Sites	98
Community Green Space (Tree/Vines planted)	1,040
Waterways-Fairmount Park	5
Waterways-Santa Ana Rivers	5
Waterways-City Storm Drains	76
Santa Ana River & Bike Trail	4
Graffiti Eradication-Gallons of Paint	178
Graffiti Eradication-Tags Removed	4,877
Planting Trees (within 12 months)	16
Planting Plants (within 12 months)	912

The services provided pursuant to the agreement are also outlined as part of the City’s method of compliance with the State Trash Amendments. In 2015, the State Water Board adopted the State Trash Amendments which require cities to collect a certain amount of trash each year to prevent it from entering local waterways. Compliance can be achieved in two ways:

1. By installing trash capture devices throughout the storm drain system over a ten-year period (estimated >\$1,000,000 cost) or
2. By using programs that will result in an equivalent amount of trash being collected.

In evaluating these options, the City looked closely at City and community programs currently in place that might help achieve compliance option 2 (above) and KRCB stood out as a key program.

In October 2018, the City submitted its Implementation Plan to the Water Board outlining the use of KRCB and other programs as the method of compliance with the State Trash Amendments. The City expects the Water Board will officially start the 10-year clock in early 2021. It is

understood that many community programs must adapt during these times, but the City is still counting on KRCCB's community programs to help achieve compliance with the State Trash Amendments.

The original term of the Agreement was for one year expiring on June 30, 2018. The term of the Agreement allowed for up to four additional one-year terms by mutual consent of the parties. Two of the one-year extensions to the Agreement were executed by the City Manager's Office for fiscal years 18/19 and 19/20. The Agreement, including the executed extensions, expired on June 30, 2020 for a total three-year agreement amount of \$583,385.

A one-year extension to the agreement for fiscal year 20/21 in the amount of \$196,409 was executed in September. There is one additional one-year extension remaining for fiscal year 21/22 in the amount of \$197,391. The current Agreement and executed Amendments are attached to this report.

Section 25 of the Agreement stipulates that the City may terminate the agreement at any time upon a 30-days' written notice. Additionally, the City may terminate Contractor's performance of this agreement upon five days' written notice for cause as outlined in Section 25 of the agreement.

PSA for Retention and Expansion of Local Businesses, Attraction and Expansion of Businesses from Desired Industries, Support and Key Areas for Businesses and Entrepreneurs, Increased Awareness of Local Programs and Resources that Support Business, State of the City, and Festival of Lights

Successful economic development improves the character of Riverside's business community and can positively impact quality of life. A formalized agreement, with a detailed scope of services, was presented to the City Council in November of 2019. In doing so, the City consolidated all GRCC services, sponsorships, memberships, and other benefits across all City Departments into a single agreement for a total amount not to exceed \$95,500 for fiscal year 2019/20, which included a \$68,000 expenditure from RPU. The agreement included services already budgeted and received in previous fiscal years and was not intended to add new GRCC services. The intent was only to consolidate GRCC services Citywide in one place for efficiency and transparency.

The Scope of Service included, but was not limited to, the following services and benefits:

- 1. Retention and expansion of local businesses** - The GRCC will encourage a dialogue between businesses and the City to share priorities, concerns, plans for future growth and opportunities, gain and disseminate advance insight when businesses are considering potential changes or evaluating new directions, and enhance positive working relationships between businesses and the City.
- 2. Attraction and expansion of businesses from desired industries** - The GRCC will continue Riverside's reputation as a City and community that welcomes business investment and growth, enhanced by our partnerships and collaborations between private and public stakeholders, and increase awareness of Riverside's potential and the many resources, talents, and treasures available to businesses and residents.
- 3. Support and training in key areas for businesses and entrepreneurs** - The GRCC will provide training and resources to develop successful and sustainable businesses.
- 4. Increased awareness of local programs and resources that support business** - The GRCC will provide multiple avenues and platforms to share local resources, economic

development updates, and other information in a comprehensive and cohesive manner so that individuals looking to invest in, start, retain, or expand a business in Riverside can easily and quickly find beneficial information.

5. State of the City - The GRCC will assist in the facilities of a “State of the City” consistent with section 405 of the Riverside City Charter, to allow the Mayor of Riverside to present the Mayor’s programs, objectives, and priorities.

6. The Mission Inn Hotel & Spa Festival of Lights - The GRCC will coordinate multi-partner meetings for The Mission Inn Hotel & Spa Festival of Lights Switch-On Ceremony to facilitate communications.

The GRCC Annual Report for July 1, 2019 to June 30,2020 is attached. The attached report includes a detailed description of all deliverables during the specified timeframe. The chart below provides a summary of the FY2019-20 deliverables for this Agreement:

Description	Quantity
Outreach to Local Businesses	962
Grand Opening Celebrations	33
Business Retention meetings	4
Online Surveys of Business Perspectives	7
Major Employer Visits	12
Businesses Contacted - Attraction/Expansion	14
Community Awareness Tour	1
Business Seminar and Webinar Series Attendees	812 (Impacted 12,565)
Business in Action Attendees	1,370 (Impacted 13,700)
Score Business Counselor Appointments	152
City Community Engagement Featured on GRCC Social Media	6
City and GRCC Partnerships in GRCC E-Publications	57
City and GRCC Partnerships in GRCC Newspaper	12
Mayor’s State of the City Address - Registered Attendees 2020	937
GRCC Promotion of Mayor’s State of the City Address 2020	9
Mission Inn Hotel & Spa Festival of Lights Switch-On Ceremony Planning Meetings	12
Mission Inn Hotel & Spa Festival of Lights Switch-On Ceremony GRCC Staff Participation hours	169

The initial term of the Agreement expired on June 30, 2020. The Agreement included extensions for two (2) additional two-year renewal terms upon the mutual written consent of both parties.

