



The City of Port Hueneme

Invites Proposals for an

ECONOMIC DEVELOPMENT PLAN

RFP responses to be received until
November 3, 2023 – 5:00 PM PDT
(Postmarks not accepted)

City of Port Hueneme

250 N Ventura Rd.

Port Hueneme, CA 93041

ATTN: Tony Stewart, AICP,
Community Development Director

INTRODUCTION AND BACKGROUND

The City of Port Hueneme seeks the professional services of a consultant firm to prepare an Economic Development Plan to secure the prosperity of the community in the years ahead.

The City is located along Ventura County's Gold Coast just south of the City of Oxnard and east of Channel Islands Harbor. It holds a population of approximately 23,000 residents and covers a 4.5-square mile area that comprise the city limits and serves as home to the Naval Base Ventura County and the Port of Hueneme.

The City of Port Hueneme was incorporated in 1948 as a General Law city, and became a Charter city in 1996. The City operates under the council/manager form of government. Five City Councilmembers are elected at large by City residents for staggered four-year terms and serve as the City's legislative and policymaking body. The Mayor is selected annually from the Councilmembers. The City Manager is responsible for directing City affairs prescribed by the City Council. The City Manager also handles the administration of day-to-day activities of the City employees.

The City is a full-service City, with the exception of a fire department, which is provided by the Ventura County Fire Protection District. The City's governmental structure is compact, reflecting the size of the community. There are six departments: 1) Police; 2) Finance; 3) Community Development; 4) Public Works; 5) Facilities Maintenance and Housing Authority; and 6) City Administration, which encompasses the functions of Human Resources, Information Technology, and Parks & Recreation. The City employs approximately 170 full-time equivalent employees, consisting of full-time, part-time and seasonal positions, and has an adopted budget of \$55 million for the City and related entities.

The City has not had either full-time or part-time staff devoted to economic development issues in many years. The City has retained a part-time consultant with economic development background since 2017. With the 2021 completion of an overall Strategic Plan and the 2021 comprehensive update of the City's General Plan, the City is now positioned to carry out a thorough examination of the factors likely to shape its economic future, and create a plan to deal with those factors, whether positive or negative, and set the community on a course toward sustainable and wide-spread prosperity.

The City's fiscal health has shown large swings in recent years. Through the decade of the 2010's, the General Fund was in precarious condition, with the City having to draw down on its reserves every year in order to achieve a balanced budget, although the budget itself was still short of supporting a desirable level of service to the community.

However, in 2017-2018, two events occurred which redrew the budgetary map in the community. First, in 2017, the City Council approved a comprehensive set of regulations which would permit cannabis licenses to be issued in the City, for all types of cannabis operations (i.e., retail, cultivation, manufacturing). The first license was issued in 2018, and subsequently 14 more licenses have been issued. Second, in 2018, the City Council authorized, and the voters approved, a ballot measure which increased the local sales

tax by 1%, to be used for General Fund, and not restricted, purposes. Since that time, the City's General Fund budget has grown healthier, thanks to new revenue from those sources.

A unique feature of Port Hueneme's economic landscape is the presence of the Port of Hueneme, operated as a Special District under the governance of the Oxnard Harbor District Board of Commissioners. The Port is a deep-water commercial port which specializes in automobile and produce/citrus imports. It has enjoyed commercial success for many years, and contributes directly to the City's prosperity, not only by virtue of the jobs it generates and supports, but also through a direct payment to the City each.

The other major driver of economic activity in Port Hueneme is Naval Base Ventura County, which has several command headquarters here, including the West Coast base of the Construction Battalion, or Seabees. It is the predominant employer in the area, and also offers opportunity for contracts within the commands for civilian entrepreneurs. Both the Port of Hueneme and the Naval Base offer unique possibilities for the attraction of businesses that could be affiliated with each of these entities.

Finally, the distinguishing physical feature of the community is Hueneme Beach. This City-owned and maintained beach park is large, beautiful, and relatively underutilized. It is at once a source of local pride among residents who prize its unspoiled nature, and a magnet for development concepts which would attract a significant visitor population to the community.

