

**Request for Proposals (RFP)**  
**City of Albany, CA**



**ECONOMIC DEVELOPMENT STRATEGIC PLAN**

Issue Date: October 7, 2016

Deadline for Submissions: **November 3, 2016, 5PM**

## **Services Needed**

The City of Albany is seeking proposals from consultants with demonstrated expertise in economic development strategic analysis to prepare an Economic Development Strategic Plan. Preparation of this Plan will include, among other things, engagement with the community at large, the local business community, the City Council, and the City's Economic Development Committee, a review of the existing setting and guiding documents, an opportunities/constraints analysis, and an economic analysis. The Plan will also include a series of recommended efforts to strengthen economic vitality within the City of Albany. The selected consultant will be one that has demonstrated experience in the preparation of economic development strategic plans for local jurisdictions.

## **City Overview**

The City of Albany is located in northern Alameda County, approximately 14 miles northeast of San Francisco. The City encompasses 1.7 square miles and is bounded by the City of El Cerrito to the north, the City of Berkeley to the south, and by San Francisco Bay to the west, with public beach access and open space along the Bay frontage. Both I-80 & I-580 are located in the City limits, on the west side of the City.

The population as of the 2010 Census is 18,539. There are 7,889 housing units in the City. The City is mostly built out as the housing stock was largely constructed from 1920-1950. The City has two primary commercial corridors, San Pablo Avenue and Solano Avenue. The San Pablo Avenue corridor has a variety of businesses establishments including auto repair, restaurants, local bars, and miscellaneous retail. Solano Avenue also has an abundance of restaurant establishments, locally owned retail businesses, and an independent movie theater among other uses. Mixed use residential buildings are present in both corridors. Albany's former redevelopment district is located adjacent the freeways on Eastshore and Cleveland Avenue.

City Departments include Police, Fire & Emergency Medical Services, Community Development, Public Works, Finance & Administrative Services, City Clerk, and Recreation & Community Services. The City has a workforce of approximately 90 permanent full-time employees and 35 part-time employees. The City has a General Fund Budget of approximately \$18 million.

## **City Charter**

Albany is a Charter City governed by five Council Members, elected at large, one of whom is selected from the Council to serve as Mayor. As provided for in Section 3.01 of the Albany City Charter, department heads, including the Finance & Administrative Services Director, are appointed by the City Council. Thus, the City Council will conduct final interviews and select preferred candidate.

Further information on employee benefits and governmental operations can be found on the City's website at [www.albanyca.org](http://www.albanyca.org).

## Scope of Work

The City of Albany is seeking proposals from consultants with demonstrated expertise in economic development strategic analysis to prepare an Economic Development Strategic Plan. Preparation of this Plan will include, among other things, engagement with the community at large, the local business community, the City Council, and the City's Economic Development Committee, a review of the existing setting and guiding documents, an opportunities/constraints analysis, and an economic analysis. The Plan will also include a series of recommended outcomes to strengthen economic vitality within the City of Albany.

The consultant's overall responsibility and scope of work is to prepare an Economic Development Strategic Plan containing measurable goals, strategies/outcomes and an Implementation Plan that focuses on business attraction retention and expansion, outlining timing, anticipated costs and possible funding sources for each Implementation Action. The general scope of work for the consultant should include the following tasks:

- **Task 1:**
  - A. *Background Data Review.* The consultant will meet with key staff to understand the status of economic development within the City to date including existing policy and planning documents, and conduct a review of the City's current permit process for businesses. The consultant will also review existing demographic and socioeconomic data, employment data and labor force characteristics, sales tax revenue, and other pertinent economic and market data and studies.
  - B. *Business Sector and Consumer Demand Analysis.* The consultant will provide analysis of Albany's economy relative to the East Bay Region/local market. This analysis will include:
    - Preparation of a market segmentation of the City's retail, commercial/office and industrial sectors. The consultant will analyze Albany's business sectors by employment size, wages, tax generation, and relative metrics.
    - Which commercial, retail/office and industrial sectors would be attracted to the City.
    - The competitiveness of Albany's commercial areas in terms of lease rates, rent structures, supply and quality of product, tenant mix, and performance in the context of the market area for the specific sector.
    - The market area retail sectors by consumer behavior, spending volume, demographics, and where Albany consumers live and work.
- **Task 2:**
  - Informational Meeting with the City's Economic Development Committee.* The consultant will hold a workshop with the City's Economic Development Committee to discuss the scope of the project, existing conditions as identified in Task 1, and desired outcomes for the project. This meeting will be informational in nature to help frame the overall theme of the Plan.

