



CITY OF FORT BRAGG

REQUEST FOR PROPOSALS FOR Economic Development Feasibility Study Focused on Former Mill Site

The City of Fort Bragg is seeking proposals from qualified firms and individuals interested in contracting with the City of Fort Bragg to provide professional services for the preparation of an economic development strategy focused on reuse of the former Georgia Pacific Mill Site. The scope of work also includes the development of an action plan to implement identified economic development approaches.

BACKGROUND & PROJECT UNDERSTANDING

The City of Fort Bragg is a community of 7,000 residents, perched on the bluff tops overlooking the ocean on Mendocino's north coast. A former lumber town, the local economy has been transitioning to a tourism destination since the Georgia Pacific Mill closed in 2002. Considerable effort has gone into reuse of the former mill site, which is approximately one-third of the land area of the City (415 acres), however significant obstacles have waylaid the effort.

For example, the community based planning process has stopped and started several times, and the land retains the zoning designation, Timber Resources Industrial. There are many reasons for the lengthy planning process, one of which is the community's desire for environmental contamination that resulted from mill activities to be remediated, prior to redevelopment. Significant remediation has been conducted under the oversight of California's Department of Toxic Substances Control and no further action is necessary on the majority of the site. A final remedial action work plan is anticipated in spring 2021, which will focus on mill ponds, located near the center of the site.

Rezoning is not the only challenge. The remoteness of Fort Bragg's location and lack of infrastructure are others. That said, being "off the beaten path" is also one of Fort Bragg's greatest assets. The natural landscape is beautiful! The air is clean, the ocean wild, and traffic is a non-issue. The City acquired parkland along the bluff tops of the former mill site and has completed construction of a multiuse trail. This trail created public access to 3.5 miles of scenic coastline and is value added for local residents and visitors alike.

Indeed, the site has enormous potential to be an economic driver for the City of Fort Bragg and surrounding region. A community-led planning process has identified a range of land uses and zoning designations to provide much needed jobs and more housing. It is vital that redevelopment include the creation of high wage jobs. Employment provided by the lumber industry has been replaced in recent years with service industry jobs that are lower paying and do not reflect the costs of living. Additionally, the COVID-19 pandemic has revealed the vulnerability of depending strictly on a tourism-based economy.

The City of Fort Bragg seeks to become more resilient through diversifying our economy. This study will become a blueprint for the City to support redevelopment of the site, help attract investment in the region, and assist our local business community to better understand market demands in order to adapt.

SCOPE OF WORK

Collaborate with City staff to create an economic development feasibility study that is focused on resiliency and reuse of the former Georgia Pacific Mill Site to include the following:

- **Current Conditions.** Compile data and evaluate the current economic conditions in the City of Fort Bragg;
- **Assets.** Evaluate strengths and opportunities regarding economic development, and develop a matrix of action items to showcase and bolster strengths;
- **Obstacles.** Evaluate weaknesses and challenges regarding economic development, and develop a matrix of action items to address and overcome identified obstacles;
- **Next Steps.** Identify potential development areas or target industries, and develop a plan of action in order to attract investment and diversify the local economy.

PROPOSAL SUBMITTAL REQUIREMENTS

1. Proposers should send a complete digital proposal, collated into one PDF document, and two (2) printed copies of the completed proposal with cost bid so that it is received by the City no later than **2:00 p.m. on February 1, 2021** to:
City of Fort Bragg
Attention: June Lemos, CMC, City Clerk
416 North Franklin Street
Fort Bragg, CA 95437
jlemos@fortbragg.com
2. Format: Printed proposal should be 8 ½ x 11 inches, printed two-sided on recycled and recyclable paper with removable bindings, bound in a single document and organized in sections following the order specified under Contents.
3. Contents: Proposal shall contain the following information:
 - A. Firm Description
Provide a description of your firm and list relevant information about capabilities, size, rate of services, and length of time in existence.
 - B. Relevant Experience
Describe relevant experience developing economic development strategies that have been implemented and are operating for other public agencies.
 - C. Key Personnel Qualifications
Identify key personnel who would work on the project as assigned, their respective roles, and a synopsis of relevant experience.
 - D. References
List of public agencies or clients for whom similar work has been performed, with the name, title and phone number of a contact person. The City may request a copy of a similar report prepared previously by the firm for another agency.

- E. Scope of Work
Provide an explanation of tasks associated with the project, including how you propose to complete each task.
- F. Budget and Schedule of Charges
Provide a “Not to Exceed” amount and a list of hourly Personnel Rates, Equipment Charges, Travel Reimbursement Costs, and Job Descriptions for Personnel.
- G. Work Schedule
Provide a time schedule for completion of work.
- H. Insurance
The individual or firm receiving the contract shall procure and maintain for the duration of the contract, insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the Consultant, his agents, representatives, employees or subcontracts as set forth in Section 5.0 of Exhibit A which is attached hereto and incorporated by reference herein. Any requests for reduction in the insurance amount shall be included in the proposal. **The cost of such insurance shall be included in the consultant’s proposal.**
- I. Consultant Agreement
The City’s standard consultant services agreement is attached as Exhibit A. Please identify if your firm would have any issues with the provisions of the City’s standard consulting services agreement. All requests for amendments to language in the agreement **must** be included in the proposal.

CONSULTANT QUALIFICATIONS

Applicant should have a minimum of five (5) years of experience providing services described in the Scope of Work. The following is a list of minimum qualifications that all applicants will be required to meet:

- Experience with municipal government clients;
- Development of strategic economic development plans that have been implemented.

EVALUATION CRITERIA

Proposals will be evaluated on the basis of the following criteria:

- Capabilities and resources of the firm.
- Qualifications and experience of key individuals.

The above selection criteria are provided to assist proposers and are not meant to limit other considerations that may become apparent during the course of the selection process.

Proposals will be reviewed and evaluated by the City of Fort Bragg and a recommendation for award of contract will be presented to the Fort Bragg City Council.

OTHER CONSIDERATIONS

The City of Fort Bragg reserves the right to reject any and all proposals. This Request for Proposals does not commit the City to award contract, pay any costs incurred in the preparation of proposals, or to procure or contract for supplies or services.

The City of Fort Bragg reserves the right to negotiate with any qualified source or to cancel, in part or in its entirety, this Request for Proposals, if it is in the best interest of the City to do so. The City may require the selected consultant to participate in negotiations, and submit such price, technical or other revisions of the proposal that may result from negotiations.

RFP SCHEDULE

RFP Release:	December 15, 2020
Deadline for Written Questions:	January 15, 2021
Proposals Due:	February 1, 2021
Anticipated Selection:	February 5, 2021

QUESTIONS

Written questions should be directed to:

Sarah McCormick
Housing & Economic Development
City of Fort Bragg
416 North Franklin Street
Fort Bragg, CA 95437
Email: smccormick@fortbragg.com

ATTACHMENTS

Exhibit A – City’s Standard Professional Services Agreement