

STAFF REPORT



MEETING DATE:	2/24/15
SUBJECT:	Request for Proposals for Administration of Development Incentives
AGENDA ITEM:	11
STAFF CONTACT:	Daniel Wayne, Senior Transportation Planner

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize distribution of the attached Request for Proposals for the Strategic Growth Area Infill & Redevelopment Incentive Program.

DISCUSSION:

The draft 2015 Regional Transportation Plan (RTP) assumes above market-rate growth and development through the year 2035 in Strategic Growth Areas (SGAs) as delineated within the attached RFP. These assumptions are based on changing real estate market trends boosted by local and regional infill and redevelopment incentives, targeted infrastructure investment strategies, and the successful pursuit of state grants available for transportation and non-transportation infrastructure as well as low-cost state loans available for the construction of multi-family residential development.

SRTA received a Proposition 84 Sustainable Communities Planning Grant in 2012 to develop and administer a pilot program of infill and redevelopment incentives. The board of directors provided guidance to staff in January regarding the attached program guidelines and request for proposals. Development proposals received will be presented to the board of directors at the April meeting for selection.

ALTERNATIVES:

The board of directors may modify the program guidelines and request for proposals.

OTHER AGENCY INVOLVEMENT:

As directed by the board of directors in January, local agencies were contacted regarding their desired role in program and project administration. The Technical Advisory Committee has reviewed the program guidelines and concurs with the staff recommendation.

FINANCING:

Funding is provided by a Proposition 84 Sustainable Communities Planning grant received by the agency in 2012. Up to \$122,085 is available for this incentive program. Staff time (excluding indirect costs) required to administer the incentive program will also be reimbursed by other funds available through the grant.

A handwritten signature in blue ink, appearing to read "D. Little", is written over a horizontal line.

Daniel S. Little, AICP, Executive Director

Attachments: Distribution List
 Program Flyer
 SGA Infill & Redevelopment Incentive Program Guidelines and Request for Proposals

**Proposed Distribution List for the
Strategic Growth Area Infill and Redevelopment Incentive Program
Guidelines and Request for Proposals**

1	Economic Development Corporation of Shasta County
2	Shasta Builders' Exchange
3	Redding Mall Properties
4	Viva Downtown Redding
5	Trilogy Architecture
6	Nichols, Melburg & Rossetto Architects
7	Sharrah Dunlap Sawyer
8	Shasta Association of REALTORS
9	The Downtown Redding Business Association
10	Shasta Voices
11	Press release to media outlets
12	web-posting at www.srta.ca.gov



Ready to invest in your community? **We're ready to invest in you**

Ca\$h incentives are now available to assist developers in readying infill and redevelopment projects for financing, permitting, and construction.



Projects must be located in designated community centers known as 'Strategic Growth Areas'. Eligible activities include:

- Conceptual design renderings;
- Assessments of infrastructure needs and associated costs;
- Traffic impact, circulation, and parking assessments; and
- Other, non-construction costs incurred prior to project approval.

Multiple projects may be awarded, with up to \$122,000 available for this initial pilot program. Additional funding for capital construction costs is available through state-administered grants.

Program guidelines and application form are located online at:

www.srta.ca.gov/XXXXX

Pre-application open house and Q&A:

Thursday, March X, 2015, X - X:00pm
Shasta Regional Transportation Agency
1255 East St., Suite 202, Redding

For more information, contact Shasta Regional Transportation Agency
530-262-6190 or info@srta.ca.gov



**DRAFT STRATEGIC GROWTH AREA
INFILL & REDEVELOPMENT INCENTIVE PILOT PROGRAM**

GUIDELINES AND REQUEST FOR PROPOSALS

February 24, 2015

Shasta Regional Transportation Agency
Daniel Wayne, Senior Planner
1255 East Street, Suite 202
Redding, CA 96001
530.262.6186
dwayne@srta.ca.gov

KEY DATES AND CONTACTS:

Schedule/Timeline:

February 25, 2015	Call for projects published
March 5, 2015	Pre-Application Open House and Q&A
March 12, 2015, 5:00pm	Deadline to submit additional questions in writing
March 27, 2015, 5:00pm	Deadline to submit project proposals
April 3, 2015	SRTA to provide single response to all written inquiries
April 28, 2015	Proposals presented to SRTA Board of Directors
May 1 - 20, 2015	Funding agreements executed
November 20, 2015	Deadline to expend all incentives and deliver final product(s)

Pre-Application Open House and Q&A:

Date/time: March 5, 2015, 2-4pm
Location: Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001

Technical questions regarding this RFP:

Daniel Wayne, Senior Planner
530-262-6186
dwayne@srta.ca.gov

Technical questions regarding local general plans, specific plans, and zoning:

Redding
Kent Manuel, Planning Manager
530-225-4029
kmanuel@ci.redding.ca.us

City of Anderson
Kristin Maze, Development Services Director
530-378-6643
kmaze@ci.anderson.ca.us

Shasta County
Bill Walker, Senior Planner
530-225-5532
bwalker@co.shasta.ca.us

City of Shasta Lake
Debbie Israel, Senior Planner
530-275-7469
disrael@cityofshastalake.org

PROGRAM PURPOSE & OBJECTIVES

The Shasta Regional Transportation Agency (SRTA) received grant funds through the Sustainable Communities Planning Grants & Incentives Program to develop and administer a pilot program of development incentives that support implementation of the 2015 Regional Transportation Plan (RTP). More specifically, this program seeks to spur certain types of infill and redevelopment projects within designated Strategic Growth Areas (see Attachment B: Map of Strategic Growth Areas). Incentives will be in the form of technical assistance grants to help mitigate the cost of pre-development related activities.

