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# REQUEST FOR PROPOSAL

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Green Industrial  
Autobody Park  
Feasibility Study

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## OVERVIEW

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EHC is soliciting proposals from qualified consultants to develop a report analyzing the economic feasibility of redeveloping the Brownfield site San Diego Wood Preserving Company, located on 2010 Haffley Ave National City into a Green Industrial Autobody Park (GIAP).

Environmental Health Coalition (EHC) has been working with the City of National City to transform Old Town, National City into a healthy community. In 2010 the City adopted the Old Town Specific Plan which rezoned the area and calls for the phase-out of incompatible uses such as auto body shops.

In order to maintain the services and the jobs provided by these businesses EHC is working with the City and other stakeholders to facilitate the development of a green industrial park to make room for some of the businesses that will be phased out.

In 2008 the National City Redevelopment Agency prepared an Industrial Park Feasibility Study to evaluate the feasibility of creating an industrial park comprised of identified auto repair facilities and small businesses relocated from a mixed zone environment to a singular focused space. The study examines the feasibility of implementing such a plan and identifies potential models. It goes further to review the economic feasibility of the models and describes possible government funds that would be appropriate for the transition.

The economics of the feasibility study were developed in the context of redevelopment funding. Five years have passed since the study was completed and numerous conditions have changed, chief of which is the termination of the Redevelopment Agency in National City, a result of changes in state law. An updated feasibility study is needed to identify funding mechanisms for the development of the GIAP under existing conditions with meaningful stakeholder input at the San Diego Wood Preserving Company, located on 2010 Haffley Ave National City.

## SCOPE OF WORK

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The report and study development process must include the following activities:

### **A. Review background and existing conditions**

The GIAP will encourage the most-up-to-date green industrial practices located away from schools, residential areas, and other sensitive uses. A successful report will demonstrate a comprehensive review of background documents and existing conditions. This report will include, but not be limited to the following specific activities:

- Review National City's Industrial Feasibility Study.

- Assess and demonstrate local marketing potential and viability.
- Identify the needs of the autobody shops in Old Town. Consultant should work in collaboration with the National City Green Industrial Autobody Park Working Group (WG) composed of the partners and EHC's National City Community Action Team (CAT) to include the previously identified needs of the autobody shops. Autobody and paint shop owners face many challenges that make doing business difficult. An industrial park that addresses those challenges offers an incentive for prompt relocation, and off-sets any potential associated costs. For instance, autobody and paint shops are facing a constant shortage of parking. An industrial park that presents a means to addressing that need would be attractive.
- Create a profile of the old San Diego Wood Preserving Company, located on 2010 Haffley Ave National City, CA 91950. It should include but should not be limited to ownership, estimated market value, and needed infrastructure improvements.

**B. Compare implementing business models and determine cost of project development.**

The study should assess two scenarios; the One-Story Conventional Industrial Condominiums Scenario and the One-Story Shared Facilities Scenario presented in the 2008 Feasibility Study. The analysis will provide a recommendation on the best alternative. In order to complete this task the study should accomplish the following:

- Assess the financial feasibility of both scenarios noted above.
- Specify design, greening, operation requirements, and cost for the 2 models.
- Test the feasibility of the models that may be a good fit for the City.
- Review and assess marketing potential as an economic indicator for future success as well as possible economic return. This will provide potential business confidence to move forward with that project.
- If desired, consultant may provide an analysis of an alternative model in addition to the two required analyses.

**C. Identify private and public capital sources to develop Industrial Park.**

Identification of private and public funding sources and leveraging opportunities is key to project implementation. This study would include specific activities to be accomplished under this task including but not limited to:

- Identification of potential funding sources and leveraging opportunities.
- Define a timeline to secure capital sources and implement a multifaceted business plan.
- Develop a private investment scenario for the overall project that will describe investment potential and opportunities for socially responsible investors.

**D. Compilation of community information and priorities through workshops with the Working Group and other stakeholders.**

The GIAP is a key component of Old Town's community driven vision for a healthier community. The study development process will engage community residents and

stakeholders to ensure the report reflects community priorities. In order to complete this task the study should accomplish the following:

- Participate in one workshop with the WG to identify business needs for relocating to the green industrial park, evaluate best practices for the park, identify community priorities and develop a vision for the green industrial park that addresses these issues.
- Provide a draft presentation of the complete report to the WG at a WG meeting for review, brainstorm, and to obtain feedback.
- Incorporate stakeholder feedback into revised report and provide a presentation to WG.

## ANTICIPATED OUTCOMES

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The following outputs will be generated as part of the GIAP Financial Study:

1. Demonstrate feasibility of the Green Autobody Industrial Park.
2. Identify best alternative to implement project.
3. Identify currently available and feasible funding sources.
4. Create a timeline to successfully acquire funding.
5. Create profile of the old San Diego Wood Preserving Company.
6. Make at least 2 presentations of draft and final reports to WG.

