



# Heartwood



## Home Builder Solicitation Recommendation (Revised)

### CRA Board – July 16, 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



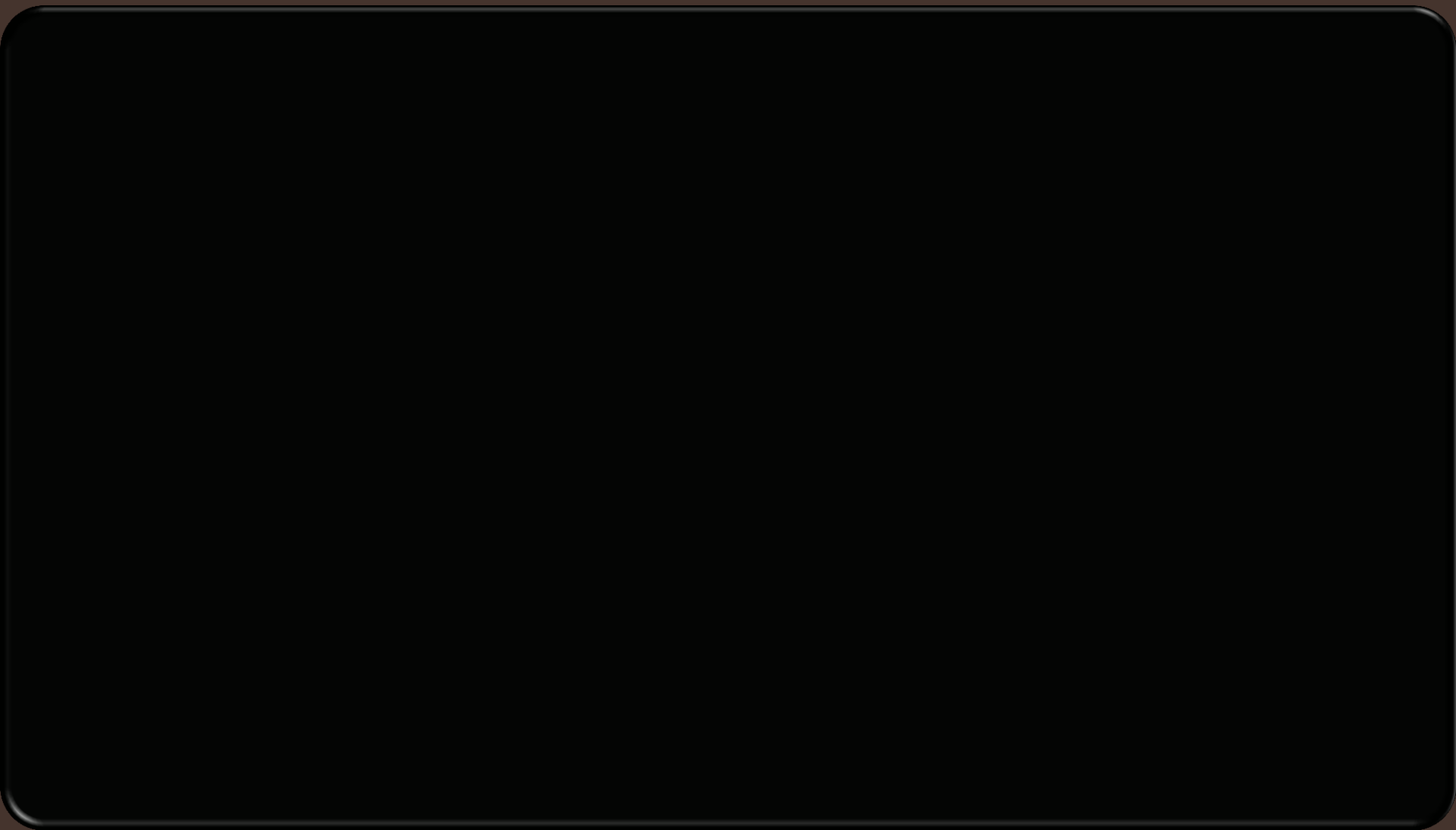


# Conceptual Renderings



# 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 = Q4 2018

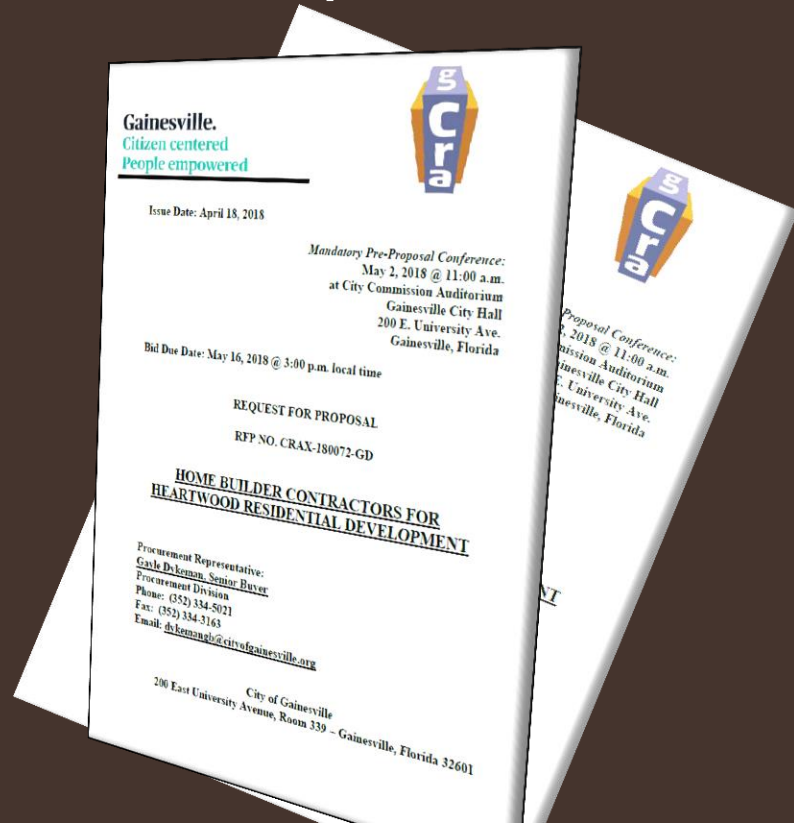




# Home Builder Solicitation Process

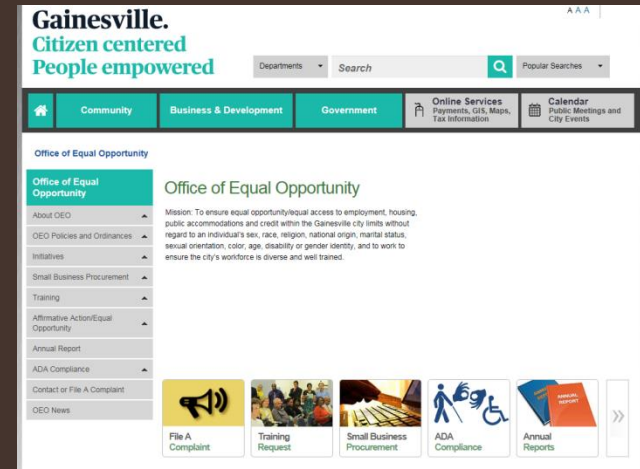
## Goal of the RFP.....

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



# Home Builder Solicitation Outreach

1. Chamber of Commerce
2. Engaged Equal Opportunity Office (EOO) 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 CRA Board	June 18, 2018
Presentation to ERAB	June 26 / July 11, 2018
Recommendation to CRA Board	July 16, 2018

# Solicitation Highlights

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





# Solicitation Evaluation

## Evaluation Team

- One CRA Member
- One City Manager's Office Member
- One Department of Doing Member

### 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 Home Builder(s)
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 Executive Director to CRA Board:

- 1) Approve selected contractor from RFP to build up to 1/3 of the home sites,
- 2) Open up to 1/3 of the home sites for builders to purchase, and
- 3) Work with the General Government Housing Division to partner on affordable housing for up to 1/3 of the home sites.

