

REQUEST FOR PROPOSALS (RFP)

Homewood Transit Revitalization Investment District (TRID) Planning Study

RFP Issued: January 28, 2014

Proposals Due: February 25, 2014 at 4 PM ET

Section 1. General Information:

- 1.1 The Urban Redevelopment Authority of Pittsburgh (URA) requests proposals from transportation, economic development and urban planning consultants to author a planning study that examines the feasibility of creating a TRID district near the neighborhood of Homewood and Point Breeze North within the vicinity of the Port Authority of Allegheny County's Martin Luther King, Jr. East Busway.
- 1.2 The project budget is **\$85,000**. The project duration is estimated to be 12 months. Interested parties are requested to submit a detailed Proposal Package that clearly defines the relevant experience of the proposed staff and subconsultant team members, as well as proposed methods and strategy to carry out the project scope of work.
- 1.3 Contact person for all queries and for receipt of proposals:

Emily Mitchell
Planning and Design Specialist
Urban Redevelopment Authority of Pittsburgh
200 Ross Street, 12th Floor
Pittsburgh, PA 15219

412-255-6695
412-255-6617 (fax)
emitchell@ura.org
- 1.4 Respondents shall restrict all contact and questions regarding this RFP and selection process to the individual named herein. Questions concerning terms, conditions and technical specifications shall be directed in writing to Emily Mitchell (See section 1.3). Questions will be answered in writing on the URA website by February 17, 2014 (http://www.ura.org/working_with_us/proposals.php). Questions submitted after February 13, 2014 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 Review 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:

2.1 *TRID Background*

The Commonwealth of Pennsylvania Transit Revitalization Investment District (TRID) Act of 2004 provides a financing mechanism for local taxing bodies to encourage Transit Oriented Development at Amtrak and transit stations. The TRID Act has established planning study guidelines for the creation of districts within which the financing mechanism may be applied. Also, note that PA Senate Bill 1210 has been introduced in the Senate. If this amended TRID legislation becomes law, any amendments must be reflected in the TRID planning study.

The purpose of this project is to conduct the planning studies required to develop a recommendation on the feasibility of establishing a TRID in the vicinity of the Port Authority of Allegheny County's Martin Luther King Jr. East Busway in the neighborhoods of Homewood and Point Breeze North in the City of Pittsburgh.

2.2 *Martin Luther King Jr. East Busway Background*

The East Busway is an exclusive, fixed-guideway bus rapid transit (BRT) that extends 9.1 miles from Downtown Pittsburgh through many of Pittsburgh's most populated eastern neighborhoods, eventually terminating at the Swissvale Park-and-Ride lot. Opened in 1983 and extended in 2003, the East Busway is one of the earliest and most unique forms of BRT projects in the United States. Average weekday ridership of this 9-mile line is about 24,000 and annual ridership is almost 7,000,000.

Fourteen routes provide a mix of busway-only and fixed route express/commuter services linking Allegheny County's Eastern communities with Downtown Pittsburgh. The backbone of the service is the P1 East Busway-All Stops serving all stations along the East Busway from Swissvale to Penn Station and several stops within Downtown Pittsburgh. This route operates seven days per week from 5:44 a.m. to 11:57 p.m. with weekday service beginning at 5:07 a.m. and concluding at 1:02 a.m. Additionally, the P3 East Busway-Oakland route provides weekday service from Swissvale to Oakland.

Between 1996 and 2008, an estimated \$800 million worth of development has occurred along the original East Busway between Downtown Pittsburgh and Wilkinsburg. Additional development has occurred since then and more development is underway. However, the East Busway is located within a rail corridor that has, since its days as the Pennsylvania Railroad Main Line, acted as a significant divide between the City's wealthiest neighborhoods and the City's most distressed neighborhoods. This divide has limited the full development potential of

the East Busway, especially in those distressed neighborhoods. The railroad portion of the corridor is currently operated by Norfolk Southern.

