

# **REPORT TO THE CITY COUNCIL**

## ***City of Salinas, California***

DATE: November 15, 2016

FROM: Megan Hunter, Director of Community Development

THROUGH: Tara Hullinger, Planning Manager, Advanced Planning Division, Community Development Department

BY: Jennifer Coile, Project Manager, Advanced Planning Division, Community Development Department

SUBJECT: **PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF SALINAS AND THE CALIFORNIA INSTITUTE FOR RURAL STUDIES (CIRS)**

### **RECOMMENDATION:**

It is recommended that the City Council approve a resolution:

1. Authorizing the City Manager to enter into an agreement for professional services (Agreement) with the California Institute for Rural Studies (CIRS) to conduct the Farmworker Housing Study and Action Plan for the Salinas Valley and Pajaro Valley; and
2. Authorizing the Finance Director to appropriate up to \$115,000 to fund the costs of the Professional Services Agreement between the City of Salinas and CIRS with FY 2016-2017 Measure G funds.

### **DISCUSSION:**

#### Background

The City Council of the City of Salinas adopted the 2015-2023 Housing Element in December 2015 with Action H-13 to conduct a farmworker housing study:

“Contribute a share of funding to participate in and conduct a special countywide study that requires a scientific community survey and/or a survey of agricultural employers in the county to further define housing needs of the farm labor workforce, financing constraints and opportunities, and best practices, by the end of 2016.”

The Housing Element (HE) was certified by the State Department of Housing and Community Development in February, 2016.

## Partnerships and Collaborations

The geographic area of the study is the Salinas Valley of Monterey County and the Pajaro Valley of Santa Cruz County. Subsequent to the certification of the HE, the City of Salinas reached out to jurisdictions located in the Salinas Valley and Pajaro Valley laborshed to determine whether they would be interested in participating in the study and being a funding partner. The Association of Monterey Bay Area Governments (AMBAG), Santa Cruz County, Monterey County, and the cities of Gonzales, Soledad, Greenfield, King City, and Watsonville all expressed interest and committed funds to help pay for the cost of the study.

The City also reached out to key stakeholders/interested parties who might be interested in participating. The Monterey County Health in All Policies Initiative (HiAP); affordable housing developers e.g. CHISPA, Eden Housing, and Mid-Pen Housing; farmworker housing managers e.g. Monterey County Housing Authority; farmworker housing advocates e.g. Center for Community Advocacy (CCA), Communities in Relational Power for Action (COPA), Monterey County Community Action Partnership; homeless services managers; and agriculture businesses/groups e.g. County Farm Bureaus and the Grower-Shipper Association of Central California, all expressed a desire to collaborate and be involved in the preparation of the study.

Each of the funding partner jurisdictions and most of the stakeholders/interested parties are represented on the Farmworker Housing Study and Action Plan Oversight Committee (Oversight Committee), which was formed for the purpose of guiding the study and reviewing draft documents.

## Consultant Selection Process

On July 16, 2016, the City released a Request for Proposals (RFP) to a specialized mailing list of experts in the field, and posted it on several partner City and County websites, which attracted the attention of Univision for a news story. The RFP scope of work was prepared in consultation with the Oversight Committee who met on June 30, 2016, specifically to review the draft RFP. The Oversight Committee created a Proposal Evaluation Subcommittee (consisting of eight of its members) to review the proposals received and forward their recommended finalist(s) to the committee for interviews and consideration.

By the closing date of August 16, 2016, the City received three proposals: One from the California Institute for Rural Studies (CIRS) teamed with the California Coalition of Rural Housing (CCRH)) and two partial proposals for certain components of the study: Applied Survey Research for the survey tasks; and the Institute for Collaborative Community Studies of California State University of Monterey Bay for survey data analysis. Upon careful review of the proposals and completion of the selection process (which included the Proposal Evaluation Subcommittee's review and recommendation, an interview with the recommended consultant and reference check), the Oversight Committee unanimously decided to recommend that the City enter into a contract with CIRS to conduct the Study. The cost of the study initially proposed by CIRS was approximately \$350,000 but after further negotiations with staff, the consultant was able to reduce the cost to \$300,850.

CIRS and CCRH have worked together many years and currently are engaged by San Mateo County to prepare an analysis of best practices in farmworker housing with case studies. Team members from their firms have conducted surveys of farmworkers and agricultural employers in Napa and Mendocino Counties. From 2007-2010, Dr. Rick Mines (one of the team members) coordinated a survey of indigenous Mexican farmworkers throughout California as well as 150 villages in Mexico, dealing with multiple indigenous languages. CCRH has been working for decades on policies and funding for farmworker housing.

