



## **REQUEST FOR PROPOSALS:**

**Feasibility Study to Establish a Produce  
Flash Freezing Program at the Middle  
Peninsula Regional Security Center**

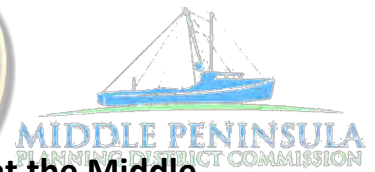
**MIDDLE PENINSULA JAIL BOARD  
AUTHORITY &  
MIDDLE PENINSULA PLANNING  
DISTRICT COMMISSION**

**Due Date: March 20, 2015  
3:00 PM**

### **For More Information Contact**

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Middle Peninsula Planning District  
Commission  
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Saluda, VA 23149  
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# **REQUEST FOR PROPOSALS**

## **A Feasibility Study to Establish a Produce Flash Freezing Program at the Middle Peninsula Regional Security Center**

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**Deadline: March 20, 2015**

**Funding Level: Up to \$64,200**

**Submit to: Middle Peninsula Planning District Commission**

**P.O. Box 286**

**125 Bowden Street**

**Saluda, VA 23149**

**Or**

**Email: Jackie Rickards at [jrickards@mppdc.com](mailto:jrickards@mppdc.com)**

### **Announcement Summary**

Middle Peninsula Jail Board Authority, in partnership with the Middle Peninsula Planning District Commission, is requesting proposals for the development of a feasibility study to establish a produce flash freezing facility/program at the Middle Peninsula Regional Security Center in Saluda, Virginia. Funding is available up to \$64,200. The project start date will be April 6, 2015 and will be ending on August 31, 2015 when the final project is due.

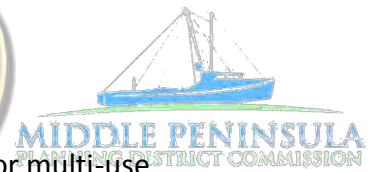
### **PART 1:**

#### **Background Information**

Middle Peninsula Jail Board Authority (MPJBA), in partnership with the Middle Peninsula Planning District Commission (MPPDC) has been recently funded through the US Department of Agriculture (USDA) Rural Business Enterprise Grant (RBEG) Program to develop a feasibility study to establish a produce flash freezing facility/program at the Middle Peninsula Regional Security Center. The study will focus on determining whether the Middle Peninsula Regional Security Center, a 121 bed correctional facility, can establish, own, and operate a flash freezing produce program for the dual benefit of the local agriculture community as well as the Security Center.

More specifically the project will evaluate whether, and to what degree, the Middle Peninsula Regional Security Center, local economies, and small scale emerging farms across the Middle Peninsula can benefit from a flash freezing produce program. The feasibility study will assist with exploring and addressing both the infrastructure and capital needs for establishing a freezing program as well as the larger community implications of supporting and enhancing economic growth and community vitality as a result of:

- Supporting local economic systems
- Opening new markets for local agricultural product
  - On-site freezing program



- Mobile freezing program
  - Small freezing businesses, business incubators and commercial or multi-use kitchens facilities to support freezing and other off cycle uses (Supports small scale farmers with limited marketing time, the potential for sales contracts in advance of the growing season, repeat business, and a market for surplus produce and “seconds” that may otherwise be hard for farmers to sell)
  - “Co-pack” relationships where a processing entity freezes produce on behalf of a third party, like a group of farmers.
- Extending the selling season for local products
  - Reducing fuel consumption to bring product to institutional consumers
  - Reducing packaging cost on the farmer
  - Encouraging new community partnerships
  - New work purpose for those who are incarcerated
  - Healthier food alternative for those who are incarcerated
  - Prevents idleness of those who are incarcerated
  - Reducing offender recidivism
  - Work skills training for reemployment within the rural Middle Peninsula

In order to develop a comprehensive feasibility study the project will include the following components:

### **1. Public Participation & Engagement**

MPPDC will take the lead and work with the project consultant to:

- a. Establish a local project feasibility study committee to guide the project, offer input, and make recommendations. Membership may include, but will not be limited to, representatives from the Middle Peninsula Jail Board Authority; Middle Peninsula Regional Security Center; State Department of Corrections Agriculture Business Manager (as special project consultant); Economic Development staff from the Middle Peninsula Planning District Commission; Local Farming representatives; Farmer market representatives; and Local Food Bank representatives.
  
- b. Initiate a public survey that includes key person interviews of community and business leaders (producers and consumers) to determine the potential to utilize flash freezing technology to extend the seasonal availability of locally grown food as well as opportunities to reduce food cost by storing and providing locally grown products beyond the normal growing seasons.
  
- c. Summarize results of the public participation process. Once the findings of the feasibility study and survey are complete, this information will be presented to the Middle Peninsula Jail Authority and a public meeting will be convened to discuss the results and recommend a strategy for action.

### **2. The Feasibility Study**



The hired consultant will need to consider the following as it relates to the legal, usage, site, and financial feasibility of the Middle Peninsula Regional Security Center establishing, owning, and operating of a flash freezing produce program.

