Table of Contents

I. Summary of the Solicitation Request .................................................................I-1
   A. Introduction ........................................................................................................I-1
   B. RFQ/RFP Process ............................................................................................I-2
   C. Submittal Schedule ..........................................................................................I-3

II. Description of the Rodeo Town Plaza Site .............................................II-4
   A. Project Location and Site Features .................................................................II-4
   B. Rodeo Area History .......................................................................................II-9
   C. Specific Plan and General Plan Descriptions and Designations ...............II-9
   D. Area Demographics ......................................................................................II-10

III. Development Goals and Design Criteria ...........................................III-1
   A. Background .....................................................................................................III-1
   B. Development Goals .......................................................................................III-1
   C. Land Use Designations ................................................................................III-1
   D. Affordable Housing .......................................................................................III-2
   E. Design Criteria and Guidelines (P-1 Link) ................................................III-2
   F. Financial Terms ..............................................................................................III-2
   G. Public and Private Investments in the Area ..............................................III-3

IV. Submission and Selection Process .......................................................IV-1
   A. RFQ/RFP Process ..........................................................................................IV-1
   B. RFQ Submission Requirements .................................................................IV-2
   C. RFP Submission Requirements ....................................................................IV-4
   D. Submission Schedule and Procedures .......................................................IV-7
   E. Selection Criteria ..........................................................................................IV-9
   F. Limitations and Waiver of Protest .............................................................IV-9
   G. Resources ......................................................................................................IV-10
I. Summary of the Solicitation Request

<table>
<thead>
<tr>
<th>OFFERING SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Site 1 Location:</strong> Rodeo Town Plaza Site 1.5 acres located on Parker Avenue, Investment Street, and Railroad Avenue in Rodeo, California</td>
</tr>
<tr>
<td><strong>Site 1 Ownership:</strong> Contra Costa County (Housing Successor to the Contra Costa County Redevelopment Agency)</td>
</tr>
<tr>
<td><strong>Site 2 Location:</strong> 189/199 Parker Avenue, Rodeo is a 12,500 sq. ft. parcel with an existing 5,063 sq. ft. building.</td>
</tr>
<tr>
<td><strong>Site 2 Ownership:</strong> Contra Costa County</td>
</tr>
<tr>
<td><strong>Preferred Uses:</strong> Residential, Ground Floor Retail, Public Plaza</td>
</tr>
<tr>
<td><strong>Maximum Building Height:</strong> 35 ft.; Maximum 2 Stories Above Ground Floor Retail</td>
</tr>
<tr>
<td><strong>Maximum Development:</strong> Up to 1.0 FAR Excluding Upper Level Residential</td>
</tr>
<tr>
<td><strong>Solicitation Process:</strong> Two-Stage RRQ/RFP</td>
</tr>
<tr>
<td><strong>Deadline for RFQ Submission:</strong> February 20, 2017</td>
</tr>
<tr>
<td><strong>Deadline for RFP Submission:</strong> May 4, 2017</td>
</tr>
<tr>
<td><strong>Inclusionary Requirement:</strong> 15% Affordable, Subject to Negotiation</td>
</tr>
<tr>
<td><strong>County Participation:</strong> Possible to Make Units Affordable, and for Plaza Construction</td>
</tr>
</tbody>
</table>

A. Introduction

Contra Costa County as Housing Successor to the Redevelopment Agency (“County”) is seeking a master developer for two sites in Rodeo. The Rodeo Town Plaza site (Site 1) is located on Parker Avenue, Investment Street, and Railroad Avenue in Rodeo, California, an unincorporated Contra Costa County community. A nearby site, 189/199 Parker Avenue, Rodeo (Site 2) is also under consideration for development, either separately or together with the Town Plaza site. The sites are excellent locations for residential mixed-use development and represent exciting opportunities for the community of Rodeo to enter into a public/private partnership(s) with an experienced developer(s) with the County.

The 1.5-acre vacant Rodeo Town Plaza site (Site 1) consists of three County-owned properties. The County anticipates that this project would incorporate a Rodeo Town Plaza, as well as a combination of residential and commercial uses. It is anticipated that this project will function as the central downtown gathering place for Rodeo citizens, business owners and visitors, and act as a catalyst for further economic development activity in downtown Rodeo.

The County is also the owner of a Site 2 (189/199 Parker Avenue) on the next block west of the Town Plaza site. Proposals to incorporate that property will also be considered. An alternative site for the senior center currently located at 189 Parker Avenue is under consideration.

The purpose of this solicitation process is to select a qualified developer(s) with proven experience, financial resources and professional expertise to conduct a public planning process and develop a high quality, residential mixed-use developments and town plaza for Site 1 in the Rodeo community. The process will be conducted in two phases, first with a Request for
Qualifications (“RFQ”) and then a Request for Proposals (“RFP”). The County anticipates that it will enter into exclusive negotiations for development of the sites, culminating in a Disposition and Development Agreement (“DDA”) with the selected developer(s). This solicitation is being made to developers the County believes would be qualified and interested in this opportunity.

