



**OVERVIEW OF PROFESSIONAL CONSULTANT SERVICES AGREEMENTS WITH THE GREATER RIVERSIDE CHAMBERS OF COMMERCE FOR SERVICES AND SPONSORSHIPS AND COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS**

**City Manager's Office  
Public Works Department**

Financial Performance and Budget Committee  
October 14, 2020

RiversideCA.gov

## **AGREEMENTS**

1. Professional Consultant Services Agreement for Coordination of Community-Based Volunteer Beautification Efforts
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.



2

RiversideCA.gov

## BACKGROUND

### COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

1. Prior to 2014 - Council approved funding annually through various funding sources
2. September 23, 2014 - Council approved three-year agreement with Chamber through June 30, 2017 for \$574,754 and suggested competitive bidding process for future contracts
  - A. Litter Prevention
  - B. Waste Reduction
  - C. Beautification Through Volunteer Efforts



3

RiversideCA.gov

## BACKGROUND

### COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

3. January 9, 2017 - Utility Services/Land Use/Energy Development Committee approved RFP for the coordination of community-based volunteer beautification efforts
4. February 16, 2017 - RFP 1683 was issued
5. March 16, 2017 - City received two proposals



4

RiversideCA.gov

## BACKGROUND

### COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

6. After initial evaluation, Candidates were invited to interview but one candidate withdrew from process and remaining candidate was interviewed
7. September 5, 2017 - City Council approved Agreement with The Greater Riverside Chambers of Commerce
8. One-year Agreement term with four one-year options to extend, for a total term of five-years



5

RiversideCA.gov

## BACKGROUND

### SERVICES PROVIDED TO AND SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

1. Prior to 2019 – Services and sponsorship paid at Department level
  - A. Duplicate payments
  - B. Inefficiencies
  - C. Not Transparent
2. Did not generally need Board, Commission, Committee City Council approval



6

RiversideCA.gov

## BACKGROUND

### SERVICES PROVIDED TO AND SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

3. October 28, 2019 – RPU Board approved expenditure for \$68,000 for Fiscal Year 2019/20 to Chamber for sponsorships and services specifically provided to RPU
4. November 19, 2019 - City Council approved Agreement with Chamber for services and sponsorships for Fiscal Year 2019/20 for \$95,500, including RPU expenditure of \$68,000, and a term ending June 30, 2020 with two additional two-year extensions
5. Agreement was in accordance with Purchasing Resolution 23256, Section 702(c)



7

RiversideCA.gov

## CHAMBER HISTORY

1. Began in 1900 and served community for over 100 years
2. Helped bring rail line to Riverside
3. Helped write the City Charter adopted in 1907
4. Contracts between City and Chamber date back 50 years
5. 1,350 Chamber members
6. 2001 RPU entered into partnership with Chamber



8

RiversideCA.gov

## CHAMBER HISTORY

Chamber was instrumental in the following collaborations

1. State of California establish a Citrus Experiment Station at base of Mr. Rubidoux and then a larger station near Box Springs Mountain
2. Establishment of March Field as an aviation training facility in 1918 by the Federal Government now known as March Air Reserve Base
3. Helped establish Riverside National Cemetery in 1976
4. Worked to bring Sherman Institute and the School for the Deaf to Riverside
5. Helped establish University of California, Riverside Liberal Arts College
6. Campaigned for park bonds in support of 8<sup>th</sup> Street underpass
7. Helped plan Riverside's first freeway in the 1940's



9

RiversideCA.gov

## CHAMBER HISTORY

1. In 1934, Chamber was successful in attracting 30 conventions to the City
2. Chamber has helped recruit several businesses, such as, Rohr Aircraft, Bourns, Inc., Flexsteel, Ralph's/Food 4 Less, Amtrak Call Center, Nordstrom, Wal-Mart, Hunter Engineering, and Wall Street Journal
3. Assisted with reopening of Mission Inn Hotel and Spa
4. Assisted with Creation of Justice Center and the Cal Tower Project
5. Established Keep Riverside Clean and Beautiful (KRCB)



10

RiversideCA.gov

## CHAMBER HISTORY

1. In 2001, RPU partnered with Chamber to conduct targeted economic development activities
  - A. Chamber Target businesses with significant electrical load growth that could benefit from Economic Development Rate
  - B. Target businesses that could benefit from reduced electric and water rates
  - C. Help facilitate meetings with current commercial customers that are considering facilities' expansion
  - D. Attend events to engage with commercial customers
2. Funds paid From Customer Engagement



11

RiversideCA.gov

## 1950'S - KEEP AMERICA BEAUTIFUL

1. 1953 – Keep America Beautiful was formed to:
  - a. Bring Public and Private sectors together
  - b. Help produce cleaner and more beautiful public places



12



RiversideCA.gov

## 1970'S - CLEAN COMMUNITY SYSTEM

1. 1976 – Greater Riverside Chambers of Commerce and City of Riverside became a KAB Clean Community System affiliate.
  - a. Pre-cursor to Keep America Beautiful System
  - b. Focus on educating and promoting volunteerism to address litter



13

RiversideCA.gov

## 1980'S - CITY MANAGED

1. 1980's – City's clean efforts broadened but managing the program became difficult
2. 1988 – City staff met with Chamber and other groups to attempt to increase coordination efforts
3. 1992 – Mayor Loveridge and Art Pick collaborated to develop the Keep Riverside Clean and Beautiful Program with the Chamber as the lead, in partnership with the City



14

RiversideCA.gov

## 2000'S - CITY MANAGED

1. Partnership between City and Chamber with Chamber taking a lead role
2. City provides funding to KRCB program
3. City Council approved an agreement for the KRCB program
4. To support increased volunteer participation and reduce City staff time to implement programs
5. Chamber successfully increased impact of program and encouraged community involvement through volunteerism