This program is part of a larger effort to support growth and development in Shasta County in a manner that enhances personal mobility; preserves the region's quality of life and natural setting; revitalizes existing neighborhoods; and helps to mitigate the high costs associated with transportation infrastructure systems and services.

Specific desired outcomes as a result of this initial pilot program include following:

- 1) An incentive program template that, if received well by the development community and leads to the delivery of infill and redevelopment projects, could become an ongoing program with additional future funding and grant cycles;
- 2) A list of shovel-ready projects that would complete well for capital construction grants and low-cost construction loans available through the Affordable Housing & Sustainable Communities program (see http://www.sgc.ca.gov/s_ahscprogram.php) and other prospective funding programs.

In preparation for this call for projects, the following efforts have been completed by SRTA and local agency partners:

- Vacant and underutilized parcel assessment;
- Identification of transportation-efficient Strategic Growth Areas;
- Downtown Redding water and sewer infrastructure capacity assessment;
- Real estate market analysis for Strategic Growth Areas; and
- Travel demand modeling (i.e. forecast of vehicle trips as a result of new development and the resultant impact on regionally significant roadways).

ELIGIBLE APPLICANTS

Private-for-profit developers, non-profit developers, and local agencies are eligible to apply and receive incentive funds.

AVAILABLE FUNDING

A total of \$122,000 is available during this initial pilot program cycle. All funds must be expended by Nov 20, 2015. The maximum award amount for an individual project has not been set; however, it is hoped that three to four projects will be funded via this initial pilot program. The actual number and dollar amount of grant awards (and the likelihood of future funding and grant cycles) depends on the development community's level of interest in this call for projects the quality of proposals received.

Grantees must enter into a technical services agreement (see Attachment D: Sample Technical Services Agreement) with SRTA that includes a scope of work, schedule, deliverable(s), and not-to-exceed budget. All incentive funds will be provided on a reimbursement basis. Requests for reimbursement may be submitted monthly and will be reimbursed within 30 days of receipt.

MATCHING FUNDS

Matching funds are not required. Cash and in-kind contributions toward the project will, however, be considered when scoring proposals (see Attachment C: Proposal Evaluation Criteria).

ELIGIBLE TECHNICAL ASSISTANCE GRANT ACTIVITIES

Funds may be used to acquire consultant services for up-front planning and pre-development activities needed to ready a project for financing, permitting, and construction. Eligible activities include, but are not limited to, the following illustrative examples:

- Conceptual site and building design renderings;
- Spatial analysis using Geographic Information Systems (GIS) technology;
- Traffic impact analysis;
- Parking needs and traffic circulation assessment; and
- Infrastructure needs assessment (i.e. water, sewer, etc).

Whereas the intent of the program is to enable developers to obtain needed technical services, it is generally anticipated that the developer's management of and participation in the project be provided as in-kind match. If the applicant-developer is qualified to perform the described work task(s), such time and expenses are eligible activities that may be included in the proposed scope of work.

INELIGIBLE ACTIVITIES

Activities that are not eligible for funding include the following:

- Site preparation;
- Construction;
- Equipment purchase;
- Engineering and/or architectural blueprints;
- California Environmental Quality Act (CEQA) review; and
- Any other activity disallowed under the Sustainable Communities Planning Grants & Incentives Program.

PROCESS AND CRITERIA FOR EVALUATING PROPOSALS

Proposals received as requested will be evaluated based on criteria provided via Attachment C: Proposal Evaluation Criteria.

Interested applicants are encouraged to discuss project proposals with the applicable local jurisdiction and to receive feedback prior to submittal. Applicants are further encouraged to attend the pre-proposal conference to obtain clarification and guidance. The pre-proposal conference will be held on March 5, 2015, at SRTA offices located at 1255 East Street, Suite 202, Redding, California. To help ensure a fair and transparent process, additional inquiries regarding the program or potential projects not covered during the pre-proposal conference must be submitted in writing no later than March 12, 2015. SRTA shall respond to all such questions in a timely manner by way of a single, combined response made available to all prospective applicants.

Recommendations will be presented to the SRTA Board of Directors for final selection. Please note that the SRTA Board of Directors reserves the right to select any project(s), regardless of the outcome of the scoring process. Applicants are therefore encouraged to attend the April 28, 2015, SRTA Board of Directors meeting and be prepared to discuss and answer questions about the proposed project if invited to do so.

