



Urban Redevelopment Authority

REQUEST FOR PROPOSALS (RFP)

East Carson Street Business District Strategy

RFP Issue Date: August 31, 2017

Proposal Due Date: Friday, September 22, 2017 at 4 PM ET

VIA EMAIL ONLY to jfitzgibbons@ura.org

East Carson Street Business District Strategy

Section 1. General Information

- 1.1 The Urban Redevelopment Authority of Pittsburgh (URA) requests proposals from planning, economic development and commercial market professionals to conduct business district planning and capacity building for the East Carson Street business district.
- 1.2 The project duration is estimated to be six to nine months. Interested parties are requested to submit a detailed proposal package that clearly defines the relevant experience of the proposed staff and sub-consultant team members, proposed methods and strategy to carry out the project scope of work, as well as a fee proposal.
- 1.3 Contact person for all queries and for receipt of proposals:

Josette Fitzgibbons
Neighborhood Business District Manager
Urban Redevelopment Authority of Pittsburgh
200 Ross Street, 11th Floor
Pittsburgh, PA 15219
(412) 255-6686
jfitzgibbons@ura.org
- 1.4 Respondents shall restrict all contact and questions regarding this Request for Proposals (RFP) and selection process to the individual named herein. Questions concerning terms, conditions and technical specifications shall be directed in writing to Josette Fitzgibbons (See section 1.3). **Questions will be answered in writing on the URA's website (http://www.ura.org/working_with_us/proposals.php) by September 15, 2017. Questions submitted after September 14, 2017 will not be answered.**
- 1.5 Consideration is expected to be given, but is not guaranteed to be given, to the criteria listed in this RFP. The URA reserves the right to reject any and all proposals, to waive any and all informalities outlined in the RFP and in the selection process, and generally to make the award that, in its judgment, will best meet the objectives stated in this RFP.
- 1.6 Expenses incurred by the respondents in replying to the RFP or in making any appearance before the selection committee are at the respondents' own expense and risk.
- 1.7 Subconsultants may participate on multiple applicant teams. The URA reserves the right to make suggestions related to team structure during final contract negotiations.

Section 2. Background

The South Side's historic East Carson Street business district has always been the heart of the neighborhood. Until the 1980s, East Carson Street served the workers from the nearby Jones and Laughlin Steel Company (J & L Steel) and their families. As the steel industry collapsed in the '70s and '80s, leaders in the South Side worked to help East Carson Street become one of the first urban demonstration Main Street programs in the country, focusing on implementing the four-point Main Street Approach to preserve the intact Victorian architecture while revitalizing a neighborhood business district. The South Side Local Development Company led the revitalization effort for nearly 30 years, until its closure in 2012.

Today, East Carson Street is perhaps a victim of its own success. In recent years, the corridor has experienced the transition from neighborhood retail center to a destination hospitality district. In addition, while the South Side Local Development Company experienced many difficulties in its final years of operation, its closure resulted in a lack of leadership, capacity and management in the business corridor.

Section 3. Project Description

3.1 *Description*

This project will be focused on the development of a business district plan for East Carson Street, including:

- Working with URA staff and others to collect data for the corridor, including properties, business mix, public safety statistics, and rental rates
- Surveying businesses and customers to determine the current retail and hospitality market
- Working with South Side organizations to assess capacity within the community for business district management, and determine if a new group should be established or if an existing group can take on the task
- Working with the City of Pittsburgh's (City/City's) Nighttime Economy Manager to develop a nighttime economy impact study, an operational cost analysis of the nighttime economy, a policy review, and other relevant analyses
- Developing recommendations for the implementation of the plan

3.2 *Scope of Services*

1. Community and Stakeholder Engagement

- Participate in project team meetings:
The consultant/team will meet on a regular basis with a project team made up of the URA, the City's Mayor's Office, the City's Nighttime Economy Manager, City Councilman Bruce Kraus, the Department of City Planning (DCP), and community organization representatives to update them on progress. The project team will review the work, provide feedback and make suggestions for moving forward. The project team will be the body most familiar with the project, and will work to ensure it is implementable.
- Participate in South Side Planning Forum meetings:
The consultant/team will meet with the South Side Planning Forum at key project milestones. These meetings are central to the coordination and success of the project. The South Side Planning Forum is comprised of key stakeholder groups from the community, including the South Side Chamber of Commerce, the South Side Community Council, the Brashear Association, and the South Side Slopes Neighborhood Association.

- Participate in public meetings, charrettes or other engagement activities
The consultant/team will work with the project team and the community to lead the planning discussion in multiple community engagement activities as determined by the project team, including activities targeted to both the business and residential sectors of the neighborhood.
- Meet individually with relevant stakeholder groups
The consultant/team will assess their capacity to implement a business district revitalization program, with the ultimate goal of determining if such a program should be housed in one of those groups, or if a new group should be formed.

