



**STRATEGIC GROWTH AREA
INFILL & REDEVELOPMENT INCENTIVE PILOT PROGRAM
GUIDELINES AND REQUEST FOR PROPOSALS**

February 27, 2015

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

KEY DATES AND CONTACTS:

Schedule/Timeline:

February 27, 2015	Call for projects published
March 10, 2015, 2-4:00pm	Pre-Application Open House and Q&A
March 13, 2015, 5:00pm	Deadline to submit additional questions in writing
March 18, 2015	SRTA to provide single response to all written inquiries
March 27, 2015, 5:00pm	Deadline to submit project proposals
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:

Tuesday, March 10, 2015, 2-4pm
Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001

Technical questions regarding program guidelines and request for proposals:

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

Fillable application forms:

<http://www.srta.ca.gov/bids.aspx>

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 California's 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 C: 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; extends the operational efficiency of existing transportation infrastructure investments; reduces household travel costs; revitalizes existing neighborhoods; preserves open space and working landscapes; and enhances public health and quality of life.

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 that 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 interest in this call for projects the quality of proposals received.

Grantees must enter into a technical services agreement (see Attachment E: 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 D: Proposal Evaluation Criteria).

ELIGIBLE TECHNICAL ASSISTANCE GRANT ACTIVITIES

Funds may be used to acquire technical 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, including alternative development scenarios;
- Financial feasibility and market assessments;
- 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 program's intent is to enable applicants to obtain needed technical services, it is generally anticipated that the applicant's management of and participation in the project will be provided as in-kind match. If the applicant is qualified to perform the proposed work task(s), the applicant's time and expenses shall be considered an eligible activity and may be included in the project budget.

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 D: Proposal Evaluation Criteria.

Interested applicants are encouraged to discuss project proposals with the applicable local jurisdiction and to receive their feedback prior to submittal (see Page 2 for contact information for each jurisdiction). Applicants are further encouraged to attend the pre-proposal conference to obtain clarification and guidance on any aspect of this program and prospective projects. The pre-proposal conference will be held on March 10, 2015, 2 to 4:00pm, at the SRTA offices located at 1255 East Street, Suite 202, Redding, California.

To help ensure a fair and transparent process, inquiries regarding the program or potential projects that are not addressed during the pre-proposal conference must be submitted in writing no later than March 13, 2015. SRTA shall respond to all such questions 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 to be prepared to discuss the proposed project, if invited to do so.

INSTRUCTIONS FOR SUBMITTING A PROPOSAL:

Interested applicants should provide one (1) original hardcopy and four (4) copies of their proposal. Proposals must include the following information:

1. **Application** – A sample form is shown in Attachment A. Please download the fillable form (Microsoft Word document) from SRTA's website under the 'Request for Proposals' (see www.srta.ca.gov/bids.aspx).
2. **Scope & Schedule** – A sample form is shown in Attachment B. Please download the fillable form (Microsoft Excel worksheet) from SRTA's website under the 'Request for Proposals' link (see www.srta.ca.gov/bids.aspx).
3. **Optional attachments** – Applicants may attach letters of support and site photographs.

For technical assistance regarding the application forms, please contact the SRTA.

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 and at least one additional bid for the services proposed be acquired and documented to ensure competitive pricing.
- 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, may 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.
- 9) Addendum to the RFP: Any changes to the RFP will be made by written addendum issued by SRTA, and shall be considered part of the RFP. The RFP deadline may be extended depending upon the nature of the changes issued. Upon issuance, any such addendum 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 shall 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) Disadvantaged Business Enterprise (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 DBE goal of 9%.
- 13) Equal Employment Opportunity/Affirmative Action: As provided for SRTA's technical services agreement, all grantees shall certify their compliance with applicable federal regulations.

