



Heartwood



Home Builder Solicitation Recommendation CRA Board - June 18, 2018



Shawn Moss
CRA Project Manager



*"Heartwood
is a community embracing
a rich history
and transforming the future"*



TODAY'S PRESENTATION

- Background / Overview
- Builder Solicitation
- Builder Evaluation
- Next Steps
- Recommendations



Heartwood Neighborhood



Project Approach

- Community Outreach
- Master Planning / Visioning
- Branding
- Architectural Standards Created
- Home Owner / Real Estate / Lender Initiative
- Site Development and Infrastructure Design to Produce “Pad Ready” Lots
- Home Builder Solicitation



Neighborhood Master Plan

- 34 Single Family Homes
 - Variety of Lot Sizes & House Floor Plans
- Connectivity to Neighboring Properties
- Designed Around Existing Trees & Natural Features

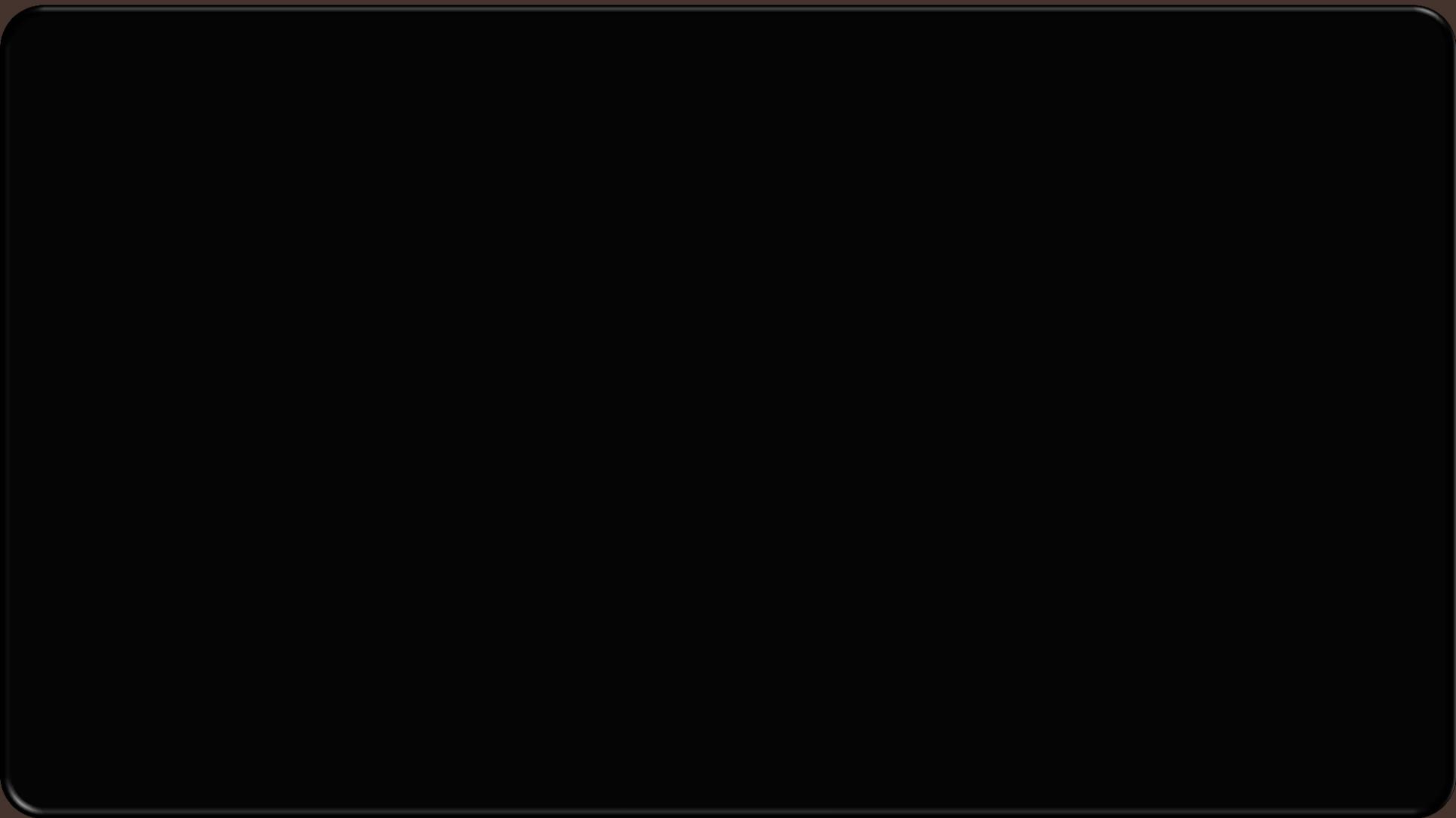


Conceptual Renderings



Infrastructure Overview

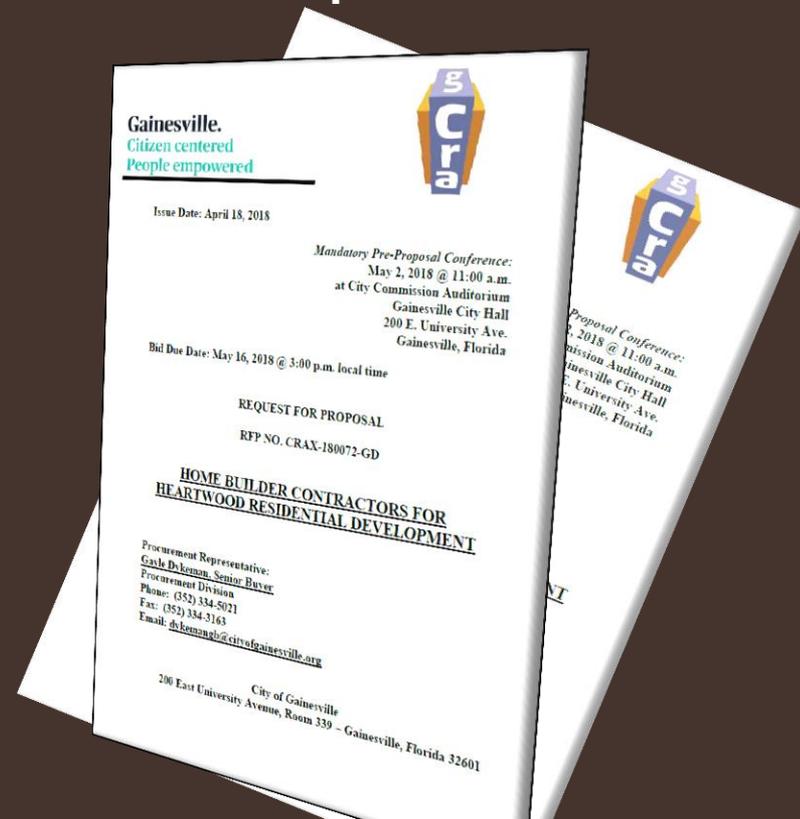
- Site Work Construction Awarded to O'Steen Bros Via Competitive Bid for ~\$2.6 million (Oct 2017)
 - Earth Work, Streets & Sidewalks
 - Tree Preservation and New Landscaping
 - Wetland Improvements
 - Storm Water Pond Including Nature Trail Feature
 - Lighting, Signage, Trail Wayfinding
 - Utility Infrastructure Including Sewer, Water, Underground Electric
- Anticipated Site Work Completion = April 2019



Home Builder Solicitation Process

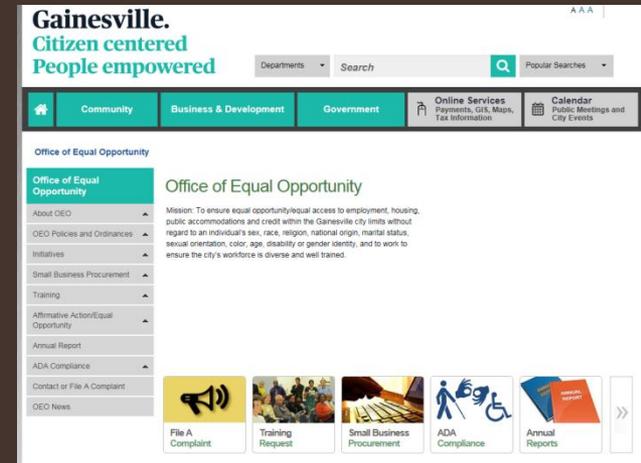
Goal of the RFP.....

- Find Interested **Home Builders** to Connect Potential **Home Owners** to Implement the Vision of the Project.



Home Builder Solicitation Outreach

1. Creation of builder list
2. Engaged Equal Opportunity Office (EEO) for home builder contractors
3. Utilized the Minority Business Listing (MBL magazine January 2018)
4. Advertised in the Gainesville Sun
5. Broadcast to 231 Members on Demand Star



Solicitation Timeline

