

## **TOWN OF WINDSOR AGENDA REPORT**

**Joint Windsor Town Council, Windsor Redevelopment Successor Agency and Windsor Water District Meeting Date:** January 17, 2024

**To:** Mayor and Town Council  
**From:** Tim Ricard, Economic Development Manager  
**Subject:** Professional Services Agreement with Willdan Financial Services

**Recommendation to Council:**

Approve a Professional Services Agreement with Willdan Financial Services for the development of an Economic Development Strategic Plan in the amount of \$99,420 and authorize the Town Manager to execute the agreement on behalf of the Town.

**Strategic Plan Element:**

The recommended action supports the goals of Fiscal Health and Organizational Effectiveness. Goal Statement: Ensure the economic health and long-term financial viability of the Town. Goal Statement: Achieve a high performing organization by nurturing an engaged workforce committed to a shared vision of public service.

**Background:**

As part of the FY 23-24 and FY 24-25 budget, the Town Council approved \$100,000 to fund the development and implementation of an Economic Development Strategic Plan. The current Economic Development Strategic Plan was completed in 2008 and does not reflect the goals and strategies outlined in the 2040 General Plan.

In October 2023, the Town issued a Request for Proposals (RFP) for professional services to assist in the preparation and implementation of the Economic Development Strategic Plan (EDSP). Once finalized, the EDSP will articulate specific economic development goals, strategies, and measures to foster local economic growth and enhance the tax base.

**Discussion:**

Four highly qualified firms submitted applications, and after careful evaluation, the selection committee determined Willdan Financial Services to be the most suitable partner. Willdan boasts extensive experience in formulating Economic Development Strategic Plans for comparable communities, employing thorough public outreach and comprehensive data collection to inform goals and strategies.

Willdan's proposed work is anticipated to span 10-12 months, comprising eight distinct tasks designed to align with the Town's objectives:

Task 1: Project Kick-Off & Ongoing Management: Establish a comprehensive Project Management Plan to guide communications, data collection, stakeholder engagement, and task assignments.

Task 2: Stakeholder Outreach, Data Collection & SWOT Workshop: Engage key stakeholders through a strategic outreach framework, including focus groups, interviews, surveys, and SWOT analysis sessions.

Task 3: Organizational Capacity Assessment: Evaluate the Town's economic development functions compared to peer organizations, identifying roles, responsibilities, organizational structure, and funding mechanisms.

Task 4: Demographic & Economic Profile Report: Collect and analyze data on demographic trends, economic base, and workforce characteristics, providing a baseline assessment for informed decision-making.

Task 5: Real Estate Market & Opportunity Zones Assessment: Analyze existing real estate market conditions, identify development opportunities and constraints, and assess infrastructure needs for commercial and industrial growth.

Task 6: Draft Economic Development Strategy Recommendations: Compile findings into preliminary recommendations, covering organizational capacity building, business retention and expansion, talent attraction and training, infrastructure and connectivity investments, business incentives programs, and priority development projects.

Task 7: Consensus Building Workshop(s) or Focus Group(s): Solicit input on the draft vision, goals, objectives, and proposed policies/programs/initiatives through targeted community listening sessions.

Task 8: Town Council Work Session & Final Plan: Present major components of the plan to the Town Council and finalize the project. The final EDSP will provide a clear, high-level road map of concrete recommendations, along with clear accountabilities. It will be informed by rigorous analysis and engaging key stakeholders within the Town and across the broader development and business community.

More information regarding these tasks is included in the Scope of Work, which is included in Attachment #1.

**Fiscal Impact:**

The total fiscal impact of the proposed Professional Services Agreement will allocate up to \$99,420 and is supported through sufficient appropriations within the General Fund in the Council-approved Fiscal Year 2023-24 budget.

**Environmental Review:**

The recommended action does not constitute a “project” within the meaning of California Environmental Quality Act (CEQA) Guidelines Section 15378 and requires no environmental review.

**Attachment(s):**

- 1. Professional Services Agreement with Willdan Financial Services
- 12.1 PowerPoint - Economic Development (Distributed 2024-01-17)

**Prepared by:**

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Economic Development Manager

**Reviewed by:**

Jeneen Petersen  
Administrative Services Director

**Recommended by:**

Jon Davis  
Town Manager