

# **REQUEST FOR PROPOSAL**

## ***Consulting Services for Formulation of a Farmland Preservation Program***



***Proposal Due Date:***

**July 12, 2019**  
**no later than 4 p.m. Pacific Time**

**City of Reedley**  
**Community Development Department**  
1733 Ninth Street, City Hall  
Reedley, California 93654  
(559) 637-4200

Additional background and information on this proposal can be found on the  
City of Reedley Website  
[www.reedley.com](http://www.reedley.com)

## **INTRODUCTION**

The City of Reedley (City) is soliciting proposals from qualified consulting firms to assist in formulating the City of Reedley Farmland Preservation Program (FPP) in accordance with the specifications, terms and conditions shown in this Request for Proposal (RFP). The intent of the process is to assess and evaluate existing programs utilized throughout the state, formulate a menu of options or alternatives for consideration and discussion, conduct a comprehensive public outreach campaign, and identify the preferred program for consideration by the Reedley Planning Commission and City Council.

The City intends to award a contract to a consultant that most satisfies the requirements of this RFP and can verify successful performance of similar activities. The City reserves the right to reject any and all proposals or waive any irregularities in any proposal during the proposal process.

## **BACKGROUND**

Reedley is located in the central San Joaquin Valley portion of California, lying inland between the State's coastal mountain ranges and the Sierra Nevada Mountains. Reedley's economy continues to be predominantly based upon agricultural production and agriculturally-oriented industry.

Reedley is situated approximately 25 miles southeast of the City of Fresno and equidistant from the City of Visalia. Manning Avenue, a four-lane divided major arterial street, connects the City with State Highway 99 which is 12 miles to the west. State Highway 180 is located eight miles north of the City, and both highways are heavily used by local, regional, and national residents, travelers, and motor carriers.

Agriculture is a prominent economic segment of the City of Reedley, with a long history reaching back to the turn of the century. Agriculture continues to play a key role in shaping our local economy while Reedley maintains its unique rural characteristics. Undeveloped lands surrounding the existing City boundaries are predominantly agricultural lands, which are more likely to be converted to urban uses as near term development is eminent. Although there has been economic diversification in recent years, the local economy continues to be significantly dependent upon the underlying agricultural character of the region.

On February 25, 2014, the City Council approved the Reedley General Plan Update 2030 (GPU); certifying the environmental analysis and adopting the associated Mitigation Monitoring and Reporting Program (MMRP). As much as the Council's affirmation was the culmination of a very long process, their action also initiated the next steps toward Reedley's future. The GPU goals and policies provide an overall direction for decision-making on development proposals and the day-to-day activities of the City's elected officials and staff. The GPU also provides developers of future proposed projects a sense of certainty

regarding the City's development expectation. Implementation of the GPU's goals and policies will stimulate and cause a positive, broad reaching effect on the surrounding agricultural industries, the quality of life for its citizenry, delivery of public utilities, and impacts to the community's social and economic vitality throughout the entirety of the planning horizon (2030). Contained within the GPU and MMRP (see GP Policy COSP 4.3.3) was a commitment to implement an FPP. This proposal addresses the accomplishing of such a commitment. Critical to the creation/implementation of a FPP are GP Policies COSP 4.3.3 and 4.3.4.

In April 2019, the City entered into a Sustainable Agricultural Lands Conservation Program grant agreement with the State of California Department of Conservation to support the formulation and implementation of a farmland preservation program. Funding for this activity is being provided through the aforementioned program, with project scope, deliverables and all project work expected to conform to the regulations of the program. A maximum of **\$55,000** has been budgeted for this activity.

## **SCOPE OF WORK**

The City's request for service is to assist in formulating the City of Reedley Farmland Preservation Program (FPP), consistent with the City's goals and policies contained in the adopted 2030 General Plan. The process shall entail assessment and evaluation of existing programs utilized throughout the state, formulation of a menu of options or alternatives for consideration and discussion, the conducting of a robust public outreach campaign, and identification of the preferred program for adoption consideration by the Reedley Planning Commission and City Council.

1. **Project Kick-off.** Immediately after contract award, consultant shall meet with the City to conduct a kick-off meeting; refining work plan details, formalizing a timeline based on all available information, and discussing data needs.
2. **Preliminary Tasks.** Subsequent to the kick-off meeting, the consultant shall begin work to identify items including (but not limited to) best practices for farmland preservation programs, examples of other programs within the state, and additional relevant background information.
3. **Collect Local Data.** Create an inventory of local farmland, soil types, irrigation and other relevant data points that impact or represent agricultural operations and production. In addition, economic and demographic data including, but not limited to, average farm size, industry trends, land use patterns, existing and planned infrastructure and environmental issues should be collected and analyzed.
4. **Address Program Goals.** Organize a program to secure the permanent preservation of other Prime Farmland, Unique Farmland, and Farmland of Statewide Importance within Fresno County on a 1 for 1 basis when Prime Farmland, Unique

Farmland, and Farmland of Statewide Importance within the City's SOI is being converted to urban uses.