B. RFQ/RFP Process

The County will conduct a two-phase screening and selection process. The RFQ phase is designed to assist the County in selecting a small number of the most qualified developers with the capacity to plan, finance and implement the project(s). During this first phase, the County will learn about the development teams’ previous experience with residential mixed-use development, financial capacity to fund the project, experience with utilizing a community process to develop a plan and general development approach and concept for the Rodeo Town Plaza site. A Selection Committee will review team qualifications and develop a short list of top candidates who will be invited to participate in the second proposal phase.

During the RFP phase, selected developers will be asked to submit a more detailed development proposal for the sites in keeping with the goals and design criteria described in this solicitation. The Selection Committee will then evaluate these proposals and recommend the top development team(s) for the County Board of Supervisors approval. The Committee may also potentially recommend an alternate team, in case negotiations with the first team are not successfully culminated. The County expects to enter into an exclusive agreement to negotiate a DDA with the selected developer(s). In the course of the exclusive negotiations, the County will negotiate all aspects of the development program including the method of land disposition or lease and the provision of any County assistance.

The following selection criteria will be used during the qualifications process (see further details in Sections III and IV of this solicitation):

☐ Ability to engage the community in a productive planning process
☐ Overall quality of the team as shown by their previous experience as well as that of their principals and participants;
☐ Expertise in developing high-quality, multifamily residential and mixed-use projects of similar scope and scale;
☐ Caliber of proposed design professionals;
☐ Experience in successfully structuring and implementing innovative public/private partnerships;
☐ Experience with local development;
☐ Participation of minority, women and veteran-owned businesses;
☐ Financial capability and capacity to undertake the project.

Notwithstanding its intention to select a developer and negotiate a development agreement, the County reserves the right to reject any and all proposals submitted.
**Developer Selection Committee**

The Developer Selection Committee includes the following:

- Up to Two Members, Rodeo Municipal Advisory Council
- Up to Two Members, R-10 Contra Costa County Service Area Committee
- Maureen Toms, Deputy Director, Contra Costa County Department of Conservation and Development
- District 5 County Supervisor’s Representative

The Selection Committee will be advised by the County’s real estate economist. In addition to these members, other County staff and professional advisors retained by the County may be involved in the developer selection process.

**C. Submittal Schedule**

**Important Dates (Subject to Change):**

- RFQ/RFP Released       December 30, 2016
- Informational Meeting for Interested Developers   January 26, 2017
- RFQ Submittals Due       February 24, 2017
- Selection Committee requests RFP from short-listed developers March 11, 2017
- RFP Submittals Due       May 11, 2017
- Selection Committee Recommendation    June 2, 2017
- County Board of Supervisors Selection of Finalist June 20, 2017

The precise submittal due date, time and instructions are included in the cover letter to this RFQ/RFP.

The County may amend this schedule with written notice to all proposers. Further information on the selection process is provided in Section IV of this RFQ/RFP.

**Submittal Information**

All inquiries and submissions of qualifications and proposals should be directed to:

Maureen Toms, AICP  
Deputy Director  
Department of Conservation and Development  
30 Muir Road  
Martinez, CA 94553  
Phone: 925-674-7878  
Fax: 925-674-7251  
Email: maureen.toms@dcd.cccounty.us
II. Description of the Rodeo Town Plaza Site

A. Project Location and Site Features

Site 1, the vacant 1.5 acre Rodeo Town Plaza site, and Site 2, the 12,500 sq. ft. 189/199 Parker Avenue site with a 5,063 sq. ft. building, are located within the unincorporated community of Rodeo in western Contra Costa County. Rodeo is 25 miles northeast of San Francisco and 20 miles northeast of Oakland. Regional access is available by Interstate 80 and by State Route 4 (see Figure I).

Rodeo is a community of about 9,648 people, located on San Pablo Bay with a strong community identity as a small waterfront town with a unique artistic character.

The sites are located in Downtown Rodeo in an area consisting of primarily retail businesses and other commercial uses along Parker Avenue and single and multi-family residential uses on the secondary streets. Site 1 may be able to be expanded through a public road abandonment proceeding involving Railroad Avenue and/or the acquisition of adjacent property. A private property located at 201 Parker is a fire-damaged building that is planned for repair and remodel.

The sites are centrally located near a number of community assets and public improvement projects such as (see Figure II):

- Rodeo Downtown Infrastructure Improvements proposed for Pacific Avenue.
- Rodeo Creek Pathway and Linear Park
- Rodeo Waterfront Revitalization
- Parker Avenue Improvements (completed)
- Lone Tree Point Park (EBRPD)
- The Bay Trail
Figure I
Regional Context Location Map
Figure IV.
Aerial Photo of Site
B. Rodeo Area History

Rodeo began as a stockyard and meat-canning town in the mid-nineteenth century, taking its name from the livestock round-ups that took place there, and has weathered the storms of economic and technological change ever since. After the bankruptcy of the Union Stockyard Company in 1895, the center of local industry became the Union Oil Company, now the Conoco-Phillips refinery, which remains. Prior to the opening of the Carquinez Bridge in 1927, Rodeo served as a terminus for the Rodeo-Vallejo Ferry Company, which ran ferries across San Pablo Bay twenty-four hours a day. Later it was a recreation destination for those who came to Rodeo for its famous striped bass fishing. The waterfront and its renowned fishing continued to be an attraction until the 1980’s, when siltation made it difficult to enter the local marina.