### **Legal Feasibility:**

- Does the Middle Peninsula Regional Security Center (Security Center) have the legal authority to own, acquire, operate, and administer a flash freezing produce program?
  - Identification of State or Federal Department of Correction regulations that are necessary to own, acquire, operate and administer a flash freezing produce facility/program?
- If the site is to be leased, can the Security Center obtain a lease that:
  - a. provides sufficient control to operate in a cost effective manner; and
  - b. is of sufficient length to permit cost effective development of the program and facility?

### **Usage Feasibility**

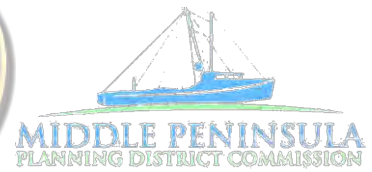
- Inventory of competing flash freezing produce facilities.***
  - a. Develop a map which shows the names and locations of competing and similar facilities: including service area and market penetration
  - b. In accompanying text or chart, clarify:
    - assessment of overall facility and program quality
    - facilities included
    - facility size
    - programs offered and cost structure
    - fees charged
    - usage figures
- Existing population analysis:*** Project a reasonable service area (using census tracts or locally recognized neighborhoods) for the proposed Middle Peninsula facility, and within that service area determine existing and projected breakdowns for likely producers and consumers for potential project stakeholders:
  - Age
  - Educational level
  - Ethnicity
  - Gender
  - Income level
  - Population
- Demand analysis:*** Provide both usage and growth rates (local, state, and national levels) for the proposed program and facility

### **Site Feasibility**

- Physiographic analysis:
  - Acreage, dimensions and boundaries needed
  - Geological and soils features



- Steep slopes (in excess of 15%)
  - Topography (one in ten foot contours)
  - Surrounding property and uses
  - General land use and zoning aspects
  - Transportation and logistics concerns
- Water related analysis:
- Availability of water for cleaning, processing and packaging of produce
  - Flood plain concerns if any
  - Stream corridors, subsurface and water table
  - Wetlands
- Vegetation analysis if any (invasive species)
- Meteorological analysis impacting availability of product:
- Light
  - Rain
  - Temperature
  - Wind
- Utility analysis:
- Existing development
  - Gas/electric lines
  - Sanitary sewer
  - Stormwater
  - Telephone and internet needs
- Existing development on site(s):
- Any man-made structures or development
  - Cultural, historical or recreational significance
- Concept use analysis:
- Access/barriers
  - Compatibility with development for proposed use
  - Proximity to likely facility/site users
- Exploration of off season usage of a freezing operation
- Seafood Products
    - Health and other concerns
  - Facility leasing for “other” uses- Community based” assistance programs



- Opening new markets for local agricultural product
  - On-site freezing program
  - Mobile freezing program
  - Small freezing businesses, business incubators and commercial or multi-use kitchens facilities to support freezing and other off cycle uses (Supports small scale farmers with limited marketing time, the potential for sales contracts in advance of the growing season, repeat business, and a market for surplus produce and “seconds” that may otherwise be hard for farmers to sell)
  - “Co-pack” relationships where a processing entity freezes produce on behalf of a third party, like a group of farmers.

### **Financial Feasibility**

The acquisition/development of a new facility will require additional funds above and beyond the present budget, not only, for capital expenses, but also, for operating expenses such as administration, personnel, programming, and maintenance. Since not all of these costs can be covered by the current security center budget and staff, they must be accounted for in evaluating the financial feasibility of the new facility rather than making the assumption that the existing staff and budget can absorb these items.

#### 1. Expenses:

- a. Acquisition costs for site:
  - Actual purchase price
  - Associated costs
- b. Design costs:
  - Consultant fees
- c. Development costs:
  - List areas and facilities to be developed and provide a detailed description. Include all development costs, such as:
    - site preparation
    - equipment needed (used versus new)
    - support facilities (water fountains, restrooms, etc.)
    - utilities
    - amenities
- d. Operation and maintenance costs (project by major budget category for 5 years)
  - i.) Administration:
    - Insurance
    - Office supplies
    - Phone
    - Public relations
    - Rentals



- Training (in-house and out service)
- Other

ii.) Personnel:

- List of the number of persons, by position, with salaries and wages.
  - Estimated incarcerated staff
  - Estimated non incarcerated staff
- Contractual services
- Fringe benefits
- Overtime
- Temporary help

iii.) Supplies and material:

- Concession and sale items
- Custodial supplies
- Motor fuel and supplies
- Office supplies
- Tools and mechanical supplies
- Utilities (i.e. power, light, heat, water, sewer)

iv.) Programming:

- General description and numbers of anticipated programs
- Audiences to be served
- Anticipated numbers of participants by program
- Anticipated costs by program (consider all costs)

v.) Maintenance:

- Equipment for maintenance
- Facility

e. Annual capital outlay. (For expansion, major equipment purchases)

f. Debt service.

2. Revenue:

(Project for 5 years. Provide statistics used in projections, such as numbers of users, fees & charges schedule, number of rentals and so on by year.)