INSTRUCTIONS FOR SUBMITTING A PROPOSAL:

Interested applicants should provide one original hardcopy proposal and four (4) copies in accordance with the provided application format. **Proposals must be received no later than 5:00 P.M. on Friday, March 27, 2015, at the address below.**

Shasta Regional Transportation Agency
Attn: Daniel Wayne, Senior Planner
1255 East Street, Suite 202
Redding, CA 96001

TERMS AND CONDITIONS

- 1) SRTA reserves the right, at its sole discretion, to cancel, suspend, or amend the provisions of this Request for Proposals and program guidelines, including but not limited to the availability of funding.
- 2) Proposers assume the full risk for any and all expenses, time, or other investments involved in preparing and submitting a proposal.
- 3) At its sole discretion, the SRTA reserves the right to reject any and all submissions, or to request additional information from the applicant.
- 4) SRTA reserves the right to negotiate any portion or element of the proposal as a condition of award, including the project budget.
- 5) For technical services provided by sub-contract to the grantee, the sub-contractor must be identified and budgeted in the proposal.
- 6) The SRTA Board of Directors reserves to the right to select any project(s) for funding, regardless of the outcome of the scoring process.
- 7) Public Records Act: All proposals submitted in response to the RFP shall become a matter of public record and shall be regarded as public records. If there are any trade or proprietary secrets included by the applicant, the applicant may provide a different copy of the proposal that would be acceptable to release to the public. If an alternate document is not made available to SRTA by the applicant, then the original proposal, as submitted, will be released.
- 8) Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the applicant. To be considered, the modification must be received in writing, with the same number of copies as the original proposal, prior to the deadline.

- 9) RFP Addendum(a): Any changes to the RFP will be made by written addendum(a) issued by SRTA, and shall be considered part of the RFP. The RFP deadline may be extended dependent upon the nature of the changes issued. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation and be forwarded to the original RFP distribution list and posted on-line. In no event will SRTA modify the RFP with less than five (5) days remaining to the deadline, without extending the RFP deadline.
- 10) Verbal Agreement or Conversation: No prior, current, or post-award verbal conversations or agreement(s) with any officer, agent, or employee of SRTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.
- 11) Special Funding Considerations: Any contract resulting from this RFP will be financed with funds available to SRTA. The contract for this service is contingent upon the provision of these funds to SRTA. In the event these funds are reduced or eliminated, SRTA reserves the right to terminate or revise any contract.
- 12) DBE Requirement: SRTA has determined that disadvantaged business enterprises, as defined in 49 CFR Part 26, will have the opportunity to compete fairly for contracts financed, in whole or in part, with federal funds. SRTA has established a disadvantaged business enterprise (DBE) goal of 9%.
- 13) Equal Employment Opportunity/Affirmative Action: In awarding a contract to a consultant, SRTA includes language within the contract which requires the consultant to certify their compliance with federal regulations.

APPLICATION (a form will be provided in the final call for projects)

Applications must include the following information in the following format. Only complete applications will be reviewed. If requested information is not applicable or unknown, please indicate.

I. Application coversheet

Name of Applicant:

Contact Information:

Project Name/Title:

Project Location (including jurisdiction, Strategic Growth Area, Parcel APN):

Project Cost:

- Total Estimated Project Cost (for the proposed scope of work only, not the capital construction costs to deliver the end product)
- Cash Match and Source of Funds (not required, see Attachment C: Proposal Evaluation Criteria)
- In-Kind Match and Source of Funds (not required, see Attachment C: Proposal Evaluation Criteria)
- Amount Requested (total project cost minus cash and in-kind match)

Cost Method:

- This call for projects is subject to SRTA's procurement policies. Due to the open-ended nature of services to be funded, applicants are required to document the method used to arrive at a reasonable and competitive cost estimate. It is recommended that this method include: 1) at least two bids received from providers of technical services for the specific proposed scope of work; and 2) references to actual expenditures from other projects of similar type and scope of work that may be used for general comparison.

II. Minimum Project Eligibility Checklist

Location:

- The proposed project is located within a Strategic Growth Area (SGA) as demarcated by Attachment B: Map of Strategic Growth Areas.

Site Control:

- Applicant demonstrates site control as defined by owning the property by deed, contract with the property owner, or through an executed purchase agreement with the property owner.

Compliance with Adopted Plans/Regulations:

- The proposed project is consistent with land use policies of adopted General Plan and Specific Plan, and is consistent with existing zoning regulations as demonstrated by a letter of support from the applicable local agency planning department.

III. Capacity & Intent

Capacity:

- Statement of qualifications and experience:
- Project team, including the name of consultant sub-contractor(s) that will perform the work.

Statement of intent to follow through with the proposed development project:

- A guarantee of construction is not required; however, it is not the purpose of this incentive program to support property speculation (i.e. to develop materials for the purpose of inflating the market value of the unimproved property).

IV. Current Site Conditions

Current Status of Parcel:

- Which of the following best describes the current state of this parcel?
 - Vacant parcel;
 - Underutilized parcel with an existing structure in need of expansion or replacement;
 - Developed parcel in need of adaptive reuse of an existing structure(s).
- Physical description, condition, and photo(s) of property.
- Number of existing residential housing units (occupied, vacant, mixed):
- Number of existing square feet commercial space (occupied, vacant, mixed):
- Number of existing square feet office space (occupied, vacant, mixed):

V. Proposed Project Type and Attributes (i.e. what is hoped to be achieved as a result of technical assistance described in Section VI):

Proposed Project Type:

- Which of the following describes the proposed development (may select more than one category if appropriate)?
 - Mixed-use development incorporating multi-family residential and non-residential uses.
 - Multi-family development.
 - Single family attached units.
 - Public use project.