Today, Rodeo is an undiscovered Bay Area community and has a unique quiet and artistic character. Located along the I-80 corridor between the City of Hercules, which has seen a boom of residential and retail development in recent decades, and Crockett, another unincorporated township to the northeast, Rodeo is primarily a bedroom community with limited active retail uses along its main corridor, Parker Avenue. A robust residential market in the early 2000’s brought some development to Rodeo, including some higher density single family homes along Parker Avenue between 7th and Hawthorne Streets, but the historic downtown area, loosely defined as the blocks abutting Parker and bounded by the waterfront and Fourth Street, is under utilized. The downtown is comprised of approximately nine total blocks, including the non-rectilinear block bounded by Third Street, Parker, Railroad Avenue, and Second Street and the adjacent triangle at the intersection of Parker and Rodeo Avenue.

C. Specific Plan and General Plan Descriptions and Designations

Both the General Plan and the Rodeo Waterfront/Downtown Specific Plan designate the Town Plaza site as Residential Mixed Use (see Figure III). The intent of this designation is to encourage new residential development to bring more people into the downtown area and attract more retail development. Commercial uses are intended as complimentary to the residential development and oriented to providing goods and services to neighborhood residents and visitors to Rodeo such as eating establishments, florists, food, personal and business services, personal improvement services, fitness clubs and day care facilities. Park and recreational uses would also be considered as complimentary uses for the site. A critical factor involved in downtown revitalization is the provision of housing centrally located in the downtown which can also revitalize existing businesses and create more economic opportunity. Because of the continually widening gap between average incomes and housing costs, residential developments that: provide opportunities for ownership; that are competitively priced relative to single family homes in the market area; and provide a sense of privacy and quality, are often the most successful form of downtown real estate development.

The County has rezoned the entire Redevelopment Area to Planned Unit District (P-1) and adopted design and development guidelines. The Rodeo Redevelopment Area Planned Unit
Development Zoning code and Design Guidelines adopted on July 25, 2005 implements the Specific Plan’s goals to promote Rodeo’s unique character while providing property owners and developers with an easy to use guide for development in Rodeo that will; 1) Enhance Rodeo’s small town, waterfront, and artistic character 2) Streamline the entitlement process 3) Increase certainty for entitlements and 4) Promote economic vitality through attractive development.

The P-1 codifies the policies and objectives of the County General Plan the Rodeo Downtown/Waterfront Specific Plan, and the Rodeo Redevelopment Plan. The P-1 applies to the approximately 640-acre Rodeo Redevelopment Project Area and includes a Preliminary and Final Development Plan to guide future development. The P-1 also includes minor amendments to the Specific Plan’s development standards to better implement its goals and policies. The amendment includes increasing the allowable density on smaller lots and reducing the allowable setbacks in the downtown mixed-use area.

D. Area Demographics

Rodeo had an estimated population of 9,648 and 3,236 housing units, according to the U.S. Census Bureau’s 2010-2014 American Community Survey 5-year Estimates. The primary market area for a town center development – including Rodeo, Crockett, and northern Hercules – is estimated to have a population of 22,000. The median household income is of Rodeo is estimated to be $68,701. Rodeo is a residential community which boasts a good selection of homes from unique 1930's bungalows to more contemporary dwellings - many with bay views. The Viewpoint subdivision, which was built in the 1970's, offers traditional single family housing stock. Construction projects in the last 15 years include the development of 50 units of affordable rental housing for seniors as well as the construction of 58 single family homes off of Willow Avenue, both situated near Rodeo's gateway. Bay Area home buyers are pleasantly surprised at the price of homes in Rodeo as well as the town's close proximity to job centers in San Francisco, Oakland and Central Contra Costa County.
III. Development Goals and Design Criteria

A. Background

The Rodeo Town Plaza concept was initiated by a grassroots effort to establish a town plaza to serve as a community gathering place. Early organizers of the Town Plaza concept have done extensive work with existing community groups to become involved in the project. As a result, the project has much community support and some resources already dedicated to the town plaza component of the project (i.e. bricks, money, etc).

To further the community’s goal, the former Redevelopment Agency acquired three lots that would be able to house not only the town plaza, but a new mixed use development to act as a catalyst for the high quality development desired in the downtown area.

The Rodeo Town Plaza site offers the Rodeo community and the developer an opportunity to create a well-designed, residential mixed-use development and community gathering place that can be a model for future developments in the area. New development must build on Rodeo’s unique character and set an example of high quality development in the area. An opportunity may exist to build on the presence of an existing artist community in Rodeo. The County’s commitment to a quality environment extends beyond that of a specific building or site, but to the appropriateness of the development within the overall urban fabric of the community.

