



RFQ for a Public-Private Partnership

Pre-Submittal
Meeting

Nov. 16, 2015

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1. Introduction
2. Overview of the Transaction
 - a. City Objective
 - b. Schedule
 - c. Napa Overview
 - d. Site Overview
3. Solicitation Process
4. RFQ Solicitation Package
5. Evaluation Process
6. Question & Answer
7. Networking / Self-Guided Tour



Overview of the Transaction

Two Transactions in One

- New Essential Services Building
- Private Development of the Vacated Site



Overview of the Transaction

City's Objectives for New City Building

- Essential services building for Police & Fire
- Efficient & modern building
- Co-locating departments
- Functional improvements
- Integrated technology
- Customer-oriented
- Dynamic space for the public
- Updated Council Chambers
- Reduce costs associated with current facilities and leased spaces

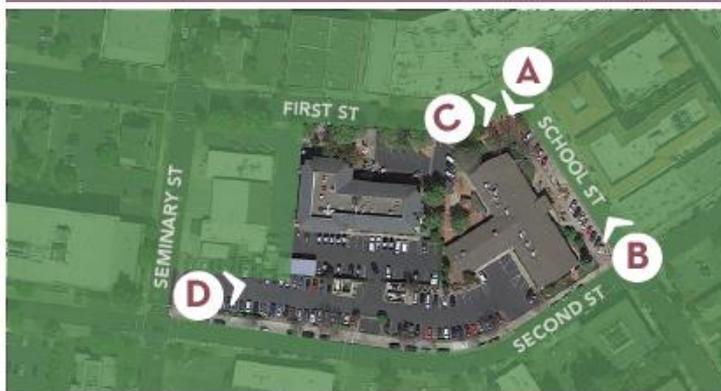


Overview of the Transaction

City's Objective for Vacated Site

- Free up valuable land to fund development / operation of new City building
- Contribute to revitalizing downtown
- Commercial Gateway to downtown
- Offsetting revenues for City building



