



DOWNTOWN  
TRACY  
TRACY CITY CENTER  
ASSOCIATION

## Request for Proposal

### Community Benefit District Renewal

#### Introduction & Background

The Tracy City Center Association (TCCA) is seeking consultants to explore the renewal of its Community Benefit District (CBD). This Request for Proposal (RFP) is being issued to seek consultants who will conduct outreach to property owners, possibly examine the feasibility of increasing the CBD boundaries and/or assessment rate, create and implement a CBD plan, and assist with the petition, ballot, and hearing process.

TCCA is seeking proposals from consulting firms (Consultant) knowledgeable in California CBD laws, Proposition 218, special and general benefit analysis, best practices, and policies, and experienced in renewing California CBDs. The selected firm will work with TCCA to administer the process and successfully renew the CBD by Monday, July 1, 2024.

Proposals/qualifications should demonstrate Consultant's experience in all aspects of CBD formation projects, including database and map creation and management, management district plan development, Proposition 218 compliance, legal document preparation, and the hearing process for a CBD.

#### Important Dates:

- Submit all questions by 5:00pm PST, Thursday, December 7, 2023.
- Proposal Due no later than 1:00pm PST on Thursday, December 21, 2023.
- Possible Zoom Interview for selection on January 11, 2024.
- Proposed start date is February 2024.

#### Proposal and Format

The following should be included as components of the Proposal:

#### ***Transmittal Letter addressed to:***

Tracy City Center Association

*\*The Transmittal Letter should be signed by an individual with authority to enter a Contract if the Proposal is selected.*

#### ***Project Team***

- Provide a listing of personnel assigned to work on this Project including the project manager. Identify other members of the team and indicate the expertise and area of responsibility of everyone.
- The Project may be accomplished through a partnership between firms. If so, please identify each company and their personnel (include the qualifications and expertise of the proposed firms and/or individuals with the proposal).



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## ***Phase 1: Strategic Planning***

- Refresh TCCA's Strategic Plan, incorporating today's market realities and dynamics and looking ahead to the next ten-year investment cycle. Create consensus and alignment for the TCCA's mission among diverse stakeholders.
- Engage CBD ratepayers, business, and civic leaders, and other TCCA stakeholders to refresh the Strategic Plan.
- In concert with TCCA's Board of Directors, develop recommendations to guide TCCA's evolution and value proposition for the next ten years.

## ***Phase 2: The Renewal Process***

- Secure input and support from key property owners.
- Develop a project strategy and timetable that complies with the law and assessment deadlines.
- Create and guide a project steering committee.
- Create a property database and be able to generate customized reports.
- Create and modify an interactive CBD boundary map.
- Examine potential modifications and boundary and assessment rate increases.
- Identify and quantify the benefits for properties versus general benefits, including preparing, and analyzing intercept surveys.
- Draft a Management District Plan and Engineer's Report which comply with CBD laws, Proposition 218, and relevant case law.
- Work with the City Attorney and other agencies to make the district as legally defensible as possible.
- Prepare legal documents necessary to form the CBD, including the petition, ballot, resolutions, and notice.
- Secure sufficient property owner support during the petition processes.
- Secure support from city staff and officials and manage the City Council hearing process.
- Secure supportive ballots from key property owners.

## ***Phase 3: Budget***

- Provide a Project Budget/Proposal that includes pricing (with description or explanation if necessary) for the project approach.
- Outline any additional items and/or expenses necessary for Project, the responsible party, and whether the item falls within the Consultant's contract for service (may include items such as printing and reproduction; postage and mailing; travel; City fees; presentation graphics). Please include Consultant's best estimate of cost for items that will not fall within the Consultant's contract for service.

## ***Project Timeline***

- Provide a timeline for the project, which includes major milestones and complies with assessment deadlines.



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## ***Experience and References***

- Provide a description of your organization's (and that of any partners) experience in CBD renewal including:
  1. Project name and client.
  2. A brief description of the project scope
  3. The outcome of the project.
  4. Whether the project was a new or renewing CBD; and
  5. Client contact information.

*\*Please provide a minimum of five (5) sample California CBD projects, which will also be considered as references.*

## **Due Dates and Contact Information**

- Thursday, December 7, 2023, by 5:00pm PST – Submit all questions via email to all of the following:

Reza Kazemi at [director@tracycitycenter.com](mailto:director@tracycitycenter.com)

Katie Moreno at [kmoreno@tracycitycenter.com](mailto:kmoreno@tracycitycenter.com)

Karin Schnaider at [karin.schnaider@cityoftracy.org](mailto:karin.schnaider@cityoftracy.org)

- Proposals must be submitted in readable digital format by 1:00pm PST on Friday, December 21, 2023.

Katie Moreno  
Tracy City Center Association  
17 E. 6<sup>th</sup> Street, Ste. 225  
Tracy, CA 95376  
[kmoreno@tracycitycenter.com](mailto:kmoreno@tracycitycenter.com)

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