ATTACHMENT A: SAMPLE APPLICATION FORM

MICROSOFT WORD (DOC) FORM AVAILABLE ONLINE AT
www.srta.ca.gov/bids.aspx



APPLICATION

STRATEGIC GROWTH AREA

INFILL & REDEVELOPMENT INCENTIVE PILOT PROGRAM

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

I. APPLICANT INFORMATION

Name of applicant: [Click here to enter name of applicant](#)
Primary contact person: [Click here to enter name of primary contact person](#)
Telephone number: [Click here to enter telephone #](#)
Email address: [Click here to enter email address](#)
Project name: [Click here to enter project name](#)

II. PROJECT LOCATION

Strategic Growth Area: [Click here to enter Strategic Growth Area](#)
Physical address: [Click here to enter physical address](#)
Assessor's parcel #: [Click here to enter Assessor's Parcel Number](#)

III. MINIMUM PROJECT ELIGIBILITY CHECKLIST

☐ **Location:**

The proposed project is located within a Strategic Growth Area (SGA) as demarcated in the request for proposals, Attachment C: 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.

IV. PROJECT COST

Total Project Cost:	\$Click here to enter amount
<i>*For the proposed scope of work only, not including capital construction costs to deliver the end product</i>	
Cash Match*:	\$Click here to enter amount
Source of Funds:	Click here to enter source of funds
<i>*Not required, but will be considered (see Attachment D: Proposal Evaluation Criteria)</i>	
In-Kind Match Value*:	\$Click here to enter amount
Source of Funds:	Click here to enter source of funds
<i>*Not required, see Attachment D: Proposal Evaluation Criteria)</i>	
Amount Requested*:	\$Click here to enter amount
<i>*Total Project Cost minus Cash and In-Kind Match amounts</i>	

Method for determining cost estimates*:

[Click here to enter cost method](#)

**Consistent with SRTA procurement policies, applicants are required to document the method used to arrive at a reasonable and competitive cost estimate. It is recommended that this method include: at least two bids received from providers of technical services for the specific proposed scope of work and/or references to actual expenditures from other projects of similar type and scope of work that may be used for a general comparison.*

V. CAPACITY & INTENT

Statement of general qualifications and experience relevant to the proposed project:

[Click here to enter statement of general qualifications and experience](#)

Proposed project team, including the name of consultant sub-contractor(s):

[Click here to enter project team](#)

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

[Click here to enter statement of intent](#)

**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).*

VI. CURRENT SITE CONDITIONS

Which of the following best describes the current state of this parcel?

- ☐ Vacant parcel
- ☐ Underutilized parcel with existing structure in need of expansion or replacement
- ☐ Developed parcel in need of adaptive reuse of an existing structure(s)

Physical description and condition of current property:

[Click here to enter physical description and condition of current property.](#)

Number of current residential housing units:

[Click here to enter number of current residential housing units.](#)

Number of existing square feet commercial space:

[Click here to enter number of existing square feet of commercial space.](#)

Number of existing square feet office space:

[Click here to enter number of existing square feet of office space.](#)

Vacancy rate of existing residential, commercial, and/or office space:

[Click here to enter vacancy rates](#)

FUTURE PROPOSED PROJECT DESCRIPTION

Which of the following describes the proposed development (select all that apply)?

- ☐ Mixed-use development with multi-family residential and non-residential uses
- ☐ Multi-family development
- ☐ Single family attached units
- ☐ Public use facility

Anticipated number of residential housing units:

[Click here to enter anticipated number of residential housing units](#)

Anticipated number of square feet commercial space:

[Click here to enter anticipated number of square feet commercial space](#)

Anticipated number of square feet office space:

[Click here to enter 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.

[Click here to enter project design objectives](#)

Consistency with other plans (applicable general plan, specific area plan, economic development plans, etc)

[Click here to enter consistency with other plans](#)

In what ways would the proposed project elevate the aesthetic appeal and value of the surrounding neighborhood or district?

[Click here to enter aesthetic and value-added attributes](#)

In what ways might the proposed project serve to catalyze additional future development?

[Click here to enter ways project might catalyze additional future development](#)

What additional public investments and/or policies would make the project more successful (i.e. enhanced/expanded multi-modal transportation infrastructure, reduced parking requirement, etc.)?

