



STAFF REPORT

SAUSALITO CITY COUNCIL

MEETING DATE: November 12, 2019

AGENDA TITLE: Contract Amendment with Regional Government Services (RGS) for Economic Development Advisor Services

LEAD DEPARTMENT: Administration

RECOMMENDATION

Approve a resolution authorizing the City Manager to execute an amendment to the agreement with Regional Government Services dba "RGS" for the provision of General Plan and Economic Development Services for \$50,000 to cover services through the end of the fiscal year.

DISCUSSION

RGS serves exclusively public sector agencies with its team of public sector experts to provide a customized solution to variety of unique organizational needs.

On June 18, 2019, the Council approved the FY2019-20 budget that included funding for the citywide Economic Development Program in response to requests brought forward by the Hospitality and Business Advisory Committees. Since the City does not have dedicated staff resources to launch a brand new citywide program of this caliber, staff reached out to RGS to bring professional consulting expertise to provide technical services related to Economic Development activities. In April, 2019, the City engaged, under the City Manager's authority, into RGS services provided by Brian Moura who has an extensive expertise and years of experience serving and advising several California agencies on economic development matters, as well as his familiarity with Sausalito's unique needs, organizational structure and stakeholders, as per his previous engagements with the City.

Under this engagement, RGS provides consulting guidance in all functional areas of Economic Development, including the portion related to the City's General Plan update, developing a multi-component Economic Development program with long-term and short-term initiatives and objectives, including developing and analyzing business districts of the City, preparation of informational memos and strategies related to the City's Economic Development vision and presenting recommendations to GPAC, the City's Hospitality, Business Advisory Committees, as well as Finance Committee and City Council.

On August 27, 2019, the Council approved an amendment to the agreement for additional \$25,000 to continue assisting staff with services covered by the agreement, including issuing RFPs and selecting vendors for the City's Land Economics Study and Marketing and Digital Platform projects, as per the City's long and short-term economic development

program benchmarks. As these projects go into implementation phase, staff will need to continue utilizing the consulting help to stay on-track with the Economic Development Program goals and objectives. The scope of work covered under this agreement also includes a number of special projects like review of implementation for the business license tax (Measure M) and revision of the City's cell tower/ telecom leases program.

FISCAL IMPACT

Staff is requesting the FY 2019-20 budget amendment to appropriate additional funds to the Administrative Services department professional services budget from the General Fund balance to cover the projected cost of \$50,000 to cover these services through the remainder of the fiscal year. Any unused portion of this budget allocation will be transferred to the Economic Development Program budget. Staff will also re-evaluate the economic development program needs at mid-year budget review.

RECOMMENDATION

Approve the Resolution Authorizing the City Manager to execute an amendment to the agreement with Regional Government Services dba "RGS" for the provision of Economic Development Services in the amount of \$50,000.

PREPARED BY: Yulia Carter, Assistant City Manager/ Administrative Services Director
REVIEWED BY: Mary Wagner, City Attorney
SUBMITTED BY: Adam W. Politzer, City Manager

ATTACHMENT

Attachment 1- Resolution authorizing the City Manager to execute an amendment to the agreement with Regional Government Services ("RGS") for the provision of Economic Development Advisor Services