



# City of Greenfield

599 El Camino Real Greenfield CA 93937 831-674-5591 [www.ci.greenfield.ca.us](http://www.ci.greenfield.ca.us)

## **Request for Proposals**

Development Impact Fee Nexus Study

City of Greenfield, California  
Community Development Department  
599 El Camino Real  
Greenfield, CA 93927

Contact Person:

Paul Mugan, Director Community Development Department

Phone: (831) 674-5591

Email: [pmugan@ci.greenfield.ca.us](mailto:pmugan@ci.greenfield.ca.us)

**Request for Proposal (RFP) Issue Date: April 29, 2024**

**Proposal Due Date for first review: May 7, 2024**

**Date of Second Review (if necessary): May 14, 2024**

**Date of Third Review (if necessary): May 21, 2024**

**RFP shall remain open until filled**

**City may contract with more than one vendor under this RFP.**

First review of respondent's proposals shall begin on May 7, 2024. Subsequent review of proposals shall ensue each seven days subsequent, and only if necessary. The goal is to procure a vendor as soon as possible, for the range of tasks sought. It may be possible that more than one vendor is put under contract pursuant to this RFP; however, one vendor is preferable.

The City of Greenfield (City) City Manager's office is accepting proposals from qualified firms, teams and/or individuals to perform development impact fee nexus study pursuant to the Mitigation Fee Act (Gov. Code Section 66000; et.seq.) and all other applicable law. Vendor must demonstrate that it has sufficient qualifications, resources and/or experience to provide the services under this RFP.

Should you have further questions, please contact:

Paul Muga, Director  
Community Development Department ph.  
(831) 674-5591  
[pmuga@ci.greenfield.ca.us](mailto:pmuga@ci.greenfield.ca.us)

## **I. LOCATION**

The City is located in California's Salinas Valley in southern Monterey County, between the Gabilan mountain range to the east and the Santa Lucia range to the west. The county seat is located 35 miles north in the city of Salinas. The cities of Soledad and Gonzales are located 8 and 17 miles north, respectively. King City is located 11 miles to the south. Greenfield has a current population of approximately 17,700 residents, and several thousand transient populations within a 1.7 square mile area.

## **II. BACKGROUND**

The City has experienced substantial development in both housing and commercial sectors during the last several years. The present development environment is busy, with approximately \$100 million in building permit-valuation issued since 2019. The housing sector also is strong with the city meeting its cycle five Regional Housing Needs Allocation in every income group. The City seeks a competent consultant firm capable of providing development fee nexus studies for established impact fees that are subject to updating.

## **III. REFERENCE MATERIALS**

The following reference materials may be useful in considering this solicitation:

1. Capital Improvement Program Proposals and initiatives
2. Goals of ensuring a safe environment, a sustainable economy, and an enriching environment for residents.
3. Health, safety and welfare standards for future development
4. California Building Code
5. Greenfield Zoning Code and General Plan

## **V. SCOPE OF WORK**

The City is accepting proposals from qualified firms, teams and/or individuals to perform a development impact fee nexus study to update long-established development project impact fees in multiple disciplines. Greenfield has well-established development impact fees for the City of Greenfield

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following disciplines: Fire, Police, Water, Sewer, Traffic, Transportation Agency of Monterey County (TAMC), General Facilities, Park, and Community Center. This work is part of standard review and update of impact fee levels to ensure they hold appropriate nexus among fee level(s), projects and impacts.

The City is conducting an aggregate review of impact fees, with the intention to bring findings and evidence to the City Council for fee adjustment(s) where warranted. Vendor(s) should have full or partial command of the following:

- (1) Thorough understanding of development review process for development projects
- (2) Journey-level understanding of the Subdivision Map Act, Permit Streamlining Act, California Environmental Quality Act, Housing Accountability Act and other statutes as applied to development applications in the City.
- (3) Working knowledge of Mitigation Fee Act Monitoring and Reporting requirements.
- (4) Exaction rules, regulations, and procedures as applied to discrete development projects.
- (5) Capacity to understand an intensive development environment and the municipality's role in facilitating the health safety morale community standard for development.
- (6) Advanced familiarity with, and knowledge or experience with the history of impact fee exactions in California and the United States.
- (7) Previous experience conducting and finalizing nexus studies for the purpose of establishing fee schedule(s).
- (8) Familiarity with advanced planning tools, such as specific plans, planned developments, and General Plans.