[Click here to enter additional public investments and/or policies](#)

VII. TECHNICAL ASSISTANCE SCOPE OF WORK

Narrative overview of the pre-development work scope and why it is needed:

Click here to enter narrative overview of pre-development work scope

Scope and schedule worksheet, including project breakdown by work task, cost, deliverable, and responsible party:

See Attachment B: Scope & Schedule Form. Microsoft Excel for is available at www.srta.ca.gov/bids.aspx

VIII. APPLICATION ATTACHMENTS (OPTIONAL)

Letters of support:

Applicant may include letters of support provided by project partners, community associations, financial backers, and/or other entities by attachment.

Site photographs/exhibits:

Applicant may include photographs or other exhibits by attachment

ATTACHMENT B: SAMPLE SCOPE AND SCHEDULE FORM

MICROSOFT EXCEL (XLS) FORM AVAILABLE ONLINE AT

www.srta.ca.gov/bids.aspx

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

PROJECT TIMELINE

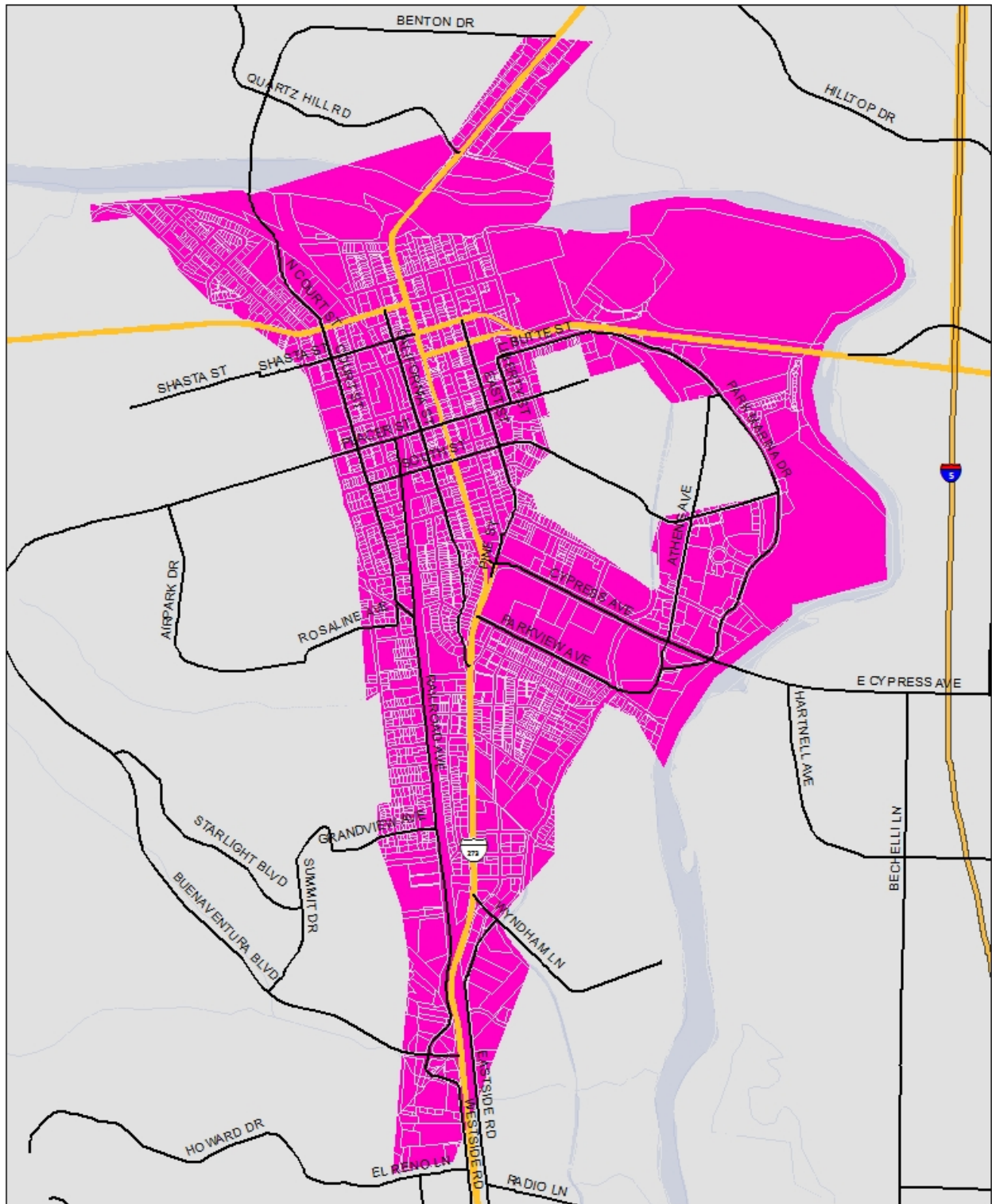
Project Title:																	
Task Number	Task Title	Responsible Party	Budget			2015											Deliverable(s)
			Total Estimated Cost	Cash Match	In-Kind Match	Grant Amount Requested	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov		
1.0	Task #1 Project Administration																
1.1	Prepare invoices	Developer															
1.2																	
1.3	Project reporting and communication	Consultant															
2.0	Task #2 Technical Analysis X																
1.1																	
1.2																	
1.3																	
3.0	Task #3 Study X																
3.1																	
3.2																	

