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REQUEST FOR INFORMATION

BID NO. 24-005

FOR

ECONOMIC AND DEVELOPMENT STRATEGIC PLAN UPDATE

INFORMATIONAL ADDENDUM NO. 1

DATED ISSUED: APRIL 15, 2024

- 1. Is there a minimum number of in-person visits required for this project?**
Consultant would be asked to participate in 2-3 community workshops and a City Council meeting when the update is completed and ready to be presented to City Council.
- 2. Can you provide an approximate budget range for the scope of services desired?**
Funds have been allocated for this plan update but amount will be determined upon review of the proposals.
- 3. Could you please elaborate on the anticipated timeline for the project, including key milestones?**
9-12 months to complete the project with milestones to meet quarterly. Consultant to identify milestones.
- 4. Is the City currently using the vision and goals in the current ED Plan or has the Council identified specific vision, goals in their annual planning session?**
Consultant to assess current vision and goals and provide suggested revisions/edits, if needed for Turlock to remain a competitive market.
- 5. We did not see a vision in the General Plan did we miss it?**
Regarding “vision” refer to 2017 City of Turlock Economic Development Strategic Plan document.
- 6. Can the City provide specific examples of desired outcome from an updated plan?**
The City desires to be a competitive market. The updated plan should outline and identify milestones and goals to strive for, as well as economic development strengths, opportunities, threats, and areas to improve upon.
- 7. Will the City organize these roundtables?**
With direction and guidance from the consultant, the City can organize or assist in the roundtable process.

8. Who are you wanting to attend these meeting and for what purpose?

Attendees:

Internal and external stakeholders that operate within the City of Turlock.

External stakeholders that operate within the City of Turlock within the industries of: Education organizations, Major utility providers, major employers from local industries, regional economic development organizations, major retailers, commercial real estate developers, residential real estate brokers, local chamber of commerce, regional workforce development organizations, etc.

Internal stakeholders: City Council, City Manager, Deputy City Manager, Planning Division, Economic Development Department, Development Services Department, Housing Department, Municipal Services Department, Transit Department

Purpose: to receive feedback and identify strengths, opportunities, and areas for improvement within the Turlock market, as it relates to the Economic Development Strategic Plan Update.

9. Are there key stakeholder groups that must be reached?

Yes, same answer as question #8

10. May we organize into specific groups, i.e., brokers, developers; businesses – industrial, retail; organizations, i.e. chamber, workforce, college?

Yes

11. Will the City consider survey as part of the engagement and outreach?

Yes, the City has survey capabilities. The City can collaborate with the consultant to launch a survey, or the consultant may use their own survey tools.

12. Engaging in one-on-one interview sessions with each City Councilmember, and provide quarterly project updates to the Turlock City Council. May these be in-person and Zoom?

They may be in-person or via zoom.

13. Demographic Characteristics; Analyze and update demographic data to assess Turlock's current market position. Is this to be benchmarked to other cities in the Valley and if so which ones?

City will defer to the consultant. The City strives to be a desired, and competitive market as a location to live, work, and play.

14. Retail Market Analysis and Gap Analysis: Provide detailed reports analyzing the City's retail environment and identifying gaps. Will it be possible to get additional information from HdL customized to the City's economic centers? Has the City or the Chamber done in survey post-pandemic on the desired needs of the community for retail stores?

No.

15. SWOT Analysis: Conduct a comprehensive assessment of Turlock's current business environment, identifying strengths, weaknesses, opportunities, and threats for high-quality job growth and business development. The focus/objective here seems to be on 1) job growth for existing resident and potential business development is that correct?

Yes.

What would be a time horizon for job development 2030?

5 – 10 years, so 2030 – 2035 would be a good target. We would like the update to cover the next 5 years, we would like to update the plan every 5 years.

If so, there may need to be a couple of analysis prior to identifying in SWOT or assets, challenges and opportunities. Has chamber or City done in business environment post-pandemic analysis?

No.

16. Real Estate – retail, commercial, office and industrial. Assume there needs to be an assessment of the different real estate product in addition to opportunity site, is that correct?

Yes.

