



Hallandale Beach Community Redevelopment Agency Board of Directors Meeting Agenda Cover Memo

Meeting Date:	April 18, 2018		Item Type:	Resolution X	Ordinance	Other	
Fiscal Impact:	Yes	No	Ordinance Reading:		1st Reading		2nd Reading
			Public Hearing:		Yes	No	Yes
		X				X	X
Funding Source:	5910-531010, Professional Services		Advertising Requirement:		Yes		No X
Account Balance:	\$263,950						
Project Number :	N/A		RFP/RFQ/Bid Number:		RFP# FY 2017-2018-CRA001		
Contract/P.O. Required:	Yes	No	Strategic Priority (Enter X in box): Capital Improvements Goal 1 - Undertake Total Improvements of Public Realm <input type="checkbox"/> Goal 2 - Promote Public/Public and Public/Private Partnership <input type="checkbox"/> Promote Projects with Large-Scale Impacts Goal 1 – Issue a Request for Proposals (RFP) for NW infill Housing <input type="checkbox"/> Goal 2 – Issue a Request for Qualifications (RFQ) for Dixie Highway/Foster Road parcel <input type="checkbox"/> Priority Area: North West Quadrant <input type="checkbox"/> FEC Corridor <input type="checkbox"/> Southwest Quadrant <input type="checkbox"/> Northeast Quadrant <input type="checkbox"/> Southeast Quadrant <input type="checkbox"/>				
		X					
Sponsor Name:	Roger M. Carlton, HBCRA Executive Director		Department:		HBCRA		



Short Title:

A JOINT RESOLUTION OF THE MAYOR AND COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA AND THE CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, ACCEPTING THE PROPOSAL FROM REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC TO REQUEST FOR PROPOSALS # FY 2017-2018-CRA001 REDEVELOPMENT PLAN MODIFICATION AND CITYWIDE VISIONING; AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC FOR THE REDEVELOPMENT PLAN MODIFICATION AND FOR CITYWIDE VISIONING FOR AN AMOUNT NOT TO EXCEED TWO HUNDRED FORTY THOUSAND (\$240,000) DOLLARS; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

Florida Statute (FS) 163 Part III, which was enacted as the Community Redevelopment Act in 1969, determines the process by which a Community Redevelopment Agency (CRA) can create community redevelopment plans (FS. 163.360), and modify those plans (FS. 163.361). FS. 163. 360 (2) states in part that the community redevelopment plan shall:

- (2)(a) Conform to the comprehensive plan for the county or municipality as prepared by the local planning agency under the Community Planning Act.
- (b) Be sufficiently complete to indicate such land acquisition, demolition and removal of structures, redevelopment, improvements, and rehabilitation as may be proposed to be carried out in the community redevelopment area; zoning and planning changes, if any; land uses; maximum densities; and building requirements.
- (c) Provide for the development of affordable housing in the area, or state the reasons for not addressing in the plan the development of affordable housing in the area.
- (7)(c) The community redevelopment plan gives due consideration to the utilization of community policing innovations, and to the provision of adequate park and recreational areas and facilities that may be desirable for neighborhood improvement, with special consideration for the health, safety, and welfare of children residing in the general vicinity of the site covered by the plans;
- (d) The community redevelopment plan will afford maximum opportunity, consistent with the sound needs of the county or municipality as a whole, for the rehabilitation or redevelopment of the community redevelopment area by private enterprise; and
- (e) The community redevelopment plan and resulting revitalization and redevelopment for a coastal tourist area that is deteriorating and economically distressed will reduce or maintain evacuation time, as appropriate, and ensure protection for property against exposure to natural disasters.



(8) If the community redevelopment area consists of an area of open land to be acquired by the county or the municipality, such area may not be so acquired unless:

(a) In the event the area is to be developed in whole or in part for residential uses, the governing body determines:

1. That a shortage of housing of sound standards and design which is decent, safe, affordable to residents of low or moderate income, including the elderly, and sanitary exists in the county or municipality;
2. That the need for housing accommodations has increased in the area;
3. That the conditions of blight in the area or the shortage of decent, safe, affordable, and sanitary housing cause or contribute to an increase in and spread of disease and crime or constitute a menace to the public health, safety, morals, or welfare; and
4. That the acquisition of the area for residential uses is an integral part of and is essential to the program of the county or municipality.

