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

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

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

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](http://sfwater.org/balboa)
RFQ Timeline

- **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

- 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

- 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)
- Late June, 2017 – Developers submit written responses to public comment
- July-August, 2017
  - Proposals and developer responses reviewed by eval.panel
  - Developer selection announced
  - SFPUC Commission endorses selection
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RFP Overview

- Download complete RFP at [http://sfwater.org/balboa](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)

- 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

- 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)

**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)
After the Proposals Presentation

- Proposal information posted online for additional review
- Additional written comments accepted
- All comments transmitted to proposers and evaluation panelists
- Proposers submit memo responding to comments
- 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

- City College
- Residents of Avalon Ocean Avenue and 1100 Ocean Ave.
- Non-English speakers
- People who are busy working, raising children
- Younger voices
- OMI residents
- People without internet
Outreach for Proposals Presentation Meeting

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

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

- Additional Publications
  - Request mention in school newsletters
  - Request mention in neighborhood association newsletters
Outreach, continued

- 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

- Mailed notices
- Multi-lingual notices and fliers (Spanish, Chinese)
- Proposals posted online for those who cannot attend meeting
- Comments accepted by email and mail
- Interpreters can attend meeting upon request
Outreach Overview

- 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
- 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
- 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

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

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