
DATE: January 8, 2015

TO: Interested Parties

FROM: Lisa A. Baker, CEO, Yolo County Housing

SUBJECT: Request for Proposal to conduct a study and draft a downtown revitalization plan for the town of Knights Landing

**REQUEST FOR PROPOSALS
FOR
KNIGHTS LANDING DOWNTOWN REVITALIZATION STUDY
(CDBG Grant #13-CDBG-8943)**

COUNTY OF YOLO

Deadline for Submission: Wednesday, February 18, 2015 at 4:00 P.M.

UNDER NO CIRCUMSTANCES WILL LATE PROPOSALS BE ACCEPTED

INTRODUCTION

The County of Yolo (the County) has received funding from the State Community Development Block Grant Program (CDBG) under the Planning and Technical Assistance Allocation (PTA) to conduct a Downtown Revitalization Study and prepare a plan for the unincorporated town of Knights Landing. The proposed Economic Development Revitalization Strategy for Knights Landing should provide county officials, current business owners, and future business start ups a comprehensive plan that will guide them in realizing the economic potential of their community. As a part of the strategy, specific attention will be given to 30 acres of underdeveloped land that could be used for future commercial and industrial land uses.

SCOPE OF WORK

Task 1. Community Base Assessment

This task should concentrate on reviewing recent and current information about Knights Landing, including information in the County General Plan documents, any information created for the planned Knights Landing specific plan, the County CEDS, and any other current project proposals in the community. Information to be developed includes updating traffic counts, listing local tourist destinations, population estimates, number of businesses, water and wastewater capacity, etc. This task should also include a list of industries that are growing in employment in Yolo County and have the potential to locate in the Knights Landing industrial

area. Results will be presented at a meeting at which interested local stakeholders will be invited, and at which comments will be solicited.

Task 2. Commercial Development Potential

Because of the small size of Knights Landing, the easiest way to characterize the commercial potential of the downtown is to survey the local retail businesses to identify the extent of their local and tourist customer base(s), the climate for doing business, potential growth, and other business information. If Knights Landing sales tax data is available from the County, it should be used to establish local sales compared with County averages. In addition, a number of local residents should be surveyed to determine their actual shopping patterns, (including whether they use the local bank, the post office, local market, library, etc.), where they shop regionally (Vacaville, Woodland, Sacramento, Davis, etc.), and what shopping opportunities they would like to see in Knights Landing. Knights Landing's trade area will be established and estimates of the numbers and types of retail opportunities will be developed and prioritized.

Task 3: Tourism Capture Potential

Current and potential visitorship to the list of local attractions developed in Task 1 will be developed. Any potential capture in Knights Landing should be considered, using evaluation factors routes to those attractions, the potential to capture pass-through traffic, the possibility of Knights Landing becoming a staging area for one or more of those attractions, and the potential for other linked activities including dining, lodging, etc. The results of Tasks 2 & 3 will be presented at a meeting at which interested local stakeholders will be invited, and at which comments will be solicited.

Task 4. Urban Design Evaluation

This task should evaluate the building capacity in downtown to support the commercial and tourism potential identified in the tasks above. The analysis should consider existing vacancies, potential for additional development downtown and at the waterfront, and any circulation improvements that could facilitate better business location opportunities. The recommendations will include streetscape and faced improvements that could create a more attractive commercial environment in downtown Knights Landing.

Task 5. FEMA Regulation Review

Agricultural sustainability in levee protected flood basins is dependent in many ways on the vitality of the small communities that occupy these basins. Current trends in the administration of the National Flood Insurance Program (NFIP) as reflected in the Biggert Waters Flood Insurance Reform Act of 2012 present a serious threat to many of these small communities in the form of unaffordable insurance rates and restrictions on community development activities. One way to manage these threats is to devise strategies for meeting the minimum 100-year flood protection standards of the NFIP either on a structure by structure basis through flood proofing or on a community wide basis by constructing affordable flood protection projects. The latter option appears feasible for Knights Landing, which is located on the Sacramento River west of the Fremont Weir. Knights Landing is located at the confluence of the Knights Landing Ridge (Ridge Cut), the Colusa Drain and the Sacramento River Channel. It is surrounding on three (3) sides by levees and/or high ground. The levees appear to be high enough to meet NFIP standards, but have embankment and foundation problems. These problems could be addressed through installation of standard seepage cutoff walls. The linear extent of this

remedial work could be limited through construction of a cross levee connecting the system with a two (2) or three (3) mile perimeter. Adequate state support of the cost of construction could make this system affordable to local property owners, particularly by comparison to the cost of flood insurance if the system is not built. Local funding would need to be sufficient to fund the operation and maintenance of the constructed improvements, thereby relieving Yolo County's Community Service Area #6 of its current levee maintenance responsibilities. This task should review the new maps, the regulation changes, meet with FEMA staff on and off site for compliance review, and develop a plan that will assist in meeting these necessary changes.