## Scope of Work

The main tasks for this project are:

- A. Consensus Building Meeting: Confirm partners' understanding of the study scope, surveys, and schedule.
- B. Surveys (farmworkers and agricultural employers including farming operations, labor contractors, and agricultural processing): Develop surveys to gauge farmworker and agricultural employers housing-related needs and implement surveys with farmworkers and agricultural employers.
- C. Research and Analysis (needs, best practices, and solutions): Conduct analysis of surveys and data such as H2A certification applications about needs; inventory existing farmworker housing resources; review regionally specific (distinctions between Salinas valley and Pajaro valley) land use and development regulations/policies as constraints or advantages; research and prepare case studies and best practices in farmworker housing development, financing, and management.
- D. Development of Action Plan: Prepare a range of solutions in the short/medium/long term with public, private, and non-profit implementation roles, and sources of financing.
- E. Summit Meeting: Convene to review/prioritize Action Plan; engage partners in implementation.
- F. Presentations: Present Final Study and Action Plan at public meetings of partners.

## Timeline

The Scope of Work includes an overall schedule of twelve (12) months, with milestones and work products throughout the process.

## Budget and Funding

The total (not to exceed) amount of the Agreement is \$300,850. The funding partners' contributions total \$90,000, as follows: Monterey County - \$25,000; AMBAG – \$20,000; Santa Cruz County - \$20,000; and \$5,000 each from the cities of Gonzales, Soledad, Greenfield, King City, and Watsonville.

The City of Salinas anticipates contributing up to \$235,000 of Measure G funds for Study costs: \$20,000 in FY 2015-16 for project management, \$100,000 in FY 2016-17 funds approved in the June budget approval process, and an additional appropriation of \$115,000 in FY 2016-17 (as supported by the Measure G Oversight Committee on October 27, 2016). In supporting the recommendation for the additional \$115,000 in funding for the study, the Measure G Oversight Committee noted that the City will need to continue to seek contributions from regional partners and others to reimburse and/or reduce the amount of the City's Measure G contribution. The Committee also requested staff provide an update on the status of these further contributions at their next three meetings in 2017.

The total funding of \$325,000 includes: \$300,850 for the cost of professional services agreement, \$20,000 for project management, and \$4,150 for printing, translation and community meeting costs.

By the City paying for printing and other meeting costs (\$4,150), the City was able to negotiate down the budget of these items from that originally proposed.

**ISSUE:**

Shall the City Council approve a resolution for the following:

- 1) Authorizing the City Manager to enter into an agreement for professional services (Agreement) with the California Institute for Rural Studies (CIRS) to conduct the Farmworker Housing Study and Action Plan for the Salinas Valley and Pajaro Valley; and
- 2) Authorizing the Finance Director to appropriate up to \$115,000 to fund the costs of the Professional Services Agreement between the City of Salinas and CIRS with FY 2016-2017 Measure G funds.

**FISCAL IMPACT:**

The Farmworker Housing Study is in the Capital Improvement Program (CIP) Budget, CIP Project 9042. There are no General Funds committed. Sources of funding are partner contributions totaling \$90,000 to date and Measure G funds of up to \$235,000.

**TIME CONSIDERATIONS:**

The Study needs to be undertaken as quickly as possible so the peak harvest season in 2017 is not missed, otherwise it could delay the study by one year. The schedule in the Agreement proposes to begin in November 2016 to design the survey, then build consensus, so that the farmworker survey can be conducted from March-April, 2017.

**ALTERNATIVES/IMPLICATIONS:**

As an alternative to approving the Professional is Agreement, the City Council could direct staff to modify the scope of work, reissue an RFP, take no action regarding this Agreement, or other actions the City Council deems appropriate in this matter. Delays in moving forward would impact the timing of the data collection among seasonal farmworkers and delay completion of the survey as noted above.

The Council may also elect not to allocate additional Measure G funding for the proposed Professional Service Agreement. In this event, the study could not be undertaken until such time that sufficient funding was made available to pay for the cost of the effort.

**CITY COUNCIL GOALS:**

The Farmworker Housing Study and Action Plan will support the Council's goal of Economic Diversity and Prosperity because the success of agricultural businesses is key to the Salinas and regional economy. For the past several years, agricultural businesses have faced crippling labor shortages, in part caused by a shortage of appropriate farmworker housing. Implementing Action H-13 of the 2015-2023 Housing Element also contributes to the City Council goal of Excellent Infrastructure.

## **CONCLUSIONS:**

Many of the City's residents are part of the regional agricultural workforce. Conducting a scientifically valid survey of farmworkers regarding housing needs and developing an action plan based on best practices is an action identified in the City's 2015-2023 Housing Element. Funding partners (AMBAG, Monterey County, Santa Cruz County and the cities of Gonzales, Soledad, Greenfield, King City, and Watsonville) have committed financial resources to help fund the cost of the study and stakeholders/interested parties are collaborating with the City and our funding partners to guide the preparation of the study. Based on CIRS's demonstrated knowledge of farmworker and employer surveys, data analysis, and best practices in farmworker housing finance and management, it is recommended that the City Council adopt the attached resolution authorizing the City Manager to enter into a professional services agreement with CIRS to prepare the Farmworker Housing Study and Action Plan for the Salinas Valley and Pajaro Valley and authorize the Finance Director to appropriate up to \$115,000 to fund the costs of the Professional Services Agreement between the City of Salinas and CIRS with FY 2016-17 Measure G funds.

Back Up Pages:  
City Council Resolution  
Professional Services Agreement