

REQUEST FOR PROPOSALS
RESIDENTIAL AND NON-RESIDENTIAL
LEASING AND PROPERTY MANAGEMENT SERVICES FOR
ALAMEDA PROPERTIES

CITY OF ALAMEDA

MAY 1, 2013

The City of Alameda is issuing this Request for Proposals (RFP) for qualified leasing and property management firms (Contractor) to manage residential and non-residential buildings and structures at a number of locations throughout the City (Alameda Properties), including: significant portions of the former Naval Air Station Alameda (Alameda Point), the former Fleet Industrial Supply Center (FISC), commercial and residential Tidelands properties (Tidelands Properties), cell towers, and other miscellaneous property leases. A list of the Alameda Properties is provided in Exhibit A and Alameda's Asset Management Policy is attached in Exhibit B.

I. GENERAL SCOPE OF SERVICES

The selected Contractor shall provide all labor, supervision, equipment, supplies and materials to perform the services described in this RFP and the resulting contract documents in accordance with existing City policies, including conformance to prevailing wage, Davis-Bacon reporting, and any other specialized reporting, if necessary.

The services include, but are not limited to: daily tenant management and tenant relations services; coordinating tenant move-in and move-outs; negotiation and facilitation of new leases and renewals; marketing of available space; facilitating annual building inspections; providing billing and tracking services; generating and submitting all reports required by Alameda, including monthly financial statements; and performing all the property management and leasing and general management services identified in the contract and in the detailed scope of work attached as Exhibit C and incorporated herein by this reference. Alameda reserves the right in their sole discretion to add, expand, modify, or remove elements from the above referenced scope of services.

Alameda anticipates awarding a three-year contract with two one-year options. Option years will be exercised at Alameda's sole discretion.

II. SUMMARY OF PROPERTY

The following provides summary information regarding the Alameda Properties:

A. Alameda Point - Leasing and Property Management

The former Naval Air Station Alameda was decommissioned by the United States Navy (Navy) in 1997. In accordance with federal base closure procedures, the City now holds the responsibility for property management, redevelopment and reuse of significant portions of the former base, commonly referred to as Alameda Point. Portions of Alameda Point will be owned by the City and other portions controlled by the City consistent with requirements of the lease in furtherance of conveyance (LIFOC)

executed between the Navy and the City. The City operates an interim leasing and facility management program for Alameda Point. Exhibit D provides a list of select documents available relevant to leasing and property management at Alameda Point. The LIFOC and these other relevant Alameda Point documents referenced in Exhibit D can be found at <ftp://64.173.150.67/pub/> Property Management RFP.

Alameda Point consists of approximately 878 acres of land, including over six million square feet of buildings, historic buildings and landscape features, unique ecological and biological characteristics, and spectacular views. The City currently maintains approximately 90 signed leases and licenses for a total of 2.3 million square feet of occupied commercial and industrial space and 66 active residential leases. Lease revenue from Alameda Point average in excess of \$10 million annually.

B. FISC – Leasing and Property Management

The City owns approximately 120 acres at the former Navy FISC site where it maintains one commercial lease and one pier lease. The remainder of the property is currently being developed to the future Target Store and retail center.

C. Tidelands Properties – Leasing

The City holds title in trust from the State of California to various properties along its waterfront. The City manages 12 commercial, marina, and industrial tidelands leases and 50 residential leases with lease revenues benefiting a separate tidelands fund. These leases comprise a combination of upland and submerged lands. All lease activity must be consistent with the stated purposes established by the State Lands Commission.

D. Cell Tower – Leasing

The City holds eight cell tower leases at publicly owned or managed sites throughout the City and currently is negotiating additional sites.

E. Other Properties – Leasing

The City has four retail leases in the downtown Park Street business district.

III. PROPOSAL REQUIREMENTS

A. Intent to Apply

All interested applicants should submit an email of intent to apply to rrubio@ci.alameda.ca.us. The subject of the email should be “Intent to Apply for Property Management Contract;” the body should include an email address, name and phone number of the applicant’s point of contact. All future communication related to the selection process will be addressed to this contact.

B. Pre-Proposal Meeting

Respondents may attend a pre-proposal meeting scheduled for **May 15, 2013, 1:00 to 2:30 p.m. at 950 West Mall Square, Room 156**. Respondents are strongly encouraged

to visit the Alameda Properties managed by Alameda, as provided in Exhibit A, before attending a pre-proposal meeting.

C. Content

Proposals must contain the information listed below. If the required information is not provided, the proposal may be determined non-responsive and not evaluated further.