- **Task 3:**  
*Stakeholder Input.* The consultant will conduct a total of two (2) meetings within this task. The meetings will be workshops with stakeholders to include: 1) a meeting with the local business community, and 2) a meeting with property owners/brokers. The consultant will be tasked with facilitation of the meetings and presentation of background data to inform attendees. The goal of the workshops will be to identify common community interests regarding economic development and opportunities to foster economic vitality within Albany.

The consultant will conduct a follow up meeting with the City's Economic Development Committee after the public input workshops are conducted to discuss project status and findings.

- **Task 4:**  
*Additional analysis and preparation of draft Plan.* The consultant will prepare a draft Economic Development Strategic Plan, utilizing information and data obtained in Tasks 1 – 3. The draft plan shall include background information, an opportunities/constraints analysis, economic analysis, recommended best practices for an expedited permitting process, and a series of recommended efforts to attract, retain and expand businesses, strengthening the City's economic vitality, including goals, strategies and an Implementation Plan, outlining timing including both short term (2-year), and long term (5 years or more), anticipated costs and possible funding sources for each Implementation Action.

After review by City staff, the consultant will present the draft Plan to the City's Economic Development Committee for review and comment. After receiving any comments from staff and the City's Economic Development Committee, the consultant will prepare a revised draft Plan.

- **Task 5:**  
*Presentation of draft & final Plan to the City Council.* The consultant will present the draft Plan to the City Council for review and comment. The consultant will incorporate any changes to the draft Plan as requested by the Council and develop a final Plan for presentation to the City Council. The consultant will attend two (2) City Council meetings to review the draft Plan and receive approval of the final Plan. The consultant shall prepare and provide informative presentations for the Council. The consultant will provide a total of twenty (20) printed copies of the final Economic Development Strategic Plan, as well as an electronic version.

**Timeline.**

The City is open to recommendations and input on a final schedule. The following tentative timeline is one approach:

<u>Task</u>	<u>Completion Date</u>
Approval of Consultant Contract	November 2016
Task 1 – Background Data Review	January 2017
Task 2 – Meeting with the Economic Development Committee	February 2017
Task 3 – Public Input	April 2017
Task 4 – Additional Analysis and Preparation of Draft Plan	May 2017
Task 5 – Presentation of draft & final Plan to the City Council	July 2017

**Budget/Contract**

A fixed-price contract will be based on the final scope of work that is agreed upon between the City Council and consultant. The contract will include the extent of services to be rendered and the method and timing of compensation.

Proposals must include a time, task, personnel, and cost estimate matrix that is realistic for the approach proposed. Respondents are asked to tender a cost estimate that is commensurate with the scope of work defined herein. The budget must cover all anticipated costs including consultant fees, mileage, and reimbursable costs.

The City reserves the right to award no contract. The City reserves the right to negotiate modifications to the proposals presented and/or the use of specific individuals or firms.

**Proposal Requirements**

Please submit a total of four (4) hard copies of the proposal and one electronic pdf version of the proposal.

The proposal shall contain the following minimum information and materials:

*Team Members.* Names and résumés of staff members who will be working on this recruitment. The consultant team’s Project Manager must be identified and a list of all project personnel along with their specific responsibilities must be included.

*Relevant Work Experience.* A listing and discussion of similar work conducted for other public agencies, with an emphasis on work completed for cities of comparable size and location. Provide references for similar projects conducted in the past year. Indicate which staff members worked on the project.

