

REQUEST FOR QUALIFICATIONS



FEASIBILITY STUDY & IMPACT ANALYSIS

FOR

WHEATLAND EMPLOYMENT ZONE FEASIBILITY

PROPOSALS DUE:

4:30pm on August 30, 2019

CITY OF WHEATLAND

111 C STREET

WHEATLAND, CA 94531

ATTN: JIM GOODWIN, CITY MANAGER

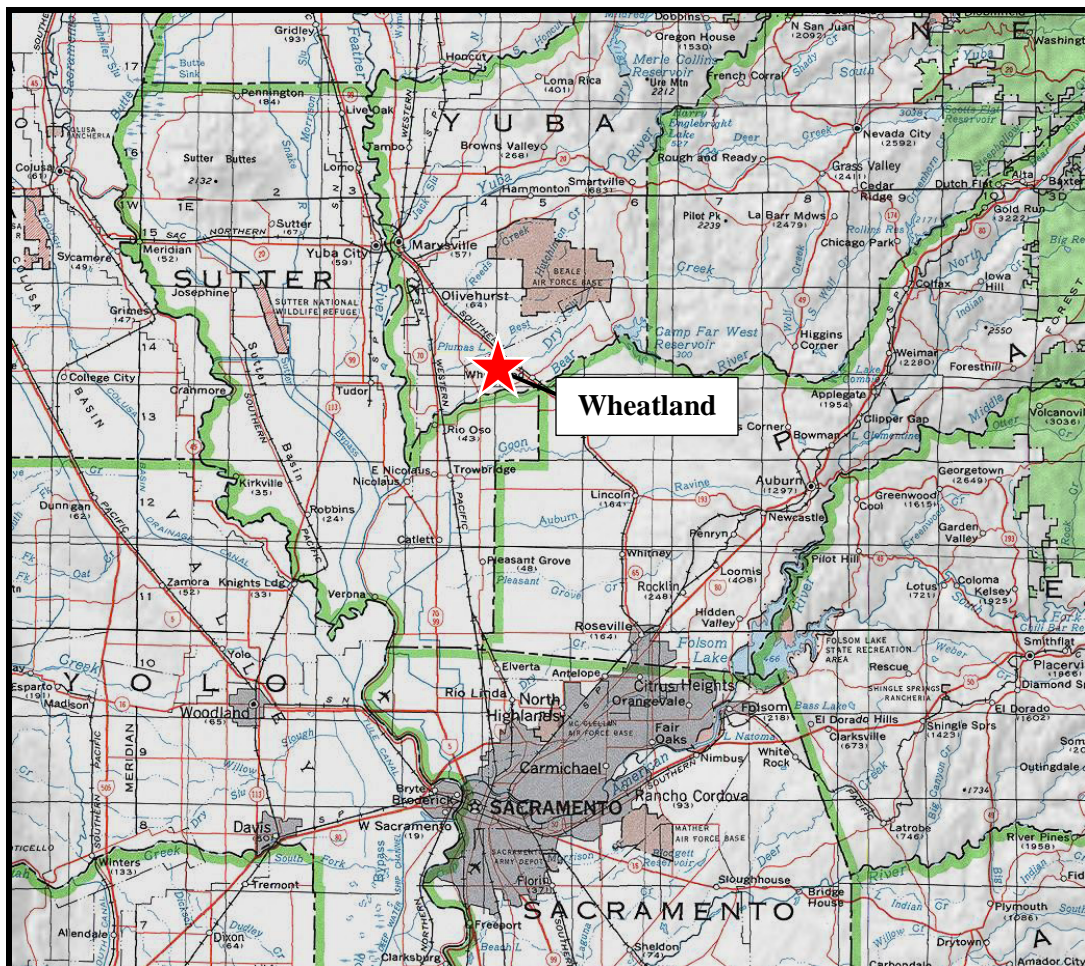
I. INTRODUCTION

The City of Wheatland is seeking qualifications from experienced urban economics firms to study the feasibility of a coordinated and cohesive Employment Zone within the Johnson Rancho Planning Area of the City. Sealed submittals must be received and date stamped by the City of Wheatland **no later than 4:30pm on Friday, August 30, 2019**. Submittals received after that time will not be considered. This Request for Qualifications (RFQ) includes a Background, Objective, Statement of Qualifications (SOQ) requirements, and instructions for submitting your SOQ.