Task 6/7. Recommended Development Strategy and Final Report

After the earlier tasks are completed, a Knights Landing economic development and revitalization strategy should be prepared, with potential sources of funding assistance identified, recommendations for working with the private property owners, a strategy for the local community to use in attracting and retaining new businesses, a tourism strategy and marketing suggestions, and ways to find potential new users for the industrial area. Emphasis will be placed on ways to provide linkages to local activities and to build on other tourism activities that are compatible in the area. The strategy will be presented at a meeting at which interested local stakeholders will be invited, and at which comments will be solicited. After comments are received, the final report will be prepared. The number of new jobs and new Target Income Group jobs will also be evaluated. The final product should acknowledge State CDBG funding on the cover.

BUDGET

The funding necessary to complete this scope of work by a planning consultant is estimated to be \$44,000. The timeframe for the planning process is estimated to be approximately six to ten months to complete, once the contract is in place.

RESPONSE, FORMAT AND ORGANIZATION

A. SUBMISSION DEADLINE

Responses should be **submitted no later than 4:00 P.M., Wednesday, February 18, 2015, to 147 W. Main Street, Woodland, CA. 95695**. The proposal must be submitted in an envelope clearly marked with the firm's name and "Knights Landing Revitalization Study". Proposals received incomplete or late, for any reason, shall not be accepted.

B. NUMBER OF COPIES

Offerors shall deliver one (1) original and four (4) identical copies of their proposal to the location specified above on or before the closing date and time for receipt of proposal.

C. PROPOSAL FORMAT

All proposals must be produced on standard 8 ½" x 11" paper (larger paper is permissible for charts, spreadsheets, etc.), portrait orientation, and placed within a left hand bound binder. Proposals are limited to 30 (thirty) pages not including covers or Letter of Transmittal.

1. Proposal Organization

The proposal must be organized in the following format and must contain, at a minimum, all listed items in the sequence indicated.

- a) Letter of Transmittal with signature (1 original and 4 copies)
- b) Table of Contents
- c) Proposal Summary
- d) Experience and References
- e) Project Personnel and Availability
- d) Cost, broken down by task and a grand total. Please include a rate sheet that includes hourly rates for each personnel category. Please include any items not covered by task that might have additional billing.

2. A letter of transmittal must accompany each proposal. The letter of transmittal MUST:

1. identify the submitting organization;
2. identify the name and title of the person authorized by the organizations to contractually obligate the organization;
3. identify the name, title and telephone number of the person authorized to negotiate the contract on behalf of the organization;
4. identify the names, titles and telephone numbers of the persons to be contacted for clarification;
5. be signed by the person authorized to contractually obligate the organization;
6. acknowledge receipt of any and all amendments to this RFP

3. Experience and References

Provide the name, address and telephone number of three references similar in size to the County. State in general terms types of services provided for each of the referenced so that the County may inquire with the reference if the services were satisfactorily prepared. The County shall not be used as a reference.

4. Project Personnel and Their Availability

Include resumes of the key personnel from your firm who would be assigned to perform the services described and their availability. Include an organizational chart of personnel involved in the project. Yolo County reserves the right to approve Consultant's project manager and any requested personnel and subcontractor changes during the course of the contract.

The County reserves the right to reject any and all proposals submitted; to request clarification of services submitted to request additional information from competitors; to award various scope elements to different contractors, and to waive any irregularity in the proposal and review process, as long as County procedures remain consistent with CDBG and Yolo County procurement requirements.

5. Consultants will be ranked on the criteria listed below:

- a) General firm and individual experience;
- b) Specific economic development experience;
- c) Experience in Yolo County;
- d) Proven capacity to perform the scope of work;
- e) Experience with federal and state economic development grant application preparation processes and costs associated with preparing, implementing, and administering such applications.
- f) Staff availability;
- g) Ability to perform scope of work in a timely manner.

TERMS OF REQUEST FOR PROPOSALS:

- 1. Acceptance of Proposals: The County reserves the right to reject any and all proposals and to waive any informality, technical defect, or clerical error in any proposal. This RFP is not an offer to contract.
- 2. Oral Communications: Any oral communication between the County and the Consultant is not binding, nor will it modify the RFP in any way.
- 3. Amendments: If deemed necessary by the County, the County may amend the RFP in writing. The amendment will be emailed to all Consultants receiving the RFP. The written modifications may be made via email.
- 4. Proposal Cost: The cost of developing the proposal is the sole responsibility of the Consultant; the County is not liable for any costs incurred by those submitting proposals.
- 5. Proposal Submission: Consultants may submit their proposal by U. S. Mail, Fed Ex, or courier. Proposals must be received at the address noted by the time noted. Proposals sent via email will not be accepted.
- 6. Basis for Proposal: The RFP and any amendments to it represent the most definitive statement the County will make concerning information upon which proposals are to be based. Consultants will be assumed to have thoroughly examined these documents. The Consultant shall request any clarification to these documents in writing at least one week before the deadline for proposal submission. Written interpretations or changes to the RFP made by the County will be furnished to all Consultants receiving the RFP.

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