



Developer Selection

Preparation for Upcoming Presentation of Proposals

Contents

1. Context: the developer selection process
2. Preparation for upcoming community meeting

Overview of Selection Process

Parameters

1. Development Parameters – Set the parameters for what will be built, based on public feedback from 16 CAC meetings (complete)

RFQ

2. Request for Qualifications (RFQ) - Evaluate interested developers, invite most qualified to submit proposals (complete)

RFP

3. Request for Proposals (RFP) – Evaluate concept-level proposals from “short listed” development teams, select developer based on quality of proposal (in progress)

This process is documented in detail at the RFQ/RFP website, <http://sfwater.org/balboa>

RFQ Timeline

Parameters

RFQ

RFP

- **Nov. 11, 2016** – RFQ issued
- **Jan. 18, 2017** – RFQ responses due
 - RFQ responses reviewed, discussed, and scored by evaluation panelists (City staff, CAC Chair, City College representative)
 - Results endorsed by SFPUC General Manager
- **March 9, 2017** – RFQ results announced
 - Three highest-scoring development teams invited to submit proposals (Request for Proposals (RFP) process)

RFQ Results: Teams Invited to Submit Proposals

Parameters

RFQ

RFP

- AvalonBay Communities and BRIDGE Housing with Mission Housing, Pacific Union Development Company, and Habitat for Humanity of Greater San Francisco
- Emerald Fund and Mercy Housing
- Related Companies with Sares Regis Group of Northern California, Curtis Development, and Tenderloin Neighborhood Development Corporation

Next Step: RFP Process

Parameters

- **March 9, 2017** – RFP issued
- **June 2, 2017** – RFP responses (proposals) due
- **Mid-June, 2017** – Public presentation of proposals (and posted online for review and comment)

RFQ

- **Late June, 2017** – Developers submit written responses to public comment

RFP

- **July-August, 2017**
 - Proposals and developer responses reviewed by eval.panel
 - Developer selection announced
 - SFPUC Commission endorses selection

Next Step: RFP Process

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- **March 9, 2017** – RFP issued
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RFQ

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RFP

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RFP Overview

Parameters

RFQ

RFP

- Download complete RFP at <http://sfwater.org/balboa>
- Submittal Requirements:
 - Proposal
 - Description
 - Drawings
 - How proposal relates to the Principles & Parameters
 - Financing plan
 - Description
 - Evidence of ability to obtain funding
 - Financial models demonstrating feasibility, ability to provide fair market value to SFPUC ratepayers
 - Financing approach to hypothetical scenario (for comparison)

RFP Overview (continued)

Parameters

RFQ

RFP

- Scoring Criteria
 - Proposal (65 points)
 - Incorporation of Development Principles and Parameters
 - Site design and neighborhood character
 - Ability to succeed in implementation based on stakeholder engagement, understanding of process, schedule, and operations plan
 - Financial Feasibility (35 points)
 - Expected land price to SFPUC ratepayers
 - Project is realistic, can obtain financing, reflects sophisticated understanding of real estate economics and local market conditions

Proposals Presentation: Objectives

Parameters

RFQ

RFP

- Allow community members to see proposals and comment on them
- Give proposers the opportunity to respond to feedback (in follow-up memo)
- Provide evaluation panel with information about:
 - Community's response to various proposals
 - Proposers' responses to community feedback

Proposals Presentation: Format

Parameters

- Community forum (not standard CAC meeting)
- Held on a Saturday in June (date TBD)

RFQ

- Agenda

- First proposer presents its proposal, followed by:
 - Clarifying questions
 - Public comment (verbal)
 - Opportunity to provide additional feedback on comment cards
- Process repeated by second and third proposers (order TBD)

RFP

After the Proposals Presentation

Parameters

- Proposal information posted online for additional review
- Additional written comments accepted

RFQ

- All comments transmitted to proposers and evaluation panelists
- Proposers submit memo responding to comments

RFP

- In scoring the proposals, evaluation panel considers comments and response memos
- Comments will serve as starting place for conversation between the selected developer and the community

Community Suggestions for Additional Outreach

Parameters

- City College
- Residents of Avalon Ocean Avenue and 1100 Ocean Ave.
- Non-English speakers

RFQ

- People who are busy working, raising children
- Younger voices

RFP

- OMI residents
- People without internet

Outreach for Proposals Presentation Meeting

Parameters

- Email Announcements
 - To CAC meeting mailing list
 - Other groups/addresses to add?

RFQ

- Mailings
 - To residences within vicinity of Balboa Reservoir
 - Includes Westwood Park, Sunnyside, OMI, Excelsior
 - Multi-lingual (Spanish, Chinese)

RFP

- Additional Publications
 - Request mention in school newsletters
 - Request mention in neighborhood association newsletters

Outreach, continued

Parameters

RFQ

RFP

- Post Fliers
 - Multi-lingual (Spanish, Chinese)
 - Request public posting on public boards at City College, Ingleside Library, Whole Foods, local apartment buildings (Avalon, 1100 Ocean), etc.
 - Provide PDF file to community members who wish to post in additional locations

Ensuring Accessibility

Parameters

- Mailed notices
- Multi-lingual notices and fliers (Spanish, Chinese)
- Proposals posted online for those who cannot attend meeting

RFQ

- Comments accepted by email and mail
- Interpreters can attend meeting upon request

RFP

Outreach Overview

Parameters

- City College: fact sheet and web, announce at Trustees meetings
- Residents of Avalon Ocean Avenue and 1100 Ocean Ave: mailers and fliers in multiple languages

RFQ

- Non-English speakers: mailers and fliers in multiple languages
- People who are busy working, raising children: announcement to school parent newsletters, access to concepts on the web

RFP

- Younger voices: announcement and fliers to schools, City College and community organizations
- OMI residents: mailers and fliers in multiple languages
- People without internet: mailers and fliers, word of mouth

Outreach Suggestions for CAC and Neighbors

Parameters

RFQ

RFP

- Post flier
- Forward the E-Newsletter
- Verbally update neighbors on the process
- Make announcements at other public meetings

Discussion Questions

Parameters

RFQ

RFP

- Which additional groups or communities should we make sure to engage?
- How can we ensure that they are informed and able to participate?