II. EXISTING SETTING

The City of Wheatland (Wheatland) is one of two cities in Yuba County located in Northern California's Central Valley and is immediately north of the Bear River and is near the tri-county boundary of Sutter, Placer, and Yuba Counties (see **Figure 1** below). Although Wheatland prides itself on its agricultural history and rural environment, it is also a community that encourages the creation and maintenance of a broad range of career fields that are accessible to all residents and seeks to integrate public facilities and commercial spaces around public gathering places. Currently, Wheatland has very little property appropriately zoned for non-retail, job creating uses. As a result, current and future residents must commute north toward the Marysville-Yuba City area or south toward the greater Sacramento area. A strong majority of commuters travel south to the employment centers in Sacramento and Placer counties. Therefore, the Wheatland City Council is interested in developing an appropriate jobs/housing balance as the community grows in order to avoid becoming simply a bedroom community.

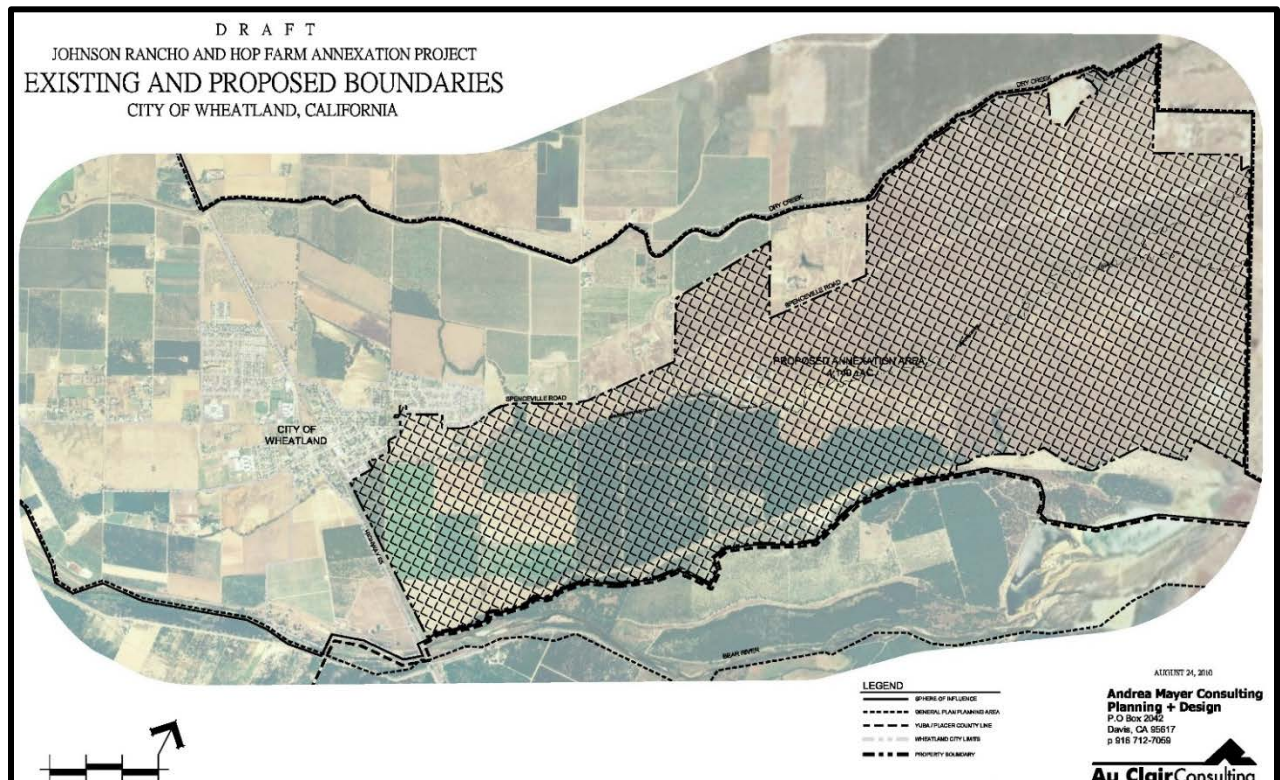
Figure 1 – Regional Location Map



III. BACKGROUND

In 2014, Wheatland annexed approximately 4,500 acres extending the City limit line east (see **Figure 2** below), which included the Hop Farm Annexation area and the Johnson Rancho Annexation area. Between both annexation areas, a total of 14,396 dwelling units were proposed for the entire project area, consisting of 13,330 single-family dwelling units, 556 multi-family dwelling units, and an additional 500 dwelling units within non-residential land uses. The total approved acreage consisted of approximately 3,249 acres of residential, 131 acres of commercial, 274 acres of employment, 55 acres of elementary schools, 40 acres of middle schools, 24 acres of civic center, 50 acres of parks, 57 acres of linear parkway, approximately 238 acres of open space/drainage, and 31 acres for the proposed Wheatland Expressway (See **Figure 3** on the following page). The City limits now cover an area directly south of Beale Air Force Base along routes leading to gates into the facility.

