Overview of Developer Selection Process

1. Write development parameters (CAC process) \((1 \text{ year})\)

2. Issue Request for Qualifications (RFQ) \((\sim 3 \text{ months})\)
   - Determine short list of qualified developers to participate in RFP

3. Issue Request for Proposals (RFP) \((\sim 3 \text{ months})\)
   - Focus on quality of proposal, adherence to parameters, feasibility
   - All proposals presented to community for feedback
   - Top-scoring proposal is selected to negotiate with SFPUC

4. Exclusive Negotiating Agreement (ENA)
   - Between developer and SFPUC
   - Requires SFPUC Commission approval
RFQ Process

- Create RFQ/RFP website
- Issue RFQ *(late Sept.)*
- Development teams review RFQ, submit questions *(mid Oct.)*
- Responses to questions posted on website *(late Oct.)*
- RFQ responses due *(mid Nov.)*
- RFQ panel reviews and scores *(early Dec.)*
- Top scorers announced *(late Dec.)*
RFQ Contents \textit{(draft)}

1. Executive Summary
2. Project Context
3. Development Opportunity Overview
4. Site Conditions
5. Applicable Land Use Policies
6. Developer’s Role
7. Development Parameters (overview)
8. Transactional Terms
9. RFQ Schedule
RFQ Contents (draft)

10. Submittal Requirements
11. Selection Process
12. Selection Criteria

Exhibit A: Property Map
Exhibit B: Development Parameters
Exhibit C: City College Resolution
Exhibit D: Relevant Policies, Standards, and Codes
RFQ Evaluation Panel

- City Agency Staff
  - SFPUC
  - Planning Department
  - OEWD
  - Mayor’s Office of Housing and Community Development (MOHCD)
  - SFMTA

- Community Representation
  - City College representative
  - CAC representative
RFQ Evaluation Criteria

- **Experience (35 points total)**
  - Successful track record of developing comparable projects
  - Creative, innovative approach to development
  - Entitlement experience
  - Ability to address community concerns
  - Ability to work productively with public agencies

- **Capacity (35 points total)**
  - Financial capacity to develop site
  - Ability to secure capital
  - Capability of development team

- **Development Vision (30 points total)**
  - Consistency with Development Parameters
  - Exceeds Development Parameters
  - Addresses housing crisis in a meaningful way
  - Economically realistic
RFP Evaluation Criteria – Preliminary Thinking

Typically, the evaluation criteria for City RFPs of this type include:

- Responsiveness to RFP’s objectives (e.g. development parameters)
- Character and quality of design
- Strength of financial proposal: price, feasibility
Pre-Development Timeline

Developer Selection in Context

2014
Public Workshops
Neighborhood meetings

2015
CAC meetings to advise RFP

2016
CAC meetings
Community design workshops

2017
RFQ/RFP/
Select Developer

2018
Draft Design & Dev’t Proposal

2019
Environmental Review & Public Comment

2020+
Final Environmental

Approved & Future Dev’t

ORANGE = Public Input Opportunity

DRAFT - SUBJECT TO UPDATES
SEPTEMBER 12, 2016

Balboa Reservoir CAC
September 12, 2016