



AGENDA REPORT

Library and Community Services

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| DATE: | August 26, 2025 |
| TO: | Mayor Martinez and Members of the City Council |
| FROM: | LaShonda White, Deputy City Manager Ranjana Maharaj, Deputy Director for Community Services-Recreation Tetteh Kisseh, Recreation Supervisor |
| Subject: | Rosie the Riveter Trust Contract for Grant-Funded Youth Outdoor Programming |
| FINANCIAL IMPACT: | <p>The proposed \$45,000 expenditure is included within the approved fiscal year 2025-2026 Community Services - Recreation budget and will be budgeted accordingly in fiscal year 2026-2027. This contract is funded by the State of California Department of Parks and Recreation.</p> <p>Fiscal Year 2025-2026 (Account String: 10651051-400201-25G12) \$29,000</p> <p>Fiscal Year 2026-2027 (Account String: 10651051-400201-25G12) \$16,000</p> |
| PREVIOUS COUNCIL ACTION: | <p>September 14, 2021 - Authorization to submit application</p> <p>October 18, 2022 - Accept and Appropriate Outdoor Equity Grant funds</p> |
| STATEMENT OF THE ISSUE: | Community Services-Recreation received \$700,000 in Outdoor Equity grant funds for the Youth Outdoors Richmond Program. Community Services-Recreation is requesting City Council approval of a contract with Rosie the Riveter Trust to provide a consultant to lead youth |

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| | development leadership programs for the Youth Outdoors Richmond Program. |
| RECOMMENDED ACTION: | APPROVE a contract with Rosie the Riveter Trust to provide a consultant to lead youth development leadership programs for the grant-funded Youth Outdoors Richmond Program in a not to exceed amount of \$45,000 for a term beginning August 1, 2025 to August 1, 2027 - Community Services (LaShonda White 510-620-6828/Ranjana Maharaj 510-620-6972/Tetteh Kisseh 510-620-6919). |

DISCUSSION:

On September 14, 2021, Community Services-Recreation applied for a grant in the amount of \$700,000 from the State of California Department of Parks and Recreation for the Youth Outdoors Richmond Program. On May 27, 2022, Community Services-Recreation was awarded the Outdoor Equity Grant funds for the Youth Outdoors Richmond Program.

The Youth Outdoors Richmond Program is a combination of volunteer work, activities and field trips designed specifically for Richmond youth and their extended families and friends. Program participants get a chance to experience activities in the community, local and regional natural area trips, activities for both education and self-discovery, and nature exploration.

The Youth Outdoors Richmond program includes a youth leader training component, and there is a need to recruit youth participants and prepare them to lead outdoor activities and programs. This role is essential to preparing Richmond youth to take active leadership roles in outdoor programs, fostering skills that will benefit them in future education and career paths while strengthening community connections to nature.

On April 7, 2025, City staff solicited Requests for Quotes (RFQ) through the City's BidsOnline system for the Youth Outdoors Richmond Program. The deadline to respond to the RFQ was April 30, 2025, and two vendors submitted a quote – Rosie the Riveter Trust and All Things DEI Consulting.

Selection Process and Evaluation Criteria

The proposals were reviewed by an evaluation committee using a proposal rating matrix to determine the most responsible bidders and to make a recommendation regarding the award of a contract. The evaluation committee used the following criteria to rate the proposals:

1. Experience of Company/ Individual: Demonstrated experience of working with youth in similar projects. Thoroughness of proposal in conveying a clear understanding of the project and the community. Provide leadership training. Demonstrate understanding of outdoor programming.
2. Background and Skills: Provide proof of insurance, business license, TB Test, Livescan, and COVID vaccination report.
3. Proposed Costs: Include costs and budget to meet the services described in the RFQ.
4. Flexibility and Reliability: Ability to be flexible in scheduling to coordinate services with city staff.

The bid results and ratings were as follows:

| <u>Vendor Name</u> | <u>Cost of Services</u> | <u>Rating Team Scores</u> | <u>Rank</u> |
|---------------------------|-------------------------|---------------------------|-------------|
| Rosie the Riveter Trust | \$45,000 | 394 | 1 |
| All Things DEI Consulting | \$12,500 | 133 | 2 |

Upon careful review of the quotes, City staff provided the top cumulative score to Rosie the Riveter Trust who is a locally based vendor, was very responsive, has experience providing the services, and provided the information requested in the rating criteria. Therefore, City staff is seeking City Council approval for a contract with Rosie the Riveter Trust to provide youth leadership consulting services for the Youth Outdoors Richmond Program in a not to exceed amount of \$45,000 for a term beginning August 1, 2025 to August 1, 2027.

DOCUMENTS ATTACHED:

Attachment 1 – Contract with Rosie the Riveter Trust

Attachment 2 – Summary of Bids