In general, Port Hueneme is an economic development challenge in the conventional sense, in that the community is nearly completely built out with no room for physical expansion, so the typical strategies of business attraction, both retail and industrial/office, will have limited applicability here. Yet there are strong and unique assets here, as touched on above, which may provide the elements of a "one-off" strategy to keep the City of Port Hueneme competitive and prospering in the years ahead.

SCOPE OF WORK

This project, culminating in the creation of an Economic Development Plan for the community of Port Hueneme, entails both process and product, in that the steps leading to its development are nearly as important as the document itself.

The process should blend the normal steps of data collection and analysis with a strong element of community engagement, in order to build the credibility of the plan itself within the community. A priority will be placed on strong community (both residents and business) engagement. Likewise, an important element of this community engagement will be an educational component, to give residents who are not normally focused on an abstract topic like Economic Development an awareness and appreciation of its importance to the future of the community and to their own satisfaction with the quality of life therein. Naturally, the other principal component of community engagement is to give residents and businesses a channel to communicate their concerns, opinions and preferences on the issues to be explored in the course of developing the Plan.

The product, the Plan itself, will need to integrate the findings from several different areas of research and/or opinion-gathering. They include:

- ~ data review and analysis of existing economic conditions affecting the City and its businesses.
- ~ a detailed SWOT analysis of Port Hueneme and its environment;
- ~ an identification of key partners to the City and their potential roles in carrying out the strategies incorporated in the Plan.
- ~ resident attitudes toward various potential economic goals and strategies.
- ~ economic development goals as articulated in the 2045 General Plan and as expressed by the current elected leaders of the community.

The following unique local conditions should be kept in mind so as to be dealt with appropriately in the development of the Work Plan:

- ~ Port Hueneme is a geographic island, surrounded completely by the City of Oxnard and the Pacific Ocean.
- ~ furthermore, of all the cities in the Oxnard Plain, it is the most remote from the main highway (US101) which is the vehicle transportation lifeline of Ventura County.
- ~ within the City itself, there is virtually no land available for new (greenfield) development of any kind.
- ~ the Chamber of Commerce struggles perennially due to a limited business base in the community; however, it is a potential strategic partner of the City for business development. Therefore, the current and potential future role of the Chamber needs to be assessed with the goal of improving its viability as a partner of the City.
- ~ the development of a fiber-optic broadband network is a very current topic in the City. A Broadband Master Plan was approved in July 2023, and its implementation is currently being charted.
- ~ all parties agree that the economic development potential associated with Hueneme Beach is immense for this community. However, there is less consensus on whether that path should be pursued. Port Hueneme is likely typical of small communities where a significant increase in visitor usage of the beach would carry with it a noticeable increase in traffic, congestion, noise, etc., as well as business activity. Resident and business attitudes toward all of those potential changes need to be surfaced, explored, debated, in search of a consensus on an acceptable level of new economic activity connected with Hueneme Beach.

At the end of the project, it is anticipated that an Economic Development Plan will be produced, which not only takes into account all of the City's unique features (positive and

challenging) discussed above, and which includes the community input, but which also produces a way to move forward with a variety of economic development strategies that will allow the City to diversify from the current primary Port- and cannabis-related revenues.

In addition to the Plan document itself, a summary document that is publicly accessible and easy to reference and understand shall also be produced for potential distribution to the community.

REQUESTED INFORMATION

All proposals must provide specific and succinct answers to all questions and requests for information listed below. Indirect, imprecise or incomplete responses will not be accepted. Submission of resumes is encouraged, but alone may not be considered responsive to any specific questions contained herein.

Cover Letter: Provide a brief cover letter summarizing the key points of the proposal, including an understanding of the work to be performed and why the firm believes it is the best qualified to perform the services requested. The letter must be signed by an individual with authority to bind the proposer and should state that all conditions contained in the attached proposal are valid for a period of at least 90 days.