One of the East Busway's five stations within the City of Pittsburgh, the East Liberty Station, has begun to bridge that historic divide. In the last decade, development along the East Busway edge has begun to blur the chasm between one of the City's wealthiest neighborhoods, Shadyside, and East Liberty, a historically distressed neighborhood. With new commerce and new residents the East Busway is now viewed as an asset, not an impediment. In 2012, the City of Pittsburgh received a \$15 million grant from the U.S. Department of Transportation TIGER IV program to reconfigure the existing East Liberty Station into a new mixed-use transit center. This multi-modal transit hub will reconfigure the existing station to provide better access to transit, decrease road congestion, encourage economic growth, and bridge two business and residential communities. The center will include 54,000 sq. ft. of retail, more than 350 residential units and a new parking garage. At the end of 2013, a TRID was established, which will help fund several infrastructure projects including the mixed use development.

The East Busway corridor, east of the East Liberty Station, between Larimer and Wilksburg, has great economic development potential. The corridor is surrounded by flat, primarily vacant developable land; an intact, compact, and walkable street grid; and is proximate to many of Pittsburgh's most affluent neighborhoods. This study will start to look at the potential of that corridor with a focus on the Homewood Station. This corridor presents an opportunity to build on the momentum in East Liberty and continue to bridge the divide between wealthy and poor by building on one of Pittsburgh's greatest assets, the East Busway. The study will look at the feasibility of using transit as a force for revitalization and the financing mechanism of a TRID to jump start that revitalization.

In addition to the East Busway, a corridor study is being conducted for BRT in the Downtown – Oakland – East End Corridor. Although the physical investment would be focused in the Downtown – Oakland segment, one of the routes serving the corridor, the 71D Hamilton, extends east of Oakland to Homewood. Additionally, the study is considering a new station in Larimer which would be implemented along with enhanced P3 service. For more information on this study, go to www.GetTherePgh.org

2.3 Homewood Station Background

The Homewood Station is located at an important juncture between the Homewood and Point Breeze North neighborhoods. When the East Busway was constructed in the 1980s, it exacerbated the existing railroad barrier between Homewood and North Point Breeze. Today, although South Homewood and Point Breeze North share a .8 mile north/south border, there are only three cross streets that allow vehicle access between the two neighborhoods. For pedestrians crossing the East Busway involves either steps or traveling beneath a poorly lit underpass.

Once a thriving center of African-American culture, Homewood has lost 88 percent of its population since 1950. Average real estate sales prices in the neighborhood are less than

\$20,000, 40 percent of taxable properties are tax delinquent and crime rates are among the highest in the City. A 2011 planning study for the neighborhood, Bridging the Busway, http://apps.pittsburghpa.gov/mayor/BTB_Final_Document.pdf, identified the need to focus on the Homewood Station in order to stimulate revitalization. The study focused on the East Busway as an asset that connects communities rather than divides them.

The Bridging the Busway study identified the need to:

- Build on Homewood's existing assets to reestablish the neighborhood as a community of choice;
- Build market strength in Homewood and Point Breeze around the East Busway using transit oriented development; and
- Enhance and leverage the relative strength of the Point Breeze North housing market to help stabilize and revitalize Homewood.

The URA and the City of Pittsburgh have acquired a considerable amount of land surrounding the station in the Homewood and Point Breeze North neighborhoods. Seventy acres of land are publicly owned.

Recently there have been several residential developments at the Homewood South/Point Breeze North border. In Homewood South, Building United of Southwestern Pennsylvania (BUSWP) has developed 14 units. These new units are located on Susquehanna Street across from the newly constructed, state-of-the art, elementary school, Helen S. Faison Arts Academy. Six more units of new housing are planned along Finance Street. Additionally, in the mid-2000s, the Pittsburgh Housing Development Corporation (PHDC) developed seven new homes on Finance Street (facing the Busway). These homes all sold to owner-occupant buyers for prices ranging from \$110,000 to \$120,000. Nearby in Point Breeze North, the PHDC also completed a four-unit development at the intersection of Thomas Boulevard and North Lang Avenue. The sale prices for these homes were between \$140,000 and \$166,000.