The site at 189/199 Parker Avenue is an occupied 5,063 sq. ft. building occupied by the Rodeo Senior Center (189 Parker Avenue) and non-profit job training office (199 Parker Avenue). This property is offered as an alternative to be included for development. The County is actively working to establish a new facility for the Senior Center to replace the existing use at 189 Parker Avenue.

B. Development Goals

The County would recommend that interested developers adopt a creative development and design approach to the sites. Consistent with public financing requirements, the County will allow the developer flexibility in urban design in order to achieve a successful development program. The County encourages the submission of a plan for residential mixed-use development on the Rodeo Town Plaza site and Site 2 utilizing the highest possible standards of design and the least amount of financial participation by the County. Proposals that reflect the integration or inclusion of properties adjoining or near the subject site as part of the development will be given favorable consideration.

Development assumptions for the Site 1 is envisioned to consist of the County parcels combined with a proposed vacated portion of Railroad Avenue in order to build a Town Plaza bounded on either end by mixed-use development with townhouses, live/work units (including artist lofts), and retail, including a potential specialty market, health clinic, and additional square footage divided into smaller spaces. Site 2 is envisioned to be developed as mixed-use or multiple-family residential.

C. Land Use Designations

In 2005, the County adopted the Rodeo Redevelopment Area Planned Unit Development Zoning Code, which outlines allowable uses, development standards, conditions of approval, and design
guidelines for new development in the Rodeo community. Final Design for both sites should be consistent with the P-1 criteria or clearly articulate why an alternative development concept would be more desirable.

D. Flood Zone

The Rodeo Creek flows through town before it empties to the bay. The sites are one-block from the creek and are within the 100-year flood zone. Development designs will need to incorporate mitigation measures to address potential flood impacts.

E. Affordable Housing

Health and Safety Code, which governs the disposition of the former redevelopment sites requires 15 percent of new housing to be affordable to very low income (six percent) and moderate income (nine percent) households. The County prefers a mixed income product and can exercise some flexibility with respect to income targeting related to these requirements. The County will also work with any selected developer to identify prospective sources of public financing to assist in addressing the financial gap created by affordability requirements. The County also has a Density Bonus ordinance and guidelines that allows for additional units in exchange for providing affordable housing units.

F. Design Criteria and Guidelines

The sites are prime developable location on Parker Avenue, Rodeo. Design of the developments should reflect careful consideration to building scale, streetscape and other elements that promote a compatible relationship with the surrounding area. The County would like to emphasize the following general design policies:

- Create a lively downtown element with a strong sense of community.
- Design new development with interesting facades and an orientation to adjacent streets and pedestrian ways.
- Encourage interesting storefronts and minimal driveway conflicts. Provide a pedestrian friendly and active ground floor level that is sensitive to human scale.
- Parking for commercial uses should be located at the back, sides or underneath buildings with access strategically placed.

G. Financial Terms

The following is an outline of general terms and conditions for the County’s financial participation in the planned residential project for the subject site. These parameters would provide the basis for drafting appropriate sections of a DDA.

Developer Requirements

- Developer assumes all development costs including without limitation: acquisition of property, relocation costs, entitlement costs, development costs, and financing costs. The developer will pay full property taxes and all standard governmental fees. Any costs incurred by the County for the pre-development materials (e.g., maps, County documents, etc.), development, inspections, or
marketing and management shall be reimbursed by the developer. The County may consider financial assistance as set forth below.

- Developer is fully capitalized for all private development.
- Developer assumes the risk for all upfront entitlement costs.
- Developer/Development will be required to operate and maintain the Rodeo Town Plaza.

**County Participation**

- County will consider selling its owned properties to the developer under terms necessary to assure financial feasibility and realization of housing affordability goals, subject to independent verification of the developer’s economic justification.
- County can assist with identifying financing (i.e., issuance by the County of tax exempt bonds, other subordinate funding, etc.) for the project.
- The proposed development will be subject to the County’s adopted prevailing wage requirements.

**H. Public and Private Investments in the Area**

The County has made and is expected to continue making significant investments in the Rodeo area. The County Board of Supervisors approved the Rodeo (P-1) rezoning in 2005. This zoning program allows for a more streamlined development process.

**Community Infrastructure Improvements**

The former Redevelopment Agency completed a major Parker Avenue Reconstruction and Streetscape project. The Parker Avenue Reconstruction Project was an approximately one-mile long project that revitalized downtown Rodeo by creating a more pedestrian- and bike-friendly environment. Improvements included new landscaped median islands, a new road surface with bike lanes and street parking, new sidewalks with colored concrete at the downtown intersections, decorative pedestrian lights, benches, improved street drainage, new safety street lights, and many other items intended to improve the overall infrastructure of the downtown. The former Redevelopment Agency also funding an infrastructure improvement study for downtown Rodeo and limits implementation of the plan. Pedestrian improvements between the terminus of the Rodeo Creek Trail (at the end of Investment Street) and the Rodeo Marina, by installing sidewalks and street crossing along Pacific Avenue in Rodeo.