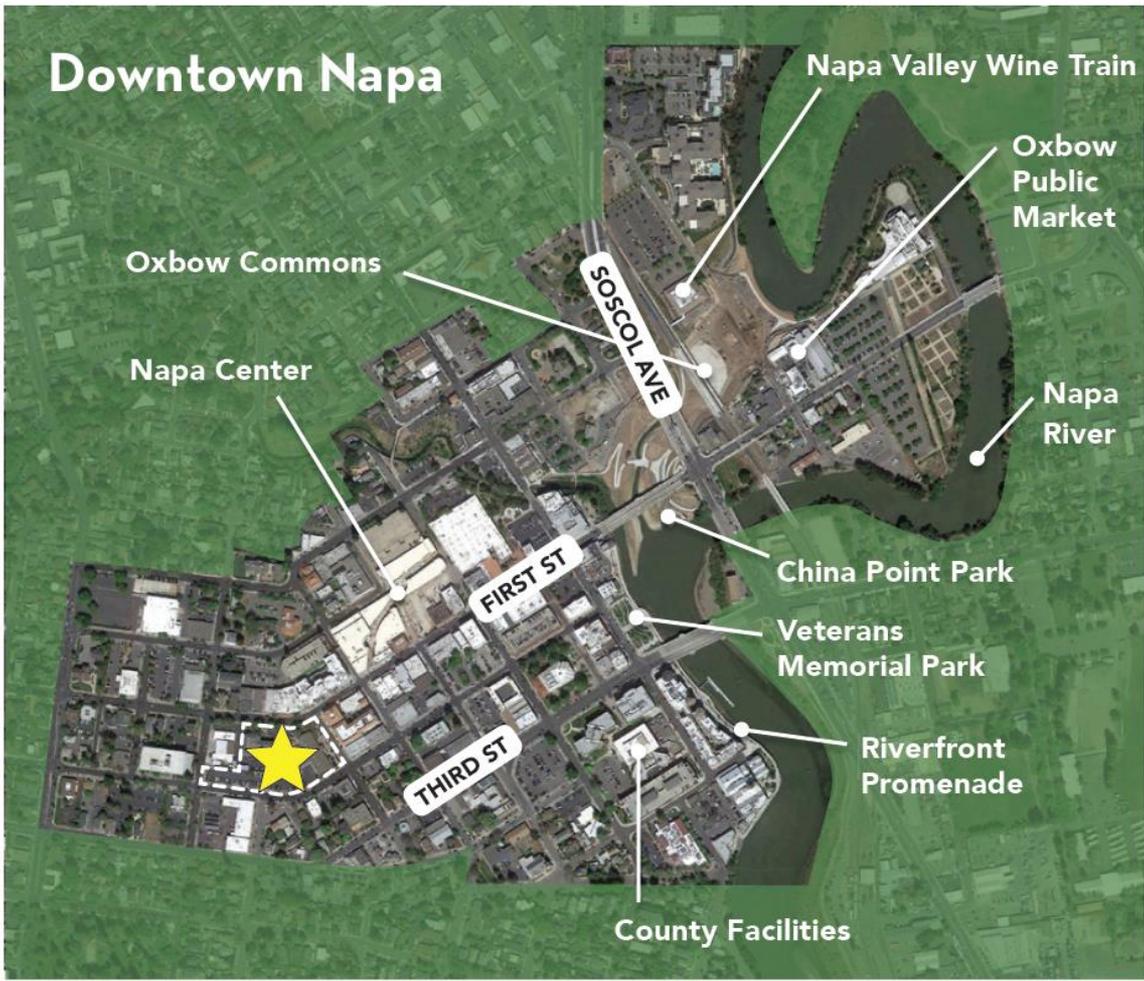


Schedule

Request of Qualifications Process

| | |
|--------------------------|----------------------|
| Release of RFQ | Oct. 30, 2015 |
| RFQ Responses Due | Dec. 11, 2016 |
| RFQ Evaluations | Dec 15/Jan 16 |
| Team Interviews | January 2016 |
| Shortlisting Finalized | February 2016 |
| Release of RFP | March 2016 |