5. **Address Policy Linkages.** To ensure the policies identified within the adopted General Plan are specifically addressed, the consultant shall provide a discussion for each proposed policy, standard or measure regarding:
  - a) How the policy would minimize a potential detrimental effect caused by urban development;
  - b) Whether and how the policy would assist in avoiding the premature conversion of Prime Farmland, Unique Farmland or Farmland of Statewide Importance;
  - c) How the policy, standard or measure would be integrated into the entitlement process; and,
  - d) How the policy, standard or measure would be enforced through the regulatory environment.
  
6. **Address Implementation Measures.** To ensure the minimum implementation measures identified within the adopted General Plan are specifically addressed, the consultant shall incorporate the following mitigations into the proposed plan:
  - a) A provision designating the Community Development Department as the department responsible for the preparation and implementation of the FPP, when adopted
  - b) Preparation of a report template to accommodate annual reporting to the City Council describing implementation of the final FPP.
  - c) The creation of a community outreach program to encourage current agricultural land owners' continued participation in programs that preserve farmland, including the Williamson Act, conservation easements, and USDA-funded conservation practices.
  - d) As part of the program, incorporate use of the Land Evaluation and Site Assessment (LESA) model into the City's land use entitlement application process for farmland proposed for conversion.
  - e) Development of a fee program consistent with the requirements of the Mitigation Fee Act that will require applicants seeking to annex Farmland within the City's SOI to pay a fee to the City of Reedley equivalent to the cost of preserving Important Farmland on a 1 to 1 basis with land converted to urban uses. The City shall use the fees to fund an irrevocable instrument (e.g. an easement) to permanently preserve farmlands via a Trust for Farmland Funds Disbursements.
  - f) Develop an alternative to the payment of the fee described in subsection (c), where the applicant shall provide documentation satisfactory to the City that demonstrates that applicant has entered into a binding agreement with one or more property owners or a third-party organization acceptable to the City of Reedley to permanently preserve farmland equivalent in acreage to the Farmland proposed for annexation into the City. The agreement shall identify an irrevocable instrument that will be recorded against the preserved property.
  - g) The creation of (or direct linkage to) a database containing a current list of organizations and owners of Farmland that can facilitate the acquisition of

conservation easements so as not to unduly delay the annexation of the land into the City and completion of the proposed development.

- 7. Conduct Public Outreach.** The consultant shall facilitate no less than three (3) public outreach meetings during the process. The first should take place during the Preliminary Task and Data Collection portions of the process, and is anticipated to take place at a Planning Commission meeting. The second should take place prior to release of the Public Review Draft of the Plan, and should focus on inclusion and community feedback regarding concerns, questions, etc.

The third should take place following the acceptance of the Administrative/Draft Plan. This activity must include responsive analysis regarding feedback from the first two outreach meetings, and should focus on consensus building prior to final adoption activities. Following the three public outreach activities, the consultant may elect to be part of staff's presentation to both the Planning Commission and City Council, concerning acceptance/adoption activities.

All materials associated with public outreach activities (flyers, brochures, etc.) shall be provided in both English and Spanish.

- 8. Administrative/Draft/Final Plan.** The consultant shall provide staff with both an Administrative Draft Plan, and a Public Review Draft Plan, no later two weeks prior to the Planning Commission meeting to be held in conjunction with the 2<sup>nd</sup> public outreach activity. The Administrative Draft shall contain track changes, notations and questions specific to the drafting process. The Public Review Draft shall be a clean draft of the aforementioned Administrative Draft, minus the notations, etc. The Draft Plans must include all previously notated data/analysis, policy language and implementation measures identified within this RFP, and identified within consequent contracts, team meetings, etc.

Following acceptance of the Draft Plan by the Reedley City Council, the consultant shall provide a Final Plan, including acceptance/adoption resolution materials, etc.

## **DELIVERABLES**

The consultant will be responsible for preparation of all documents, in both draft and final forms, as required by the Mitigation Fee Act and City requirements under contract. It is anticipated that such documents will include the following (in multiple copies):

1. Administrative Draft Plan for staff review
2. Draft Plan for public distribution
3. Final screen check document for staff review.
4. Final documents for City Council and public distribution, including electronic files in Word, Excel, Adobe Creative files, etc. (Programs to be used must be discussed prior to utilization to ensure City consistency).