Project Attributes:

- Anticipated number of residential housing units:
- Anticipated number of square feet commercial space:
- Anticipated number of square feet office space:
- Project design objectives, including form and features that support use of alternative mobility options (bicycle, pedestrian, and public transportation) and energy conservation.
- Consistency with other plans (applicable general plan, specific area plan, economic development plans, etc)
- In what ways would the proposed project elevate the aesthetic appeal of the surrounding neighborhood or district?
- In what ways might the proposed project catalyze additional future development?
- What additional public investments and/or policies would make the project more successful – i.e. non-motorized infrastructure, transit stop, reduced parking requirement, etc.

VI. Technical Assistance Scope of Work (i.e. the specific work tasks proposed for funding)

Scope of work narrative:

- Who will be performing the work. Proposed consultant sub-contractor(s) must be named in the application.

Scope and schedule template (see Attachment A: Scope & Schedule Form):

- Cost breakdown for each task and responsible entity.

VII. Letters of Support (i.e. local agency, community organizations, financial backers, etc.)

ATTACHMENT A: SCOPE AND SCHEDULE FORM

**Shasta Regional Transportation Agency
Strategic Growth Area Infill & Redevelopment Incentive Program
2015 Pilot Program**

PROJECT TIMELINE

[illegible]

This sample timeline is for illustrative purposes only. Your scope of work and timeline will include different tasks, funding amounts, deliverables, etc. The project timeline must be consistent with the scope of work.

ATTACHMENT B: MAP OF STRATEGIC GROWTH AREAS

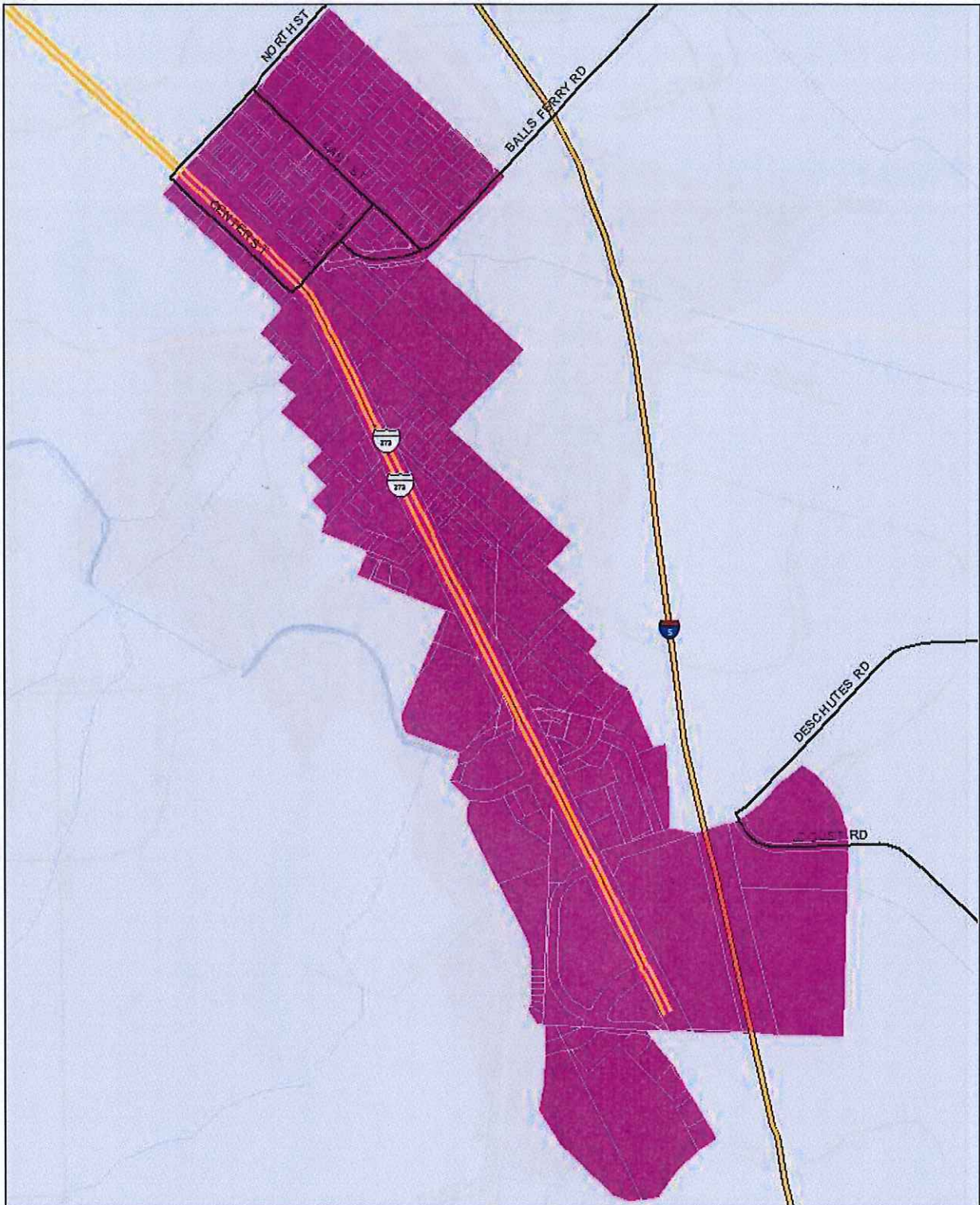
(Proposals must be located in one of the following areas)

