

CITY COUNCIL AGENDA ITEM NO. XX
1/23/2024

SUBJECT: Council Selection of Preferred Consultant to Perform the Brentwood Senior Center Operational Assessment & Citywide Recreational Customer Satisfaction Survey

DEPARTMENT: City Manager's Office

STAFF: Tim Ogden, City Manager

TITLE/RECOMMENDATION

Select preferred consultant to assist with Brentwood Senior Center Operational Assessment & Citywide Recreational Customer Satisfaction Survey and amend resolution to include the consultant and agreement price

FISCAL IMPACT

The proposed Senior Center Operational Assessment and Recreational Customer Satisfaction Survey work products were estimated to cost approximately \$100,000. This cost would be the responsibility of the General Fund and come from the anticipated FY 2023/24 surplus. Based on the consultant selected, the resolution would be amended to reflect the budget appropriation for the contract.

BACKGROUND

Initially requested as a future agenda item on September 12, 2023, and authorized on September 26, 2023, the City Council directed staff to prepare a Request for Proposals (RFP) to procure a consultant to assist with an operational assessment of the Brentwood Senior Activity Center (BSAC), and conduct a customer satisfaction survey of all recreational programming since 2019. On November 14, 2023, the City Council approved the RFP and staff shared it out of the City's website and directly with approximately a dozen firms and associations to share with their members.

The scope of work requested includes detailed interviews of Senior Center stakeholders and operational programming information, as well as a citywide survey of past and current recreational programming participants (users and providers):

- A. The Project involves performing an operational assessment of the Brentwood Senior Activity Center ("BSAC"), including:

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1. Interview all facility rental and programming participants, existing and former staff, and current Parks & Recreation Commission members, which elect to participate, about any programming of the BSAC since 2019, to gauge effectiveness of programming and customer service. Summarize interview feedback, and provide recommendations for improvement, if any.
 - a. The scope of personnel interviews is limited to those matters identified above. A discussion as to these limitations will be had prior to any interviews being conducted.
 2. Review and summarize current and prior BSAC programming, MOU's, special projects, events, and activities performed by City staff, and contracted non-profits and other community-based organizations since 2019 through present.
 3. Report facility usage hours for all programming activities since 2019.
 4. Report any future plans exploring program changes.
 5. Assessment of language and cultural access, and recommendations for improvement, if any.
 6. Assess the process for how staff is selected and assigned to work at BSAC, training of staff, on-site schedule of leadership, and leadership's experience with seniors.
 7. Independently evaluate and present findings to the City Council.
- B. The Project also involves conducting a citywide survey (in both electronic and paper form) of willing past and current participants in all recreational programming at any City facility over the last three years (2021). The electronic and paper survey should cover the following topics:
1. Program efficiency.
 2. Facilities satisfaction.
 3. Customer service satisfaction of City staff and any third parties.
- Continue survey outreach until 30% response rate is achieved.
- C. Review staffing levels of programs and facilities, in comparison with prior programs and other like/similar cities and their operations.

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D. Comparison of programming and services provided currently by the City with other like/similar cities and their operations.

The following schedule was included in the RFP.

ACTIVITY	PLANNED DATES
RFP Issued	November 15, 2023
Request for Information Deadline	December 1, 2023
Proposal Deadline	December 15, 2023
Interviews (if requested by City Council)	If authorized, TBD
Notice of Selection	January 8, 2024
Council Consideration of Agreement	January 23, 2024
Commence Services	~March 1, 2024
Project Completion	May 1, 2024

The following proposals were received.

Submitter	Proposal Cost	
Zilo International Group	\$20,000	
Matrix Consulting Group	\$	
Berry Dunn	\$	

As the City Council’s motion was to have the firm independently evaluated, the City Council may want to consider any of the following as they review and consider the proposals ensuring the tasks align with the RFP in their consultant selection.

Does the proposal sufficiently address how the firm intends to:

- Obtain sufficient feedback from the approximate 1,200 Senior Center participants?
- Obtain a minimum 30% response rate from the surveying of approximate 12,000 registered participants of recreational programming?
- Complete their findings by the expected project completion date of May 1, 2024?
- Ensure they accurately benchmark comparison city staffing levels, programs and services offered, etc. for context in evaluating the City’s efforts?
- ((Any other questions anyone sees as relevant that we’d look for that the Council should consider?))

CITY COUNCIL STRATEGIC INITIATIVE

Focus Area 5: Parks and Recreation Services.

4. Expand and enhance recreation opportunities by increasing programming for seniors, youth, and teens; implementing adaptive recreation.

PREVIOUS ACTION

Previous Action by the City Council is included on Attachment 1.

DATE OF NOTICE

Not Applicable.

ENVIRONMENTAL DETERMINATION

Not Applicable.

ATTACHMENT(S)

1. Previous Action
2. Request for Proposals