Company and Staff Information: Provide information about the firm, including such items as organization and ownership structure, history, experience and credentials to demonstrate the ability of the firm to provide the requested services, and the location of the principal office that will be responsible for the implementation of this contract. Provide the names, titles, experience, qualifications (including certifications) and resumes of the personnel who will be assigned to the City, including any subconsultants.

Work Plan: Identify the process by which the project will be completed, including: methods for gathering public input as may be relevant to the project; gathering information from City staff; producing plans and recommendations; timeframe in which to complete the project, etc.

Additional Information: Please include any additional information you or your firm feels would be essential to the proper evaluation of your response to this Request for Proposals.

References: Provide a minimum of three (3) references who may be contacted to discuss their experience working with the firm on similar services. Please provide contact information including the organization, name, title, address, phone, email, services provided and dates.

Insurance: Prior to commencement of work, the City of Port Hueneme will require evidence of appropriate professional liability insurance, errors and omissions insurance, and workers' compensation insurance coverage.

NOTE: Such coverage must be provided by an insurance company(ies) licensed to do business in the state of California. Certificates must name the City of Port Hueneme as an Additional Insured and shall provide that contractor's policy is primary over any insurance carried by the City of Port Hueneme and that the policy will not be canceled or materially changed without thirty (30) days prior notice in writing to the City of Port Hueneme. The successful firm must agree, if awarded a contract as a result of its proposal, to indemnify and hold harmless the City of Port Hueneme, its officers, agents and employees from any and all claims and losses accruing or resulting to persons engaged in the work contemplated by its proposal, or to persons who may be injured or damaged by a firm or its agents in the performance of the work. Prior to the commencement of any work, a signed legal contract will be established for these and other provisions.

Compensation: Based on the described work plan, please include in your proposal the total cost of services in detail (including all incidentals).

GUIDELINES

General Information

Deadline for receipt of Proposals – All Proposals must be received by the City of Port Hueneme by 5:00 PM PDT on Friday, November 3, 2023. An original and three (3) hard copies plus one electronic copy (on USB flash drive) of the proposal shall be submitted in a sealed envelope and must have the following information on the outside:

**City of Port Hueneme
Office of the City Clerk
250 N Ventura Rd
Port Hueneme, CA 93041
Request for Proposal – Economic Development Plan
Attn: Tony Stewart, AICP, Community Development Director
Proposer: (Name and Address)
DO NOT OPEN WITH REGULAR MAIL**

Proposals must be in writing and must contain an original signature by an authorized officer of the proposing consulting company. **All proposals must be received no later than 5:00 PM PDT on November 3, 2023 via U.S. mail, UPS/FedEx/etc., or in person.** Proposals cannot be modified or corrected after being opened. Late proposals will not be accepted for any reason and will be returned unopened, regardless of postmark. **Prospective proposers assume the risk of delay in the delivery of the mail by the U.S. Postal Service. FACSIMILE (FAXED) OR EMAILED PROPOSALS WILL NOT BE ACCEPTED AND SHALL NOT BE CONSIDERED FOR EVALUATION OR AWARD.**

Proposals will not be valid until all information has been verified and proposing consulting company's references checked. The completed proposal shall be without interlineations, alterations or erasures. Alternative proposals will not be considered unless requested. The proposal may be withdrawn upon request by the proposing consulting company

without prejudice up to, but not after, the time fixed for opening of proposals, provided that the request to withdraw the proposal is made in writing and is **timely** filed with the City. Proposals shall be submitted in accordance with the form prescribed by the City of Port Hueneme in the requirements and specifications section above. Failure to respond in this manner may render the proposal non-responsive.

Questions Regarding the Scope of Services

All inquiries regarding this Request for Proposals should be directed to Tony Stewart, Community Development Director, in writing or via email at: tstewart@ci.port-hueneme.ca.us. No verbal responses will be given. A copy of the inquiry and the response from the City shall be forwarded to all firms receiving a copy of this Request for Proposals who registered with the City (per the requirements listed below).

