



AGENDA MEMORANDUM

Future Item for the City Council Meeting of December 8, 2015
Action Item for the City Council Meeting of December 15, 2015

DATE: December 8, 2015

TO: Ronald L. Olson, City Manager

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Real Estate Brokerage Service for Sale of 14 Surplus Parks

CAPTION:

Motion authorizing the City Manager to execute a service agreement with The Clower Company, Inc., Corpus Christi, Texas for the sale of 14 surplus parks in accordance with Bid Event No. 64 at a commission interest rate of 4.5 percent.

PURPOSE:

To establish a service agreement with a licensed real estate broker in order to obtain the greatest amount of revenue for each piece of property so it may be reinvested in the park system according to the development guidelines established in the 2012 Parks and Recreation Master Plan. Lead to the redevelopment of each property that will best serve the adjacent neighborhood and community as a whole.

BACKGROUND AND FINDINGS:

On October 2012 - The Parks & Recreation Master Plan is approved by City Council and identified 27 parks to be repurposed by means of adoption, lease, transfer to another government entity, sale or allowing them to return to a natural state.

June/July 2014 - Public hearings were held at City Council to place 17 parks on the ballot for approval of voters to sell. Ballot language for Proposition 3 – Sale of City Parkland was established.

September 2014 - City Council passed a resolution mandating the proceeds of sales were to be reinvested in existing parks and established a process for notification to adjacent landowners prior to each sale.

November 2014 - Voters approved Proposition Three.

January 2015 - A multi department team was established to evaluate the best method

for the disposition of the 17 parks.

On July 18, 2015 - The Request for Proposal (RFP) to identify Real Estate Brokers to represent the City in sale of parkland was advertised and issued. On September 4, 2015 the City received three proposals to the RFP and one proposal was disqualified for failure to provide Marketing Strategies, qualifications, references and experience as required by the RFP. The evaluation team, comprised of team members from Land Acquisition, Facility and Property Management, Park & Recreation, and Purchasing, developed a matrix of the evaluation criteria. The evaluation team reviewed each RFP Proposal response and completed the evaluation matrix. The resulting matrix prioritized each proposal based on the point value assigned for each criterion component in the evaluation matrix. Proposal rankings based on this scoring method are shown in the attached evaluation matrix.

As a result of the evaluation, the team has selected The Clower Company, Inc., Corpus Christi, Texas, as the best valued proposal for this opportunity.

OTHER CONSIDERATIONS:

Not applicable.

CONFORMITY TO CITY POLICY:

Not applicable.

EMERGENCY / NON-EMERGENCY:

Non-emergency.

DEPARTMENTAL CLEARANCES:

Parks and Recreation Department

FINANCIAL IMPACT:

Operating Revenue Capital Not applicable

Fiscal Year: 2015-2016	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget		\$0.00		\$0.00
Encumbered / Expended Amount		0.00		0.00
This item		\$0.00		\$0.00
BALANCE		0.00		0.00

Fund(s): 4720 Community Enrichment

Comments:

RECOMMENDATION:

Staff recommends approval of the motion as presented.

LIST OF SUPPORTING DOCUMENTS:

Evaluation Matrix
Service Agreement