

EXECUTIVE SUMMARY
Community Redevelopment Agency



To: Community Redevelopment Agency

Through: Sarah Hannah-Spurlock, Assistant City Manager and
Kevin Bond, AICP, Acting Planning Director

From: Donald Leland Craig, AICP, Consulting Planner

Meeting Date: January 6, 2015

Re: Consideration of the City Manager-appointed committee's recommended ranking and short-listing of consulting firms in response to Request for Proposals (RFP) #003-14 Bahama Village CRA Visioning and Capital Projects Work Plan.

Action Statement: Requesting Community Redevelopment Agency approval of recommended ranking and short-listing of RFP #003-14 respondents.

Background:

The City of Key West Planning Department is seeking a consultant to prepare the Bahama Village Community Redevelopment Subarea (BVCRSA) Visioning and Capital Projects Work Plan. The Work Plan shall be for a 25-year planning horizon (2015-2040) and based on the new vision of the CRA Plan and its specific objectives for the Bahama Village Subarea. The Work Plan shall include a capital projects prioritization, and a long-range spending and implementation plan for the subarea with respect to the annual property tax increment finance (TIF) generation and potential available monetary leveraging methods. This Work Plan shall also provide, in a separately identified section inclusive of but not limited to a highest and best use analysis for the remaining 3.2 acres of the Truman Waterfront Parcel. The highest and best use analysis shall consider economically viable alternatives that create the highest additional tax increment for the site. This analysis shall be in a form and content such that the City may easily identify an alternative as the target for an RFQ or RFP for implementation and construction. As part of both the 2010 CRA Plan and the City's 2011 Strategic Plan, the adoption of a Capital Projects Work Plan is required.

The BVCRSA is a culturally significant historic district that is mostly built out. The BVCRSA is comprised primarily of residential development interspersed with churches and community facilities. Petronia Street, a mixed use/commercial corridor runs through the BVCRSA and connects the City's main commercial artery, Duval Street, to 3.2 acres of the vacant Truman Waterfront Parcel that is located immediately adjacent to the City's future 28-acre Truman Waterfront Park. The parcel is the largest vacant lot in the CRA and presents a unique opportunity for new development that will generate tax increment growth and provide the residents of the BVCRSA economic and cultural connectivity to the activity generated at Truman Waterfront Park.

Requirements

The proposal is specific to the Bahama Village Redevelopment Subarea (BVRSA). The Visioning and Capital Project Work Plan shall be based on the Objectives of the BVRSA within the Community Redevelopment Plan considering current and projected tax increment revenue for the district. The Work Plan shall also be consistent with the City's Comprehensive Plan, the Strategic Plan, the Capital Improvements Plan and budget, and other budgeted improvements and plans for the district.

Scope of Work

The successful proposal will demonstrate the firm's expertise in public participation visioning processes and describe a proven track record of working with CRA's, as well as a thorough understanding of land use needs analysis. The firm awarded the contract will be expected to complete the following tasks:

A. Visioning Process / Public Meetings – Up to six (6) public participation meetings expected through adoption of the Work Plan. It is anticipated that the visioning process will require up to four (4) of these six (6) meetings.

B. Deliverables –

1. Audit – Land Use and Programs

- a. Audit/Analysis of BVCRA Plan goals and objectives and Finding of Necessity achievements/progress to date and what still remains to be complete.
- b. Identification of specific properties that remain to be redeveloped based on CRA Plan and Finding of Necessity.
- c. A mechanism/product for recording, monitoring and measuring progress incrementally throughout the planning period.

2. Highest and Best Use with Cost Benefit Analysis

- a. Highest and best use analysis of public, vacant and underutilized properties within the district with special emphasis on projects that further the objectives of the CRA Plan.
- b. Highest and best use analysis for the Truman Waterfront Parcel.
- c. Possible necessary Future Land Use Map and Zoning Amendments.

3. Capital Projects and/or Programs Priorities List

- a. Identify and recommend projects within the BVCRA with highest potential to alleviate/eliminate blight throughout the BVCRA.
- b. Alternatives - Provide a prioritization list that has three (3) total alternative courses of action including alternative strategies, methods and schedules for achieving the goals and objectives.

