



**Request for Qualifications:**

**Cal Poly Technology Park  
Feasibility & Economic Impact Analysis**



**RFQ RELEASE DATE: September 09, 2015**  
**DEADLINE FOR QUESTIONS: September 16, 2015 5:00 PM (Pacific)**  
**RESPONSES TO QUESTIONS: September 18, 2015 5:00 PM (Pacific)**  
**RFQ DEADLINE: September 25, 2015, 5:00 PM (Pacific)**

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San Luis Obispo, California 93407

**September 09, 2015**

**EDA Award Number: ED15HDQ0300035**

### **Request for Qualifications (RFQ)**

The Cal Poly Corporation (CPC), San Luis Obispo, California is requesting qualifications from qualified persons interested in providing services to assist CPC in planning for development of a ~10 acre site currently improved with an existing 25,000 square feet Technology Park, within the Campus of California Polytechnic State University, San Luis Obispo. [www.calpoly.edu](http://www.calpoly.edu)

CPC is seeking a firm that is knowledgeable and experienced in developing feasibility and economic impact studies for business, research, and/or technology parks, preferably with Universities, concentrating on science, technology or engineering based businesses in the fields of agriculture, biology, life sciences, information technology and engineering.

The selected firm should have the experience to inform a marketing program to reach and attract local, regional and national science and technology firms and have the capability to assist in planning for third party capital for investment in the development.

This project is funded by the U.S. Department of Commerce Economic Development Administration (EDA) under EDA Award No. ED15HDQ0300035.

### **Background**

In 2003 a study was completed for Cal Poly to confirm that a Technology Park project would satisfy a demand for research and development space in San Luis Obispo on the Cal Poly campus. In February 2003 Hammer, Siler, George Associates ("HSGA"), completed the "CAL POLY TECHNOLOGY PARK MARKET AND FEASIBILITY ANALYSIS". It evaluated the potential for the Technology Park based on a comparison between Cal Poly and other similar universities with successful technology / research parks, taking into account factors within universities as well as local economic factors. A copy of the report is available upon request.

The report forecasted an annual absorption rate of 22,500 to 27,500 square feet per year for a Cal Poly-based park. The report also concluded that a technology park at Cal Poly is both marketable and feasible, that there is minimal downside financial risk, and that there should be considerable long-term benefit through the expected creation of high-paying jobs.

### **Current Status**

Cal Poly completed the construction of the first Technology Park building on campus, a 25,000 square feet, two-story, multi-tenant building, in 2010 and was 100% leased by 2013 to companies covering a diversity of fields including: plant biotechnology; life sciences; aerospace engineering; animal products, software engineering, and clinical research. See <http://research.calpoly.edu/content/techpark.html> for a listing of current tenants in the Technology Park.

Funding for construction of the initial building included a mix of private and public sources, including revenue-bond financing. Additional funding was contributed by the tenants of the building to customize their tenant improvement (leasehold spaces).

In June 2015, Cal Poly was awarded a grant from the U.S. Economic Development Administration (EDA) to conduct critical market feasibility and programming studies to expand the current footprint of the highly successful Cal Poly Technology Park into a Cal Poly “Innovation Complex” (placeholder name). The Innovation Complex is conceived as a physical setting designed to encourage and facilitate innovation in an interdisciplinary environment that brings together students, faculty, and businesses in a common space.

CPC is now seeking an economic and real estate consulting firm to provide context and update the existing plan from 2003 to better inform the current state of the market in the San Luis Obispo region for additional research space.

The Contractor will be asked to support coordination among stakeholders to seek input and provide data on regional economic development goals and development status. Stakeholders include potential tenants, Cal Poly faculty, students, and staff, the local high-tech industry, the City of San Luis Obispo, the San Luis Obispo Chamber of Commerce, San Luis Obispo Economic Vitality Corporation, the local Workforce Investment Board, Cal Poly Center for Innovation and Entrepreneurship (CIE) and the Cal Poly Small Business Development Center (SBDC) for Innovation (<http://cie.calpoly.edu/>), other relevant community organizations, and service providers.