A new four-story senior housing development, Homewood Station Senior Apartments, is under construction at the corner of Homewood Avenue and Susquehanna Street. The senior housing development includes 41 units and 4,000 sq. ft. of commercial space, and a new public plaza. The developers, Oxford Development Company and S&A Homes, are planning a future phase called Susquehanna Homes. Susquehanna Homes is a scattered site development that consists of the construction of 35 affordable lease-to-own units located in the area generally bounded by North Homewood Avenue, Finance Street, Hamilton Avenue, and Helen S. Faison Arts Academy.

Section 3. Project Description:

3.1 *Project Description*

The Homewood TRID study will continue the revitalization of the East Busway corridor by building off of one of the region's greatest assets, the Busway itself. Building upon Bridging the

Busway's vision the Homewood TRID study will assess the feasibility of implementing a TRID as a component of the total TOD funding package for the station area.

The URA believes that a TOD can be a revitalizing force in neighborhoods adjacent to existing transit and that the East Busway corridor and Homewood Station are excellent opportunities for this type of development. This TRID study will focus on Homewood Station, but TRID studies for the Wilksburg station and a future station in Larimer will be conducted as funds become available. Work from the Homewood TRID study will be utilized in those future studies.

The major goals of the Homewood TRID study are to:

- Evaluate existing and concurrent studies in the area to form the foundation for the Homewood TRID study;
- Utilize and update the Bridging the Busway study to define requirements for TOD at the Homewood Station and to determine the feasibility of a TRID at this location;
- Integrate the station and site development to bridge the divide between Homewood and Point Breeze North;
- Work with the communities and taxing bodies to determine if the establishment of a TRID is acceptable and what area it should include based on the study results and potential development scenarios; and
- Identify the infrastructure needs to support a Homewood Station TOD.

The Homewood TRID Study reflects the City of Pittsburgh's Vision for Transportation and Land Use, which is to:

"Retrofit Design a Multimodal Transportation System to Catalyze Economic Development, Provide Increased Equity and Freedom of Choice between Modes, Improve Accessibility for All Citizens, and Further our Culture of Sustainability."

The study will additionally align with the objectives of MOVEPGH a component of PLANPGH (<http://www.planpgh.com>), the comprehensive plan for the City of Pittsburgh.

The Homewood TRID Study also aligns with the objectives of *Allegheny Places*, Allegheny County's Comprehensive Plan (<http://www.alleghenyplaces.com/>) and the *Regional Vision Scenario* of the Southwest Pennsylvania Commission (<http://www.projectregion.org/regvis.shtml>).

3.2 Stakeholders

- Allegheny County Economic Development
- City of Pittsburgh
 - Mayor's Office
 - Pittsburgh City Council District 9
 - Department of City Planning
 - Department of Public Works

- Pittsburgh Parking Authority
- Operation Better Block
- Commonwealth of Pennsylvania
 - PA Department of Community and Economic Development
 - PA Department of Transportation
 - State Legislative District 24
- Pittsburgh Public Schools
- Pittsburgh Community Reinvestment Group
- Point Breeze North Development Corporation
- Port Authority of Allegheny County
- Southwestern Pennsylvania Commission
- Urban Redevelopment Authority of Pittsburgh
- Borough of Wilkinsburg

3.3 **Study Area**

There are two components to the study area for the Homewood TRID Study. So that planning is not done in isolation, the study will look at existing conditions and planning studies for the **East Corridor Area**, the East Busway corridor spanning from East Liberty Station to the Wilkinsburg Station (see “Exhibit A”). The **Primary Study Area** will focus on either the half-mile radius surrounding Homewood Station or an appropriate TRID boundary as defined by the TRID Act No. 2004-238 (see “Exhibit B”). Analysis of the East Corridor Area will be used for future TRID studies.

3.4 **Scope of Work**

To complete the requirements of the TRID planning grant, the TRID Team will do the following:

1. **Analysis (East Corridor Area and Primary Study Area)**

The Homewood TRID study will build on the work of previous studies, fill in any gaps, and update any recent changes in order to analyze existing conditions.