15

RiversideCA.gov

## COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

Current Agreement Scope:

1. Develop and implement a comprehensive program
2. Spearhead and coordinate year-round public volunteer events
3. Keep Riverside Clean
4. Areas of Focus include:
  1. Litter Prevention
  2. Waste Reduction
  3. Graffiti Removal
  4. Landscape Beautification



16

RiversideCA.gov



## COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

Agreement is performance based and focused on achieving annual results:

1. Community Clean Up events: Min 12
2. Community Volunteer Recruitment: Min 7,000
3. Completion Volunteer hours: 16,000
4. Litter Collection (in pounds): 200,000
5. Streets Clean Up: Min 1,000 miles
6. Storm Drain Clean Up: 30 to 50
7. Graffiti Tags(Painting): Over 2,000
8. Planting Trees(within 12 months): 20
9. Planting Plants( within 12 months): 350



17

RiversideCA.gov

## COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

1. Community Clean Up events: 8
2. Community Volunteer Recruitment: 5,350
3. Completion Volunteer hours: 11,252
4. Litter Collection (in pounds): 72,525
5. Storm Drains Clean Up: 76
6. Graffiti Tags(Painting): 4,877
7. Planting Trees(within 12 months): 16
8. Planting Plants( within 12 months): 912



18

RiversideCA.gov

## COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

1. In October 2018 - City submitted Implementation Plan to Water Board outlining use of KRCB and other programs as method of compliance with State Trash Amendments
2. It is understood that many community programs must adapt during these times, but the City is still counting on KRCB's community programs to help achieve compliance with the State Trash Amendments



19

RiversideCA.gov

## COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

### Agreement Terms:

1. One year with 4 additional 1-year extensions
  - A. Second extension expired June 30, 2020
  - B. Total 3-year agreement amount of \$583,385
2. One-year extension for \$196,409 ending June 30, 2021 executed in September 2020
3. One additional extension available through June 30, 2022 for \$197,391



20

RiversideCA.gov

## COORDINATION OF COMMUNITY-BASED VOLUNTEER BEAUTIFICATION EFFORTS

Agreement Terms:

4. Section 25 of Agreement Stipulates:
  - A. City may terminate at any time upon 30-days' written notice
  - B. City may terminate Contractor's performance upon 5 days' written notice with cause



21

RiversideCA.gov

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

1. Successful economic development improved character of Riverside's business community
2. Formalized agreement with detailed scope of services is appropriate
  - A. Consolidate Citywide Services
  - B. \$95,500 for Fiscal Year 2019/20
    - i. Includes Services already budgeted
    - ii. No new services



22

RiversideCA.gov

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

1. Scope of Services include:
  - A. Retention and expansion of local business
  - B. Attraction and expansion of businesses from desired industries
  - C. Support and training in key areas for businesses and entrepreneurs



23

RiversideCA.gov

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

1. Scope of Services include (cont.):
  - D. Increased awareness of local programs and resources that support business
  - E. State of City
  - F. Mission Inn Hotel & Spa Festival of Lights



24

RiversideCA.gov

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

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
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 and Chamber Partnerships in Chamber E-Publications	57
Mayor's State of the City Address - Registered Attendees 2020	937



25

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

Agreement Terms:

1. One year with two additional 2-year extensions
  - A. Initial term expired on June 30, 2020 for \$95,500
2. Renewal upon mutual written consent of both parties



26

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

1. GRCC Finance Committee recommended not to continue with Agreement and not to include it in Chamber budget
2. GRCC Executive Committee supported the recommendations
3. An extension to Agreement will not be executed



27

RiversideCA.gov

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

Services provided have important benefits and should be considered moving forward:

1. Festival of Lights
  - A. August 4, 2020 City Council approved a scaled back budget of \$60,000 for 2020 FOL
  - B. Mission Inn Hotel and Spa is reducing lights and decorations and not hosting switch-on ceremony in 2020
  - C. A partnership is recommended with an entity for 2021 event



28

RiversideCA.gov

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

Services provided have important benefits and should be considered moving forward (Cont.):

### 2. State of the City

- A. A virtual State of the City is being prepared for 2021
- B. Recommended a new robust State of the City occur in 2022
- C. A partnership is recommended with an entity for 2022 event
  - i. Partnership should be explored as soon as winter 2020



29

RiversideCA.gov

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

Services provided have important benefits and should be considered moving forward (Cont.):

### 3. Corporate Memberships

- A. The City Manager's Office plans to maintain corporate memberships with all chambers including, but not limited to:
  - i. The Greater Riverside Chambers of Commerce
  - ii. The Greater Hispanic Chambers of Commerce
  - iii. The Riverside County Black Chamber of Commerce



30

RiversideCA.gov

## SERVICES PROVIDED TO & SPONSORSHIPS PAID BY THE CITY OF RIVERSIDE

Services provided have important benefits and should be considered moving forward (Cont.):

### 4. 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

### 5. Going forward all sponsorships and related expenditures must be consistent with existing City policies



31

RiversideCA.gov

## CITY STAFF PARTICIPATION

City staff participation in Chamber programs and events :

1. One Public Works staff member serves on KRCB Board approximately 12 hours per year
2. Two to four participants in Leadership Riverside Program for about 320 total hours per year
3. Four participants on Leadership Riverside Steering Committee for about 80 total hours per year
4. Staff does not currently serve on GRCC Board
5. Staff makes several presentations to the GRCC each year



32

RiversideCA.gov



## 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.