Napa Overview

Napa City Facts

78,340 City Population

Estimated Population in 2012

139,045 County Population

Estimated Population in 2012

36.1 years

Median age of residents

\$66,339

Average Income Per household

60%

% of County population & jobs in the City of Napa

391

Wineries in Napa County



Napa Overview

2014 Napa Visitor Facts

3.3 Million

Visitors to Napa Valley

2.3 Average Trips

Per visitor in the past 12 months

67%

Of the Trips were to the City of Napa

\$1.6 Billion

Total visitor spending in Napa Valley

\$635 million

(40%) of retail spending

\$366 million

(23%) of lodging spending

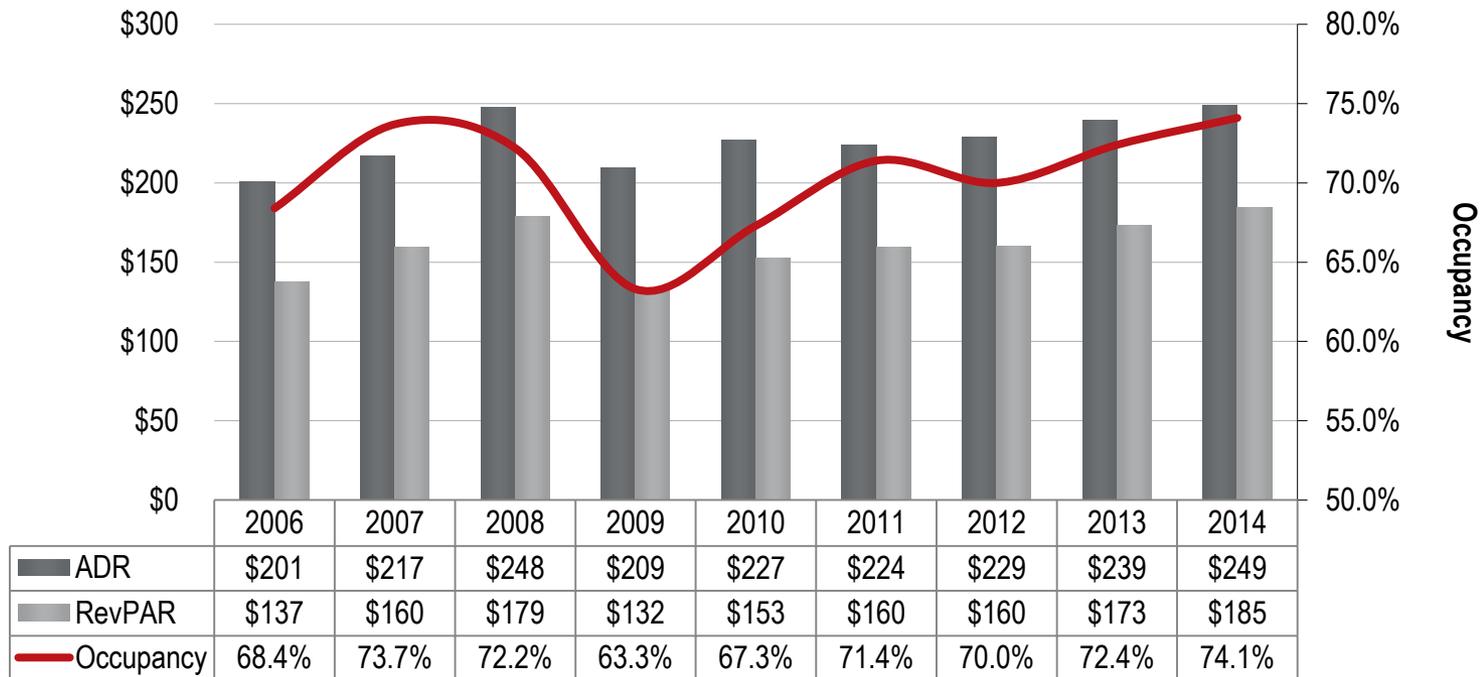
\$360 million

(22%) of restaurant spending



Napa Overview

Napa County Lodging Market Performance



Source: PKF Consulting



Napa Overview

Hotel Inventory (Napa Address Only)

| Hotel Class | Hotels | Hotel % | Rooms | Room % |
|----------------------|-----------|---------------|--------------|---------------|
| Economy Class | 2 | 6.3% | 92 | 3.2% |
| Midscale Class | 1 | 3.1% | 60 | 2.1% |
| Upper Midscale Class | 6 | 18.8% | 187 | 6.6% |
| Upscale Class | 7 | 21.9% | 418 | 14.7% |
| Upper Upscale Class | 8 | 25.0% | 1,400 | 49.2% |
| Luxury Class | 8 | 25.0% | 687 | 24.2% |
| Total | 32 | 100.0% | 2,844 | 100.0% |

Source: Smith Travel Research



Site Context

Private Development Site

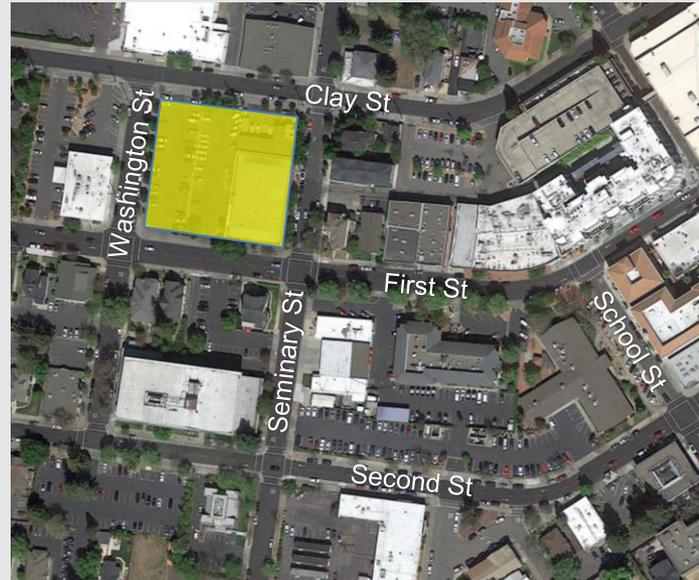
- 955 School Street
- 2.97-acre parcel
- Bounded by Seminary, School, 1st, & 2nd Streets
- Downtown Public current zone, but City intent is to zone as Downtown Mixed-Use
- Downtown II Zone
 - 4.0 FAR
 - 15' maximum transition front setbacks
 - 60' maximum height