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.

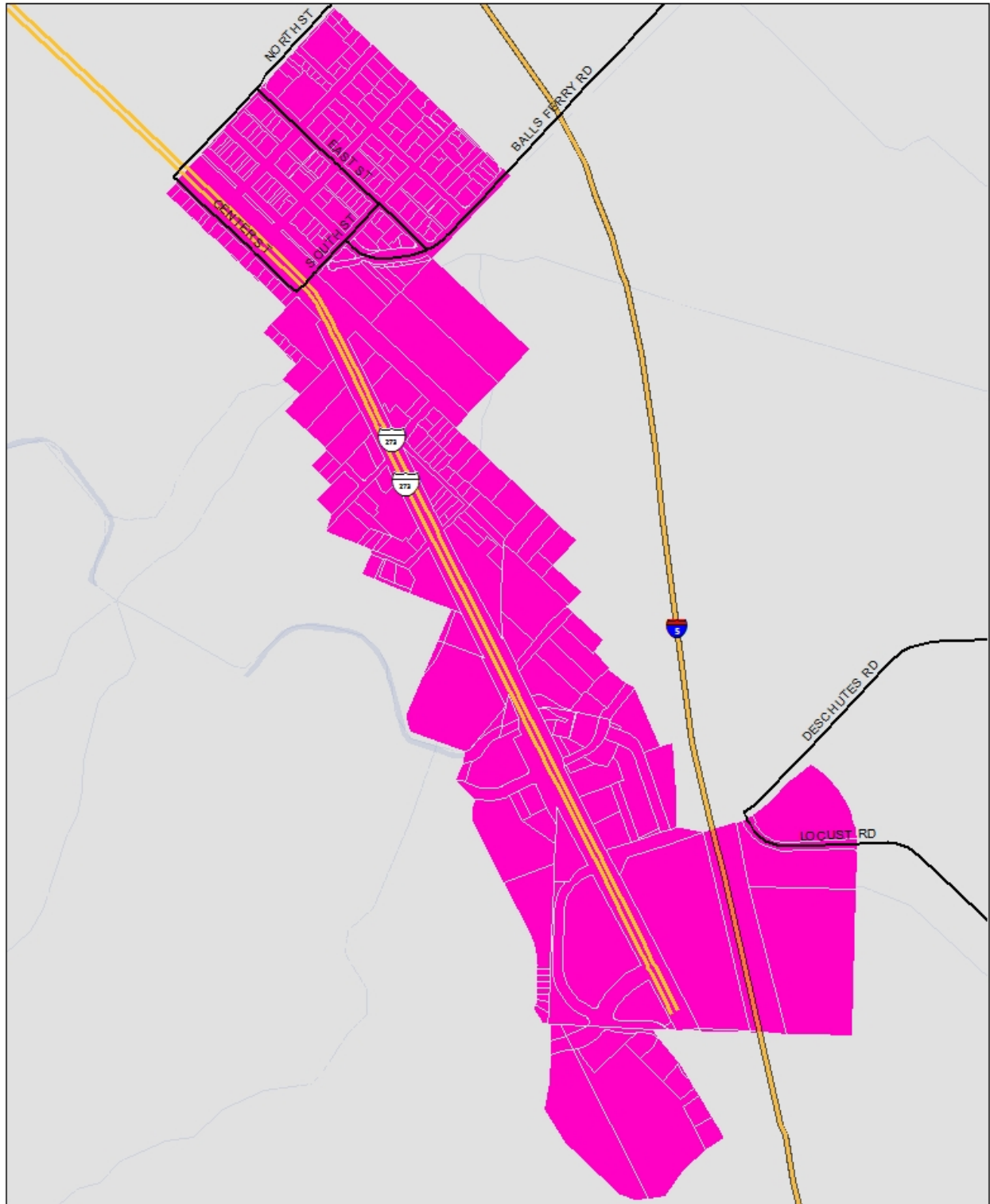
ATTACHMENT C: MAP OF STRATEGIC GROWTH AREAS