17. Industry Target Subsectors – tied to workforce and real estate analysis. Are there existing targets, how successful has that been?

Refer to current 2017 City of Turlock Economic Development Strategic Plan document. There are several workforce development initiatives underway from a few different organizations (BEAM Circular, Stanislaus 2030, Stanislaus County Workforce Development, Bay Valley Tech, UC Merced, Stanislaus State, Opportunity Stanislaus, and more) that are focusing on getting our region's talent and workforce ready for future good paying jobs and strategic industries that the region needs to focus on. They are all in the beginning stages in analyzing jobs and industries to focus on.

18. Workforce and Industry Analysis: Identify workforce gaps, job creation strategies, and target industry sectors. Are there workforce surveys completed? Does the local workforce agency call out specific plans and services for Turlock?

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19. Assess the role that Turlock staff should plan and connect residents and students with local businesses, jobs and training opportunities. What is the City's current role in workforce development?

The City's role is a connector. The City refers residents to these organizations, as well as invites the workforce development agencies for information sessions with the public.

Workforce is mentioned several times in the scope – is there an issue?

With workforce development and talent development being a pillar within the sphere of economic development, analyzing and assessing our workforce and workforce opportunities are to be included within the update. There is no more of an issue in our City than there would be in any other City. Turlock desires to be a competitive market; a skilled workforce is essential in attracting, recruiting, and retaining major employers.

Are local schools working on initiatives, school board, Supt. of schools, college?

Yes, Turlock is home to a CSU Stanislaus, 2 high schools, 2-3 junior highs, and multiple elementary and private schools. All organizations are working on initiatives to prepare and elevate their population for future career paths. The City has strong relationships with all schools within our community.

20. Opportunity Site Assessment: Provide an assessment of local opportunity sites, including City-owned properties, and identify strategies for their beneficial development or improvement. Is there a current list of these sites? How many?

There would be two parts to this element. The first part would be analyzing commercial properties listed on commercial realtor sites such as LoopNet, and suggesting potential uses. The City's Economic Development Department works closely with many commercial real estate brokers by recruiting potential large employers and retailers, and connecting the two parties. For this scenario, we would be wanting the consultant to look at this inventory and include it within the SWOT analysis of the update.

The second part would be analyzing a list of all City owned properties (City will provide list to consultant) to analyze vacant and undeveloped City owned properties, and suggest potential uses.

21. Economic Development Opportunities: Identify goals and targets for projects such as

- **The Sports Complex, has there been a feasibility study completed on potential market for a Sports Complex?**

Yes.

Is this a regional Sports Complex being considered?

Yes.

Is there a 100 acres site identified for this opportunity?

Project team has identified that only 15-20 acres is needed. The City is looking at potential sites and will update the consultant as we move through the Economic Development Strategic Plan Update.

What stage is this in with considering this type of development?

City is looking at sites, and has a project team.

This could be a study on its own, what is the City seeking the Consultant to focus on with this request, i.e. expectation of information to be provided?

City would want the consultant to list this opportunity with the SWOT analysis. Open to discussion.

- **New business attraction downtown. Is there a downtown specific plan?**

Yes.

Does the downtown have a Business Improvement District, a Business Association?

Yes.

Infrastructure and Placemaking Projects: Identify and prioritize infrastructure and placemaking projects to support additional development or address key business needs. Could you expand on expectations of this request? i.e. infrastructure or infrastructure capacity missing at an opportunity site?

City will provide information from Development Services Department to the consultant chosen.

Is placemaking for older venues?

City will provide information from Development Services Department to the consultant chosen.

22. Implementation and Performance Strategy

- **Measuring Progress: Are there reports of progress of KPI's for 2017 Economic Development Plan available for review?**

There was none listed in the 2017 Economic Development Strategic Plan.

Has staff review and identified what should be kept and what should be revised, what is not working as strategies in the 2017 plan?

The plan is old, and needs to be updated to reflect the current market and economic development trends.

23. Project Management and Reporting

- **Is there a predefined budget range for this project that proposers should consider when developing their bids?**

Funds have been allocated for this plan update but amount will be determined upon review of the proposals.