(b) In the event the area is to be developed in whole or in part for nonresidential uses, the governing body determines that:

1. Such nonresidential uses are necessary and appropriate to facilitate the proper growth and development of the community in accordance with sound planning standards and local community objectives.
2. Acquisition may require the exercise of governmental action, as provided in this part, because of:
 - a. Defective, or unusual conditions of, title or diversity of ownership which prevents the free alienability of such land;
 - b. Tax delinquency;
 - c. Improper subdivisions;
 - d. Outmoded street patterns;
 - e. Deterioration of site;
 - f. Economic disuse;
 - g. Unsuitable topography or faulty lot layouts;
 - h. Lack of correlation of the area with other areas of a county or municipality by streets and modern traffic requirements; or
 - i. Any combination of such factors or other conditions which retard development of the area.
3. Conditions of blight in the area contribute to an increase in and spread of disease and crime or constitute a menace to public health, safety, morals, or welfare.

(9) Upon the approval by the governing body of a community redevelopment plan or of any modification thereof, such plan or modification shall be deemed to be in full force and effect for the respective community redevelopment area, and the county or municipality may then cause the community redevelopment agency to carry out such plan or modification in accordance with its terms.



In short, the CRA redevelopment plan is the primary governing document for the CRA and there is no project, plan or program that the CRA undertakes which shall not be addressed in the community redevelopment plan.

Because the Statute considers the community redevelopment plan to be a living document, it also makes provisions for its modification. FS. 163.361(1) states in part that:

If at any time after the approval of a community redevelopment plan by the governing body it becomes necessary or desirable to amend or modify such plan, the governing body may amend such plan upon the recommendation of the agency. The agency recommendation to amend or modify a redevelopment plan may include a change in the boundaries of the redevelopment area to add land to or exclude land from the redevelopment area, or may include the development and implementation of community policing innovations.

Best practices, as stated by the Florida Redevelopment Association (FRA) and the general redevelopment community, are that the community redevelopment plan should be modified every three to five years.

The Hallandale Beach Community Redevelopment Agency's community redevelopment plan is known as its Implementation Plan. The Implementation Plan was approved in March of 2012 by the HBCRA Board of Directors.

To date, the City's Procurement Department has issued three Request for Proposals (RFP) for the update to the HBCRA Implementation Plan. RFP No. 2015-2016-CRA-001 was issued in FY15/16. The responses for that RFP were subsequently rejected. In September 2016, a second RFP, RFP No. 2015-2016-CRA-001-002, was issued. Two firms responded to this second RFP. The second RFP was also subsequently rejected by management due to the belief that staff had the experience necessary in transportation and mobility issues, economic development issues, and real estate issues to be able to complete the Implementation Plan in-house. The level of expertise required, however, to create an accurate and statutorily acceptable community redevelopment agency plan is substantial, and usually comes with the assistance of outside expertise that understands, not only the statute and community redevelopment plan creation, but also how to implement the plans.

Current Situation:

On February 20, 2018, the Procurement Department released a solicitation for RFP# FY 2017-2018-CRA001 City of Hallandale Beach Community Redevelopment Agency Redevelopment Plan Modification and Citywide Visioning.

The release notice for the RFP was sent via email to three hundred and nineteen (319) vendors from the City's Vendor list. The RFP was also advertised in the Hallandale Beach



Chamber of Commerce website, City's website, DEMANDSTAR website, and City and HBCRA Social Media pages. The RFP was also advertised through the Miami Minority Business Development Agency Business Center, the U.S. Small Business Administration, and the Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

On February 28, 2018 at 11:00 a.m. a Mandatory Pre-Bid Proposal Conference was held in the City Commission Chambers. There were fourteen (14) vendors in attendance at the Mandatory Pre-Proposal Conference and eight (8) staff members.

In addition to providing the opportunity for vendors to ask questions during the Mandatory Pre-Proposal Conference, the solicitation allowed for additional questions to be sent in via email by no later than March 6, 2018 @ 11:00 a.m. The Due Date for the RFP was March 19, 2018.