DRAFT

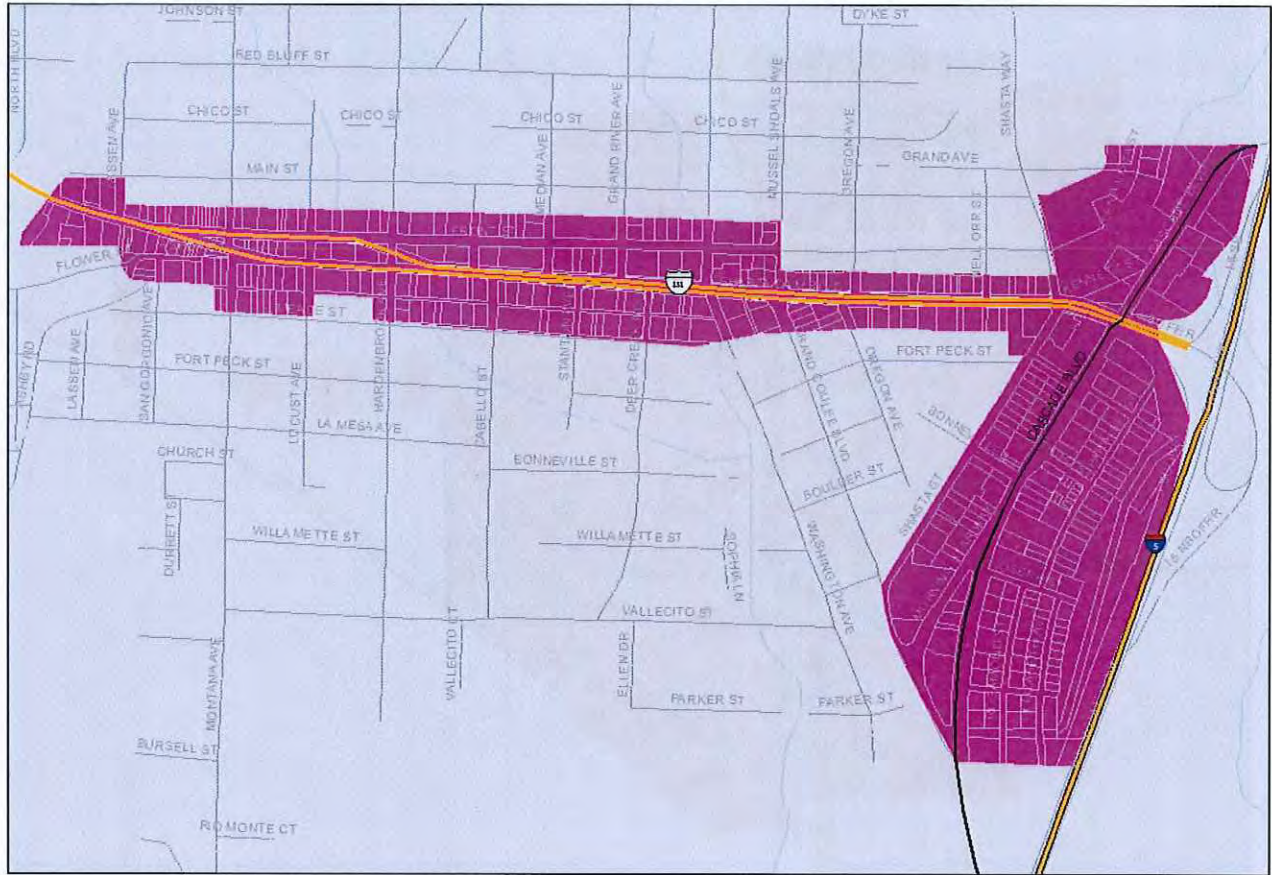
Redding Strategic Growth Area



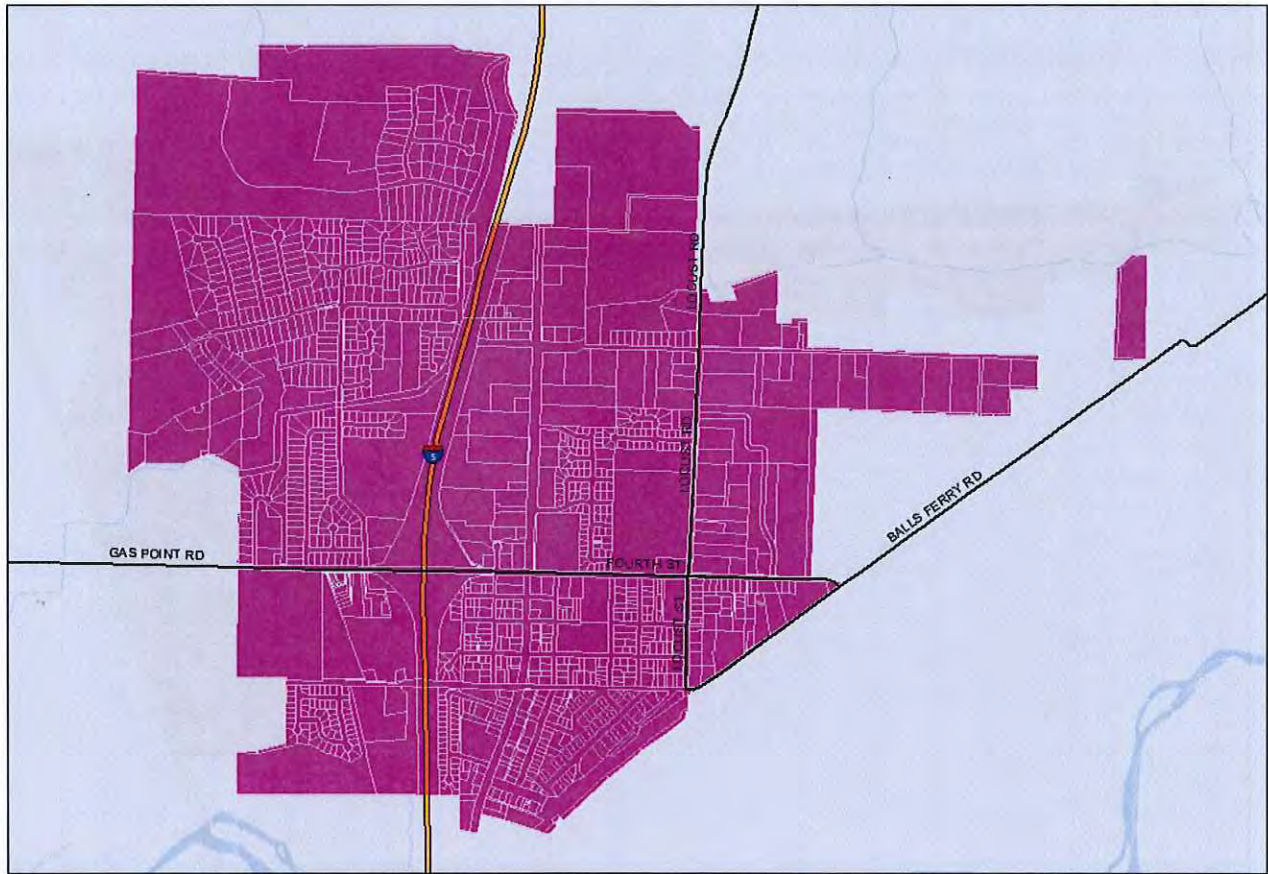
