

**Redwood City Improvement Association
Interim Board of Directors
Redwood City, CA
Phone: 888 356-2726
MAIL@NEWCITYAMERICA.COM**

**REQUEST FOR PROPOSAL FOR AN EXECUTIVE DIRECTOR,
DISTRICT MANAGER OR DISTRICT MANAGEMENT COMPANY FOR THE
DOWNTOWN REDWOOD CITY COMMUNITY BENEFIT IMPROVEMENT
DISTRICT
NOVEMBER 5TH, 2014**

The Downtown Redwood City Community Benefit District (hereafter known as the “District”) is seeking a qualified “Executive Director, “District Manager” or “District Management Company” to serve in the capacity of an overseer of the special benefit services performed in the District. District management companies or individuals or their equivalent are encouraged to apply to administer and oversee the services of the newly formed Downtown Redwood City CBID. Proposals are due by December 1st, 2014 by 12 noon.

Background:

The Redwood City Improvement Association (RCIA) is a pending public benefit corporation whose primary function is to administer the Downtown Redwood City Community Benefit Improvement District (CBID). The Downtown Redwood City Community Benefit Improvement District was approved by an overwhelming vote of the affected property owners in July 2014, and authorized by City Council action on July 28th, 2014. The RCIA has a contract with the City of Redwood City to administer the revenues for this assessment district. The Fiscal Year 2014 revenues for the CBID are anticipated to not exceed \$ 788,000. This will be the first year of operation of the District, commencing on December 20th, 2014.

The special benefit services funded by this CBID include maintaining security, cleanliness and order in the public rights of way, improving district identity, running the web site and all District events, serving the corporations’ administrative needs, parking management, and advocating on behalf of the area’s property owners, business owners and residents. The CBID is a mandatory assessment district that funds special benefits

or services over and above those currently provided by the City of Redwood City. The District includes all property owners within the boundaries of the attached map. The function of the CBID is also one of an advocacy organization that seeks to improve the overall appearance, building/commercial/residential mix and public space improvements within the District.

The expectations for the administrative contract for services for this position are as follows:

Experience required:

- Working with public benefit, non-profit corporation Board of Directors;
- Understanding assessment district law and Proposition 218 special benefit requirements;
- Demonstrated understanding the workings of a district management corporation;
- Working independently without direct supervision;
- Ability to effectively communicate with stakeholders (property owners, business owners and residents);
- Ability to write as well as maintain records of the Associations;
- Knowledge of basic accounting principles;
- Knowledge of basic property management;
- Knowledge of maintenance of the public rights of way;
- Ability to oversee, supervise, hire and fire sub-contractors, maintenance staff and office staff;
- Basic computer and e-mail skills;
- Identify and pursue successful funding sources outside of the District assessments;
- An understanding of current issues, challenges and opportunities in the City of Redwood City, and the downtown area in particular;
- Demonstrated experience in business attraction to commercial districts.

Hours required:

The District Manager or District Management Company shall be on site or on the job a minimum of 40 hours per week, normally Monday through Friday, 9:00 to 5:00, however may include evening and weekend work and may be revised based on discussions with the Board of Directors.

Duration:

The Executive Director, District Manager or District Management Company agreements shall commence on or around January 1st, 2015 and will remain in force until determined by the Board of Directors. **The Board of Directors shall retain the right to terminate the employment agreement or management agreement upon 30-days' notice at any time this agreement is in force.**

Pay:

The administrative services component line item allocated for this service shall not exceed \$ 110,000.00 per year, for the first year of service, depending upon experience. This shall be a straight performance based agreement and shall *not include* employee or a company benefits package. Any payroll and employment taxes shall be included in this \$110,000 maximum figure. The Board of Directors may agree to supplement this annual amount based upon oversight work in other categories of the budget.

Employment status:

CBID or BID District Management Companies, or other BIDs management entities or partnerships with appropriate experience are encouraged to submit a response to this RFP. The District will enter into an independent contractor relationship or employment agreement with the selected candidate(s) or companies, based upon legal requirements. The main point of contact for the selected candidate or company shall be the Interim President of the Association, Mr. Eric Lochtfeld.