Figure 2 – Annexation Area



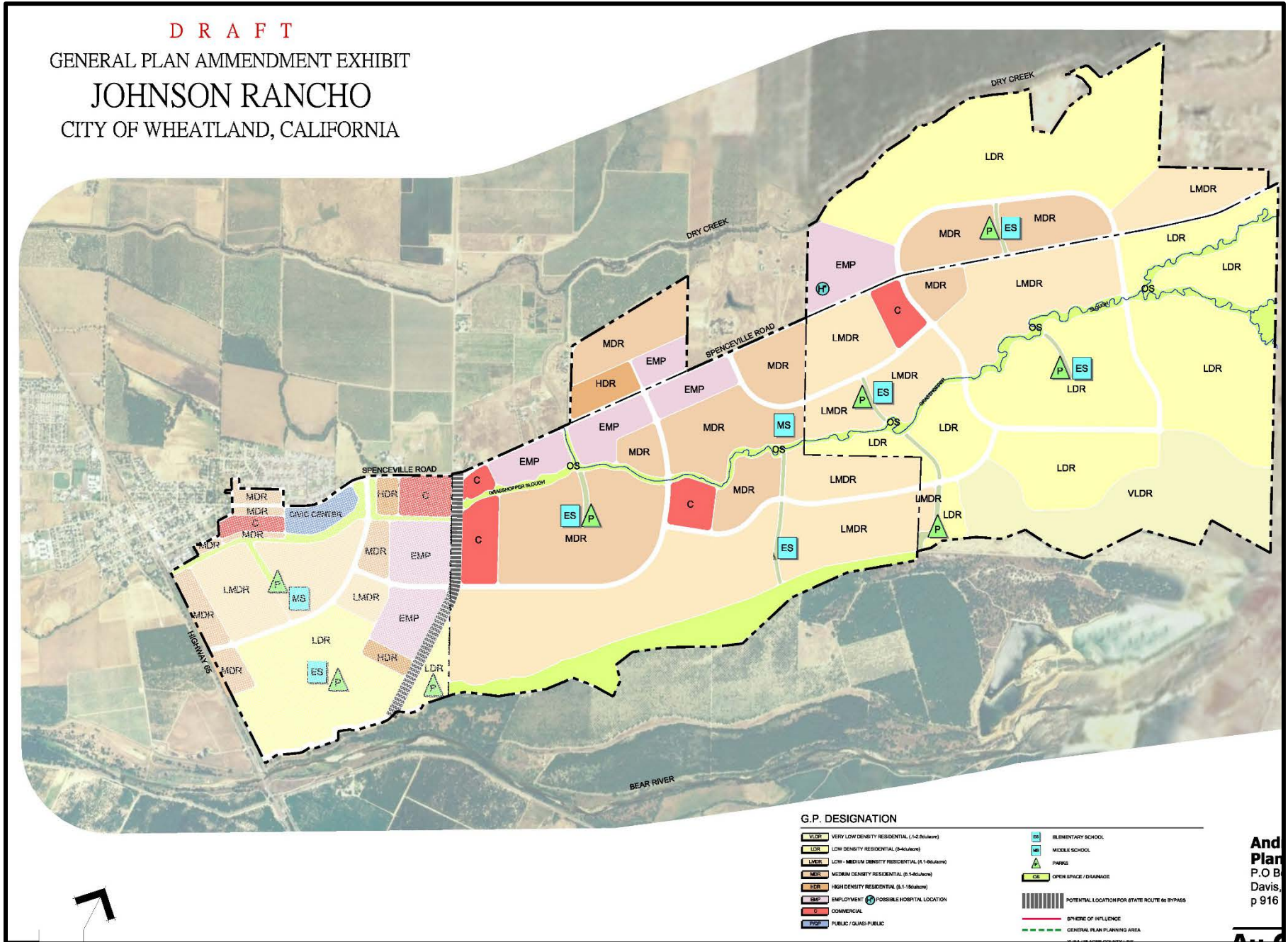
Hop Farm Annexation Area

The Hop Farm Annexation are proposed for the development of up to 1,837 dwelling units Low to High Density Residential, on approximately 674 acres. Development of the annexation area also included other land uses such as Employment/Office, Commercial, Civic Center, Elementary School, Middle School, Parks, and Linear Parkway.