**Other Community Revitalization Projects**

There are a number of other projects contributing to community revitalization in the Rodeo area that have been completed in the last three years, are underway, or are committed to be completed.

- *Waterfront Marina* – In the late 1980's and early 1990's Rodeo started the process to revitalize its community, including establishing Rodeo as a Redevelopment Project Area in 1989. In 1997 the Rodeo Specific Plan was adopted. In 2001 a Strategic Plan was developed to implement the Specific Plan, including a recommendation to do an environmental assessment and a marina study. The County then initiated the “predevelopment study” which included a Brownfield Assessment, marina study, and a financial analysis. Recent plans include a Brownfield Assessment which is being funded by the EPA. An urban winery recently opened at the marina and future development could include expanded marina usage and mixed-use residential and retail uses.
- **Willow/Hawthorne Mixed-Use Proposal** – Proposal is to develop a mixed-use Retail and Residential Housing development at the corner of Willow and Hawthorne, Rodeo.

- **201 Parker Avenue** – A proposal to improve the fire damaged building at 201 Parker Avenue has been submitted to the County Department of Conservation and Development. The site may be included with a development proposal, however a selected developer would need to work directly with the private property owner to determine if there is interest to sell the property.

- **Senior Housing Expansion** – The non-profit owner of the Rodeo Gateway Apartments are exploring the possibility of constructing additional apartments and senior center space on the vacant site adjacent to their existing development.

As evidenced by the above-listed revitalization efforts, the County is committed to and strongly supports the revitalization of the Rodeo Area.
IV. Submission and Selection Process

This section provides detailed information on the procedures, requirements, schedule and criteria for selecting a master developer to undertake the development of the two sites. The County encourages all qualified developers to provide concise submissions, for one or both of the sites, which provide sufficient detail to enable the Selection Committee’s evaluation of the developers’ expertise and financial capacity.

A. RFQ/RFP Process

The purpose of this solicitation process is to select a qualified developer with proven experience, financial resources and professional expertise to deliver high quality, transit-oriented, residential mixed-use development for the Rodeo Town Plaza site. The process will be conducted in two phases, first with a Request for Qualifications and then a Request for Proposals. The County anticipates that it will enter into exclusive negotiations for development of this site, culminating in a Disposition and Development Agreement with the selected developer. This solicitation is being made to developers the County believes would be qualified and interested in this opportunity.

The County has the sole authority to select the developer for the Rodeo Senior and Town Plaza Sites. A Selection Committee will advise the County during the developer selection process. County staff, led by Maureen Toms, Deputy Director of the Department of Conservation and Development Department will be responsible for overall project administration. In addition, the County will utilize, as necessary, the services of a real estate economist for real estate economics and assistance in the evaluation of development proposals.

The Committee (see Section I.B) will be responsible for review of both the developer qualifications and development proposals. In the Request for Qualifications phase, the Committee expects to designate several of the most highly qualified developers to proceed onto the Request for Proposal phase. In this second phase, the Committee may hold informational sessions with developer team representatives to assist them in preparing responsive proposals. A record of these sessions and the information they generate will be shared with the other proposers.

Once the solicitation process has begun (after the release of the RFQ/RFP), developers are cautioned not to undertake any activities to promote or advertise their development proposal except in the course of County-sponsored presentations. Other than discussions with County staff (which are encouraged), developers are not permitted to make any direct or indirect contact (through others) with members of the Contra Costa County Board of Supervisors, or the Selection Committee concerning their proposal, except in the course of County-sponsored discussions. Developers may request a County-sponsored discussion with an elected official on a key topic of concern by submitting a request in writing via fax or e-mail to Maureen Toms at the contact information provided in Section C below. County staff will provide a synopsis of all discussions with potential proposers and distribute synopses to all interested parties. Violation of these rules may result in disqualification of the developer.
B. RFQ Submission Requirements

Each developer response to the RFQ should include:

1. Cover Letter
2. Identification of Development Team
3. Qualifications and Experience in Mixed-Use Development/Downtown Revitalization Development
4. Evidence of Financial Capacity
5. References
6. Identify the site or sites of interest
7. Initial Project Concept Based on Developer Experience with Comparable Developments

Each of these items is further described below.

1. Cover Letter

The submission must contain a cover (or transmittal) letter signed by the “team representative,” the person authorized to represent and negotiate on behalf of the development company. The letter should state the legal name and form of the development company, as well as provide the mailing address, phone numbers and e-mail address of the team representative. It should also state that the team agrees to the conditions of the County’s RFQ/RFP requirements, as described in this solicitation.

2. Identification of Development Team

The submission must identify the developer and all members of the development team, including the legal nature of the firms and their relationship to each other, any joint venture partners, and the nature of the partnership interests:

☐ Identify the development entity’s name, street address, telephone number, fax number and e-mail address. Specify the legal form of the organization (e.g. corporation, partnership, joint venture, other) and the date the organization was formed.