Expectations of the Selected Candidate or Company

I. IMPLEMENTATION OF SERVICES:

- Review the Management District Plan to become knowledgeable of the scope and depth of special benefit services voted upon by the property owners of the district. In that light, be prepared to oversee contract providers for landscaping, sidewalk maintenance, cleaning, marketing and district identity services, parking management, project review, etc. to ensure the highest level of services for the benefiting property owners, residents and businesses. Be knowledgeable of the limitations of the “special benefit services” as explained in Article XIII(D) of the state constitution. *(Copies of the full management district plan are available upon request.)*
- Be available to interface with district property owners, residents, businesses, visitors and City officials as necessary in response to the delivery of services;
- Walk with the maintenance contractor or employees regularly to ensure the highest level of maintenance and security is provided;
- Ensure that the maintenance provider reports to the City immediately on any and all hazardous conditions in the public rights of way;
- Monitor frequently the level of problematic issues in the public rights of way;
- Respond to constituent concerns with face to face interaction as quickly as possible;
- Respond to e-mails or inquiries by Board members or constituents with all due speed.
- Advise Board Committees on the implementation of strategies that promote the welfare of District residents, property owners, businesses, employees and community members;
- Assist in the production and management of special events, in coordination with the District Board of Directors and the Redwood City Improvement Association;

II. CORPORATE ORGANIZATIONAL SUPPORT

- *Board meeting clerical, administrative and organizational support*
 - a. Attend all Board and Committee meetings;
 - b. Prepare all Board packets, post consistent with the Brown Act and City of Redwood City open meeting provision requirements;
 - c. Distribute Board packets prior to the meetings;
 - d. Prepare and distribute all committee and task force packets prior to the meeting;
 - e. Work closely with President and Committee Chairs in the preparation of meetings;
 - f. Attend all Board Standing Committee and Task Force meetings;
 - g. Help direct and manage Board discussions
 - h. Review and correct all minutes for accuracy;
 - i. Maintain all corporate meeting records consistent with the Brown Act provisions;
 - j. Oversee and monitor the annual election of Board members;
 - k. Keep a roster of attendance for all Board members to ensure compliance with the bylaws attendance requirements.
 - l. Prepare annual report to the Board and the City of Redwood City;

III. GENERAL ADMINISTRATION

- *Fiscal*
 - a. Monitor Committee budgets to make sure they are in line with projections;
 - b. Prepare financial statements and prepare checks as necessary;
 - c. Monitor assessment compliance reports with the City;
 - d. Prepare and monitor annual budgets for the City Annual reports;
 - e. Work with auditor for annual 990 reports and audits to the City;
- *Supervisory*
 - a. Oversee maintenance and landscaping service providers;
 - b. Supervise administrative assistants, consultants and interns as necessary.
- *Office*
 - a. Equipment acquisition and maintenance;
 - b. General maintenance, cleaning and organization.
 - c. Maintain office, rent and related Board assets;
 - d. Ensure public accessibility to records and minutes of the corporations;

IV. OTHER ISSUES

The Executive Director, District Manager or District Management Company shall implement any and all other tasks as prioritized by the Boards of Director or officers as may arise from time to time;

- a. Knowledge of land use issues and urban zoning issues is helpful;

- b. Knowledge of District Identity strategies to promote a positive image of the district is helpful;
- c. Familiarity with the California Downtown Association, International Downtown Association or other trade associations is helpful;

V. DUE DATE:

The RCIA Board of Directors reserves the right to accept, negotiate, reject or propose amendment to any and all proposals submitted for administration of the Downtown Redwood City CBID. The selection process will be determined based upon district management experience, knowledge of the law, experience in working with non-profit Boards and knowledge of the City of Redwood City. We reserve the right to reject any and all applicants as well as to determine that we will not fill this position. For any questions regarding this RFP, please call 888 356-2726 and ask for Marco Li Mandri, Interim Manager;

Please send one original and four (4) copies of any proposal for this RFP to:

**Redwood City Improvement Association
c/o Marco Li Mandri, New City America
710 W. Ivy Street
San Diego, CA 92101**

E-mailed or faxed proposals will NOT be accepted. Please call 888 356-2726 for any questions regarding this RFP.

Due date: Monday, December 1st, 2014 by 12 noon at the office above.

Please send three references for similar work performed, as well as three letters of recommendation for similar work related to District Management services.

Commencement Date:

The commencement date of the agreement(s) shall be on January 1st 2015 and shall terminate on December 31st, 2015 unless the Board determines that further services are needed. The Board maintains the right to terminate the agreement with 30 days written notice throughout the term of the employment or management agreement.

