







## City of Milpitas

### NOTICE REQUESTS FOR PROPOSALS REDEVELOPMENT PROJECT AREA EXPANSION FEASIBILITY ANALYSIS

March 2009

**DRAFT**

The City of Milpitas seeks the professional services of a qualified Redevelopment plan/project area consultant to

1. Complete a feasibility analysis for the creation of a new project area,
2. To recommend the best possible way to proceed if the feasibility analysis supports a new project area including a detailed schedule and challenges facing new project areas; and
3. Extension of plan effectiveness and time for the collection of Tax Increment for two subareas of Milpitas Redevelopment Project Area No. 1 (an SB 211 10-year extension for these subareas).

Project Area No. 1 consists of five individual sub-districts with different expiration times and is merged with the Great Mall Project Area. A map of the Milpitas Merged Redevelopment Project and the existing time limits are attached.

The Milpitas Redevelopment Agency would like to evaluate the feasibility of either expanding Project Area No. 1 to include two areas highlighted on the second attachment, the largest area is also known as the Town Center Business Park. The second, smaller area is part of a deteriorated commercial district in the heart of the City. Part of the services being requested is an evaluation of the issues the Agency faces in either merging these two new areas into the existing Merged Area or whether to create new project area(s).

The first industrial/warehouse area for consideration, the Town Center Business Park, is roughly bounded by Calaveras Boulevard to the north; Interstate 680 to the east; railroad tracks to the west and Montague Expressway to the south. The second area, the commercial/retail area is roughly bounded by East Calaveras Blvd on the north, Penitencia Creek to the south and Dempsey Road to the west. In addition, there is a small residential apartment community facing

Selwin Way at Dempsey Road that is also under consideration for project area status. Both of these areas are located on the attached map.

The Consultant shall prepare all documents for carrying out the aforementioned task. The completed analysis must be able to serve as the Existing Conditions Report for a redevelopment plan amendment if the Agency determines to proceed with expanding Project Area No. 1. If the Agency determines to proceed with the expansion, it is the desire to have the expansion effective date to utilize the FY 09/10 equalized assessment roll as the base year assessment roll. Therefore, the ordinance must be adopted no later than May 20, 2010 so that the effective date of the expanded project area adoption will be no later than August 20, 2010.

**IF THE FIRM CONSIDERING THIS REQUEST CANNOT MEET THIS SCHEDULE,  
PLEASE SUBMIT A NOT INTERESTED RESPONSE.**

The Proposal shall include costs to complete the feasibility analysis and as an alternate cost, to complete a redevelopment plan amendment, including the preparation of all documents to effect the redevelopment plan amendment, including but not limited to Redevelopment Agency Board resolutions, ordinances, findings, environmental review, etc. The Consultant will likely attend one or more Joint City Council/Redevelopment Agency meetings to prepare and advise the Redevelopment Agency Board as to the process and answer any questions the Board may have related to the redevelopment project area plan amendment. The Consultant shall work with staff to prepare all plans, staff reports and enacting documents for the Redevelopment Agency's approval.

If the City/Agency chooses to not proceed with the expansion of Project Area No. 1 or the creation of a new redevelopment project area, the City/Agency would proceed with the extension of time of the existing Project Area No. 1 sub areas. The Consultant submittal should reflect these alternatives.

The City intends to select the most qualified consultant and/or consultant team for the feasibility analysis and the possible expansion of Project Area No. 1.

**PROPOSAL SUBMISSION REQUIREMENTS:**

To be responsive to this RFP, proposals shall specifically address the information described as follows:

**Proposal responses may be submitted on a disc or memory stick with tabs or other markers identifying each section.** Regardless of the form of submittal, the body of the response shall not exceed 16 pages. Resumes for the proposed project team and any sub consultants shall be provided in the appendix.

Consultant must submit any requested changes to the City Consultant Agreement with the RFP response. The City reserves its right to accept, reject, or modify the requested revisions. The City

shall not consider any requested revisions to the Agreement by the consultant after submission of the proposal.

The following information must be provided in the proposal so that the City may review your firm's qualifications and approach to these types of projects:

Section 1: Project Team - Provide names and qualifications of key personnel to be used on the project, and their capacity or role, including applicable descriptions and dates of similar work these persons have been directly involved with. Include specifics about the duties performed. Specifically reference government type projects that are similar in size, type and scope to this project. Include the project dates, budget, contact person, and phone number of that person who can provide information regarding the Consultant's work.