*Project Approach.* Information on approach and work program for all services requested, including the following minimum information:

- a) Briefly describe the methodology and organizational approach the respondent would use to assist the City, including critical elements and special methodologies that would be used to ensure that City objectives are satisfied.
- b) Work schedule for the proposed work program in tabular form. The work schedule must set forth a time frame for completion of service tasks and the submittal of work products.
- c) The number and type of meetings to be conducted.
- d) Describe any unique approaches or services offered under the proposal.

*Cost Schedule.* A section of the proposal should include an itemized cost estimate for the various tasks to be performed. The cost schedule must list the estimated hourly charge and hours to be assigned for staff members. It shall also describe all charges that are billed as a Reimbursable and identify whether it can be paid directly by the City (i.e. advertisements).

*Validity of Proposal.* Provide a statement that the proposal will remain valid for a minimum of 90 days following the final due date for submission of the proposal.

*Format.* The work program and schedule must be provided in a format that can be inserted as an exhibit to a contract.

*Insurance.* Standard City Professional Insurance Required (see attached).

## **Selection Criteria and Process**

The City will evaluate qualifications based upon these criteria:

- Responsiveness to the RFP.
- Experience and demonstrated success of the Respondent in assisting local governments, notably municipalities, with similar projects. Demonstrated expertise in preparation of economic development strategic plans and related economic development analysis. Experience with community engagement and innovative ideas for conducting informative and productive public workshops.
- Ability to communicate effectively about the subject matter.
- Compensation rates.
- Evidence of the Respondent's ability to provide deliverables in a cost effective and timely manner.
- Other extraordinary elements or creative approaches. This particular selection criterion is intended to allow the City to expressly consider creative aspects of statements of qualifications that do not necessarily fall into other selection criteria.

As a part of its evaluation, the City may request additional information or data from Respondents, and may request Respondents to make in-person presentations of their qualifications to a panel of City representatives.

## **To Submit Proposals:**

Submittal of proposals are due by November 3, 2016, **hard copy and via email** by 5PM to:

Nicole Almaguer, Assistant City Manager/City Clerk  
City of Albany  
[nalmaguer@albanyca.org](mailto:nalmaguer@albanyca.org)  
1000 San Pablo Avenue  
Albany, CA 94706  
(510) 528-5710

## **Format and Number of Copies**

Respondent teams must submit four (4) hard copies of proposals and electronically as noted above. The City reserves the right to make all submissions available to the public.

The City anticipates that there may be an interview process with the top respondents. The final authorization is anticipated to be approved by the City Council in November 2016. The consultant will be expected to commence services immediately thereafter.

## **General Conditions**

1. Any material clarifications or modifications to the RFP or the selection process will be made in writing and provided to all recipients of the RFP.
2. The City reserves the right to:
  - Waive minor irregularities.
  - Modify or cancel the selection process or schedule at any time.
  - Negotiate with the second choice Respondent if it is unable to negotiate an acceptable contract with the first choice Respondent within a reasonable period of time.
  - Reject any and all proposals, and to seek new qualifications when it is in the best interest of the City to do so.

- Seek any clarification or additional information from Respondents as is deemed necessary to the evaluation of a response.
  - Judge the veracity, substance, and relevance of the Respondents' written or oral representations, including seeking and evaluating independent information on any of the Respondents' worked cited as relevant experience.
  - Contract with separate entities for various components of the services.
3. All expenses related to any Respondent's response to the RFP, or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that Respondent. The City will not, directly or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.
  4. The professional will be required to sign the City of Albany's standard Agreement for Consultant Services (ACS) and meet the City's Insurance Requirements (IR); a copy of the agreement and insurance requirements are available upon request. The contract for the performance of these services will provide that: (i) the consultant will perform its services at the direction of the City in a manner consistent with State law and City policies; and (ii) the consultant will be subject to the State law and the City's conflict of interest policies.