Timing to initiate planning for the expansion of the existing Cal Poly Technology Park is ideal as the University is currently engaged in strategic planning exercises that will shape the academic and physical environment at Cal Poly for the future - <http://masterplan.calpoly.edu/strategic-plan>. An assessment of how our Technology Park interacts with the campus community, regional research and high-tech industry, and implications for the built environment, will be critical for making the Cal Poly Innovation Complex successful. See more information regarding the Master Plan here: <http://masterplan.calpoly.edu/master-plan/#b>

### **Setting**

San Luis Obispo is located approximately half way between Los Angeles and San Francisco, on the Central Coast of California. Visit <http://visitslo.com/> for further information about San Luis Obispo’s community. Additional information about the San Luis Obispo County Region and Clusters of Opportunity visit the Economic Vitality Corporation website: <http://www.sloevc.org/slo-county-business/slo-county-clusters.php>.

A copy of the City of San Luis Obispo’s Economic Development Strategic Plan, revised March 17, 2015 is here: <http://www.slocity.org/home/showdocument?id=4901>

Cal Poly is strategically located near the center of the region. The Cal Poly Technology Park is approximately .5 miles from the campus core within walking and biking distance - <http://maps.calpoly.edu/flashmap/map.html?vlist=083-0>

Cal Poly’s economic impact on the region has steadily increased over the course of the past 20 years, which points toward the stabilizing effect the university has on the local area. For Fiscal Year (FY) 2012-13, Cal Poly created a total economic impact of \$1.414

billion on San Luis Obispo and northern Santa Barbara counties. Direct impacts totaling \$1.100 billion led to an additional \$313.9 million in indirect and induced spending in the local area.i



**Current aerial view of Site**

## **Approach**

CPC is requesting qualifications to conduct the following tasks:

1. Assess research base at the University and identify areas of opportunity for future tenants / industry sectors based on strengths of research programs and demands for research space. A link to current research activities in the most recent fiscal year is here: <http://grants.calpoly.edu/content/reports>;
2. Assess regional, state, and national workforce demands and areas of opportunity for future tenants / industry sectors based on strengths of academic and research programs at Cal Poly;
3. Identify target tenants that have existing broad and deep interactions with the University, such as:
  - Consistently recruit undergraduate students from multiple Colleges

- Consistently sponsor undergraduate senior projects and master thesis work
  - Sponsor Faculty Research Projects
  - Operate in highly competitive labor markets (Los Angeles & San Francisco) or predominantly mid-west or east coast locations
  - Participation in College and Department level Industrial Advisory Boards
  - Leadership represented in President's Cabinet and Auxiliary Boards (Foundation + Corporation)
  - Leadership and/or decision makers that are CP Alumni
  - History of CP Industry-university partnerships
  - History of industrial philanthropy
4. Convene stakeholders on and off campus to gather input regarding future building uses / demands (assume at least on-site visit to San Luis Obispo for stakeholder interviews and one trip for a final presentation). An on-campus advisory group will be pre-established and available to the consultant that will include membership from University Advancement, Academic College Deans and Dean of Research, VP of Research and Economic Development, Academic Senate, Facilities Planning & Master Planning Consultants, and Career Services. CPC will provide a list of possible off-campus stakeholders to the selected consultant.
  5. Assess other University Research and Technology Parks and recommend absorption rates for future technology park buildings that will inform a site specific plan for the site and future development;
  6. Identify emerging partnerships among the University, industry, and government agencies that could be leveraged to inform future development in the "Innovation Complex". Some examples of existing partnerships include, but are not limited to Gallo and Mission Avocado Partnerships, Agricultural Research Initiative, Unocal/Chevron Partnership, Western Polymers and Coatings Center, California Strawberry Commission, Dairy Products Technology Center (DPTC);
  7. Prepare a high-level economic impact analysis for the existing Technology Park building and model future economic impacts based on proposed build of the the "Innovation Complex" assuming study absorption rates;
  8. Evaluate existing commercial real estate market and propose a range of lease rents for future tenants based on development type, i.e. office, warehouse, wet-lab, dry-lab etc.;
  9. Evaluate existing commercial real estate construction market and propose a range of construction costs (\$/SQFT) for various types of development, i.e. pre-engineered steel buildings, concrete tilt-up, and delivery mechanisms such as design-built, design-bid-build, etc;



10. Develop a pro-forma operating statement for a prototypical new building taking into consideration, including but not limited to: Base Rent, Pass-Through Expenses, Vacancy Factor, Inflation, Property Management Costs, Leasing Commissions, Gross Square Feet, Usable Square Feet, Common Area Square Feet to be Apportioned, Rentable Square Feet, Common Area Maintenance Charges, Debt Service Requirements, etc.;
11. Propose alternative organizational approaches to the development and operation of future buildings in the "Innovation Complex", including but not limited to, private company single-occupancy design-build-operate, University as developer and operations manager, private company multi-occupancy design-build-operate models etc.;