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

Redding Strategic Growth Area



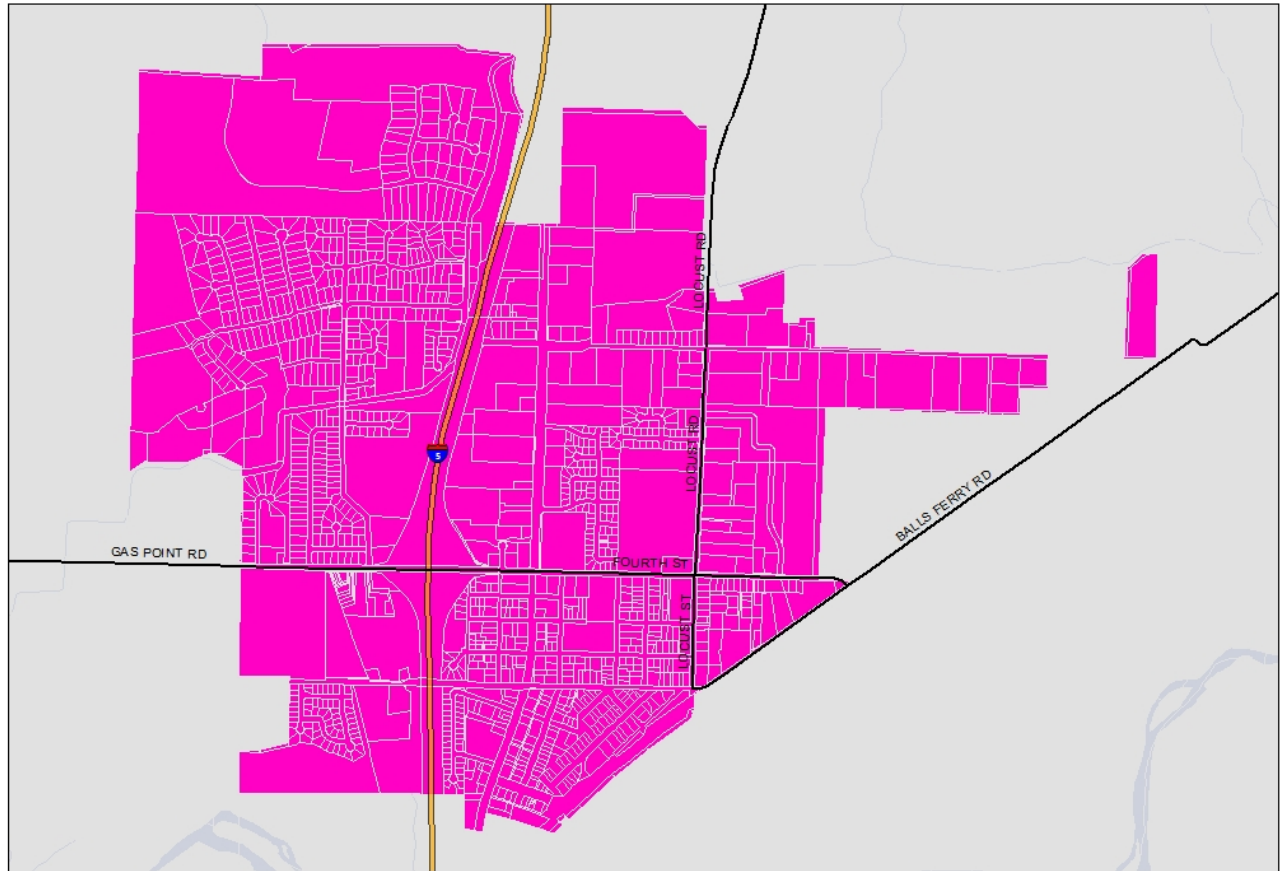