- a. Admission or entrance fees for off season use
- b. Season permits or other uses
- c. Facility rental for one time uses
- d. Classes, lessons and programs for workforce development
- e. Sales (direct public sales, vending, etc.)
- f. Special fees/permits
- g. General municipal fund support



h. Other sources of income

**Financial Options**

Based on projected costs for design, development and operation, and projected revenue, various financial options to acquire funding to design, build, operate and maintain the program and or a facility will be provided for consideration. Project for five years, and include dollar amounts from each suggested financial source. Include in this discussion, based on input from public meetings, surveys, meetings with public officials and agency staff, only the viable and significant sources of likely funds, such as:

- General fund support
- Bond sales
- Applicable grants
- Private sector support
- Facility generated revenue

**Overall Feasibility Study Summary**

The Middle Peninsula Planning District Commission will present a comprehensive final report of study findings and recommendations to the Middle Peninsula Regional Jail Authority as well as the general public at the direction of the Jail Authority.

**PART 2:**

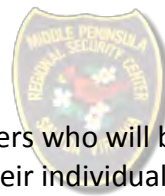
**Content of Proposals**

Adherence to the format requirements is mandatory and ensures fairness across all proposals. Information requested for each of the following sections identified must be included in the proposal. Font size can be no smaller than 12 point and margins must be at least 1 inch on standard 8.5x11 inch paper throughout the document. The text in the narrative may be single- or double-spaced. Incomplete or inappropriately prepared proposals will not be considered and may be returned.

The contractor must demonstrate its ability to undertake and complete the project as specified in this proposal. Information in the proposal shall include evidence of the contractor's competence, reliability, responsiveness to client's needs, and years of experience:

- a) Brief company profile (including sub-consultants, if any) and an affirmative statement as to why the firm or team of firms is uniquely qualified to assist the Middle Peninsula Regional Jail Authority (MPRJA) in this endeavor;
- b) Name of the firm's key contact person, including telephone number, fax number and email address;
- c) Brief description of the company's past experience with rural economic development, with references and specific examples of studies, implementation plans or other rural economic initiatives completed by the company;





- d) The names and qualifications of the specific team members who will be assigned to the project, their role in the project, and a resume listing their individual work experience in this role on similar projects;
- e) Full description of each company's proposed process for developing the feasibility study as well as involving working group, the general public, and elected officials;
- g) Specific deliverables to be provided to the MPRJA at identified milestones during the process and as the final product;
- h) Proposed costs/budget. Please note that there is no matching requirement for this project.
- j) Any other information, thoughts, recommendations or limiting factors relevant to the submission that will aid the MPRJA in its selection of a preferred firm.

The proposal should be a concise description of the methods and approach being used, the project team, and the project deliverables and outcomes, if funded.

Submit completed applications by mail to:  
**Middle Peninsula Planning District Commission**  
**P.O. Box 286**  
**125 Bowden Street**  
**Saluda, VA 23149**

Or

Email: Jackie Rickards at [jrickards@mppdc.com](mailto:jrickards@mppdc.com)

All proposals must be submitted by 3:00pm EDT on **Friday, March 20, 2015**. Incomplete or late pre-proposals will not be accepted; no exceptions will be made. Confirmation of proposal receipt will be sent by email to the submitting principle investigator (PI). Investigators are reminded to follow submission policies of their home institutions, e.g., obtaining institutional review and signatures.

### **PART 3:** **Proposal Evaluations**

Based on the criteria above, proposals will be evaluated. MPRJB, MPPDC staff, and Mr. William Gillette, retired Virginia Department of Corrections Agribusiness Director will review the submitted proposes. All proposals will be reviewed based on the following criteria:



- Relevance.** The degree to which the proposed project meets the outcome needs of a comprehensive feasibility study (ie. legal, usage, site, and financial feasibility) and the public engagement process within a five month time frame.
  
- Technical Merit of Methods.** Feasibility of the project and likelihood of it being successfully implemented as proposed, given the practicality of the approach proposed, requested funding and staffing levels, and similar factors enabling or inhibiting implementation and the achievement of outcomes.
  
- Qualifications of Investigators.** The degree to which investigators are qualified by education, training, and/or experience to execute the proposed activity, including the record of achievement with previous funding. Among the contractors meeting the minimum qualifications, negotiations will be conducted.

Proposals will be ranked and ordered. Negotiations will commence with the highest ranked response in scoring order until a contract for services is agreed to.

### **Project Timeline:**

2/24/2014: Post RFP

3/ 20/ 2015: RFP Applications due to MPPDC by 3pm

3/21 –4/3/2015: Review the RFP Applications

4/6/2015: Award funding

4/6-8/31/2015: Conduct feasibility study; public engagement process; & final report

8/31/2015: Feasibility Study Deadline

September 2015: Review Feasibility Study and report to the Commission and Jail Board

### **For Additional Information**

Please contact Jackie Rickards at [jrickards@mppdc.com](mailto:jrickards@mppdc.com) or by phone at 215-264-6451.