4. Implementation Program

- a. A 25-year financial plan including preliminary budgets to implement the Capital Projects and/or Programs using the limited tax increment (CRTF) fund.
- b. Recommend innovative monetary leveraging opportunities through the planning period to implement the Capital Priorities list.

5. Policy Recommendations

- a. Identify any new essential policies to implement the existing Plan and/or update the Plan.

6. Final Report

a. Preparation of Final Draft Report shall include:

- i. Items 1-5 above.
- ii. Description of the relationship between Work Plan and other local plans.
- iii. A revision and update schedule for the Work Plan.
- iv. Maps indicating properties to be served.
- v. Performance Criteria – a monitoring program to track performance measures using specific criteria.
- vi. Recommendations for incorporating relevant new information and methodologies into the CRA Plan.
- vii. Presentation of Findings – Findings presented to BVRAC and CRA with relevant recommendations to be included on the final draft report.

b. Final Reporting and Adoption

- i. The Consultant shall present the report and findings to the CRA Board in a public meeting.

Purpose and Justification

The City received four proposals for RFP #003-14. The respondents were evaluated by the City Manager-appointed selection team at a publicly advertised meeting on October 6, 2014. The team was comprised of Planning Director, Donald Craig; Planner II, Nicole Malo; Attorney and BVRAC Vice Chair Patricia Eables; Property Manager, Marilyn Wilbarger; Engineer, Devon Steckley; former Commissioner and BVRAC Chair, Carmen Turner; and former Assistant City Manager, Mark Finigan. The evaluation team ranked the proposals into a short list of three respondents for CRA consideration. The selection team evaluated the respondents based on the following criteria and point system:

- | | |
|---|-----------|
| • Past performance on similar projects: | 20 points |
| • Approach and understanding of the project: | 25 points |
| • Experience of key personnel: | 15 points |
| • Demonstrated community engagement experience: | 20 points |
| • Cost proposal: | 10 points |
| • References: | 10 points |

Staff ranked the responding firms in the following order:

<u>Respondent:</u>	<u>Cost Proposal:</u>	<u>Average Score:</u>
1) Zyschovich and Associates	\$155,750	79
2) Bermello Ajamil	\$140,000	75
3) PMG Associates	\$123,550	70
4) Kane, Balmer and Berkman	\$106,250	59

After checking references, the short list created by staff consists of the following top three respondents in ranked order.

<u>Respondent:</u>	<u>Total Score:</u>
1) Zyschovich and Associates	86
2) Bermello Ajamil	83
3) PMG Associates	78

Copies of the short-listed proposals are attached. The respondents have been informed that if the Commission desires to hear presentations, the item will be postponed and they will be invited to the subsequent CRA meeting to be held January 21, 2015. Once consultant selection is made by the CRA, a final contract, including detailed scope and fee, must be negotiated and then approved by the CRA. Funds from the Community Redevelopment Trust Fund have been authorized to pay for the Visioning and Capital Projects Work Plan by the Bahama Village Redevelopment Advisory Committee at a meeting held June 26, 2014 and by the CRA at a meeting held August 19, 2014 through Resolution No. 14-228. The Visioning and Capital Projects Work Plan is consistent with the Community Redevelopment Plan, specifically Section 6.03.

Options:

Option 1: Rank the short-listed firms in order of most qualified first. Direct staff to negotiate a contract with the first-ranked firm. If negotiations are not satisfactorily concluded, then staff will negotiate with the second-ranked firm.

Option 2: Reject all proposals and re-advertise RFP.

Option 3: Request that additional presentations be made at the next CRA meeting.

Financial Issues:

Approving staff rankings will not incur any financial impact to the City. A contract will be presented to the CRA at a subsequent meeting date pursuant to F.S 163.370.

Recommendation:

Staff recommends approval of Option 1.

Attachments:

Attachment A:	RFP # 003-14
Attachment B:	Ranking Committee forms, response summary and reference check
Attachment C:	Zyschovich and Architects
Attachment D:	Bermello Ajamil
Attachment E:	PMG Associates
Attachment F:	Correspondence with proposers