Anderson Strategic Growth Area



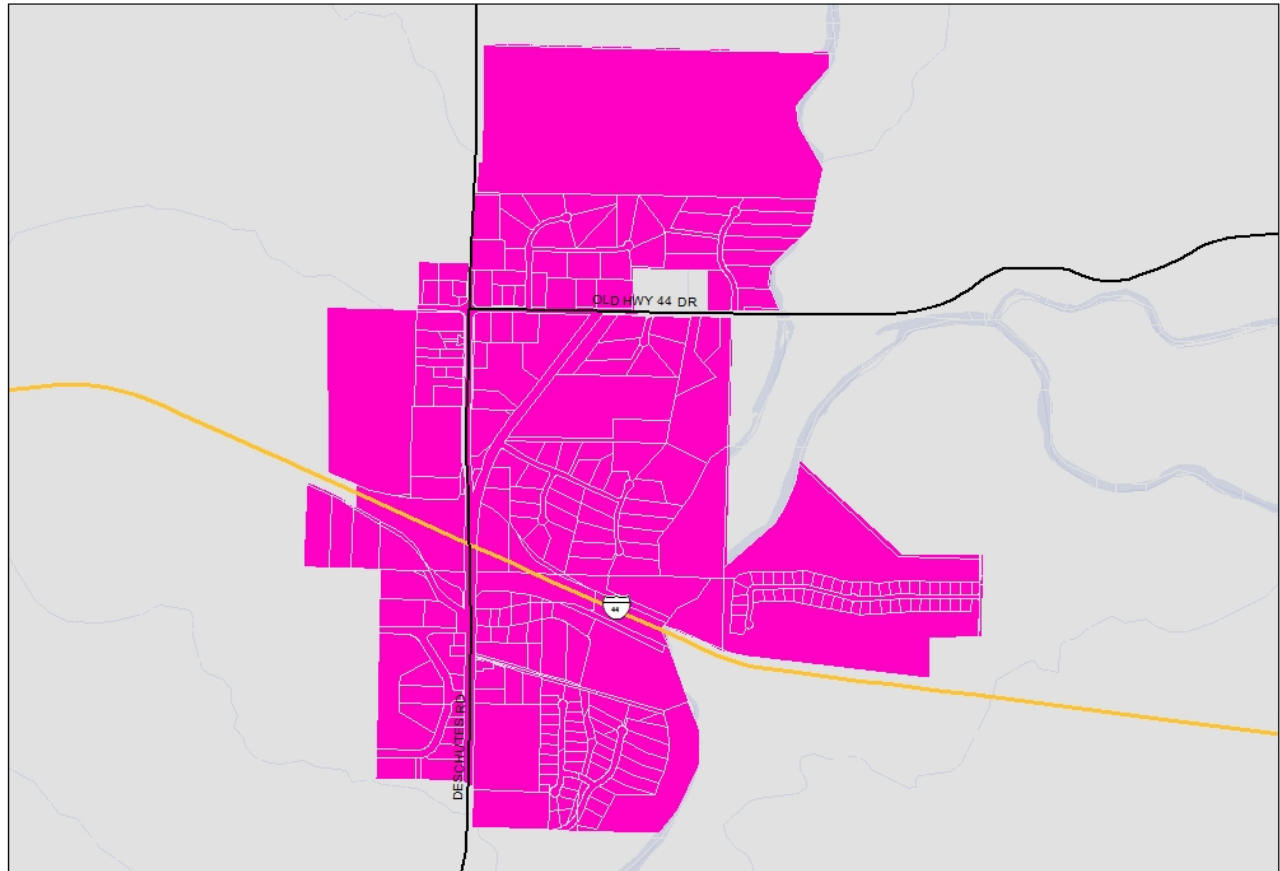
City of Shasta Lake Strategic Growth Area