ATTACHMENTS:

- 1. Annual budget for 2014
- 2. Map of the CBID

**First Year Downtown Redwood City
Community Benefit Improvement District Service Budget**

(Figures are rounded)

PROGRAM OR ACTIVITY FUNDED BY THE DOWNTOWN REDWOOD CITY COMMUNITY BENEFIT IMPROVEMENT DISTRICT	APPROXIMATE% OF FIRST YEAR ANNUAL BUDGET	ESTIMATED ANNUAL COSTS
Sidewalk Operations and Beautification	54%	\$ 423,000.00
District Identity and Signage	20%	\$ 160,000.00
Parking Management	7%	\$54,000.00
Administration/Corporate Operations	15%	\$ 120,000.00
Contingency/City and County Fees/Reserves	4%	\$ 31,938.00
TOTAL	100%	\$ 788,938.00

SIDEWALK OPERATIONS AND BEAUTIFICATION, (Seven days per week)
(see parking management services below)

54% *

This category of special benefit services provides property owners with the following services predominantly from curb to property line. The function of these services is to provide a cleaner, more orderly, more attractive and dynamic Downtown and reduce problems within the public rights of way of the CBID area. These services are over and above current City general benefit services and one set of services listed below may be prioritized one year and another set of services may be prioritized the following year. That determination of prioritization of special benefit services will be determined by the CBID management corporation Board of Directors. Such sidewalk operations and beautification special benefit services include:

- Regular sidewalk and gutter sweeping
- Regular sidewalk steam cleaning (over and above city services)
- Enhanced trash emptying (over and above city services)
- Tree and vegetation maintenance (over and above city services)
- Special events maintenance and set up
- Maintenance and planning of new outdoor public spaces
- Installation and maintenance of hanging plants, planting flowers throughout the district
- Dog waste receptacles adjacent to apartment buildings and condos
- Possibly video surveillance equipment and monitoring, safety programs;
- Other programs that provide special benefits in the sidewalks of the CBID

DISTRICT IDENTITY SERVICES:

20%

This category of special benefit services provides property owners with the following services that enhance the positive identity and brand of Downtown Redwood City. The function of these services is to create greater demand for property, office space, business and residential tenancies throughout the CBID. These services are over and above current City general benefit services and one set of services listed below may be prioritized one year and another set of services may be prioritized the following year. That determination of prioritization of special benefit services will be determined by the CBID management corporation Board of Directors.

Tax exempt property owners operating tax exempt buildings on their property such as the City of Redwood City, the County of San Mateo, the Unified School District and Kaiser Permanente Hospital shall be assessed for linear frontage to fund Sidewalk operations services listed above as well as the assessment levied on their lot size to fund program operations, but shall not have their building square footage assessed. This is due to the fact that building square footage assessments fund District Identity services whose function is to increase commerce, business, rents and identity of the commercial and residential properties. Those special benefit services do not confer a special benefit to the tax exempt properties so they will not be assessed for the services in this category. Such District Identity special benefit services include:

- Web site development and updating
- App development
- Management and coordination of special Events at Courthouse Square
- Social media
- Holiday decorations
- Branding of Downtown Redwood City so a positive image is supported
- Banner programs
- Public art displays
- Logo development
- Public space design and work
- Other marketing and promotion strategies and programs
- Management of district identity related services
- Signage

PARKING MANAGEMENT

7%

Parking management services are special benefits conferred to property owners based upon their location within the two Benefit Zones in the CBID. Benefit Zone 1 parcels will pay a premium on their building square footage to fund the services for Zone 1 valet services as well as rental of private parking lots to accommodate Zone 1 businesses along Broadway and Main Streets. All CBID parcels may have special benefit parking management services funded through the linear frontage costs, which may include other Sidewalk operations services. Benefit Zone 1 and 2 parcels may determine that they need to manage parking services related to mitigation of parking from new construction projects that will be occurring predominantly in the Zone 2 area for at least

the next 5 years. Therefore, there will be two distinct levels of Zone parking management services based upon the special benefit needs of Zone 1, Zone 2 or their common need for overall parking management services throughout the CBID. Examples of these special benefit services and costs include, but are not limited to:

- District parking valet program (Funded by Benefit Zone 1 property owners)
- Rental of private parking lots within Benefit Zone 1 (Funded by Benefit Zone 1 property owners)
- Possible shuttle to peripheral parking structures (provided to property owners in both Benefit Zones and funded by linear frontage in both Benefit Zones); *
- Parking management services district wide, including a shuttle, leased parking (provided to property owners in both Benefit Zones and funded by linear frontage assessments in both Benefit Zones); *

ADMINISTRATION AND CORPORATE OPERATIONS:

