

**City of Moorpark
Retail, Office, and Hotel Market Analysis
Requests for Proposals**

INTRODUCTION

The City of Moorpark (“City”) is accepting proposals from qualified consulting firms to perform an independent, professional retail, office, and hotel market analysis (“MA”). The analysis is intended to identify the current retail, office, and hotel market analysis in the City; identify patterns; future opportunities, and provide strategic recommendations regarding current and future commercial needs and market of the City.

BACKGROUND

The City incorporated in July 1983, and spans 12.44 square miles. The City is conveniently located in the southeastern part of Ventura County just 50 miles northwest of downtown Los Angeles. For several years Moorpark has been recognized for having a relatively low cost to conduct business, the lowest number of serious crimes committed in Ventura County, and is one of the safest cities of its size in the United States.

The City is a suburban community with a population of 35,172 (2014). The median household income in the City is \$101,962, which is the highest in the Ventura County. 65% of residents are married and families with children reside in 47% of Moorpark households. Over 37% of the population has a bachelor’s degree and 12% has a graduate degree. More than half of the population commutes over 24 minutes to work and 73% of residents have white collar jobs.

The median age of homes in the City is 16 years, with 80% of those homes owned and 2.4% vacancy according to Department of Finance, 2014 (lowest in Ventura County). The median sale price of a home is \$470,000 (February 2013).

The Burbank, Van Nuys and Oxnard commuter airports are within 35 miles of Moorpark. Los Angeles International Airport is only 50 miles away. The Southern Pacific provides freight service with AMTRAK and Metrolink rail systems providing convenient passenger service. The City has its own Metrolink Station, with Metrolink operating Monday through Friday on all lines and making regular stops from the City of Ventura to Los Angeles Union Station.

SCOPE OF WORK FOR RETAIL MARKET ANALYSIS

The Consultant shall determine if there is sufficient supply of appropriately zoned land (or conversely too much) for retail uses to meet the current and projected 15 year need of the City.

I. The consultant shall review the current commercial demographics of the City and determine if there is sufficient supply of land and square footage for retail, office and service uses to meet the current and projected 15 year need of the City with an estimated population of 43,000 based on current residential projects. Consultant shall describe the difference, if any, in the commercial demographics if the estimated population was increased to 50,000 (20% more than present).

II. Consultant shall provide an inventory of the vacant commercial buildings and land in the City.

III. Consultant shall conduct a retail leakage study for the City. Consultant shall describe what is needed, such as increasing population and/or number of daytime jobs, to attract certain businesses (for example: hotel, furniture store, or home improvement store) and to mitigate leakage.

IV. Consultant shall describe the current retail trends affecting consumer spending and identify projected shifts in retail spending that could shape retail centers and developments in the next 15 years.

V. Consultant shall provide a breakdown of retail and service establishments by type for each commercial center. Please provide the square footage for each use and provide a percentage of total square footage of the center. Consultant shall describe if the mix between office and retail is appropriate and provide recommendations to enhance each commercial center. For example:

1. Should office be encouraged in a retail center or an office park?
2. What is a good mix of office and retail uses for a shopping center?

VI. Consultant shall describe the City strengths and weaknesses and any potential opportunity or concerns for the retail market.

VII. Consultant shall make recommendations to the City to enhance the business environment and maximize retail sales tax.

SCOPE OF WORK FOR OFFICE MARKET ANALYSIS

The consultant shall review the current supply of office space, to include but not limited to medical, real estate, insurance, financial, and research and development, in the City and determine if there is sufficient supply to meet the current and projected 15 year need of the City.

I. Consultant shall provide an analysis of the existing office space in the City and project the future office space needs for the next 15 years. The analysis shall discuss:

1. Current office trends
2. Need for technology infrastructure
3. City's population size and geographic location
4. Repurposing relatively large vacant or underutilized buildings
5. City as part of the regional demand

II. Consultant shall provide strengths and weaknesses of the City's office space market and any potential opportunities and concerns.

III. Consultant shall provide recommendations for the City to adequately address the future office demand.

IV. A map of the office space locations shall also be provided detailing square footage, building type (class A, B, or C), and typical occupants of each office type.

SCOPE OF WORK FOR HOTEL MARKET ANALYSIS

I. The consultant shall review the current hotels needs of the City and region based on hotel type/class (economy/limited service, middle range service, and resort style/luxury). Consultant shall discuss the City's strengths and weaknesses for hotel development and any future opportunities or concerns. Consultant shall generally describe possible sites that would accommodate hotel development.

II. Consultant shall make recommendations to City to enhance the hotel development potential.

Anticipated Timeline

May 6, 2015	Award Contract
May 26, 2015	Notice to Proceed
August 19, 2015	Present MA to City Council

Anticipated Meetings

Consultant will be expected to attend the following meetings at City Hall with City staff:

- I. Kick off meeting. City Staff will answer questions of the Consultant and finalize timeline.

- II. Bi-weekly meetings. Consultant's project manager shall meet bi-weekly with the Economic Development and Housing Manager throughout the duration of the MA to discuss the progress.

PROPOSAL SUBMITTAL REQUIREMENTS

Each proposal shall include as a minimum the following information. The proposal shall be formatted to enhance ease of reading and shall consist of no more than 10 pages including:

Primary Contact. Provide the name and title of the person who will be the primary contact and manager for the contract, plus contact phone number(s), email, and mailing address.

Company Information. Provide an overview of the history of the company, such as, but not limited to, range of services typically provided, expertise, number of employees, and states in which company operates.

Firm & Staff Qualifications. Provide a summary of five (5) projects or case studies that the firm has recently completed. Include similarities in scope of work and other relevant information as it pertains to this MA. List key staff and role for each example, as well as client reference contact information.

Approach and Methodology. Review the scope of work and provide a detailed approach and methodology to completing the services requested. Topics to cover shall include, but not be limited to: data collection and analysis techniques; software and/or

GIS tools that may be utilized; proposed project completion schedule; and public/industry outreach.

Cost Proposal. Provide a detailed cost proposal. It is anticipated that this contract be performed under a time and materials basis with a not-to-exceed cap. Include details on a payment schedule and any reimbursable expenses and rates.

Appendix. The appendix shall include professional resumes of key personnel and any relevant previous work product, as deemed appropriate by the proposing party.

Acknowledgements.

I. The proposing firm shall provide a statement noting that it has the *available capacity* within its current personnel and workload to complete this scope of work within the anticipated timeframe.

II. The proposing firm shall provide a statement noting any *conflicts of interest* that may exist with other clients or projects currently underway.

III. The proposing firm shall provide a list of any current or recent projects undertaken.

IV. The proposing firm shall identify proposed levels of insurance for automotive liability, commercial liability, and errors and omissions for professional services.

PROPOSAL EVALUATION

The following identifies the selection criteria that will be used to evaluate the proposals:

The City may, at its option, interview one or more consultants. The City's decision to select a consultant will be based upon the following criteria, plus any other relevant factors that would further demonstrate a consultant's qualifications:

Completeness of Proposal

Experience of Firm and Proposed Personnel (providing similar services)

Timeliness/Meeting Deadlines

Cost