



REQUEST FOR PROPOSALS (RFP)
FOR CONSULTANT SERVICES

PROJECT:
FIVE-YEAR REDEVELOPMENT
IMPLEMENTATION PLAN
FY 2010 - 2014

BY:
CITY OF VISTA REDEVELOPMENT & HOUSING DEPARTMENT
COMMUNITY DEVELOPMENT COMMISSION OF THE CITY OF VISTA

Release Date: May 26, 2009

Deadline for Submission: June 16, 2009

INTRODUCTION

The Community Development Commission of the City of Vista (CDC) is requesting written proposals from qualified consultants and firms to prepare the Redevelopment Implementation Plan for Fiscal Year (FY) 2010 through FY 2014 to fulfill the requirements of California Community Redevelopment Law (Health and Safety Code Section 33000, *et seq.*). This plan will be the fourth Redevelopment Implementation Plan prepared for the Vista Redevelopment Project.

BACKGROUND

Incorporated in 1963, the City of Vista is a charter city located in North San Diego County, just seven miles inland from the Pacific Ocean. Vista borders the neighboring cities of Oceanside, Carlsbad, and San Marcos, and is traversed by State Highway 78, the main transportation corridor that runs east-west in North San Diego County. The City is approximately nineteen square miles and has a population of over 95,000.

In 1987, the Vista City Council adopted the Redevelopment Plan for the Vista Redevelopment Project and created the Community Development Commission of the City of Vista (CDC), the city's redevelopment agency. The original Redevelopment Project Area encompassed most of the central portion of the city plus all of the major commercial corridors for a total of 2,106 acres.

The CDC has invested a significant amount of resources into the Project Area since its original adoption, investing nearly \$76 million into improving public infrastructure and assisting a wide variety of projects including:

- Realignment of Main Street which included the curbs, gutters, streetlights and pedestrian walkways
- Development of a multi-modal transit hub on N. Santa Fe Avenue across from the Vista Village project
- Enhancement of State Highway 78 through the installation of landscaping
- Acquisition and rehabilitation of the Avo Theater and ancillary improvements

These efforts were amplified by private/public investments in commercial projects funded through a variety of programs including:

- Development of North County Square, a commercial center
- Albertson's and Food-for-Less anchored neighborhood shopping centers
- Gateway/Hacienda big box center anchored by Costco
- Vista Village, an entertainment-oriented retail center
- North County Ford dealership

Residential developments include:

- Moncado Springs project of 195 single-family detached homes
- Cedar and Nettleton Road family housing
- Hidden Valley senior rental housing project
- North County Solutions for Change transitional housing project

In 2008, the Vista City Council and CDC approved the expansion of the Project Area by approximately 1,700 acres, nearly doubling the size of the Project Area. The main purpose for expanding the Project Area was twofold: to be able to make needed infrastructure improvements in residential areas, and to foster new development along commercial corridors. The Project Area expansion is one of many initiatives that have been undertaken to increase the breadth and momentum of redevelopment improvements within the city. As part of the expansion process, a Project Area Committee was formed as an advisory body to the CDC and City Council.

The CDC and staff of the Redevelopment & Housing Department are currently working on key projects including the revitalization of the Santa Fe/Mercantile Corridor, the development of the Downtown Mixed Use Project, the opening of a new Sonic Drive-in Restaurant, the creation of 400 units of new housing, and a slate of other redevelopment and housing projects.

OBJECTIVES

This Implementation Plan should address the objectives identified in the Redevelopment Plan and update the objectives identified in the last Five-Year Implementation Plan.

To date, the CDC's activities have been targeted toward the following goals:

- To expand and diversify the community's economic and employment base.
- To facilitate industrial development and expansion.
- To strengthen the general retail and service commercial sectors of the local economy.
- To diversify and enhance population-generated and income-generated demand for local commerce.
- To improve the aesthetic image of the community with a particular emphasis on creating a pedestrian and transit oriented downtown area.
- To create an attractive environment for development consistent with the goals of the Redevelopment Plan.
- To recapture general retail sales leakage from Vista to other larger trade centers.
- To capture potential commercial trade originating from through traffic on State Highway 78.
- To improve the quality of the community's housing stock through rehabilitation and replacement programs.
- To improve existing infrastructure to remove impediments to the economic development of the community.
- To enhance active and passive recreational opportunities and community facilities available to residents of the Project Area.
- To develop new affordable housing for families, seniors, and other special populations.
- To eliminate or mitigate existing blighting conditions and influences including incompatible land uses; obsolete or substandard structures; inadequate public facilities; and small, irregular, and landlocked parcels.

SCOPE OF SERVICES

The Scope of Services for this Implementation Plan is located at the end of this RFP, as Attachment 1. It is not intended to be the final scope of services. The final detailed scope of services shall be developed during the initial planning process with the selected consulting firm.

