PUBLIC-PRIVATE PARTNERSHIP:
REQUESTS FOR PROPOSALS
TECHNICAL ADVISOR

PRE-PROPOSAL MEETING
APRIL 30, 2019

David Guhin
Assistant City Manager / Director
Planning and Economic Development

Jason Nutt
Director
Transportation and Public Works
PROPOSAL GOAL & OBJECTIVE

**Goal**
To increase downtown land availability for housing and mixed use development through the consolidation of government services into denser, more potent land use, thus providing streamlined access to services.

**Objective**
To opportunistically use downtown City land for housing and mixed use development resulting from the need to replace and consolidate City administrative buildings and services, which in turn stabilizes costs and resiliency over time.
MSCS

69 Stony Pt Rd
1.82 acres
SITE DRONE FOOTAGE
May 7, 2019
• QUESTIONS DUE - 2:00 PM

May 14, 2019
• City’s response to questions due

May 21, 2019
• PROPOSALS DUE - 2:00 PM

May 29, 2019
• Proposals evaluated

Dates TBD
• Interviews conducted
• Notice of intent to award
• City Council – award contract
Where:
CITY OF SANTA ROSA
RFP 19-23 – Tech Advisor for City Hall
Attn. David Guhin, Assistant City Manager
c/o Brandalyn Tramel, Purchasing Agent
635 1st Street 2nd floor
Santa Rosa, Ca 95404

What:
• One (1) signed original proposal
• Four (4) copies of signed proposals
• One (1) USB flash drive containing the proposal in its entirety

When:
• May 21, 2019 by 2:00 p.m.
FEASIBILITY ANALYSIS
- Service delivery & development goals
- Cost analysis & selection of site location

FINANCIAL ANALYSIS
- Budget criteria re: annual payment to debt
- Work with Finance Dept. and PFM (consultant)

LAND ANALYSIS
- Land offset
- Identification of development areas
Separate from the core mission of the P3 technical advice, the City seeks:

- Analysis of City owned downtown parking sites (garages and lots) for development
- Analysis of public parking replacement vs. partial/no replacement
- Assistance in RFQ/RFP preparation for development
The City is considering replacement of aging facilities with new state of the art construction, higher density, more efficient land use, and potentially a triple net zero City Hall. This includes ~250,000 SF of total administrative space.

**Admin Offices**
- City Council Chambers
- Meeting spaces
- Public counters
- Fire admin
- Parking

**New Public Safety Building**
- Police admin
- Dispatch services
- Parking

**New Fire Station**
- Consistent with existing Fire Station 1
Report 1

• Development of overarching and specific goals
• Recommendations

Report 2

• Site analysis describing risks and opportunities
  o Menu of real estate and financing options
  o Potential costs, and technical and zoning constraints associated with sites

Report 3

• Analysis of financial costs and methods of financing
  o Debt service payment analysis vs. financing structures and delivery methods

Summary of Conclusions

• Due February 2020: hard and electronic copy, and PowerPoint presentation
THINGS TO KNOW

• ATTACHMENT A: Sample Contract
  o Submit issues/concerns regarding contract with proposal

• ATTACHMENT B: Insurance
  o Minimum required insurance must be supplied during negotiations
EVALUATION CRITERIA SUMMARY

Past Performance (25%)
- Relevant Projects, complexity, financial analysis, technical services performed

Qualifications of Team (25%)
- Organizational structure, roles, past projects performed together

Project Approach and Work Schedule (15%)
- Methodology, schedule, work plan

Resumes of Key Personnel (10%)
- Key staff resumes, past experience, years in position

Client References (10%)
- Checked once competitive range is established

Statement of Philosophy and Intent (5%)
- Team approach, overall execution and customer service

Financial Statement (5%)
- Evidence of financial capacity to perform the work

Cost of Service (5%)
- Identify/list all costs associated with proposal on forms provided in attachments C and D