

City of Arts & Innovation

Economic Development, Placemaking and Branding/Marketing Committee

TO: ECONOMIC DEVELOPMENT, PLACEMAKING AND BRANDING/MARKETING COMMITTEE MEMBERS **DATE: FEBRUARY 18, 2021**

FROM: CHAIR RONALDO FIERRO **WARDS: ALL**

SUBJECT: CLARIFY POLICY OBJECTIVE, STAKEHOLDER ENGAGEMENT PROCESS AND TIMELINE FOR LOCAL PREFERENCE POLICY FOR RFPS ON SURPLUS LAND.

ISSUE: Provide input and clarification on the objective, framework and timeline of the potential local preference policy regarding Request for Proposals (RFPs) for surplus land as to ensure that the most effective policy is developed and that all stakeholders are properly engaged.

RECOMMENDATIONS:

That the Economic Development, Placemaking and Branding/Marketing Committee:

1. Provide input and clarification on the objective, framework and timeline of the potential local preference policy as it is related to Request for Proposals (RFPs) for City surplus land and its distinction from the larger local preference policy discussion; and
2. Direct staff to incorporate input and clarification, as well as potential amendments to Staff's Organizational Plan with the goal of expediting the development of policy changes to develop a policy specific to surplus lands that prioritizes local jobs; and
3. Direct staff to research similar initiatives and policies regarding utilizing public lands to achieve policy goals undertaken by agencies with similar populations and future estimated populations but not necessarily in the Inland Empire, including Long Beach, Los Angeles, San Jose, Oakland, Stockton, Sacramento and Santa Ana; and
4. Authorize a Special Meeting in the next 60 days in order to conduct a public workshop to engage stakeholders and the public on a policy specific to local preference for RFPs on surplus land.

BACKGROUND:

On November 19, 2020, the City Manager's Office presented the Local Preference and Disadvantaged Business Enterprise Procurement Policies and potential new policy implementation overview to the Economic Development, Placemaking, and Branding/Marketing Committee resulting in the receiving and filing of the overview and requested staff prepare an organizational plan that incorporates stakeholders and topics and information on the request for

proposal of vacant land.

On January 21, 2021, the Finance Department presented to the Committee an organizational plan for local preference procurement and DBE policies incorporating stakeholders' topics and information on request for proposals of vacant land. The committee unanimously and without formal motion received and ordered filed the organizational plan.

DISCUSSION:

The disposition of our city's public lands may seem at times to be a routine process – however if properly developed and informed by the diverse communities that the sale of city parcels impact – public lands can be a unique asset and critical tool for the City in achieving our strategic goals for public good. As noted in the Brookings Center on Urban and Metropolitan Policy's report *Dealing with Neighborhood Change: A Primer on Gentrification and Policy Choices*:

“Public assets and aging public facilities, such as city-owned land and school buildings, can become important tools to help leverage revitalization. In a gentrifying market, they can become key ingredients for needed resources such as affordable housing and community facilities. In a hot market and without local scrutiny, public land and buildings quickly can be turned over to the private sector and developed, exacerbating gentrification pressures and increasing the likelihood of rent spikes, displacement and an exodus of lower income residents. With advance planning, however, these assets can also be secured, decoupled from market price pressures, and used to spur development consistent with the neighborhood's vision.”

The discussion regarding surplus property so far within this Committee has been in the context of the development of comprehensive changes to the City's Purchasing Resolution to improve local preference programs. The discussion of utilizing surplus lands to achieve this policy goal spurred out of a single paragraph in a report from the City Manager's Office.

As noted in prior reports, meaningful and thoughtful policy change specific to RFP's on surplus land will allow for local labor, local businesses and minority-owned businesses to better compete for contracts on local projects. A local preference policy change is supported by every cross-cutting thread of the City Council's Strategic Plan, including Community Trust, Equity, Fiscal Responsibility, Innovation and Sustainability & Resiliency.

Through discussion, this Committee has clearly committed to the discussion of putting together a clearly-defined and comprehensive policy regarding local reference as it relates to a variety of city policies, including procurement of goods and services, design-build contracts, RFP's for city surplus lands, and the City's Disadvantaged Business Enterprise (DBE) programs.

Through Committee discussions, various Committee members have noted the importance of first tackling local preference as it relates to RFP's of surplus land. This type of policy change is altogether different than that of local procurement for good and services and that of an improved DBE program because its focus is less on the vendor status but on the vendor's recruitment and employment of skilled craft workers with a primary residence located in the City of Riverside – something that encourages the creation of local jobs for residents.

For a local preference policy regarding surplus lands to be the most effective and for it to not to slow down the process of selling land, it is recommended that the Committee expedite the development and implementation of a policy change in the Purchasing Resolution as it relates to RFP's of surplus property. If the Committee follows the current schedule, a policy will not be

in place or implemented until at the earliest the end of 2021.

According to the current Organizational Plan, a policy change to the Purchasing Resolution will not be brought forward to the City Council until at the very earliest October 2021. A separate and more focused approach to local preference related to surplus lands could help expedite this process and ensure that the sale of surplus lands is not negatively delayed or sold without a proper policy in place.

In addition to the tasks identified in the Organizational Plan presented to the Committee on January 21, 2021, it is recommended that the Committee identify more immediate public and stakeholder engagement opportunities specific to a policy related to surplus land. The Committee should consider conducting a special workshop to begin engaging stakeholders and providing an inclusive space for public engagement on this important policy change.

A potential amended timeline specific to surplus land is as follows:

- March 18th, 2021: Staff presents research findings, survey results and discuss potential amendments to Purchasing Resolution.
- April 15th, 2021: Hold special workshop to gain input from local stakeholders and the public.
- May 20th, 2021: Present and Review Modified Purchasing Resolution Amendments specific to surplus lands.
- June 17th, 2021: Second Reading of Modified Purchasing Resolution Amendments and forward on to City Council for final approval.
- July 6th, 2021: City Council Meeting to Approve policy changes to Purchasing Resolution.

The Chair is recommending that the Committee provide input and clarification on the objective, framework and timeline of the potential local preference policy as it is related to Request for Proposals (RFPs) for City surplus land as to ensure that the most effective policy is developed and that all stakeholders are properly engaged. The Committee may also consider how the City can leverage our public assets to achieve other policy goals, including housing inequities, environmental justice, sustainability, and inclusivity.

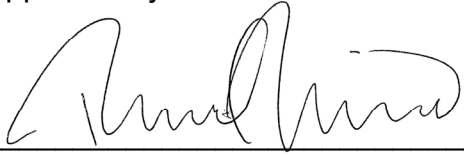
Many local businesses and hard-working residents are struggling due to the economic impacts of the COVID-19 pandemic. The City must do everything it can to better support local institutions and residents – for the sake of our businesses, for the sake of local jobs and for the sake of the City's own financial well-being, which is dependent on a strong local economy.

FISCAL IMPACT:

There is no fiscal impact associated with the recommendations in this report. If new programs or policies are recommended and implemented, the fiscal impact, if any, will be defined during City Council review and approval of this item.

Prepared by: Caleb Ragan, Office of Councilmember Ronaldo Fierro

Approved by:

A handwritten signature in black ink, appearing to read 'Ronaldo Fierro', is written over a horizontal line.

Councilmember Ronaldo Fierro

Chair, Economic Development, Placemaking and Branding Committee

Attachments:

1. Staff Organizational Plan as of January 21, 2021
2. Office of the City Manager's Staff Report – November 18, 2020