



Hallandale Beach Community Redevelopment Agency  
Board of Directors Meeting  
Agenda Cover Memo

|                         |   |                          |  |                         |                         |
|-------------------------|---|--------------------------|--|-------------------------|-------------------------|
| Meeting Date:           | February 20, 2018                               | Item Type:               | Resolution<br>X  | Ordinance               | Other                   |
| Fiscal Impact:          | Yes<br>X  | No                       | Ordinance Reading:   | 1 <sup>st</sup> Reading | 2 <sup>nd</sup> Reading |
|                         |   |                          | Public Hearing:  | Yes                     | No                      |
|                         |   |                          |  |                         |                         |
| Funding Source:         | 130-5910-531010                                 | Advertising Requirement: | Yes  | No                      | X                       |
| Account Balance:        | \$274,650                                       |                          |  |                         |                         |
| Project Number:         |   | RFP/RFO/Bid Number:      | N/A  |                         |                         |
| Contract/P.O. Required: | Yes<br>X  | No                       | Strategic Priority (Enter X in box):   |                         |                         |
|                         |   |                          | Capital Improvements <input type="checkbox"/><br>Goal 1 - Undertake Total Improvements of Public Realm <input type="checkbox"/><br>Goal 2 - Promote Public/Public and <input type="checkbox"/><br>Public/Private Partnership <input type="checkbox"/><br><br>Promote Projects with Large-Scale Impacts <input type="checkbox"/><br>Goal 1 – Issue a Request for Proposals (RFP) for <input type="checkbox"/><br>NW infill Housing<br>Goal 2 – Issue a Request for Qualifications (RFQ) for <input type="checkbox"/><br>Dixie Highway/Foster Road parcel<br><br>Priority Area: <input type="checkbox"/><br>North West Quadrant <input type="checkbox"/><br>FEC Corridor <input type="checkbox"/><br>Southwest Quadrant <input type="checkbox"/><br>Northeast Quadrant <input type="checkbox"/><br>Southeast Quadrant <input type="checkbox"/> |                         |                         |
| Sponsor Name:           | Roger M. Carlton<br>HBCRA<br>Executive Director | Department:              | HBCRA  |                         |                         |
|                         |   |                          |  |                         |                         |



**Short Title:**

**A RESOLUTION OF CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AN AGREEMENT WITH GARTH SOLUTIONS, INC. FOR AN AMOUNT NOT TO EXCEED \$47,200 TO PROVIDE SERVICES FOR THE CREATION OF A NEW COMMUNITY BENEFITS PROGRAM; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE AGREEMENT; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL ACTION NECESSARY TO IMPLEMENT THE TERMS OF THE AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.**

**Staff Summary:**

**Background:**

To redefine the Community Benefits Program (CBP) a thorough analysis was conducted of all projects containing a CBP component. CRA and City staff worked closely with Garth Solutions, Inc. (GSI) to analyze 32 projects which contained a CBP component, most of which included the use of local workforce and local vendor goals. A part of this analysis included a stakeholders meeting which was held on July 19, 2017. This meeting was held to obtain input from various stakeholders including resident's business owners, developers and other regional organizations. During the stakeholders meeting committee members were then asked for candid observations and feedback related to the strengths, weakness and recommendations for the program moving forward.

This report was presented to the City Commission on September 27, 2017 with the following recommendations:

- Conduct a thorough Community Needs Assessment
- Promote a public conversation
- Re-define Community Benefit Program
- Establish goal setting methodology
- Establish a sufficient funding structure and mechanism
- Promote accountability and transparency

GSI was instrumental in writing, creating and researching the report. GSI is an established consulting firm based in Miramar, Florida with the unique skill set of developing and implementing CBP's for the past 15 years.

**Current Situation:**

At the September 27, 2017 City Commission meeting staff presented the CBP analysis report to the City Commission. The City Manager and staff made recommendations to proceed with approving the restructuring of the CBP. The first phase of this restructuring would be the Needs Assessment. The City Commission approved this recommendation by a 4-0 vote.

The Needs Assessment which was completed by Broward Regional Health Planning Council will be used to inform the City of Hallandale Beach on the social, economic and programs needs of the diverse stakeholders in the City. The Needs Assessment is the foundation for the creation of a viable, accountable and transparent CBP.





The second phase of restructuring the CBP would be to develop and create a new CBP. GSI would play a vital role in this. GSI proposes to provide professional services for the development of a new CBP program based on the BRHPC Needs Assessment findings and assist the City with monitoring and administration of the program. GSI will also assist in establishing concrete deliverables, timeframes, and enforcement mechanisms.

### **Scope of Work:**

GSI proposes the following scope of services:

1. Develop the proposed new program based on BHPC needs assessment findings.
  - Develop structure of the program.
  - Establish and define the selection criteria and other metrics.
  - Define and establish monitoring guidelines, reporting protocols and accountability measures for Community Partnership Grants (CPG).
2. Assist City with monitoring and administration of program going forward.
  - Establish and define the selection criteria
  - Develop structure of the program including forms, communication and evaluation of services
  - Monitoring of unit cost (how many people are served)
  - Monitoring performance of each unit
  - Create measurable, monitorable goals for proposed programs
  - Report to the City Commission

### **Fiscal Impact:**

The HBCRA will be responsible for \$47,200, and the City will pay the remaining balance of \$22,800, due to the fact that the CBP program covers the entire City and not just the CRA.

### **Proposed Action:**

Staff recommends approval of the attached Resolution (Exhibit 1) authorizing the Executive Director to execute the attached proposal from GSI, pertaining to the creation of a new Community Benefits Program.

### **Attachment(s):**

- Exhibit 1 – Resolution
- Exhibit 2 – Garth Solutions Proposal
- Exhibit 3 – CBP Evaluation and Recommendations Document



A handwritten signature in black ink, appearing to read "Faith", written over a horizontal line.

Prepared by: Faith Phinn, Financial Management Analyst

A handwritten signature in black ink, appearing to read "Jeremy", written over a horizontal line.

Reviewed by: Jeremy Earle, Ph.D., AICP, Assistant City Manager