



**Contra
Costa
County**

To: Board of Supervisors
From: John Kopchik, Director, Conservation & Development Department
Date: August 15, 2017

Subject: Contract with Craft Consulting Group for the Northern Waterfront Strategic Action Plan

RECOMMENDATION(S):

APPROVE and AUTHORIZE Conservation and Development Director, or designee, to execute a contract with Gary Craft (dba Craft Consulting Group) (Craft) in an amount not to exceed \$125,514 to prepare a Strategic Action Plan and perform related tasks for the Northern Waterfront Economic Development Initiative for the period July 1, 2017 through June 30, 2018.

FISCAL IMPACT:

The costs of the recommended contract will be covered by General Funds specifically allocated in the FY2017-18 Budget to economic development and the Northern Waterfront Economic Development Initiative.

BACKGROUND:

Having completed a successful first phase, which involved substantial foundational work, the Northern Waterfront Economic Development Initiative (NWEDI) is transitioning into Phase 2. Phase 2 consists of four critical elements: Outreach; Data Development and Analytics; Organizational Structure; and Strategic Action Plan. Craft Consulting Group (Craft) has been a key consultant helping to advance NWEDI during Phase 1, including

<input checked="" type="checkbox"/> APPROVE	<input type="checkbox"/> OTHER
<input checked="" type="checkbox"/> RECOMMENDATION OF CNTY ADMINISTRATOR	<input type="checkbox"/> RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **08/15/2017** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: August 15, 2017

David Twa, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: John Kopchik
925-674-7819

cc:

developing the January, 2014 analytical report to frame the topic, which was entitled, "Revitalizing Contra Costa's Northern Waterfront: How to be competitive in the 21st Century Global Economy". Staff proposes that Craft provide services in support of Phase 2 as well. Staff is requesting approval to contract with Craft primarily to prepare the Strategic Action Plan, though the Consultant will also play a role in assisting staff with coordinating the other three elements of Phase 2.

BACKGROUND: (CONT'D)

Pursuant to the recommended contract, a Strategic Action Plan for revitalization of the Northern Waterfront will be prepared by Craft that incorporates community and stakeholder input, background research and reports, emerging trends and opportunities, regional strengths and assets and policy direction from the County Board of Supervisors. The Strategic Action Plan will include a region-wide economic development strategy and implementation plan to revitalize the Northern Waterfront as a 21st century economic asset and position the local economy for long-term competitiveness. The Draft Strategic Action Plan will include a cluster- based economic development strategy, target industry clusters, goals and objectives, implementation program, responsible parties, estimated cost, potential funding sources, priorities, and timeframe. The Draft Strategic Action Plan for the future of the Northern Waterfront will be available for public review and comments. The Final Strategic Action Plan will be submitted for consideration and approval by the Board of Supervisors. It is also envisioned that the participating city councils may consider approval of the Final Strategic Action Plan.

CONSEQUENCE OF NEGATIVE ACTION:

Without an approved contract, Craft will not be able to provide the services. Some of the critical elements of the NWEDI phase 2 transitioning may not be able to continue to move forward.