Site Context

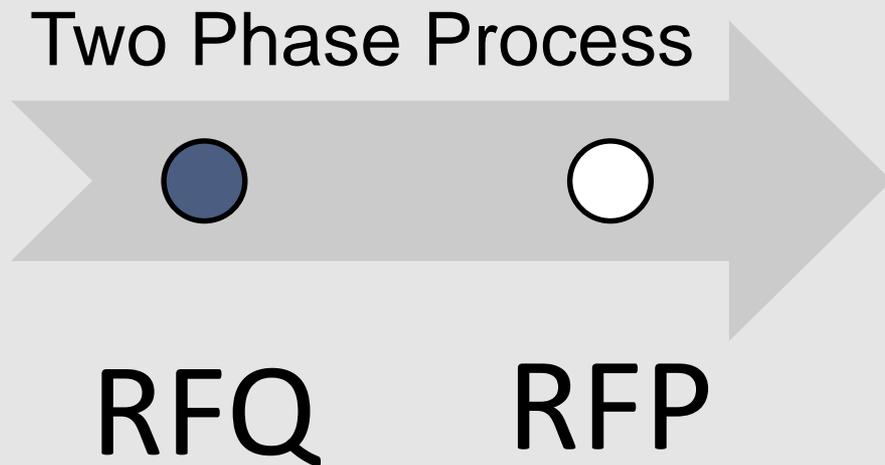
Public Development Site

- 1600 1st Street
- 1.29-acre parcel
- Bounded by Washington, Clay, Seminary and 1st Street
- Mixed-Use Land-Use District
- Downtown II Zone
 - 4.0 FAR
 - 15' maximum transition front setbacks
 - 60' maximum height



Overview of the

SOLICITATION PROCESS



Request for Qualifications

Create a Pool

- Cast a wide net
- Test the market

Qualify Teams

- Evaluate concepts
- Evaluate experience

Shortlist

- Highly likely to succeed
- Participate in RFP

Request for Proposals

Evaluate Design

- Detailed design plan
- Detailed programmatic plans

Evaluate Economics

- Purchase price
- Construction cost

Select

- Select a development team
- Begin negotiations

Overview of the

RFQ SOLICITATION PACKAGE

Section Overview & Schedule

Private Development

Public Development

RFQ Requirements

Appendices



RFQ Section 1

Introduction & Schedule

- Purpose of Solicitation
- City's Objectives
- Project Background
- Overview of Two Stage Solicitation Process
- Solicitation Schedule
- Submission Instructions
- Project Manager



RFQ Section 2

Private Development Opportunity

- Site Description
- Regional Overview
- Hotel Market Overview
- Review of Planning Documents
- Minimum Requirements of the Private Development Team
- Minimum Requirements for Project Personnel



RFQ Section 3

Public Development Opportunity

- Existing City Facilities
- Proposed New City Hall and Police & Fire Administration Building
- Minimum Requirements for the City Hall Development Team
- Minimum Requirements for Project Personnel



RFQ Section 4

RFQ Requirements

- RFQ Requirements
 - Format
 - Expected Sections
 - Expected Narratives
 - Required Forms
- Evaluation Criteria
- Disclosures and Additional Information



Overview of the

EVALUATION PROCESS

Two Part Evaluation

- Pass/Fail Evaluation Criteria
- Qualitative Evaluation Criteria



Evaluation Process

Pass/Fail

- Administrative
- Financial
- Technical

Evaluation Process

Qualitative

- Private Development
- Public Development
- Financial
- Personnel

Questions?



Private Development Evaluation Criteria

- Project Concept
- Project Team
- Pervious Experience
 - Project Execution
 - Working with public entities
 - Sustainability
 - Operations
- Parking Construction
- Local Participation



Public Development Evaluation Criteria

- Project Concept
- Project Team
- Pervious Experience
 - Project Execution
 - Working with public entities
 - Public Safety Facilities
 - Sustainability
 - Operations
- Design & Character of Public Spaces
- Local Participation



Financial Evaluation Criteria

- Financial Statements
- Experience Sourcing Capital
 - Equity
 - Debt
- Past Experience with Lenders



Personnel Evaluation Criteria

- Experience of Key Personnel
 - Project Executive
 - Project Manager
 - Architects/Designers/Engineers
 - Construction Manager
 - Other
- Reference Checks
 - Firms and Individuals