Anderson Strategic Growth Area



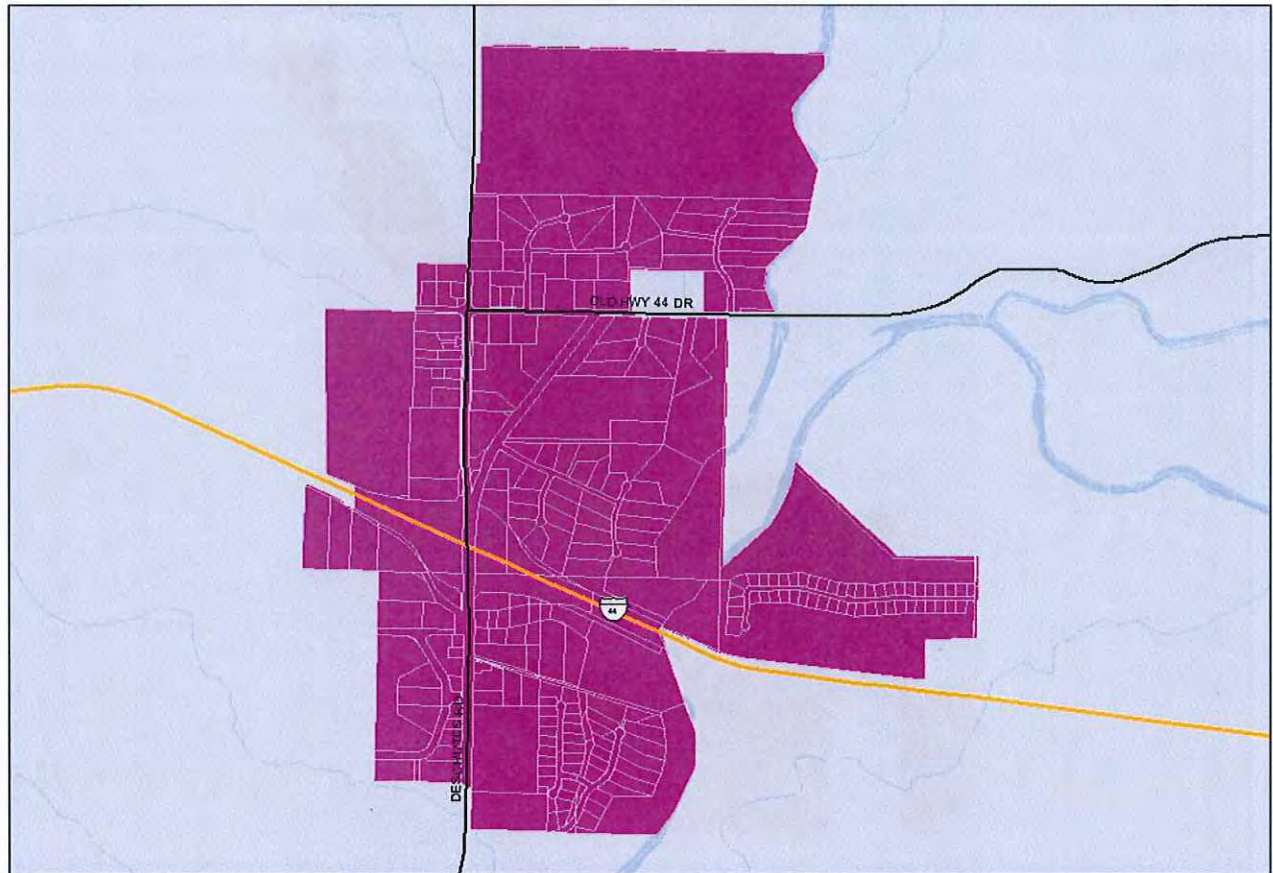
City of Shasta Lake Strategic Growth Area



