

STAFF REPORT

BOARD MEETING DATE: May 13, 2025

CATEGORY: Regular Calendar 6

SUBJECT: Approve the Request for Proposals (RFP) for Community Engagement and Opinion Research for the Development of a Strategic Plan and provide direction to staff.

DEPARTMENT: County Administrative Office

SUPERVISORIAL DISTRICT #: All

DEPARTMENT CONTACT: Erin Bertain, Deputy County Executive Officer, (530) 225-5561

STAFF REPORT APPROVED BY: David J. Rickert, County Executive Officer

<u>Vote Required?</u>	<u>General Fund Impact?</u>
Simple Majority Vote	General Fund Impact

RECOMMENDATION

Approve the Request for Proposals (RFP) for Community Engagement and Opinion Research for the Development of a Strategic Plan and provide direction to staff.

DISCUSSION

On January 7, 2025, the Board of Supervisors voted to establish an Ad Hoc Committee to draft a Strategic Plan for Board consideration at a later date. The Board voted unanimously for Supervisor Long and Supervisor Plummer to be appointed to this committee to work with staff on this project.

The Ad Hoc Committee along with staff met and established the following priorities:

- Public engagement and information gathering;
- Measurable goals that establish county priorities;
- Timelines for implementation; and
- Outcome reporting

On March 25, the Board received a presentation from the Ad Hoc Committee and recommended the Board approve staff to seek a consultant to facilitate the strategic plan development process including public engagement and information gathering at an estimated cost of \$150,000. The Board declined to approve seeking a consultant to facilitate the entire process but did approve bringing an RFP for Board consideration for a consultant to facilitate the public engagement and information gathering. Hiring a consultant for this piece of the process would ensure non-biased information gathering to establish the priorities of the community.

The RFP developed by the Ad Hoc Committee with assistance from staff is attached and reflects the direction given by the Board. The RFP does not include maximum compensation, but the Board could determine maximum compensation by a majority vote which would allow responders to submit proposals that meet the will of the Board related to costs for this project.

ALTERNATIVES

The Board may decline to approve the RFP or to not provide additional direction to staff.

OTHER AGENCY INVOLVEMENT

The Support Services Department-Purchasing prepared the draft RFP. The recommendation and RFP have been reviewed by the Auditor-Controller and the County Administrative Office.

FISCAL IMPACT

There will be a general fund impact, should the RFP be issued and a contract awarded.

ATTACHMENTS:

1: Draft RFP