5. Attendance at a minimum of two (2) public meeting of stakeholders/public, in addition to one Planning Commission meeting and one City Council meeting
6. Display materials for all presentations, public hearings and meetings

## **SUBMITTAL REQUIREMENTS**

The following information should be included in the proposal submittal. Clear distinction of chapters or sections should be made for clarity:

1. **Cover Letter.** Letter should be signed by an individual that is authorized on behalf of the firm.
2. **Introduction.** Provide a brief project description conveying an understanding of the issues and ability of the firm to complete the scope of work. Include specific experience developing and defending recommended fees to both the development community and City Councils.
3. **Scope of Work.** Outline specific tasks required to complete the project, describing how each task is to be accomplished, and identifying team members responsible for completion of specific tasks.
4. **Project Schedules.** Provide a project schedule of all tasks, major project milestones, approximate number of weeks to complete each task and anticipated completion timeframe upon notice to proceed, assuming all data necessary is delivered promptly upon request.
5. **Related Experience and References.** Provide two separate lists: 1) References should include, project manager/contact, name of municipality and current phone number for at least three similar projects. Provide a brief description of referenced project. 2) Comprehensive client list for the firm, identifying the specific project worked on within the past five years. Client list may be attached separately in an Appendix format.
6. **Project Budget.** To the best of the firm's ability, itemize costs for each task or phase as identified in the scope of work. The budget should provide a concise description of how the costs were derived (hourly billing rates for each team members, estimated cost of travel, cost of subcontractors, etc.). The total should reflect a not-to-exceed contract amount, but also include costs for additional meetings, and potential costs that typically arise in similar projects based on past projects.
7. **Consultant Team.** Detail all individuals to be assigned to the project, their qualifications and responsive roles. Also identify any subcontractors and provide a description of their expertise.

## **PROPOSED REVIEW SCHEDULE**

<i><u>Activity</u></i>	<i><u>Date/Time</u></i>
Request for Proposals (RFP) released	June 10, 2019
Deadline for submitting RFP questions	July 5, 2019 by 5 p.m. Pacific Time
Deadline for proposal submittal	July 12, 2019 by 4 p.m. Pacific Time
Selection process/oral interviews	Weeks of July 15 <sup>th</sup> &/or 22 <sup>nd</sup> (Tentative)
Notice to Proceed	August 27, 2019 (Tentative)
Completion of project	June 30, 2020

## **EVALUATION CRITERIA**

All proposals will be reviewed by a panel of City staff. The City reserves the right to interview selected consultants, or to recommend to the Reedley City Council/City Manager a consultant based on the strength of the proposal and references. It is anticipated that if any interviews are necessary, they will be scheduled within fourteen (14) days of the submission date.

The City does reserve the right to cancel this Request for Proposal for any reason without any liability or to waive irregularities at its discretion. This solicitation does not constitute a contract offer of employment, or offer of purchase. The City makes no representation that any contract will be awarded to any respondent to this solicitation. The City also reserves the right to reject any and all proposals at its sole discretion. The contract, if awarded, will be awarded to the firm whose proposal is considered the best value to the City and will be determined on responsiveness, completeness of services and price.

## **SUBMISSION INSTRUCTIONS**

Before submitting a proposal, interested firms should fully inform themselves of the scope of work and to all conditions and limitations. Consultant shall provide four (2) bound copies of the proposal, and one (1) electronic copy. The proposal shall be submitted in a sealed envelope, clearly marked "Consulting Services for Formulation of a Farmland Preservation Program".

PROPOSALS MUST BE RECEIVED NO LATER THAN 4:00 p.m. Pacific Time on July 12, 2019, at the following address:

Community Development Department  
Attn: Rob Terry, Community Development Director  
1733 Ninth Street  
Reedley, California 93654

Proposals arriving after the specified date will not be considered, nor will late proposals be opened. Proposers are solely responsible for ensuring the receipt of delivery. Postmarks will not be accepted.

## **QUESTIONS**

Questions regarding this RFP are to be directed by e-mail to Rob Terry, Community Development Director, at [rob.terry@reedley.ca.gov](mailto:rob.terry@reedley.ca.gov). If a question arises during the review of this RFP, a proposer may submit such question(s) for clarification in writing. All questions must be submitted in writing prior to the close of business on July 5, 2019. A response to all questions (if applicable) will be issued on July 8, 2019, and available on the City's website ([http://www.reedley.ca.gov/departments/community\\_development/Major\\_Projects/](http://www.reedley.ca.gov/departments/community_development/Major_Projects/)).

## **CURRENT GENERAL PLAN AND MITIGATION MONITORING PROGRAM**

Due to size, the current General Plan, Mitigation and Monitoring Program, and other pertinent information to assist interested firms is available on the City's website ([http://www.reedley.ca.gov/departments/community\\_development/Major\\_Projects/](http://www.reedley.ca.gov/departments/community_development/Major_Projects/)).