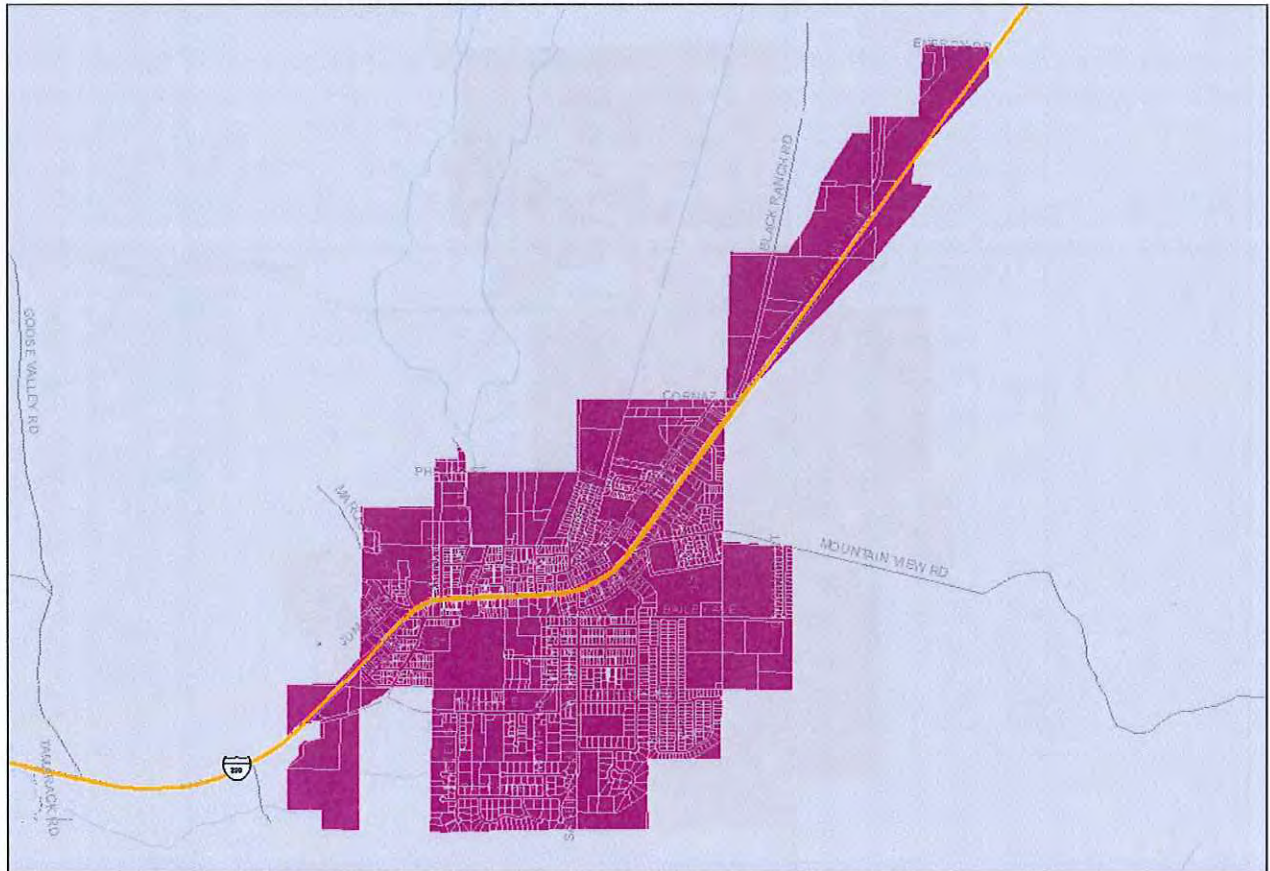
Cottonwood Strategic Growth Area



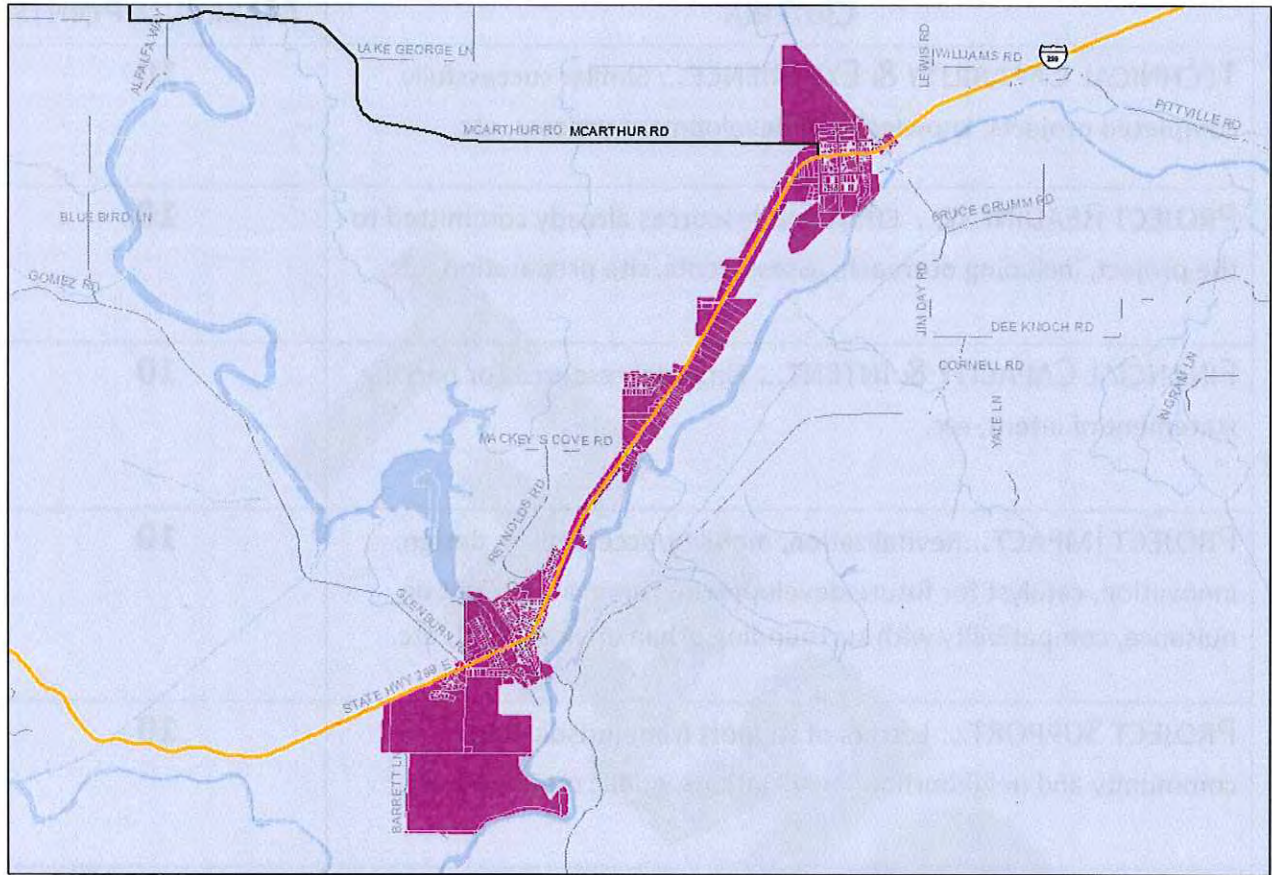
Palo Cedro Strategic Growth Area



Burney Strategic Growth Area



Fall River Mills Strategic Growth Area



ATTACHMENT C: PROPOSAL EVALUATION CRITERIA

CRITERIA	MAXIMUM POINTS
TECHNICAL CAPABILITY & EXPERIENCE... Similar successfully completed projects, knowledge of development process, etc.	10
PROJECT READINESS... Effort and resources already committed to the project, including outreach, assessments, site preparation, etc.	10
FINANCIAL CAPACITY & INTENT... Financial resources or backing, statement of intent, etc.	10
PROJECT IMPACT... Revitalization, mobility/accessibility, design, innovation, catalyst for future development, removal of blight or nuisance, compatibility with surrounding urban environment, etc.	10
PROJECT SUPPORT... Letters of support from jurisdiction, community and neighborhood associations, public meetings, etc.	10
MATCHING FUNDS* ... Cash and/or in-kind match and contributions from local jurisdiction and other partners. <i>*Matching funds (cash or in-kind) are not required, but will be considered during proposal evaluation and scoring.</i>	10
TOTAL	60

ATTACHMENT D: SAMPLE TECHNICAL SERVICES AGREEMENT

(The Sample Technical Services Agreement has been intentionally omitted from the agenda packet, but will be included in final RFP)

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