## COMPENSATION

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The maximum compensation for completion of the study is \$50,000.

## CONTRACT PERIOD

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The successful bidder is expected to begin work immediately upon execution of contract and complete the project no later than November 2014.

## PROPOSAL CONTENT

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To be considered all proposals must include the following information:

- A. Qualifications and Experience: Discuss the consultant's or firm's qualifications and experience relative to the tasks described above and provide a history of the firm's performance on similar projects. Relevant consultant qualifications include, but are not limited to, the following:
- *Demonstrate* knowledge and previous experience of equitable economic development.
  - Exhibit knowledge and previous experience of small businesses, preferable autobody shops or similar types of operations.
  - Demonstrate experience by provision of samples of similar Projects completed by proposed project staff.
  - Experience *working with communities of color*, and immigrant communities.
  - Samples of previous projects meaningfully integrating community priorities in the planning process.
- B. Capacity: Consultants must provide information on the capacity of the consultant or firm, including availability of personnel and equipment to perform work, financial stability of the firm, and commitment to present workload as it affects the firm's ability to complete the work by the specified deadline.
- C. Project Personnel: Consultants must provide a listing of the project personnel, including biographies and/or resumes giving relevant education, experience and qualifications of person(s) who will perform the work. The proposal must include hourly billing rates for project personnel, and an estimate of the percentage of total billed time that will be performed by each identified person. Consultants who intend to subcontract one or more elements of this project to other firms/individuals shall identify those work elements to be subcontracted and the firm/individual subcontractor. All subcontractors shall be included in the consultant's statement of qualifications. Subcontractors may not be substituted, nor any portions of the contract assigned to other parties after contract award, without prior written approval by the EHC. Consultants and/or firm teams will need to demonstrate experience with meeting MBE/DBE/WBE goals and propose how goals will be achieved for this project with the utilization of the firm and/or teaming partners.
- D. Stakeholder approach: demonstrate that consultant has high level of experience of working with various stakeholders
- E. General Approach: consultants should detail the approach to planning and managing the project.
- F. Costs and Schedule: The consultant must perform the required tasks within the budgetary guidelines set forth above. The consultant must provide a schedule of activities and associated costs.
- G. Insurance: Proof of professional liability coverage is required. Consultants shall indicate their ability to provide proof of coverage for the following minimum insurance requirements:

- General liability coverage of \$1 million per occurrence and \$2 million in the aggregate
  - Motor vehicle liability coverage of \$1 million combined single limit
  - Proof of worker's compensation coverage
  - Professional errors and omissions coverage of \$1 million
- H. References: Please provide at least three references that are able to address the firm or consultant's general approach to project management and/or the firm's or consultant's qualifications and experience related to the project and/or National City.

## PROPOSALS' REVIEW

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Proposals will be reviewed and evaluated by EHC using the following criteria:

<b>Evaluation Items</b>	<b>%</b>
Qualifications demonstrating knowledge and previous experience of equitable economic development.	20
Demonstrate previous experience of small businesses, preferable autobody shops or similar types of operations.	15
Demonstrated experience by provision of samples of similar Projects completed by proposed project staff	15
Demonstrated capacity working in a low-income communities and bilingual populations	10
Demonstrated integration of background information, issues facing Old Town, National City, research, community and business priorities into industrial park study work plan elements	40
<b>Total</b>	<b>100</b>

## GENERAL TERMS & CONDITIONS

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- A. The successful consultant shall comply with all applicable federal, state and local laws and regulations as may be applicable. Funding for this project is provided through the U.S. Environmental Protection Area Wide Planning Grant. Consultants are advised to review all applicable federal regulations prior to submitting a proposal.
- B. Respondents to this RFP will represent a firm, company or team possessing experience and expertise in economic and planning systems.
- C. EHC reserves the right to enter into a contract for services that is less than the scope of work outlined above. EHC may also reject any and all proposals, waive technicalities, advertise for new proposals, and make such awards as may be deemed to be in the best interests of EHC.
- D. Reports and materials developed by the successful consultant under a contract that may result from this RFP are considered public information and may not be copyrighted.
- E. The successful consultant will assume sole responsibility for the complete project as required in the contract. EHC will consider only one individual/firm/company as the sole point of contact with regard to contract matters, whether or not subcontractors are used for one or more parts of this project.

## TO BE CONSIDERED

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Please **notify** Carolina Martinez with a brief e-mail at [carolinam@environmentalhealth.org](mailto:carolinam@environmentalhealth.org) as soon as possible.

Submit a **full proposal** to Carolina Martinez at [carolinam@environmentalhealth.org](mailto:carolinam@environmentalhealth.org) by **Monday March 3, 2014**. Please provide one copy with a cover letter.

All proposals become the property of EHC. For further information on the Request for Proposals, please contact: Carolina Martinez at [carolinam@environmentalhealth.org](mailto:carolinam@environmentalhealth.org).

EHC is an Equal Opportunity Employer.