2. Market/Business data

- Survey businesses and customers to collect both anecdotal and data-based information about customer base and preferences
- Review and coordinate with existing market information and data collection efforts for the East Carson Street business corridor

3. Nighttime Economy Analysis

Work with the City's Nighttime Economy Manager to develop the following:

- A nighttime economy impact study
- An operational cost analysis of the nighttime economy
- A policy review

3.3 Deliverables

1. A report containing the results of the business, market and customer surveys
2. A report containing the results of interviews with the individual stakeholder groups, including recommendations regarding the ultimate home of a business district revitalization program. If the recommendations include the creation of a new organization, suggestions regarding the structure of that group should also be included.
3. A three to five-year business district strategy for the East Carson Street business district

Section 4. Organization and Required Submittals for Proposal

4.1 ***Submission Requirements and Deadline***

1. One (1) electronic copy, **VIA EMAIL ONLY**, in Word or PDF format of the proposal must be **received by the URA by no later than 4 PM ET on Friday, September 22, 2017**. Paper copies will not be accepted. Proposals received after the deadline will not be accepted.

Submissions should be emailed to jfitzgibbons@ura.org.

4.2 ***Proposal Format and Content***

The consultant/team shall submit a proposal that includes a Technical Section and Fee Section.

1. **Cover Letter**

Limit to one page; letter should include:

- Company name, contact name, address, and email address
- Why the respondent's team is the most qualified to complete this project

2. Consultant Team and Firm Information

Briefly describe the roles of the consulting firm and subconsulting firms included on the team. Please include the following for each firm:

- Name, address, and telephone number
- Number and location of offices
- Managing principal, CEO, or president
- MWBE Status
- Legal actions currently pending against firm
- Role on the team
- Resumes for key staff members assigned to the project

The URA requires that all consultants demonstrate a good faith effort to obtain minority- and women-owned business participation in work performed in connection with URA projects. The URA acknowledges the City's goal of 18 percent (18%) minority and 7 percent (7%) women participation in planning and/or professional service activities. Any questions about MWBE requirements should be directed to Diamonte Walker, MWBE program officer, at (412) 255-6610 or dwalker@ura.org.

3. Proposed Method and Schedule

- A detailed narrative of methods and plan to carry out the scope of work
- Description of approach to community engagement
- Project timeline with key milestones
- Description of consultant's current work load and availability of staff to deliver this project on schedule

4. Relevant Projects and References

Limit three (3) projects, one page per project. Relevant projects should include at least one project that emphasizes business district planning, and one project that addresses community capacity building. Please include the following:

- Name and location of project
- Size and cost of project
- Name, address, email, and telephone number of the client

5. Fee Proposal

The fee proposal shall identify the derivation of the total fee by indicating:

- The level of effort in staff hours for various tasks and subtasks corresponding to the Scope of Services and the technical proposal
- Job Classifications and Direct Hourly Rates applied to work tasks
- The total salary cost for the services
- The proposed overhead factor to be applied to the salary cost, with a detailed breakdown
- The fee or percentage of profit proposed for the services
- The direct costs projected, including subconsultant's fees for various services
- Assumptions made in estimating time and costs
- Include a master spreadsheet that includes total level of effort (staff hours) for each task. The spreadsheet shall list employee name, job classification, projected hours, pay rates, overhead factors, direct costs, and profit in separate columns. Prime subconsultants/subcontractors that

make up your team must also be included in the master spreadsheet.

Section 5. Evaluation Criteria

All proposals will be evaluated based on the technical and professional expertise and the experience of the consultant team, the proposed method and the procedures for completion of the work, and the cost of the proposal.

5.1 *Technical Expertise, Experience and Access*

The technical expertise, experience and access of the consultant will be determined by the following factors:

- Overall experience of the consultant team
- Expertise and professional level of the individuals proposed to conduct the work
- Demonstration of accessibility to the URA and of responsiveness to community needs

5.2 *Procedures and Methods*

Evaluation of procedures and methods will be determined by the following factors:

- Clarity and completeness of the proposal and the apparent general understanding of the work to be performed
- Proposed methods and plan to conduct the scope of work in a thorough, objective and timely manner
- Sequence and relationships between major tasks
- Approach to community engagement
- Knowledge and understanding of the local environment
- Approach to project management, including efficient utilization of person-hours

5.3 *Project Schedule*

5.4 *Fee Proposal*

5.5 *Business District Planning and Capacity Building Experience*

5.4 *Equal Employment Opportunity*

A willingness to make meaningful wide-range subcontracting and employment opportunities available to all interested qualified firms and individuals in the market place will be evaluated.

Section 6. Process

- 6.1 Responses to the RFP will be evaluated by a selection committee. One or more proposers may be asked to meet with the selection committee in a formal interview process. Final consultant selection will be made by the URA Board, which will be informed by the recommendation of the selection committee. The URA reserves the right to reject any and all proposals, to request additional information from applicants, and/or to waive any deficiencies in a proposal.

A tentative schedule has been prepared for this selection process. Firms interested in this project must be available on the interview meeting dates. The schedule is subject to change; however, the RFP due date will not be changed without notice on the URA's website (http://www.ura.org/working_with_us/proposals.php).

Proposal Due Date: 4 PM ET, Friday, September 22, 2017

Firms notified for interview: End of September, 2017

Interviews: October, 2017

- 6.2 Upon notification of selection by URA staff, the successful respondent is required to enter into a contract within four weeks of notification. If the successful respondent is unwilling or unable to execute the agreement as required by the RFP, the URA has the right to request another respondent to enter into the contract with the URA.