## **VI. DELIVERABLES**

To respond to this RFP, consultant(s) should submit in electronic format and hardcopy, if possible. Electronic submittals should be in Microsoft Word format or pdf formatted documents. Electronic submittals may be submitted via thumb drive or alternatively, DropBox, OneDrive, or an equivalent platform may be used.

Responses or questions to this RFP should be submitted via email to either or both of the following staff:

[pmugan@ci.greenfield.ca.us](mailto:pmugan@ci.greenfield.ca.us)

[emeza@ci.greenfield.ca.us](mailto:emeza@ci.greenfield.ca.us)

## **VII. PROPOSAL ORGANIZATION**

Respondent's proposal should be submitted in several parts as described in the below points. Respondent will focus on matters which sufficiently define its proposal and provide an adequate basis for the City's evaluation of the proposal.

- (1) Executive Summary; (2) Scope and Approach; (3) Dedicated Team; (4) Pricing;  
(5) References; (6) Minimum Qualifications

1. Introductory Letter/Statement of Project Understanding and Approach:

The introductory letter shall be addressed to Paul Muga. Include a high-level synopsis of the vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement and should identify the main features and benefits of your proposal.

2. Scope and Approach:

Discuss the scope of services and capacity for the study for all disciplines for the purpose of establishing a development impact fee in accordance with "the Mitigation Fee Act and all other applicable law."

3. Scope and Approach:

Include description of approach to the study of the various disciplines for which the city applies impact fees (Fire, Police, TAMC, Community Center, Park, Water, Sewer, Traffic, General Facilities)

4. Scope and Approach:

Include technical approach to make proper findings and evidence to support a recommendation for fee levels to be considered by the City Council.

5. Team

Include information on the personnel who will be interacting with the City. Provide standard rate schedules for your firm, and all subconsultants on your team. Please note any distinguishing attributes of principals or team members.

6. Pricing

This is a onetime contract opportunity; however, the basic scope of maintaining nexus among projects, impacts, and impact fee levels remains a re-occurring exercise for jurisdictions. A successful achievement and completion of the subject tasks would rank as a creditable considerations in subsequent fee studies.

7. References

Provide one to three current references for similar for any communities in which you have performed similar work. Provide three references for communities where you performed similar scopes and responsibilities.

**viii. SELECTION PROCESS AND EVALUATION**

Award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to the City in terms of functionality, cost and other

factors specified in this RFP. The City is desiring to enter into an agreement with one vendor who can perform all functions requested within this RFP, however, at the city's discretion may enter into agreement with more than one vendor.

City staff will evaluate and rank the submitted written proposals based on demonstrated competence, references, and professional qualifications for performance of the services sought. The City may elect to interview firms and/or individuals that appear to be sufficiently capable of meeting the City's objectives.

Based on the City's ranking of proposals and interviews if conducted, the City Manager, or designee, will enter directly into contract negotiations with the highest-ranked firm(s), teams or individuals. If the City is unable to successfully negotiate a satisfactory agreement with the highest-ranking firms, the City may negotiate with the remaining firms regardless of their ranking. The final Agreement for Professional Services will be submitted to the City of Greenfield City Council for the Council's review and authorization at its earliest convenience.

Proposals must contain information sufficient to enable the City to properly evaluate the competence and qualifications of the consultant for achieving the project objectives. Proposals will be evaluated based on the following criteria:

- References that can affirm a firm's competency, responsiveness, and understanding of work objectives and the jurisdiction's unique attributes and challenges.
- Approach to fee studies generally with a staffing plan.
- Ability to provide quality, cost-effective services in-field where necessary and in accordance with supervisory guidance from the city; and
- Ability to interface with disparate stakeholders involved directly or indirectly with exaction and expenditure of impact fees in accordance with the Mitigation Fee Act.
- Established core competencies and salient experience supporting core competencies.

Proposals will be scored and ranked as follows:

<b>Criteria</b>	<b>Weight/Percentage</b>
References demonstrating core competencies and understanding of proposal	30%
Capacity for executing best practices in accepting supervisory guidance	30%
Proposed approach in accomplishing tasks	20%
Quality/cost-effectiveness	10%

Experience/staffing	10%
Total	100%

**X. CONTRACT**

Unless as otherwise requested under Section VIII above, the Consultant shall adhere to the Greenfield Agreement for Professional Services. Any revisions requested by consultant will be subject to review and approval by the City during the contract negotiation process.