15%

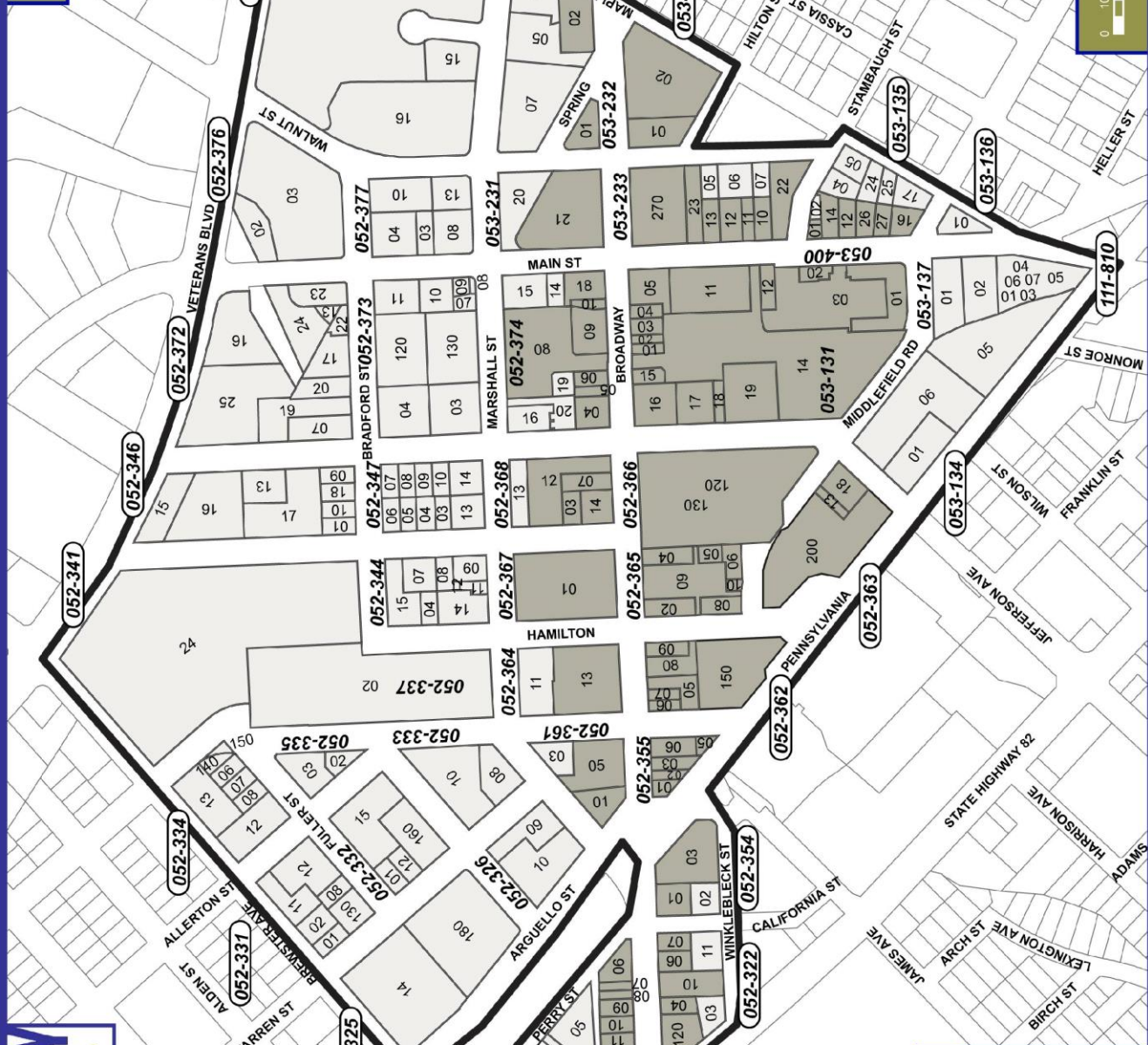
These are overhead expenses to oversee the implementation of programs and activities in the CBID.

- Staff and administrative costs
- Directors' and Officers' insurance, general liability insurance
- Office related expenses, equipment, rent
- Financial reporting, accounting
- Legal work

CONTINGENCY/CITY AND COUNTY FEES/RESERVE:

4%

- These are overhead expenses that account for collection costs and non-payment of assessments in the CBID Delinquencies
- City and County collection fees
- Reserves
- Special projects



LEGEND

- District Border
- Benefit Zone 1
- Benefit Zone 2
- District Parcels