### Questions

Respondents may submit written questions and/or request clarifications ***via email*** regarding this RFQ no later than 5:00 p.m. PST September 16, 2015 to the following:

Jim Dunning Office of Research & Economic Development  
Industry Outreach, Applied Research & Technology Transfer  
[jdunning@calpoly.edu](mailto:jdunning@calpoly.edu) with copy to [jvarland@calpoly.edu](mailto:jvarland@calpoly.edu) and [migreen@calpoly.edu](mailto:migreen@calpoly.edu).

All questions and answers will be posted by September 18, 2015 at 5:00 PM PST to:

<http://research.calpoly.edu/technology-park-planning-grant>

### Submittals

Firm submittals shall contain at a minimum:

1. An outline of the proposed process for completing the approach outlined above including timing and resources.
2. Evidence of past experience described by their relevancy to the Approach outlined above.
3. Resumes of key personnel who are proposed to work on the project
4. Succinct listing of proposed consulting team with clear definition of roles/responsibilities
5. Three (3) references relevant to the proposed project, including at least one from a University
6. Demonstration of creativity and innovation through project and process examples
7. Rate structure including direct and indirect rates for all firm employees or category of employee to be utilized in the project. For indirect rates, provide methodology for validated indirect rates.

Five (5) copies of qualification submittals shall be submitted and delivered to the address below. Each submittal shall be identical and include a transmittal letter. The transmittal letter (or "Letter of Interest") will not count toward the page limit (specified below). Any table of contents sheet and tab sheets also do not count toward the page

limit. The first page should identify submitting firm and does not count against the page limit and should not be used to convey responses to the RFQ.

One (1) electronic copy of the submittal in Adobe Acrobat PDF format shall be submitted along with the paper documents on a compact disc (CD) or USB storage device. This file shall be identical in content to the printed documents.

Submittal documents are limited to forty (40) standard (8½" x 11") pages using a minimum of a 12-point Arial font and one-inch margins. A "page" is defined as a display of information on a side of a sheet of paper. The pages of the qualification submittals must be numbered. A table of contents, with corresponding tabs in the body of the submittal, must be included as well to identify each section.

Firms should deliver their submittals in a sealed package. The name and address of the firm should appear on the outside of the package, and the package should reference the project title; i.e., "RFQ for Cal Poly Tech Park Planning Services - EDA".

Submit five (5) copies of qualifications document to the following address by September 25, 2015 5:00 PM (PST):

Jim Dunning, Office of Research and Economic Development  
Cal Poly San Luis Obispo  
1 Grand Avenue Building 38 Room 101  
San Luis Obispo, CA 93407

Late Qualifications will not be accepted.

### **Selection Procedures**

The selection of a consultant will be made by a two-step process:

Step 1 – Request for qualifications statements per this call. Qualification submittals will be reviewed by a designated Selection Committee who will collectively determine the firms to be invited to interview. It is anticipated that a minimum of two (2) firms will be invited to interview.

Except for submission of questions, discussed further below, proposers shall not contact any members of the Selection Committee, or employees of Cal Poly regarding any aspect of this procurement. Contact with these persons could be grounds for elimination from the competition.

Step 2 – Selected firms will be invited to interview with the Selection Committee, in person or by teleconference, to further present their qualifications. Based on the interviews and qualification submittals the Selection Committee will rank firms versus the Evaluation Criteria and determine the highest ranked offeror.

The Evaluation Criteria used in making this determination is listed below:

1. Relevant past project experience
2. Ability of professional personnel
3. Creativity and insight related to the project

CPC may request additional data or material to support Qualifications. CPC anticipates making one award. CPC reserves the right to reject all Qualifications. CPC will not reimburse offerors for any proposal or pre-award costs.

The selected firm will enter into a Contract with CPC. The Contract will set forth the scope, timeline, and costs for performing work scope for the project.

### **Economic Development Administration Funding Aspects**

As previously noted, this project is funded by the U.S. Department of Commerce Economic Development Administration (EDA) under EDA Award No. ED15HDQ0300035. All contracts, procurements, and business associated with this project shall be in compliance with the terms of the contract and shall fall under the Department of Commerce Financial Assistance Standard Terms and Conditions. These documents are available at the following website:  
<http://research.calpoly.edu/technology-park-planning-grant>

The above referenced document will be considered part of the contract documents.