Advertising for RFP	April 18, 2018
Mandatory Pre-Proposal Discussion	May 2, 2018
Deadline for Receipt of Questions	May 9, 2018
Deadline for Receipt of Proposals	May 16, 2018
Evaluation/Selection Process	Week of May 21, 2018
Presentation to ERAB	June 12, 2018
Presentation to CRA Board	June 18, 2018
Presentation to City Commission	June 21, 2018

Solicitation Highlights

- Seven Builders Present at the Pre-Proposal
- Two Builder / Contractors Submitted Bid Proposals (Modera Homes & WPJ Construction)



Solicitation Evaluation

Evaluation Team

- Charles “Chip” Howe – Plans Examiner – Dept. of Doing
- Shawn Moss – CRA Project Manager
- Sarit Sela – City Architect

1. Technical Qualifications 100 points

- Ability (55)
- Capability of Meeting Time/Budget (45)

2. Written Proposal Evaluation 100 Points

- Project Understanding (30)
- Project Approach (30)
- Project Manager (15)
- Project Team (15)
- Project Schedule (5)
- Project Organization (5)



Solicitation Evaluation Decision

- May 24, 2018 The Evaluation Team Met and Unanimously Ranked Modera Home Builders as the Most Responsible and Responsive Bidder Based on the RFP Evaluation Criteria
- Modera Home Builders Demonstrated to the Evaluation Team That They Provided the Most Comprehensive Value in Connecting With the Vision and Scope of the Project
- Letter of Award Issued on May 29, 2018 by City Purchasing Department

Next Steps....

1. Formalize a legal agreement between the City and Modera Homes
2. Continue overseeing the site construction
3. Coordinate marketing efforts with home builder contractor
4. Facilitate the relationship between the potential home owners and home builder
5. Continue to collaborate with Gainesville East Campaign

Recommendation

CRA Director to CRA Board:

(1) Approve the evaluation committee's ranking for RFP #CRAX-180072-GD:

#1 = Modera Homes



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