1. **Transmittal Letter:** Include a letter of transmittal introducing your firm, designating a single point-of-contact, and providing the appropriate contact information, including mailing address, telephone number, and e-mail address.
2. **General Information:** Provide general information regarding your firm's qualifications, history, organizational structure, size and primary expertise. Please describe your firm's presence in the Bay Area (i.e., offices, resources and staffing within 50 miles of Alameda)
3. **Project Understanding:** Discuss your firm's understanding of the Alameda community and the unique opportunities and challenges Alameda faces in managing its Alameda Properties.
4. **Project Approach:** Discuss your firm's approach to each of the following property management issues: providing high-quality customer service to both the City and existing and future tenants; balancing the needs of tenants with the sometimes conflicting needs of the City; addressing the unique challenges presented by a public government entity acting as a landlord; and balancing revenue generation, marketing efforts, and good asset management with the need to maintain flexibility for future redevelopment of the property.

The properties are commercial and residential. Please tell us if your firm will provide services to both or if you will continue the current model with a subcontractor residential property manager.

5. **Project Qualifications and Experience:** Describe your firm's relevant and specialized qualifications and experience, and its role in current and past projects of similar scope and complexity. Provide at least four examples of relevant experience on similar projects that highlight your firm's ability to provide superior performance on this project. Please also provide a list of all properties managed by your firm in the last five years. The property list should include the name; location; size; type of property; any special circumstances relevant to this project; the length of time your firm has managed each property; percentage of ownership you have in each property, if any; name of owner; and a reference contact.
6. **Key Personnel:** Provide the following information for all off-and on-site management personnel who will be assigned to this project; resume; description of comparable projects that demonstrate this person's relevant qualifications; information on their credentials (e.g., licenses, certifications, professional affiliations); and three professional references for each staff person. Please also provide an organizational chart for proposed off-and on-site staffing.

- 7. Reporting and Systems Capabilities:** Please provide the following information regarding your firm's reporting and system capabilities:
- a. A list and brief description of the financial and operational reports that would be made available to Alameda.
 - b. A copy of a management plan for a property similar to the Alameda Properties managed by the Respondent within the last five years. The plan can be redacted to delete the property name. If this or any other submittal item is confidential, please provide in a separate envelope that clearly states, "Confidential" on the front.
 - c. A copy of actual monthly financial and operational reports for a similar property managed by the Respondent within the last five years. Include summary reports and table of contents for detailed schedules that are typically attached. These reports may be redacted to delete property names and identifiers for confidentiality purposes.
 - d. A copy of a marketing plan for a comparable property and several examples of marketing materials for an entire property, as well as single buildings targeted to particular type of tenants.
 - e. A summary of quality control systems and procedures your firm has in place that help ensure high-quality customer services, accurate lease and financial tracking and effective recommendations for ongoing improvement.
 - f. A summary of the technologies your firm offers that ensure an effective and cost-efficient management operation. Please include all software and database programs utilized by your company.
- 8. Proposed Price:** Please include a price for providing leasing and property management services for the Alameda Properties based on the Scope of Services in Exhibit C. Current property management staff includes the following: General Manager, one Senior Property and Leasing Manager, one Property Manager, two Property Assistants, One Property Coordinator, and one Administrative Assistant. Alameda Point has a subcontractor providing residential leasing and property management with one full-time Residential Manager, living on-site. Also include your proposed commission rate for new tenants and lease renewals.
- 9. Other Requirements:** In order for your firm to be considered qualified, and responsive, you must submit current copies of, or statements addressing, the items listed below. If this information is not provided, your proposal will be determined non-responsive and not evaluated further.
- a. Certificate(s) of Insurance reflecting the extent and form of current coverage as provided in Exhibit E.

- b. List any pending administrative or judicial actions against your firm (or any principals of your firm), including debarment actions; and current status of results thereof.
- c. Provide comments and questions on the terms contained in a sample of Alameda's existing property management contracts. A sample of the existing property management contracts is attached for consideration (Exhibit F). If a Proposer has any questions or concerns related to any provisions of these contracts, questions must be submitted in writing with your response to this RFP. This contract is based on Alameda's existing contract; Alameda may make changes to the terms of any future agreement with the preferred Contractor.

D. Submission of Proposals

Submit four (4) hard copies and one electronic PDF copy (via a CD or flash drive) of your proposal no later than **3:00 p.m. on June 4, 2013**, by regular mail, overnight delivery or hand delivery to:

City of Alameda
Attn: Nanette Mocanu
2263 Santa Clara Avenue, Room 120
Alameda, CA 94501

Proposals that are not received at the designated address by the specified deadline will not be considered. Alameda will not consider proposals that have been mailed or postmarked prior to the deadline, but which are not delivered to the designated address prior to the deadline. Please provide any confidential information in a separate envelope marked "Confidential."