### **GENERAL CONDITIONS**

**WITHDRAWAL:** Any RFQ may be withdrawn at any time prior to the closing date by written request signed by an authorized representative.

**RESERVATION OF RIGHTS AND QUALIFICATIONS:** The Corporation reserves the right to reject any or all RFQs and the right to waive minor irregularities in any RFQs. Waiver of one irregularity does not constitute waivers of any other irregularities.

**INSURANCE:** Contractor shall maintain liability and Workers Compensation Insurance in full force and effect as required. Notice of Workers Compensation Insurance and Certificate of Insurance naming Cal Poly Corporation as Additional Insured to be provided by bidder upon request.

**NONDISCRIMINATION:** During the performance of this contract, the Contractor and its subcontractors shall not unlawfully discriminate against any employee or applicant for employment because of race, religion, color, national origin, ancestry, physical handicap, medical condition, marital status, age (over 40) or sex. Contractor and subcontractor shall ensure that the evaluation and treatment of their employees and applicants for employment are free of such discrimination. Contractor and subcontracts shall comply with the provisions of the Fair Employment and Housing Act (Government Code, Section 12900 et seq.) The applicable regulations of the Fair Employment and Housing Commission implementing Government Code, Section 7258.0 et seq.). The



applicable regulations of the Fair Employment and Housing Commission implementing Government Code, Section 7258.0 et seq.). The applicable regulations of the Fair Employment and Housing Commission implementing Government Code, Section 12900, set forth in Chapter 5 of division 4 of Title 2 of the California Administrative code are incorporated into this contract by reference and made a part hereof as if set forth in full.

### **Statement of Limitations**

This RFQ, submissions from Respondents to this RFQ, and any relationship between CPC and Respondents arising from or connected or related to this RFQ, are subject to the specific limitations and representations expressed below, as well as the terms contained elsewhere in this RFQ. By responding to this RFQ, Respondents are deemed to accept and agree to this Statement of Limitations. By submitting a response to this RFQ, the entity acknowledges and accepts CPC's rights as set forth in the RFQ, including this Statement of Limitations.

The issuance of this RFQ and the submission of a response by any firm or the acceptance of such response by CPC does not obligate CPC in any manner whatsoever. Legal obligations will only arise upon execution of a formal contract by CPC and the firm(s) selected. CPC reserves the right: (i) to amend, modify, or withdraw this RFQ; (ii) to revise any requirements of this RFQ; (iii) to require supplemental statements or information from any responding party; (iv) to accept or reject any or all responses thereto; (v) to extend the deadline for submission of responses thereto; (vi) to negotiate or hold discussions with any respondent and to correct deficient responses which do not completely conform to the instructions contained herein; and (vii) to cancel, in whole or part, this RFQ, for any reason or for no reason. CPC may exercise the foregoing rights at any time without notice and without liability to any Respondent or any other party for its expenses incurred in the preparation of responses hereto or otherwise. Responses hereto will be prepared at the sole cost and expense of each Respondent.

All information submitted in response to this RFQ may be subject to the Freedom of Information Law (FOIL), which generally mandates the disclosure of documents in the possession of CPC upon the request of any person, unless the content of the document falls under a specific exemption to disclosure. If any Respondent wishes to claim that any information submitted in its response to this RFQ constitutes a Trade Secret or is otherwise exempt from disclosure under FOIL, such claim must be made at the time of the response, and must be in writing supported by relevant and material arguments.

CPC reserves the right, in its sole discretion, without liability, to utilize any or all of the RFQ responses, including late responses, in its planning efforts. CPC reserves the right to retain and use all the materials and information, and the ideas, suggestions therein, submitted in response to this RFQ (collectively, the "Response Information").

This RFQ shall not be construed in any manner to implement any of the actions contemplated herein, nor to serve as the basis for any claim whatsoever for

reimbursement of costs for efforts expended in preparing a response to the RFQ. CPC will not be responsible for any costs incurred by Respondents related to preparing and submitting a response to this RFQ, attending oral presentations, or for any other associated costs.

To the best of CPC's knowledge, the information provided herein is accurate. Respondents should undertake appropriate investigation in preparation of responses.

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<sup>i</sup> Economic Impacts of California Polytechnic State University Fiscal Year 2012-2013 September 21, 2014