The anticipated timeframe for the Implementation Plan and related activities follows below. The selection committee will look favorably upon a proposal that demonstrates an expedited timeframe that can be achieved.

- June 2009: Select consultant and finalize contract
- July-August 2009: Collect, compile, and analyze data for the Implementation Plan
- Late August 2009: Prepare draft Implementation Plan for staff review
- Early September 2009: Finalize Implementation Plan document
- October 2009: Implementation Plan approval by City Council and CDC

SUBMITTAL FORMAT AND CONTENT

The contents of the submittal must be clear, concise, and complete. Each section of the submittal shall be tabbed according to the numbering system shown below to aid in expedient information retrieval. Please base your submittal's content on the Scope of Services. A table of contents should also be included to serve as an easy reference to key information. Total single-sided page count for the submittal should not exceed 20 pages, not including covers, dividers, and copy of an implementation plan (item #6).

1. Executive Summary (2 pages maximum)

The submittal should include an executive summary which states the Request for Proposal's title and submittal due date, the name, address, telephone number, fax number, and website address of the principal firm. The summary should be brief and explain any omissions of requested materials.

Describe how the delivery of services will be provided to the City of Vista, the location of the firm's offices and the anticipated response time to the City's requests. If the firm is proposing to co-respond with another principal firm, the cover letter must specify the type of services to be provided by each firm and the proposed percentage allocated to that phase or function of the service.

The summary should also include:

- An overview of the firm: how long the firm has been in business, size of the firm, the average number of clients within the firm's portfolio, the type(s) of clients within the firm's portfolio and any commonalities that exist among clients.

- Firm's areas(s) of expertise.
- Identification, background and contact information of lead person(s) that will serve as Vista's primary contact.

2. Proposed Schedule

Provide a proposed project schedule for carrying out the Scope of Services.

3. Qualifications and Experience

This section shall contain a concise description of the firm's experience of providing consulting services for public entities and/or the private sector. Indicate the extent of the commitment of key personnel for the duration of the project. Provide an indication of the staffing level for the project. Provide a detailed description of the experience of the respondent's project team, including the team's project manager and other key staff members on projects of similar type and size. For each similar project, include the client's name, contact person and telephone number.

4. Client List and Three References (2 pages maximum)

Please provide a list of current clients and contact information for three references.

5. Schedule of Rates

The respondent shall provide a Schedule of Rates. Provide an estimate of the total cost, with subtotals by task, identified in the scope of work. The cost breakdown shall identify:

- Hourly rates and titles for professional and administrative staff committed to this project.
- All other direct costs, such as materials and reproduction costs.
- Sub-consultant services, if needed.

6. Example of a Five-Year Redevelopment Implementation Plan

Please include a copy of a Five-Year Redevelopment Implementation Plan that the firm has completed for another redevelopment agency.

SUBMITTAL SCHEDULE

The solicitation, receipt, and evaluation of submittals and the selection of the provider of consultant services will conform to the following schedule. Dates are subject to change.

- Issue Date: May 26, 2009
- Submittal Deadline: June 16, 2009 by 5:00 PM
- Anticipated Selection Date: June 30, 2009

SUBMITTAL TIME AND PLACE

The proposal submittal shall be delivered **no later than 5:00PM Pacific Standard Time on Tuesday, June 16, 2009**. The envelope should be clearly marked as "Implementation Plan RFP" and submitted to:

Bill Crane, Management Analyst
Redevelopment & Housing Department
City of Vista
600 Eucalyptus Avenue
Vista, CA 92084

The submittal should include three (3) bound copies and one (1) CD copy of the submittal. **Submittals received by FAX will not be accepted.** Requests for clarification on the RFP must be submitted in writing via e-mail to: bcrane@cityofvista.com.

SUBMITTAL SELECTION PROCESS

A City of Vista Selection Committee will review submittals which meet the outlined requirements stated herein. The Committee will "short-list" the most qualified firms, utilizing the selection criteria listed below. In the event that an interview is required by the Selection Committee, it is mandatory that all principal firms and the designated project manager attend.

SUBMITTAL EVALUATION CRITERIA

Submittals received by the City of Vista will be evaluated according to the following criteria:

- Conformance to the specified RFP format.
- Organization, presentation, and content of the submittal.
- Specialized experience and technical competence of the firm, including principal firms, joint venture-partners, and sub-consultants considering the types of service required, the complexity of the project
- Qualifications of key personnel who will be dedicated to the project.
- Proposed schedule to accomplish the work in a timely manner.
- Knowledge and understanding of the local environment and a local presence for interfacing with the City of Vista.
- Ability to meet the insurance requirements as stated in the Terms and Conditions of the RFP unless the City of Vista, at its sole discretion, decides to modify or waive the insurance requirements.
- Competitive price and rates.

Note: Incomplete submittals, incorrect information, or late submittals may be cause for immediate disqualification.