- *Review existing and current studies*

A number of studies have already been completed or are being completed for the East Busway Corridor and Homewood area that examine the market, present a vision, evaluate the demand for development and explore the infrastructure needs for the area. These studies will be available to the selected TRID consultant Team:

- PLANPGH
- Eastern Corridor Transit Study (2003)
- Eastern Corridor Transit Study: Transitional Analysis To Locally Preferred Alternatives (2006)
- Transit-Oriented Development Typology Strategy for Allegheny County (2013)
- Bridging the Busway (2011)
- Homewood Cluster Studies (2014)
- East Liberty TRID Study and Implementation Plan (2011)

- Larimer Vision to Action Plan (2010)
- Larimer Choice Neighborhood Plan (2013)
- the Wilkinsburg Plan: Comprehensive Plan (2010)
- the Wilkinsburg Plan: Business District Revitalization Plan (2010)
- *Update current land use conditions*
- *Analyze existing infrastructure conditions and need (Primary Study Area)*
- *Analyze traffic and parking conditions (Primary Study Area)*

2. **Market Analysis (East Corridor Area and Primary Study Area)**

The Homewood TRID study will build off the previous market studies to evaluate the current financial market surrounding the Homewood Station and the East Corridor Area.

- *Account for the review and analysis of previous market studies*
- *Analyze current market*
- *Identify market opportunities*

3. **Multi-Agency Coordination**

The URA will coordinate inter-agency meetings for regular plan updates. Communication is essential to TRID implementation.

- *Present plan updates at monthly steering committee meetings*

4. **Community Outreach (Primary Study Area)**

The Homewood TRID study team will conduct three (3) public meetings. Two (2) meetings will be conducted during the study and a final meeting will be conducted to share the results of the study. The steering committee will help the consultant team advertise the community meetings and set the location of the meetings. The meetings will be utilized as an opportunity to facilitate community support and to solicit input on the proposed land use plan and infrastructure improvements as well as district boundaries.

Plan displays and other presentation materials are to be produced by the consultant team for this public engagement. These materials are also intended for utilization by the project team for future meetings and briefings.

5. **Land Use (Primary Study Area)**

The Homewood TRID study will review proposed land use recommendations and propose new development opportunities based on market analysis, community feedback, and stakeholder conversations.

- *Account for the review and analysis of existing and ongoing studies*
- *Identify the conceptual development scale, fit, and mix*
- *Illustrate proposed land use recommendations*

6. Transportation Improvements (Primary Study Area)

The Homewood TRID study will identify and illustrate needed infrastructure, access, bike and pedestrian connections, and transit improvements. The Bridging the Busway plan developed schematic plans for improvements to the Homewood Station area. The Homewood TRID study will be used to develop these plans and provide cost estimates.

- *Identify and illustrate infrastructure improvements and costs*
- *Identify and illustrate transit and transportation improvements and costs*
- *Develop Homewood Station designs and provide cost estimates*

7. Zoning (East Corridor Area and Primary Study Area)

The Homewood TRID study will examine existing zoning in the TRID area and determine through the City of Pittsburgh planning department if changes are necessary to facilitate TOD around the stations.

8. Financial Plan (Primary Study Area)

The Homewood TRID study will primarily be dedicated to this task. Utilizing existing studies, the market analysis, development recommendations, and the determination of the cost of improvements to the Homewood Stations and surrounding infrastructure, the Homewood TRID study will determine the ultimate feasibility of pursuing a TRID.

- *Provide a recommendation on the establishment of a TRID*
- *Identify a TRID boundary*

The TRID boundary should follow the guidelines defined by the TRID Act, No. 2004-238. The TRID boundary should also balance infrastructure and transportation improvement needs with the scale, fit, and mix of development within the proposed district.

- *Develop value capture projections*
- *Identify capital improvement costs and gaps in financing*

9. Implementation Plan (Primary Study Area)

The Homewood TRID study implementation plan will determine funding and phasing strategies to aid in the implementation of the TRID. This section will also plot out what would need to occur to make a TRID feasible if it is not at this time.

