Request for Qualifications (RFQ)
Development and Implementation of a Community Farmers Market

Release Date: Friday, June 18, 2010
Response Due Date: Friday, July 9, 2010 at 12:00 noon

I. Introduction

This document is a Request for Qualifications for the development and ongoing implementation of the City of Albany’s first Community Farmers Market. The City is seeking an organization versed in developing dynamic farmer’s markets to customize a successful self-sustaining market for the City. The overarching goal is to develop a market that serves to enhance upon recent community building, and serves as festive opportunity for the community to obtain quality local, organic foods and goods.

The City of Albany is a 1.7 square mile municipality of approximately 17,000 residents located in northern Alameda County, north of the City of Berkeley and south of the City of El Cerrito in Contra Costa County. It is a centrally located urban area and a gateway to several destinations and employment centers, such as the United States Department of Agriculture, the Albany Unified School District, Golden Gate Fields, the Solano Avenue and San Pablo Avenue Commercial Districts, St. Mary’s High School, and University Village. The City prides itself on being “Green”, and has implemented numerous programs and policies in pursuit of this effort.

In April 2010, the City Council took formal action to adopt a Climate Action Plan to reduce greenhouse gas emissions 25% below 2004 Levels by 2020. Creating a permanent farmer’s
market is a measure that is identified within the Climate Action Plan, with the intention of focusing the market on supporting local, organic farms and environmentally friendly vendors.

Although the details of the market have not been developed, it is envisioned that the market would be a seasonal event that is self-sustaining, held on a weekly basis, either on a week night or weekend morning. Several potential locations for a farmer’s market have been identified including:

- Albany Unified School District property (Cornell School)
- Private parking lots adjacent to businesses along San Pablo or Solano Avenues
- Street-style market along Solano or adjoining side-street

Additional work would be required by the qualified organization to determine the most appropriate location given the particular characteristics of the City including traffic, parking, and potential impacts on any particular neighborhood. Coordination with various interest groups including the Solano Avenue Association and Albany Chamber of Commerce, school district, neighbors, and other interested community organizations would also be required.

The City will provide staff support to the selected organization on an exclusive basis during the next six months to develop the farmer’s market, including planning and assistance with arranging community meetings as necessary. Additionally, staff will assist with the permit process to establish the farmer’s market including review by both the City’s Planning & Zoning Commission and City Council. However, the City’s current budget does not include a source to fund development or implement the market on an ongoing basis.

II. Qualifications Submittal

Each submittal should include the items listed below. However, the organization may include additional materials as appropriate.

I. General:
Provide a descriptive summary demonstrating the organization’s general qualifications in developing and implementing farmer’s markets. At a minimum, this would include the following items:

1. Overview of organization
2. Experience developing and implementing local farmers markets
3. Site assessment and feasibility skills for developing a market
4. Experience coordinating with local community organizations and merchant groups
5. Community building and promotional skills
6. Ongoing success of markets
7. Ability to provide local, organic produce and goods

II. Market Concept
Provide a proposal outlining recommendations for the site, schedule, and composition of the Albany Community Farmer’s Market. Briefly describe the approach the organization would use to identify a site and manage the site on a week-to-week basis to ensure a high quality market. At a minimum, this proposal should demonstrate how the market can be successful and self-sustaining.
III. Schedule

The following provides a general outline of project schedule:

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFQ’s Received</td>
<td>July 9, 2010 – 12:00 noon</td>
</tr>
<tr>
<td>RFQ’s reviewed by City review panel</td>
<td>July 2010</td>
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<tr>
<td>Most competitive organizations invited for interview</td>
<td>July 2010</td>
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<tr>
<td>Most competitive organization selected</td>
<td>July/August 2010</td>
</tr>
<tr>
<td>Farmer’s market concept and site-specific planning</td>
<td>August-October 2010</td>
</tr>
<tr>
<td>Use permit completed and submitted to City</td>
<td>October/November 2010</td>
</tr>
<tr>
<td>Review by Traffic and Safety Commission if street closure is proposed.</td>
<td>November/December 2010</td>
</tr>
<tr>
<td>Use permit application reviewed by Planning &amp; Zoning Commission/City Council (and street closure, if necessary)</td>
<td>November/December 2010</td>
</tr>
</tbody>
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IV Selection Criteria and Process

The City will evaluate qualifications based upon the following criteria:

- Responsiveness to the RFQ.
- Experience and demonstrated success of the organization in developing and implementing local community farmers markets with a focus on organic, sustainable produce and goods.
- Evidence that the organization understands the aspects of the project, including the community characteristics, and dynamics of the City.
- Creativity of the farmer’s market proposal, including appropriateness for Albany

As a part of its evaluation, the City may request additional information or data, and may request Respondents to make in-person presentations of their proposals to a panel of City and community representatives.
V. Submittal

Submittals must be received by 12:00 noon, on Friday, July 9, 2010. Electronic submittal is preferred. Submittal must be sent or delivered to:

Nicole Almaguer  
Environmental Specialist  
City of Albany  
1000 San Pablo Avenue  
Albany, CA  94706  
nalmaguer@albanyca.org

Electronic submittal is preferred. The City reserves the right to make all submissions available to the public pursuant to legal requirements.

VI. General Conditions

1. Any material clarifications or modifications to the RFQ or the selection process will be made in writing and provided to all recipients of the RFQ.

2. The City reserves the right to:
   • Waive minor irregularities.
   • Modify or cancel the selection process or schedule at any time.
   • Reject any and all proposals, and to issue a new request when it is in the best interest of the City to do so.
   • Seek any clarification or additional information as is deemed necessary to the evaluation of a response.
   • Independently verify the veracity, substance, and relevance of the organization’s written or oral representations.