☐ Indicate the name of the “team representative” who has the authority to represent and make legally binding commitments on behalf of the development entity, and be ultimately responsible for negotiating the DDA with the County.

☐ Indicate the name of the “project manager” (if different from above).

☐ List all officers, partners or owners of the development entity by name, title and percentage of ownership.

☐ Provide names, addresses, telephone numbers, fax numbers and e-mail addresses of all team members. At a minimum, provide this information for the team representative, project manager (if different from team representative) and architect.

☐ Provide organizational chart(s) clearly indicating legal and managerial relationships among team members, proposed management structure and role of each individual on the development team.
☐ List whether development entity or team members are wholly or partially minority-owned, women-owned or veteran-owned.

3. **Qualifications and Experience in Residential Mixed-Use Development**

The submission must describe the developer’s previous relevant project experience for each principal, partner or co-venturer participating in the development:

☐ Include a one page summary description of the qualifications and experience of each team member (supplemental information and/or brochures may be included at the end of the response).

☐ Provide professional resume of the team representative and project manager (if different from the team representative) indicating qualifications and experience.

☐ Include up to a one page description of each partner, principal or co-venturer’s recent development experience. This development experience should include developments that are similar to the kind of development being proposed in the RFQ/RFP in the last five years.

☐ Provide the following information for comparable developments, preferably public/private partnerships, developed by the development team in the last five years:

1. Description of each development including location, land uses by square feet, number of housing units, site plan and elevation, total development cost, construction schedule, completion date, and current occupancy levels.

2. Photograph(s) for each development, showing the project upon completion, or if the project is currently in process, graphic representations such as conceptual plans and/or renderings.

3. Respective roles of the proposed development team members.

4. Financing structure, including a description of how critical issues were resolved during the negotiation process.

5. Description of participation or negotiations with a public agency, including key accomplishments during the entitlement process.

6. Reference(s) for each comparable project.

4. **Evidence of Financial Capacity**

Submittals should provide evidence that the development entity has the financial capacity to purchase the property from the County and carry out the proposed project including:

☐ Financial Statement of the development company, or its principal component(s), for the two most recent calendar years or fiscal years (audited statements are preferred, if available). If not included in the notes of the balance sheet, please attach a list of all outstanding long term debt including the name of lender, amount and date due. If the lead development company is also a subsidiary, please also provide the financial statements of the parent company. Smaller for-profit firms without financial statements are still encouraged to submit qualifications. The County has the flexibility to work with the proposing firm to evaluate financial conditions.
☐ Letter(s) from lender(s) outlining terms and conditions of previously financed developments, the developer’s performance on the financing, as well as confirming the developer’s financial capacity to undertake and complete a project of a similar scale to the proposed project.

☐ Any additional evidence demonstrating that the development team has the financial capacity to develop this property.

5. References

All major development team members must provide references including names, addresses, phone numbers and a description of the firm’s relationship to the reference. At a minimum, the developer must provide references from at least three financial institutions and at least two public agencies from which the developer obtained development entitlements for a comparable development project. Public agency references may include redevelopment agencies as subordinate lenders.

6. Identify the subject site of sites of interest.

7. Initial Project Concept Based on Experience with Comparable Developments

Submittals should include a concise narrative regarding the development team’s initial project concept for the Rodeo Town Plaza site development, based on its experience with the comparable developments described in Section III above. Developers are encouraged to respond critically and creatively to the design criteria described in Section 3 of this solicitation. No site specific drawings or financial analyses are required to be submitted in response to the RFQ. Submittals should also include the following:

☐ Residential Project: Indicate the approximate number of units the team proposes to construct, delineated by the type of units, percentage of below market rate units and estimated size of units.

☐ Non-Residential Uses: Indicate the type of non-residential amenities the team may include in the development plan, such as neighborhood-serving retail, etc.

C. RFP Submission Requirements

Only those qualified developers notified by the County, in writing by mail or by facsimile, shall submit an RFP package. Following action by the County and written notice to proceed, developers selected in the first phase of the developer selection process will be given approximately seven weeks to prepare a complete development proposal. Developers will be scheduled to meet with County staff as soon as notified that they have been selected to participate in the RFP stage, in order to discuss potential development components, submission requirements and selection criteria.

The Selection Committee and County staff will review carefully the responses to the RFP. During this review period, the County may request that developers clarify, supplement, modify or provide additional information regarding various aspects of the information submitted. The
The County, after receiving the advice of the Selection Committee, intends to select developer/operator team(s), depending upon proposals received for the two sites, to enter into an exclusive right to negotiate a DDA. An alternate developer may also be designated, and this alternate developer would have the opportunity to proceed should negotiations with the first developer prove unsuccessful. As noted previously, any or all offers may be rejected at the discretion of the County.

Each developer response at the RFP stage should include:
1. **Cover Letter**
2. Any Proposed Modifications to Development Team
3. Narrative Description of Project Concept
4. Graphic Presentation of Project Concept
5. Proposed Management Approach and Schedule of Performance
6. Description of Project Financing and Site Acquisition or Lease

Each of these submittal requirements is further described below.