Recently, the GRCC Finance Committee recommended not to continue with this Agreement and not to include it in their Budget. Subsequently, the GRCC Executive Committee supported the recommendations. Therefore, an extension to this Agreement has not been executed.

However, the services provided with this Agreement provide important benefits to the City and should be considered moving forward:

- **Festival of Lights** – On August 4, 2020, the City Council approved a scaled back budget (\$60,000) for the 2020 Festival of Lights (FOL). The Mission Inn Hotel and Spa decided to reduce their Festival of Lights lights and decorations on the hotel grounds, to not host the Switch-On Ceremony special event that includes a firework show and a concert in 2020

due to the restrictions and concerns of COVID-19 and the direction from the Department of Public Health. For consideration for FY 2021/2022, it is recommended that a partnership with the GRCC or other entity be formed in 2020 for the 2021 FOL event, when it is expected that FOL will return to its normal status.

- **State of the City** – A virtual State of the City is being prepared by the City of Riverside for 2021 given the restrictions associated with the COVID-19 pandemic and the likelihood that Convention Centers may be closed or have a limited occupancy. For consideration for FY 2021/2022, it is recommended, in consultation with the new Mayor, that a more robust State of the City take place in 2022. Staff does not have the time or resources needed to organize, solicit sponsorships and coordinate the event. As a result, a partnership with the GRCC or other entity should be considered for the 2022 State of the City.
- **Corporate Membership** – The City Manager’s Office plans to maintain corporate memberships with all chambers including, but not limited to, the Greater Riverside Chambers of Commerce, the Greater Hispanic Chambers of Commerce, the Riverside County Black Chamber of Commerce, other multi-cultural chambers and regional chambers. These memberships typically range from \$500 to \$5,000 per year and are included in the current budget.
- **Economic Development** – Staff will closely evaluate the economic development functions to determine if these services should be supported by a third-party professional services agreement going forward.

Also, important to note, on a going forward basis, all sponsorships and related expenditures beyond corporate membership must be consistent with existing City policies like the Table Sponsorship Policy, Purchasing Resolution and/or other pertinent policies.

City Staff Time Associated with Participating in GRCC Programs and Events

A subsequent request was made to estimate the amount of City staff time associated with participating in GRCC programs and events. City staff participate in several GRCC activities:

- 1) KRCB – A Public Works representative serves on the Board, which meets for about 1 hour once a month. It is estimated that this time commitment is approximately 12 hours per year.
- 2) Leadership Riverside
 - a. Program Participants – The number of City Staff that are selected for the Leadership Riverside program varies from year to year. Typically, the number ranges from two to four participants. If a City staff member is selected to participate, then they would meet one day a month for 10 months. This past year four City staff participated, so their estimated time serving in the program is 320 hours collectively (10 days x 8 hours per day = 80 hours / 4 participants x 80 hours each = 320 cumulative hours).
 - b. Leadership Riverside Steering Committee – The number of City staff serving on the Committee varies from year to year. Currently four staff serve on this committee. This Committee meets once per month, from 12:00 p.m. to 1:00 p.m. and one full day each year, which results in a time commitment of 20 hours each or cumulatively 80 hours.
- 3) Board Meetings – City Staff has not had a representative on the Board for several years.
- 4) Presentations – The City team makes dozens of presentations throughout the year to various GRCC boards, committees and councils including the Board of Directors, the Economic Development Council, area-based Councils, Governmental Affairs Council and

other special programs (i.e. Riverside Business Week, Good Morning Riverside, COVID-19 Community Leaders/Riverside Recovery Task Force Meeting, Business in Action, etc.).

FISCAL IMPACT:

There is no fiscal impact associated with the actions requested in this report.

Prepared by: Rafael Guzman, Assistant City Manager
Kris Martinez, Director of Public Works

Certified as to availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer

Approved by: Al Zelinka, City Manager

Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Council Memo 11-19-2019
2. Professional Consultant Services Agreement with the Greater Riverside Chambers of Commerce for Retention and Expansion of Local Businesses, Attraction and Expansion of Businesses from Desired Industries, Support and Key Areas for Businesses and Entrepreneurs, Increased Awareness of Local Programs and Resources that Support Business, State of the City, and Festival of Lights
3. GRCC 2020 Annual Report
4. RFP 1683 for Coordination of Community-Based Volunteer Beautification Efforts
5. Council Memo 09-05-2017
6. Professional Consultant Services Agreement with the Greater Riverside Chambers of Commerce for Coordination of Community-Based Volunteer Beautification Efforts
7. Third Amendment to the Professional Consultant Services Agreement with the Greater Riverside Chambers of Commerce for Coordination of Community-Based Volunteer Beautification Efforts
8. KRCB Annual Report FY18-19
9. KRCB Annual Report FY19-20
10. Presentation