



Date: February 2, 2021

To: Honorable Mayor and Members of the City Council

From: Councilwoman Suzie Price, Third District
Councilwoman Mary Zendejas, First District
Councilwoman Cindy Allen, Second District

Subject: Unsolicited Proposal Policy

RECOMMENDATION:

The City Council directs the City Manager to work with the Director of Economic Development to create an unsolicited proposal process for development of City owner real property. This policy would be designed to address unsolicited proposals regarding the acquisition, lease, sale or shared use of Long Beach City real property. Persons interested in submitting an unsolicited proposal for shared use and/or development on Long Beach City owned property would submit an Unsolicited Proposal for Joint Development sites.

INTRODUCTION:

The standard approach for executing projects in cities like Long Beach is for the agency to lay out design parameters and ask the private sector to submit plans to meet them. While this approach allows city governments to select the most qualified contractor or to receive the best price, it does not always spur the innovation of doing things differently or doing different things. However there can be an alternative approach through an Unsolicited Proposal Policy. Instead of defining what proposals the city is seeking, the City can lay out goals for what we hope to and ask the private, non-profit, and academic sectors to get creative and offer the City of Long Beach their perspective on how best to meet the City's needs.

If the City of Long Beach can mobilize business around our needs and goals, it's able to leverage private sector perspectives and expertise, leading to co-developed, win-win solutions for the City, its customers, and businesses. An Unsolicited Proposal Policy would deliver a range of beneficial outcomes for both large and small projects. It also would allow for the City of Long Beach to rollout promising ideas as pilots and proofs of concept before applying them on a larger scale.



City of Long Beach

Working Together to Serve

An Unsolicited Proposal is a written proposal that is submitted on the initiative of the submitter for the purpose of developing a partnership that is not in response to a formal or informal request issued by the City. Additionally, an Unsolicited Proposal should be innovative and pragmatic, independently originated and developed by the proposer, prepared without the City of Long Beach supervision, endorsement, direction, or direct involvement, and sufficiently detailed that its benefits in support of the City of Long Beach's mission and responsibilities are clear.

An Unsolicited Proposal is distinguishable from a project already part of the City of Long Beach's long-term budget planning process and plan if it uses innovative but pragmatic solutions that offer added value, such as enhanced financing options, improved customer service outcomes or advanced delivery dates.

FISCAL IMPACT:

Due to the urgency of this item no fiscal impact assessment has been completed.