1. **Cover Letter**
   The submission must contain a cover (or transmittal) letter signed by the person authorized to negotiate on behalf of the developer. The letter should state the legal name and form of the development company and the name of the chief negotiator who will bind the development team during the Exclusive Right to Negotiate and DDA process.

2. **Any Proposed Modifications to Development Team**
   The submission must contain any proposed modifications to the development team, team representative, project manager or organizational structure. If new team members have been added, then the proposal should include relevant information for each new member, as described previously in Sections II and III of the RFQ request.

3. **Narrative Description of Project Concept**
   All proposals must include a written description of the proposed development concept, including proposed uses and scale of development (e.g., the number and type of land uses, square feet and type of residential and commercial space, and related information). The written description should also contain information depicting the proposed character and quality of the development. The County strongly encourages innovative responses to the goals and design criteria described in Section III of this solicitation.
4. **Graphic Presentation of Project Concept**

All proposals should include a graphic description of the proposed development consisting of a site plan, massing diagram and illustrative rendering. The plans should reflect excellence in architectural design, promote an active street frontage and encourage people to live in this area. (Final development and architectural plans will be subject to review and approval by the County during the Exclusive Right to Negotiate period.)

All drawings must be 24” by 36” blackline prints, laid out horizontally. Ten (10) sets are required. In addition, one reduced (11” x 17”) shall be submitted. The proposal must include the following:

- Site plan at a scale of 1” to 40’. Site plan should illustrate proposed building(s) locations, parking, landscape and hardscape areas, finished floor and roof elevations, and must be fully dimensional. Surrounding streets should be shown for reference.
  - NOTE: The Site Plan will be considered a Conceptual Plan and will be subject to adjustment and County approval once a developer(s) has been selected and the details of the project are finalized through the negotiation process.

- Tabulations in square footage and percentages of the following must be shown on the site plan:
  1. building footprint and landscaped and hardscaped areas; (2) individual building tabulations depicting gross floor area and gross leaseable floor area as well as use; and (3) parking spaces by standard, compact, disabled and loading spaces.

- Massing Diagram: A massing diagram that illustrates the proposed development and indicates the height of the roof, step backs in height, height of parapet.

- Rendering: A rendering of the proposed development that illustrates the proposed design and shows the proposed treatment of the building’s three front sides.

5. **Proposed Management Approach and Schedule of Performance**

Proposals must describe the management approach proposed by the developer for the development sites, specifically describing the proposed relationship with the County:

- Describe how the DDA would be negotiated and culminate in a completed development.
- Describe how the Development Concept will be refined and entitled.

The proposals should include a proposed development schedule, assuming a 180 day period for negotiating the DDA with the County. The preliminary schedule should include items pertaining to the possible conveyance of the property and/or access to the various portions of the site on a phased basis, if desired. Also include a preliminary construction schedule. These items will be more fully addressed in the DDA that will be the ultimate contract between the developer and the County. The proposed schedule should include the time required to:

- Prepare design documents and obtain development approvals.
- Inspect and complete due diligence investigations of the site.
- Purchase or lease the property.
Comply with CEQA as needed.
Prepare working drawings/construction specifications and obtain building approvals.
Obtain construction/permanent financing.
 Undertake and complete site clearance/preparation.
Start and complete construction of improvements.
Complete occupancy, lease-up and sale period.

The timelines must include the proposed phasing of this project by use. The phasing plan should be based upon project design and market considerations.

6. Description of Project Financing and Site Acquisition

The proposals must include an estimate of total project development costs and a financing plan for the proposed project. Proposals must contain a pro forma analysis of gross and net operating income, both during the initial lease up/sales period, and after full occupancy is achieved. Developers should prepare annual schedules of estimated cash flows during the first ten years of the project, with all assumptions clearly noted. (A shorter time period may be used for residential sales products.)

Proposals should identify the amount of debt and equity financing needed to develop the project and sources available to provide such financing. In order to establish and justify the developers’ pro forma and cash flow assumptions, a concise justification of the assumed pricing, rent and absorption schedule must be included in the submittal.

The proposal must include the price the developer is seeking to pay for the land. However, the final purchase price for the land will be subject to business terms and final negotiations of the DDA Proposals.

The proposal must contain the developer’s proposed financial terms for County participation with this project. The proposal should also present the number of spaces and development cost of any privately dedicated parking to serve the residential and commercial components and indicate how these spaces will be financed. The County reserves the right to establish final terms of the financial agreement during negotiations with the selected developer.

D. Submission Schedule and Procedures

1. Request for Qualifications

Developers will be given until February 24, 2017 to prepare their Statement of Qualifications. County staff and the Selection Committee will carefully review the Statement of Qualifications and may contact or meet with any or all of the developers to obtain additional information and/or clarify the submittals. After evaluating all responses, the Selection Committee will determine the most highly qualified developers to participate in the second phase of the developer selection process.
Interested developers should mail or deliver TEN (10) bound copies and ONE (1) unbound camera-ready original of the Statement of Qualifications to the County for receipt no later than the date and time indicated in the transmittal letter that is included on the first page of this RFQ/RFP.