Proposals Become the Property of the City

Proposals become the property of the City and information contained therein shall become public property subject to disclosure laws after Notice of Intent to Award. The City reserves the right to make use of any information or ideas contained in the proposal.

Confidential Material

All bids are public records, and may be subject to public review. Proposer must notify the City in advance of any proprietary or confidential material contained in the proposal and provide justification for not making such material public. The City shall have sole discretion to disclose or not disclose such material subject to any protective order which proposer may obtain.

Rejection of Proposals

The City may reject any or all proposals, and also may waive any immaterial deviation in a proposal. The City's waiver of an immaterial defect shall in no way modify the Request for Proposal (RFP) documents or excuse the proposer from full compliance with the specifications if he/she is awarded the contract. Proposals referring to terms and conditions other than the City's terms and conditions may be rejected as being non-responsive.

The City may conduct investigations as it deems necessary to determine the ability of the proposer to perform the work specified herein. The proposer shall furnish to the City any and all information requested by the City for this purpose. The City reserves the right to reject any proposal if the evidence submitted by, or investigation of, such proposer fails to satisfy the City that such proposer is properly qualified to carry out the obligations of the contract and to complete the work specified.

Conditions

1. Failure to meet all requirements will not disqualify a firm. However, the City will evaluate each proposal to determine its overall fit in the best interests of the City.
2. All third-party solutions proposed as part of a joint proposal are subject to the same requirements of this RFP, unless otherwise stated.

3. This RFP, its general provisions, and the terms and conditions identified shall be incorporated in any agreement resulting from this solicitation, and the RFP and its terms and conditions, shall control unless the Agreement expressly provides otherwise.
4. All proposals and any subsequent clarification or response to the City's questions shall be valid for a minimum of 120 days.

City's Rights Reserved

1. The City reserves the right to select the proposal which in its sole judgment best meets the needs of the City. The lowest proposed cost will not be the sole criterion for recommending the contract award.
2. The City reserves the right to reject any or all proposals and to waive technicalities and informalities when such waiver is determined by the City to be in the City's best interest.
3. The City may modify this RFP by issuance of one or more written addenda. Addenda will be posted on <http://www.ci.port-hueneme.ca.us> and sent electronically to all proposers registered with the City. The City reserves the right to extend the proposal due date.
4. The City reserves the right to meet with select proposers at any time to gather additional information.
5. The City shall not be liable for any pre-contractual expenses incurred by prospective consulting companies, including but not limited to costs incurred in the preparation or submission of proposals. The City shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

Register as a Proposer

All firms interested in receiving further correspondence regarding this RFP are required to register by sending an email to Tony Stewart, Community Development Director, at tstewart@ci.port-hueneme.ca.us, and providing the following information:

- Company name;
- Name of contact person along with his or her title;
- Email address; and
- Phone number

Exceptions

Service providers shall certify that they take no exception to this RFP, if the service provider does take exception to any portion of the RFP, the specific portion of the RFP to which exception is taken shall be identified and fully explained. Sample Agreement text may be considered for modification through the contract negotiations phase of the RFP; however, in no event will modifications be considered to any provisions not identified by proposer as part of their response to this RFP.

Right to Cancel

This solicitation does not obligate the City to enter into an agreement with any proposing firm. The City retains the right to cancel, in part or in its entirety, this RFP at any time. No obligation, either expressed or implied, exists on the part of the City to make an award or to pay any cost incurred in the preparation or submission of a proposal. If City cancels or revises this RFP, City will notify all proposers in writing and post cancellation notice on the City website.

Additional Information

City reserves the right to request additional information and/or clarifications from any or all proposers to this RFP.

SELECTION CRITERIA

Qualifications will be evaluated against, but not be limited to, the following criteria:

- Understanding of the scope of work.
- Experience with preparing Economic Development Plans and related documents.
- Professional qualifications of the staff to be assigned.
- Cost of services.
- Timeline to complete project.
- References and other evidence submitted supportive of excellent past experience in providing similar services.
- Completeness of responses to the Request for Proposals.