Johnson Rancho Annexation

The Johnson Rancho portion of the annexation area proposed approximately 12,481 dwelling units, varying from single-family, multi-family, and mixed use residential on 3,461 acres. Development of the Johnson Rancho portion proposed to include other land uses such as Employment/Office, Commercial, Elementary and Middle Schools, Parks, Linear Parkway, and Open Space.

Figure 2 – Johnson Rancho Land Use Map



IV. OBJECTIVE

As Wheatland looks to the future, it is essential to plan a greater balance between jobs and housing. The newly annexed area, with large tracts of vacant land in close proximity to Beale Air Force Base, may offer a unique opportunity for establishment of an employment zone offering campus environments with nearby new and existing housing. Thus, Wheatland is interested in contracting with an Economic Consultant Firm to prepare a Feasibility Study and Impact Analysis to study the feasibility of a coordinated and cohesive Employment Zone within the Johnson Rancho Planning Area. Specifically, Wheatland would like the Feasibility Study and Impact Analysis to identify preferred/feasible employment zone industries, the optimal land area for the employment zone in Wheatland, and the required infrastructure to serve a viable employment zone.

Identify Feasible Employment Zone Industries

The City expects the urban economic consultant will identify potential industries that would be well-suited for an Employment Zone located within the City of Wheatland. The study should consider the opportunities and constraints to potential future users of a City of Wheatland employment zone and will identify measures for the City of Wheatland to remove any barriers to future Employment Zone growth. The consultant should consider existing and projected market and economic factors for determining appropriate employment sectors for the Employment Zone. The analysis should also present the absorption factors that would affect the timeline for the creating new jobs in the Wheatland area. The economic consultant should also consider a multiplier effect in order to conclude whether the Employment Zone will be feasible as well as successful within a reasonable timeline. Specifically, the urban economic consultant should consider the following three industries:

- a) **Beale Air Force Base (AFB)-Related Industries:** The study will consider opportunities for the City of Wheatland to provide complimentary civilian industries to the current and future missions of Beale AFB. The study will identify partnership opportunities for the City with the AFB. Beale AFB has expanded its mission operations over the past decade, including the Global Hawk Drone program and other high-level intelligence operations. The study will consider the feasibility and viability of Federal Department of Defense contractors that serve Beale AFB missions locating into a City of Wheatland Employment Zone.
- b) **Potential Agricultural Related Industries:** The study will assess the agricultural industry opportunities that may be consolidated into a Wheatland Employment Zone. The City of Wheatland has maintained its strong alliance with the agricultural interests in southern Yuba County. The study should include SACOG's Rural-Urban Connections Strategy (RUCS) as a basis for considering how the agricultural industry may be a viable tenant of the Employment Zone. Of particular interest to the City of Wheatland is the potential to create a Food Hub as described in the RUCS. Creating a Food Hub in Wheatland would ultimately reduce vehicle and truck trips in the region, thereby reducing toxic air emissions.
- c) **Potential Emerging Technology Industries:** The study will also identify any opportunities for the City to take advantage of the technology industry existing in Northern California. As housing prices and cost of living concerns generate constraints

to the expansion of the technology industry in the Silicon Valley, the City of Wheatland may provide an attractive option for technology companies seeking a new campus setting. The study should consider the feasibility of the Wheatland Employment Zone to host an Innovation Center catering to the technology industry.

Identify Optimal Land Area

Additionally, the City expects the urban economic consultant would identify the appropriate number of acres necessary to support an integrated business campus within the Johnson Rancho Planning Area. The commercial and other non-residential previously designated areas along Spenceville Road should be reconfigured and assembled maximizing the opportunity for interconnected businesses to locate in Wheatland. The location analysis should consider proximity and access to local and regional transportation systems and minimization of other infrastructure demands and costs. The non-residential land along Spenceville Road should be reassessed for alternative land uses, including single-family and multi-family residential designations. Finally, for each of the identified Employment Zone uses, the consultant should consider and provide a land use layout reassembling land uses such that housing and employment uses create a cohesive land use pattern.

Identify Required Infrastructure

Lastly, the City of Wheatland expects the urban economics consultant would provide an analysis of the types and sizes of infrastructure and utilities necessary to serve a viable Employment Zone. Specifically, the consultant should consider the following:

- a) **Transportation Improvements:** The feasibility study will assess the current and planned transportation and circulation in the southern Yuba County area. For the various industry types, the study will identify any mobility deficiencies and will recommend transportation improvements that would be necessary to make the Employment Zone viable. The study should also include a feasibility and phasing analysis of the transportation improvements.
- b) **Water/Wastewater/Drainage Infrastructure:** The study will also identify the water demand, sewage generation, and storm drainage flows of the prospective Employment Zone industries. The study should present any specific enhancements or improvements to these services necessary that may be unique to the industries considered. The study should also consider the feasibility of these special infrastructure needs for the Employment Zone.
- c) **Utilities:** The study will also consider the future businesses requirements related to energy demand and communication services. Specifically, the study should consider and identify current technology infrastructure that would serve emerging industries into the future. The study should consider the feasibility of providing these utilities.