A listing of similar projects with references for projects completed by your firm that the Consultant believes would address their qualifications for the project. Limit references to 5 projects (and exclude references over 10 years old). Include a matrix of these similar projects showing comparison of: 1) final cost with client's budget; and 2) Consultant's estimate.

Provide names and qualifications of any sub-consultants, including the capacity or role, and why and how they will be utilized. Include applicable descriptions and dates of similar work these persons may have been directly involved with. Include specifics about the duties performed. Provide an organization chart for your project team.

Section 2: Project Understanding and Approach - Describe your understanding of the project

Describe your proposed approach to complete the project. Based on your experience, discuss any potential challenges that may be encountered with regard to the project and proposed strategies to address those challenges especially with regard to changes in California Redevelopment Law.

Describe your firm's technical work plan for the project.

This description should include but not be limited to:

- A brief narrative of the technical approach to be followed
- A detailed work plan outlining the proposed work steps.

Section 3: Schedule - Provide a detailed preliminary schedule required to complete each of the major tasks associated with the project. Allow sufficient time for City reviews and comments.

Section 4: Project Management - Describe your firm's project management and quality control of design, which you propose to use for your project team and sub consultants, to maintain the project schedule and budget.

Define your firm's Quality Assurance/Control Program and what measures you will take to deliver a high quality project for the City.

Section 5: Appendix -

Provide a list or matrix of similar work performed, critical issues and how they were resolved and include the City or Redevelopment Agency, Agency Project Manager and contact information. Provide project team member resumes.

**If submitted in hard copy, four complete copies** of the proposal must be submitted. Failure to comply with these requirements may be cause for a firm's proposal to be considered non-responsive and rejected.

**ELIGIBILITY REQUIREMENTS:**

Once contacted for a contracting opportunity, each consultant must formally comply with the following eligibility requirement:

- The consultants' key personnel identified in the proposal shall be available and dedicated to the project for the entire duration. The City shall allow substitutions only in the event the employee leaves the firm; or is otherwise unable to perform the job duties.

**SELECTION PROCESS:**

The City will review and rank the proposals. Those firms determined to be the most appropriate for meeting the City's consulting needs will be invited for an interview by a Consultant Review Board.

<b>EVALUATION CRITERIA</b>	<b>PERCENTAGE</b>
Proposal submission: quality and completeness relative to the description give in the RFP	10
Proposer's concept and understanding of the City of Milpitas' goals and intent for the preparation and function of the project.	20
Proposer's approach to the project, including demonstration of capability to anticipate issues and providing solutions in a timely fashion, meeting proposal schedule and milestones, and Proposer's availability to staff during the proposed schedule.	40
Proposer's experience both with similar types of projects, experience with public agencies and staff experience and qualifications.	20
References	10

It is the City's intention to convene a **Consultant Review Board** to interview the most qualified firms the **week of April 6, 2009** and a contract recommendation to the Agency Board in May. The interview will consist of seven to ten questions relating to specific elements (or technical areas) of the project.

March 2, 2009

The Project Manager/Principal should be prepared to answer these questions. Total time for the interview shall be 30-45 minutes.

No formal presentations of the firms' history or personal experience of proposed project members will be allowed, since the Board has already considered this in the written proposal. The selected consultant will be based on the rating of the Review Board and completion of satisfactory reference checks. Negotiation of a contract with the highest qualified consultant will follow.

A sample copy of a standard City Consultant Agreement is included in Attachment A. As noted above, Consultant must submit any requested changes to the standard consultant agreement with the RFP response. The City reserves its right to accept, reject, or modify the requested revisions. The City shall not consider any requested revisions to the Agreement by the consultant after submission of the proposal.

**In order to be considered, all information requested must be submitted by 5:00 p.m. on March 27, 2009, at the First Floor Information Counter, Milpitas City Hall, 455 East Calaveras Boulevard. Email submittals must be received by Diana Barnhart at [dbarnhart@ci.milpitas.ca.gov](mailto:dbarnhart@ci.milpitas.ca.gov) by 5:00 p.m. on March 27, 2009.**

If you have any questions or desire additional information, please contact Diana Barnhart at (408) 586-3059 or at the email noted above

Thank you for your interest.

Sincerely,

Diana Barnhart  
Economic Development Manager

Cc: Tom Williams, City Manager  
Mike Ogaz, City Attorney  
James Lindsay, Director of Planning and Neighborhood Services

**ATTACHMENTS:**

1. Map of existing Merged Area
2. Map of proposed study area
3. City of Milpitas Standard Contract