Three (3) proposals were received from the following vendors in order of highest ranked:

NO.	PROPOSING FIRM	COST PROPOSAL	REFERENCES	VARIANCES
1	REDEVELOPMENT MANAGEMENT ASSOCIATES (RMA) 2302 E. Atlantic Blvd POMPANO BEACH, FL 33062 KIM BRIESEMEISTER MAX WEMYSS INFO@RMA.US.COM (954) 695-0754	\$200,000 *	4 of 5 Verified.	None Stated.
2	STRATEGIC PLANNING GROUP, INC. (SPG) & IBI GROUP (FLORIDA) INC. 830-13 NORTH ALA – SUITE 402 PONTE VEDRA BEACH, FL 32082 OR 2200 PARK CENTRAL BLVD, NORTH, SUITE 100 POMPANO BEACH, FL 33064 ROBERT J. GRAY KALRA BANKIM RGRAY@SPGINC.ORG BKALRA@IBIGROUP.COM (800) 231-PLAN 954-974-2200	\$189,000	4 of 5 Verified.	None Stated.
3	CMA ENTERPRISE INCORPORATED 207 LAUREL OAK LANE, STE B. DAVIE, FL 33325 GAIL BIRKS, PRESIDENT/CEO GAIL@CMA-ENT.COM (954) 476-3525	*FIRM DETERMINED NON-RESPONSIVE.		

One (1) Firm, CMA Enterprise Incorporated, was determined non-responsive. The Firm did not provide the requested documents to meet Minimum Qualification Requirements MQR #3: Minimum Completed Number of Projects within Number of Years - References.



The Evaluation Committee determined the Firm did not provide projects having scope of work or similar scope of work as outlined in the RFP.

The Evaluation Committee, appointed by the City Manager, was composed of the following individuals:

- Jeremy Earle, Assistant City Manager
- Keven Klopp, Director of Development Services
- Faith Phinn, Financial Management Analyst

On April 3, 2018, at 3:00 p.m., a Sunshine Evaluation Committee meeting was held with the Evaluation Committee to discuss the proposals. At this meeting, all committee members came to a consensus that two (2) of the three (3) firms met the minimum qualification requirements of the RFP and would continue through the evaluation process. The Evaluation Committee decided not to hold Oral Presentations and proceed with rating the Firms.

On April 4, 2018, the Evaluation Committee submitted rating sheets for two (2) Firms (Exhibit 2).

Based on the rating sheets by the members of the evaluation committee, the HBCRA Director recommends award for the HBCRA Redevelopment Plan Modification and Citywide visioning to Redevelopment Management Associates (RMA). It is important to note that the RMA cost does not include the Citywide Visioning as stated in the RFP. This portion of the work will need to be negotiated by the City Manager.

Fiscal Impact:

There will be a fiscal impact to the HBCRA of at least \$200,000, which was approved by the HBCRA Board of Directors at the September 27, 2017 HBCRA Board of Directors meeting. However, due to the fact that the HBCRA Redevelopment Plan Modification anticipates that the remaining 24 percent of the City which lies outside of the HBCRA Boundary will also be studied to create a truly Citywide visioning document, an additional as yet to be negotiated amount of funds will be required to be paid by the City of Hallandale Beach. This is because the statute expressly prohibits CRA funds from being used for work outside of the CRA boundaries. This amount will be negotiated by the City Manager during the contract negotiations process and brought back to the City Commission for allocation.

**Why Action is Necessary:**

In accordance with the CRA Bylaws, the CRA follows the City's Procurement Code. Pursuant to Chapter 23, Section 23-4, Competitive Bidding Required, all purchases of and contracts for equipment, supplies and contractual services, when the estimated cost shall exceed \$50,000 shall be based on a competitive process. Furthermore, pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager, shall have the authority to recommend to the City Commission award of contracts.

Proposed Action:

Staff recommends that the HBCRA Board of Directors award RFP # FY 2017-2018-CRA001 City of Hallandale Beach Community Redevelopment Agency Redevelopment Plan Modification and Citywide Visioning to Redevelopment Management Associates.

Attachment(s):

Exhibit 1. Resolution
Exhibit 2. Summary Rating Sheet
Exhibit 3. RMA RFP Proposal

Faith Phinn

Prepared by: Faith Phinn, Financial Management Analyst

A handwritten signature in black ink, appearing to read "Jeremy Earle", is written over a horizontal line.

Reviewed by: Jeremy Earle, Ph.D., AICP, Assistant City Manager