All copies of your firm's proposal must be enclosed in a sealed envelope marked "**Proposal: Leasing and Property Management Services for Alameda Properties**" and the firm's complete name and address. All proposals become the property of the City of Alameda.

If you have any questions regarding the RFP, please contact Nanette Mocanu by email at nmocanu@ci.alameda.ca.us.

IV. SELECTION PROCESS

A. Selection Criteria

Alameda will establish a selection team to review and evaluate all proposals received by the deadline. The criteria that will be used in evaluating proposals are listed below and generally correspond with the Proposals Requirements in Section III.

1. Demonstrated understanding of the local Alameda community and the unique challenges faced by Alameda relevant to the Alameda Properties;
2. Thoughtful approach to addressing key leasing and property management issues presented by the Alameda Properties;

3. Relevant qualifications and project experience on comparable properties;
4. Relevant qualifications and experience of key management personnel on comparable projects;
5. Quality, clarity, and appropriateness of sample plans, reports, and marketing materials, as well as quality control and technological system procedures and capabilities;
6. Cost competitiveness of proposed price; and
7. Compliance with insurance requirements and status of legal actions against the Respondent.

B. Selection of Consultant

Alameda will select a short-list of qualified firms, based on the selection team's evaluation of the proposals and will schedule interviews with the short-listed firms. Interviews are tentatively scheduled for the week of June 10th, 2013 at Alameda City Hall located at 2263 Santa Clara Avenue. The key management personnel assigned to the project should be present and actively participate in the interview.

Alameda may then enter into contract negotiations with one or more of the short-listed firms, based on Alameda's evaluation of the firm's proposal together with the subsequent interview. Alameda reserves the right in their sole discretion to terminate such negotiations and initiate negotiations with another firm or firms as Alameda deems appropriate.

Alameda's final selection for the contract award will not be made on the basis of a numeric score alone, but rather, based on Alameda's assessment of all phases of the evaluation process. The contract will be recommended to the Alameda City Council at the July 16, 2013 City Council meeting.

V. GENERAL CONDITIONS

Any material clarifications or modifications to the RFP or the selection process will be made in writing and provided to all respondents who provide written confirmation of their intent to submit. It is the responsibility of the proposers, prior to submitting a response to the RFP, to ascertain if any notices, clarifications, addenda, or other communications to responders have been issued by Alameda. Oral explanations or instructions from Alameda staff, officials, or consultants shall not be considered binding on Alameda.

Proposer's responsiveness to all items in the RFP will be taken as evidence of the proposer's interest and commitment to the project. A failure to respond completely will be interpreted as a lack of full interest and commitment or a deficiency on the proposer's part.

Alameda reserves the right to:

- Modify or cancel the selection process or schedule at any time.
- Waive minor irregularities.
- Reject any and all responses to this RFP and to seek new responses when it is in the best interest of Alameda to do so.
- Seek clarification or additional information from respondents as it deems necessary to the evaluation of the response.
- Request any additional information or evidence from individual respondents, including but not limited to evidence of the proposer's financial status.
- Incorporate this RFP and the selected team's response to this RFP as a part of any formal agreement between Alameda and the proposer.

All documents, conversations, correspondence, etc. between the Alameda and proposers are public information subject to the laws and regulations that govern the Alameda, unless specifically identified otherwise.

All expenses related to any proposer's response to this RFP, or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of the proposer. Alameda, will not, directly or indirectly, assume responsibility for these costs.

The respondent shall not offer any gratuities, favors, or anything of monetary value to any official, employee, or outside consultant associated with the contract for purposes of influencing consideration of a response to this RFP.

Alameda makes no representations about the conditions of the Alameda Properties. The respondent shall make its own conclusions concerning such conditions. Information provided in this RFP, made available on the FTP site or otherwise provided by City staff, or consultants, is provided for the convenience of the responders only. The accuracy or completeness of this information is not warranted by Alameda.

VI. LIST OF EXHIBITS

- Exhibit A: List of Addresses of Alameda Properties
- Exhibit B: City of Alameda Asset Management Policy
- Exhibit C: Scope of Services
- Exhibit D: List of Select Alameda Point Documents Available on FTP Site
- Exhibit E: Insurance Coverage Requirements
- Exhibit F: Sample Property Management Contracts