

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: KELLI KUYKENDALL, HOMELESS SERVICES MANAGER
CITY MANAGER'S OFFICE
SUBJECT: PROFESSIONAL SERVICES AGREEMENT FOR
HOMELESSNESS SOLUTIONS STRATEGIC PLAN

AGENDA ACTION: REPORT

RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by resolution: 1) approve a Professional Services Agreement with Focus Strategies (Walnut, CA) for the development of a Homelessness Solutions Strategic Plan in the amount of \$100,000 for an initial six-month period (March 1, 2022 to August 31, 2022) with an option to extend for an additional six-month period (September 1, 2022 to February 28, 2023); and 2) authorize the Chief Financial Officer to appropriate \$100,000 for this purpose from Homeless Fund reserves.

EXECUTIVE SUMMARY

On December 7, 2021, a Request for Proposals for the Provision of Consulting Services – Homelessness Solutions Strategic Plan (RFP) was released with a due date of January 7, 2022. The RFP sought qualifications for professional consulting services to prepare a five-year Homelessness Solutions Strategic Plan and step-by-step action plan to address homelessness in the community and achieve “Functional Zero” homelessness in alignment with the Sonoma County Continuum Care (CoC). A total of six proposals were received in response to the RFP. Based on the review and scoring of the proposals by an evaluation committee and follow-up interviews with Focus Strategies and Homebase, which submitted the top two proposals, Focus Strategies was determined to be the best qualified consultant. This resolution recommends approval of Focus Strategies for the provision of consulting services for the development of a Homelessness Solutions Strategic Plan and execution of Professional Services Agreement in the amount of \$100,000 for an initial six-month period (March 1, 2022 to August 31, 2022) with an option to extend for an additional six-month period (September 1, 2022 to February 28, 2023), as well as authorizing the Chief Financial Officer to appropriate \$100,000 for this purpose.

BACKGROUND

1. On December 7, 2021, a Request for Proposals for the Provision of Consulting Services – Homelessness Solutions Strategic Plan (RFP) was released with a due date of January 7, 2022. The RFP sought qualifications for professional consulting services to prepare a five-year Homelessness Solutions Strategic Plan and step-by-step action plan to address homelessness in the community and achieve “Functional Zero” homelessness in alignment with the Sonoma County Continuum Care (CoC).
2. A total of six proposals were received from the following agencies: Ernst & Young (EY), Focus Strategies, Homebase, Leap Solutions, Public Works, and Third Plateau.

PRIOR CITY COUNCIL REVIEW

On June 22, 2021, Council received a study session to review safe parking program models. The study session provided an update on homeless services workplan priorities, including development of an RFP for consulting services via the Council’s Housing and Homeless Ad-hoc.

ANALYSIS

1. On January 26, 2022, an evaluation committee met to review and score the proposals, comprised of nine members, including City staff from the City Manager’s Office, Housing and Community Services, Transportation and Public Works, and Human Resources departments; staff from the Sonoma County Community Development Commission; a subject matter expert from the private sector; a representative from the Sonoma County Continuum of Care (CoC); and Council Member Schwedhelm.
2. Based on the scoring of the proposals by the evaluation committee, provided in the table below, the proposals received by Focus Strategies and Homebase were the highest scoring.

Agency	Budget	Average Score
Focus Strategies	\$89,335	89
Homebase	\$75,000	88.6
Third Plateau	\$84,710	77.7
Leap Solutions	\$75,000	73.2
Public Works	\$126,850	63.4
Ernst & Young (EY)	\$453,000	55.8

3. Given these scores, the evaluation committee recommended interviewing Focus Strategies and Homebase as a next step in the process. On February 9, staff

and Councilmember Schwedhelm met with Focus Strategies and Homebase. Following these interviews, Focus Strategies was determined to be the best qualified consultant.

4. Founded in 2006, Focus Strategies is a nationally recognized consulting and technical assistance firm based in Walnut, California (southern California). The agency's mission and sole area of practice is to help communities develop and implement strategies to reduce homelessness. Focus Strategies has done recent, relevant strategic planning projects for the following communities – Continuum of Care (CoC) Monterey and San Benito Counties, Santa Cruz County, San Gabriel Valley Council of Governments, and City of Antioch as well as direct experience in Sonoma County with Home Sonoma County (former CoC Board) and technical assistance to three Project Homekey projects.
5. The RFP provides a three-phased approach to services and deliverables starting with an assessment of existing systems and stakeholders, followed by drafting and delivering a final strategic plan. These services and deliverables are provided in greater detail in the Professional Services Agreement (attached). The initial timeline proposed in the RFP (June/July 2022 to align with the budget process) has been extended to allow for a six-to-twelve-month comprehensive strategic planning process and to better align with the CoC's efforts, which are currently underway and scheduled to be concluded by December 2022. Additionally, the budget (\$100,000) provides a contingency (\$10,665 above Focus Strategies' proposed budget of \$89,335) to allow for additional work at the request of the City, including potential assistance as needed by City for plan management and/or implementation related tasks post-adoption.
6. Staff is seeking approval of the Professional Services Agreement with Focus Strategies to initiate development of the City's Homelessness Solutions Strategic Plan.

FISCAL IMPACT

Funds are budgeted from Homeless Fund 1209 reserves for this purpose and will not require an additional appropriation of City General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

- Attachment 1 – Request for Proposals (R158731)
- Resolution / Exhibit A – Professional Services Agreement

CONTACT

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