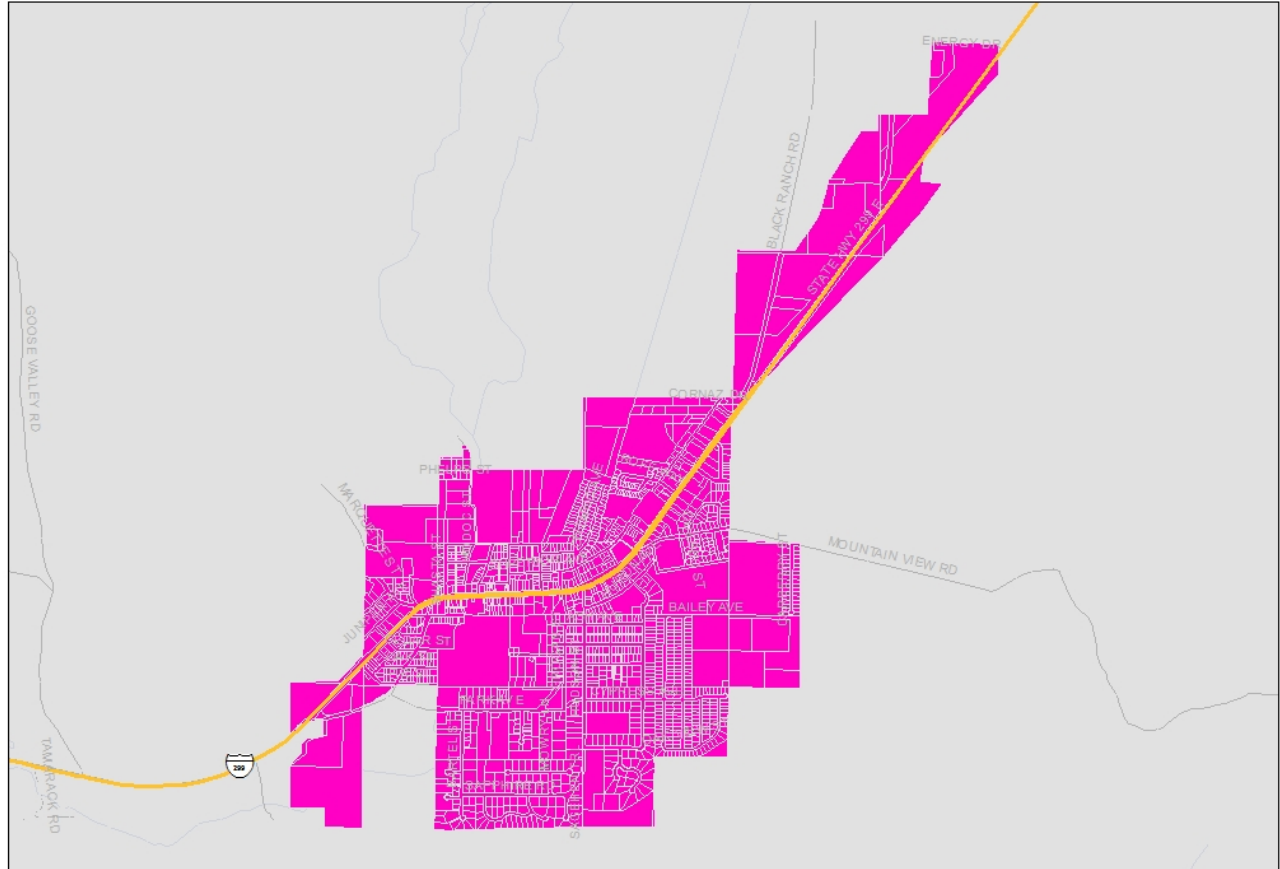
Cottonwood Strategic Growth Area



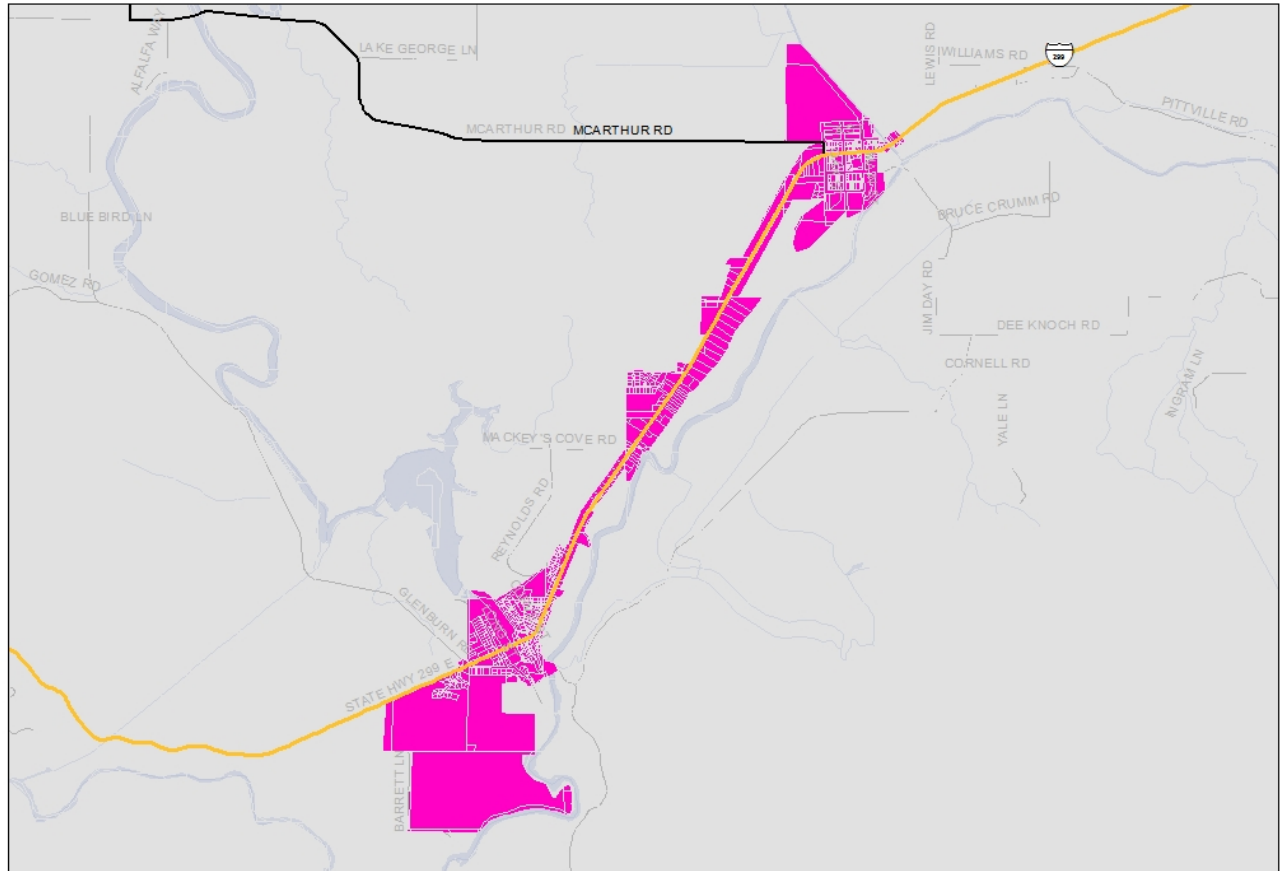
Palo Cedro Strategic Growth Area



Burney Strategic Growth Area



Fall River Mills Strategic Growth Area



ATTACHMENT D: 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 financial feasibility and other exploratory activities, etc.	10
FINANCIAL CAPACITY & INTENT... Commitments of financial resources or backing, statement of intent, etc.	10
PROJECT IMPACT...Revitalization, enhanced mobility/accessibility, innovative design, catalyst for future development, removal of blight or nuisance, compatibility with surrounding urban environment, etc.	10
PROJECT SUPPORT... Letters of support from applicable jurisdiction, community and neighborhood associations, 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 E: SAMPLE TECHNICAL SERVICES AGREEMENT

AVAILABLE ONLINE AT

www.srta.ca.gov/bids.aspx