TERMS AND CONDITIONS

Issuance of this RFP does not commit the City of Vista to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure a contract for services. All respondents should note that the execution of any contract pursuant to this RFP is dependent upon the approval of the City of Vista.

The City of Vista retains the right to reject any and all submittals and to waive informalities and minor irregularities in any proposal reviewed. Furthermore, the City may reject any proposal which does not conform to the instructions herewith. Additionally, the City reserves the right to negotiate all final terms and conditions of any agreement entered into. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful respondent. Each submittal shall be valid for not less than ninety (90) days from the date of receipt.

The firm(s) selected to perform the work described in this RFP will be required to provide evidence of public liability and property damage insurance with limits of not less than \$1 million for injury to, or death of, one or more persons and/or property damage arising out of a single accident or occurrence insuring against all liability of the City of Vista, selected consultant, its subcontractor(s), and its authorized representatives, arising out of, or in connection with, the performance of work under the contract with the City of Vista. Professional liability insurance (errors and omissions) shall be required of said firm in the minimum amount of \$1 million. Said insurance shall be provided at the sole cost and expense of the firm selected, unless the requirement is modified or waived by the City of Vista. In addition, the selected firm will be expected to comply with Section 3700 of the Labor Code which requires every employer to be insured against liability for Worker's Compensation or to undertake self insurance in accordance with the provisions of that Code.

Attachment 1

Scope of Work

2010-2014 FIVE-YEAR IMPLEMENTATION PLAN UPDATE

The following scope of work is to update the Implementation Plan ("Plan") for the Vista Redevelopment Project Area ("Project Area") in order to ensure compliance with California Community Redevelopment Law (CCRL) Section 33490 and 33413 requirements. The scope of work is not a comprehensive list of tasks; the scope of work shall be finalized upon negotiation with the selected consultant. The scope of work assumes that City of Vista ("City") staff will work with the consultant to secure the necessary data. Additionally, the scope of work includes attendance by the consultant at all relevant meetings, e.g. staff meetings, project area committee meeting, public hearing.

TASK 1

Work with City staff to gather all necessary information and data sources. Include a description of the Project Area and history.

TASK 2

Evaluate Community Development Commission of the City of Vista (CDC) accomplishments since preparation of the CDC's last Implementation Plan (Plan) update in 2004 with particular emphasis given to projects proposed to remedy blight in the Project Area. Establish the ongoing nexus between City accomplishments and blight reduction in the Project Area. Outline the specific goals and objectives of the CDC for the next five years.

TASK 3

In conjunction with Task 2, reevaluate and modify, as necessary, specific City/CDC projects and estimated expenditures for the five-year planning cycle (2010-2014). Coordinate the housing component of the Plan with the City's recently adopted Consolidated Plan for use of HUD funds, and the City of Vista Redevelopment & Housing Department's Housing Strategy.

TASK 4

In conjunction with Tasks 2 and 3, evaluate the City/CDC's success at achieving its previously established goals and objectives, and if necessary, make recommendations as to how the City/CDC might be more effective in achieving existing or modified goals and objectives.

TASK 5

For general purpose redevelopment programs, track actual City receipts and expenditures (2005-2009) to determine where modifications might be made to enable the City to more effectively achieve future budget projections.

TASK 6

In conjunction with Task 5 for general purpose redevelopment programs, evaluate City receipt and expenditure projections (2005-2009) to determine where modifications might be made to enable the City to more effectively achieve future budget projections.

TASK 7

Track Low/Moderate Income (LMI) fund receipts and expenditures (2005-2009) to determine the accuracy of previous implementation period LMI budget projections.

TASK 8

In conjunction with Task 7, evaluate LMI fund receipts and expenditure projections (2005-2009) to determine where modifications might be made to enable the City to more effectively achieve future LMI budget projections.

TASK 9

Track City inclusionary and replacement housing compliance, thereby determining whether the City is in a deficit or surplus position and how either of those positions will affect the City during the: 1) next 5-year; 2) 10-year; and 3) life of the Plan planning cycles as appropriate.

TASK 10

Determine whether the City has an "excess surplus" in its LMI fund, and how that position will affect the City's long-term overall fiscal position.

TASK 11

Evaluate the City's position with respect to procurement of LMI fund and inclusionary affordability covenants, and whether or not the City has adequate covenants, and if it has a deficit, how the deficit can be remedied within the next five- and ten-year planning cycles.

TASK 12

Determine how proposed land use changes in the Project Area, such as in the updated Specific Plan, will affect the City's future LMI fund and inclusionary obligations.

TASK 13

Prepare Draft Revised Plan for staff review and comment.

TASK 14

Prepare for and attend a Project Area Committee meeting to review the Draft Revised Plan.

TASK 15

Prepare adoption notices.

TASK 16

Prepare adopting resolution and staff report.

TASK 17

Prepare Final Plan for City's consideration and adoption.

TASK 18

Prepare for and attend required public hearing before the Community Development Commission/City Council.