V. SOQ REQUIREMENTS

Wheatland is requesting Statement of Qualifications (SOQs) from qualified, urban economic consultants who have experience preparing feasibility studies and impact analyses for similar

employment zone projects. Additionally, Wheatland is interested in understanding how firms envision being able to provide feasibility services to the City.

Please submit **five hard copies** to the City. All costs incurred in the preparation of a submittal are the responsibility of each proposer and will not be reimbursed by the City of Wheatland. Proposals are required to provide the following information in the order identified below. Any proposals that fail to adhere will not be considered.

- A. Cover Letter**, with a brief history of the firm, organization, general qualifications, the name and telephone numbers of the person(s) authorized to represent the company regarding all matters related to this RFQ.
- B. Consultant Information** – General information about the consultant (i.e., company size, location of office(s), years in business; company qualifications, representative feasibility studies completed of comparable size and complexity). The key personnel of the consultant and proposed sub-consultants should also be identified in this section. The proposal should include the names and resumes of all key personnel by the consultant and proposed sub-consultant(s) and who will be assigned to perform services pursuant to the contract.
- C. Project Understanding** – Prospective consultants should indicate how they envision being able to provide financial feasibility services to the City of Wheatland and how those services will meet the objectives and goals outlined by the City.
- D. Relevant Experience** – The proposal should identify projects completed or underway similar in nature and scope to those outlined in the study. Provide a minimum of three similar or relevant projects completed in the past five (5) years, in an easily comprehensible format. The listings must include:
 - a. Project name, location, and description of the services provided (describe relevance to this project); and
 - b. Client References, identifying the client, a contact name, email and telephone.
- E. Additional Information** – Provide any additional information that you feel is pertinent in the City of Wheatland’s decision on selecting an economic consultant.
- F. Fee Schedule (TO BE SUBMITTED IN A SEPARATE, SEALED ENVELOPE)**
In a **separate sealed envelope**, provide the following information: A fee schedule identifying specific rates for services (i.e., hourly rates) and any indirect expenses.

VI. CONSULTANT SELECTION AND CRITERIA

The City of Wheatland will evaluate all eligible responses in accordance with the criteria listed below. Upon completion of the evaluation phase, the City may interview the respondents to determine the most qualified.

A. Evaluation Criteria

The successful firm will be selected on the basis of professional qualifications and demonstrated competence. Particular attention will be paid to:

1. Qualifications and organization/team structure of the firm;
2. Experience working for other Yuba County agencies;
3. Demonstrated qualifications of the project manager and assurance of her or his principal involvement in the project until its completion;
4. A satisfactory record of ability and performance in other similar projects including, specific experience in employment zone and rural community issues;
5. Demonstrated familiarity with meeting the objectives of the feasibility study and goals specific to the City;
6. Ability and experience to work closely with City staff, City Council, and the Wheatland Community and other interested stakeholders;
7. Completeness of the entire SOQ; and
8. Information provided by references.

B. Acceptance of Terms and Conditions

Submission of a proposal pursuant to this RFQ shall constitute acknowledgement and acceptance of all the terms and conditions set forth in this RFQ, unless otherwise expressly stated in the SOQ.

C. Financial Responsibility

This invitation does not commit the City to award a contract or pay any costs incurred in the preparation of a SOQ. The City reserves the right to reject any and all SOQs and may, in its discretion, award the contract to a firm other than the one with the lowest fee schedule.

D. Awarding the Contract

The City reserves the right to negotiate directly with any party responding to this RFQ and may enter into a contract with any responding party. The City reserves the right to award a contract to the firm that presents the SOQ that, in the sole judgement of the City, best accomplishes the desired results. The City also reserves the right to reject any and all SOQ and waive any informality or irregularity in the proposals.

E. Disposition of Proposals

All proposals submitted in response to this RFP become property of the City. The respondent must identify, in writing, all copyrighted material, trade secrets or other proprietary information that it

claims is exempt from disclosure under the Public Records Act (California Government Code Sections 6250 et seq).

VII. SUBMISSION

Five complete copies of the proposal must be received by the City of Wheatland no later than **4:30pm on August 30, 2019**. Late proposals will not be accepted.