Developers who wish to discuss the submission requirements, development concepts and/or selection criteria may schedule meetings with County Staff by contacting Maureen Toms.

2. **Request for Proposal**

Developers will be given written notification by the County indicating that they are pre-qualified to submit a development proposal. As with the first stage submittals, County staff and the Selection Committee will analyze the proposals, request written clarifications, as needed, and will interview some or all of the developers. After evaluating the proposals, the Selection Committee will recommend the most highly qualified development team or teams to the County and County Board. The County and County Board will make the final selection and authorize an Exclusive Right to Negotiate with the selected development team. The County and County may also designate an alternate team for potential future consideration, should negotiations with the first team not culminate in an agreement.

Pre-qualified developers should mail or deliver TEN (10) bound copies and ONE (1) unbound camera-ready original of the Proposal for receipt no later than the date and time indicated in the transmittal letter that is included on the first page of this RFQ/RFP.

Developer Qualifications and Proposals should be sent to:

Maureen Toms Deputy Director  
Department of Conservation and Development  
30 Muir Road  
Martinez, CA 94553  
Phone: 925-674-7878  
Fax: 925-674-7251  
Email: Maureen.toms@dcd.cccounty.us

3. **Timetable (Subject to Change)**

The tentative timetable for the developer selection process is as follows:

- RFQ/RFP Released: December 30, 2016
- Informational Meeting for Interested Developers: January 26, 2017
- RFQ Submittals Due: February 24, 2017
- Selection Committee requests RFP from short-listed developers: March 11, 2017
- RFP Submittals Due: May 11, 2017
- Selection Committee Recommendation: June 2, 2017
The precise submittal due date, time and instructions are included in the cover letter to this RFQ/RFP.

The County may amend this schedule with written notice to all proposers.

E. Selection Criteria

1. RFQ Selection Criteria

The County will use the following set of criteria to fairly evaluate the Statements of Qualifications:
   - Quality of overall developer or team qualifications.
   - Developer’s financial strength and current relationship with financing sources.
   - Previous experience with comparable high density development projects and timeliness of project completion.
   - Project Manager’s qualifications and experience with comparable projects.
   - Capacity and creativity in meeting County’s goals and/or County’s design criteria.
   - County and County goals for minority, women and veteran owned businesses.
   - Team’s comparable development and management experience.

2. RFP Selection Criteria

The County will use the following set of criteria to fairly evaluate the Proposals:
   - Quality and completeness of proposal.
   - Creativity of the design proposal and the developer’s proven ability to effectively meet the County’s goals, land use designations and design criteria. (The County welcomes design proposals that exceed the design criteria and/or sufficiently describe why they cannot be addressed.)
   - Demonstration of financial viability, indicating feasible project economics, including market and pro forma analyses as well as developer financial capability to execute the proposal.
   - Favorable business terms and development schedule.

F. Limitations and Waiver of Protest

The following limitations apply to the RFQ/RFP process:
   - The final selection shall be made at the sole discretion of the County. The County is under no obligation to select any set of qualifications or proposals submitted, and may at its discretion reject any or all submissions. The final selection will not require competitive bidding.
   - All materials submitted become the property of the County.
The selected developer will be responsible for obtaining development approvals from the County. The County will provide the developer with a reasonable option period to obtain development approvals. The County makes no guarantee about the county granting the requested development approvals.

The County will not pay any commission to a buyer’s broker.

The County reserves the right to select and compose a development team from those firms that respond to the RFQ.

Selection of a development team in no way obligates the County to enter into a DDA or DDOPA with the selected developer.

All off-site and in-site preparation costs will be at the sole cost and expense of the developer, including, but not limited to gas, water, electric and sanitary sewer services, storm drainage, access, grading, flood mitigation and development impact fees.

By submitting a response to this RFQ/RFP, each proposer expressly waives any and all rights that it may have to object, protest or seek any legal remedies whatsoever regarding any aspect of this request, the County’s selection of a developer, the County’s rejection of any or all submittals, and any subsequent agreement that might be entered into as a result of this Request. Each proposer acknowledges, by submission of a response that it is aware of and is voluntarily relinquishing its rights to object, protest or judicially challenge the solicitation, evaluation and award process as described above.

G. Resources

Interested parties can review the following documents via the County’s website or in person at the County offices:

- Contra Costa County General Plan
- Rodeo Downtown /Waterfront Specific Plan
- The Rodeo Redevelopment Area Planned Unit Development Zoning Code (P-1)
- Contra Costa County Density Bonus Ordinance
- Development Strategy and Feasibility for a Rodeo Town Center Mixed Use Project

If you would like to review these documents, please visit the County website at http://www.co.contra-costa.ca.us/3383/Conservation-and-Development or make an appointment with Maureen Toms at 925-674-7878 or Maureen.toms@dcd.cccounty.us.