- *Develop a funding strategy*
- *Develop a phasing strategy informed by funding opportunities with specific implementation responsibilities identified*
- *Identify a management entity, a plan, and schedule for TRID implementation*

10. Deliverables

- *Final working document in digital format*

3.5 Budget

The budget for this project is \$85,000

Section 4. Organization and Required Submittals for Proposal:

4.1 *Submission Requirements and Deadline*

1. Proposals should clearly articulate an understanding of TRID Legislation.
2. Nine (9) hard copies, in 8 ½" x 11" format (graphics/ maps can be in 11" x 17" foldout format) and one (1) electronic copy (Adobe PDF, 300dpi, character recognition, bookmarked, on CD or DVD) of the proposal must be **received by the URA before February 25, 2014, 4 PM. (Eastern Time)**. Proposals received after the deadline will not be accepted. **Postmarks are not sufficient.**

Submissions should be delivered or mailed to:

Emily Mitchell
Planning and Design Specialist
Urban Redevelopment Authority of Pittsburgh
200 Ross Street, 12th Floor
Pittsburgh, PA 15219

4.2 *Proposal Format and Content*

1. Cover Letter

Limit to one page. Containing at a minimum:

- a. Company name, contact name, address, fax number, and email address; and
- b. Why this team is the most qualified to complete this project.

2. Scope of Services/Fees

- a. A detailed narrative of methods and plan to carry out the scope of work
- b. A proposed fee schedule (subject to negotiation) of items specified in the Scope of Work; Include hourly rates for key staff; Describe the terms of payment
- c. Project timeline with key milestones

3. Firm Information

Description of the consulting firm and any additional subconsultant firms included on the team (one page for each firm). Please include the following:

- a. Name, address, and telephone number;
- b. Number and location of offices;
- c. Managing principal, CEO, or president;
- d. Person to contact regarding this submission;
- e. Size of firm;
- f. Type of organization (sole proprietorship, partnership, corporation, etc.); and
- g. Legal actions currently pending against firm.

The URA requires that all consultants demonstrate a good faith effort to obtain minority- and women-owned (M/WBE) business participation in work performed in connection with URA projects. The URA acknowledges the City of Pittsburgh's goal of 18 percent (18%) minority and seven percent (7%) female participation in planning and/ or professional service activities such as design or legal as well as

construction contracts and purchases and will strive to achieve these goals. The successful applicant will be required to submit an M/WBE plan as part of the project approval process. The inclusion of MBE and WBE firms must be documented in the form listed below.

Firm Name	Firm Percentage of Team	Percentage MBE (%)	Percentage WBE (%)

4. Relevant Projects and References

Limit one page per project; please include the following:

- a. Name and location of project;
- b. Size and cost of project;
- c. Name, address and telephone number of the client; and
- d. How the project relates to Homewood TRID study.

5. Relevant References

Limit to one page;

- a. List up to three additional client references for projects that are similar.

6. Consultant Team

Briefly describe the experience and roles of your proposed team and provide a resume for each member;

- a. Principal in Charge;
- b. Project Manager;
- c. Key staff members to be assigned to this project; and
- d. Subconsultants

Section 5. Evaluation Criteria:

All proposals will be evaluated based on the technical and professional expertise and the experience of the consultant, the proposed method and the procedures for completion of the work, and the cost of the proposal. The apparent ability of the consultant to be independent and objective in performing the requested work will also be considered.

5.1 **Technical Expertise, Experience and Access**

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

- a. Overall experience of the consultant;
- b. Expertise and professional level of the individuals proposed to conduct the work;
- c. Clarity and completeness of the proposal and the apparent general understanding of the work to be performed; and
- d. Demonstration of accessibility to the URA and of responsiveness to community needs.

5.2 **Procedures and Methods**

Procedures and methods will be determined by the following factors:

- a. Evaluation of proposed methods and plan to conduct the scope of work in a thorough, objective and timely manner;
- b. Sequence and relationships between major tasks;
- c. Knowledge and understanding of the local environment; and
- d. Approach to project management.

5.3 **Cost**

Cost will be weighed in relation to the other proposals received and shall be evaluated relative to the number of professional consulting services dedicated to the Homewood TRID study.

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. Selection Process and Schedule:

6.1 Responses to the RFP will be evaluated by a selection committee for the Homewood TRID study. Finalists of the RFP process will 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.

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

Proposals due: February 25, 2014

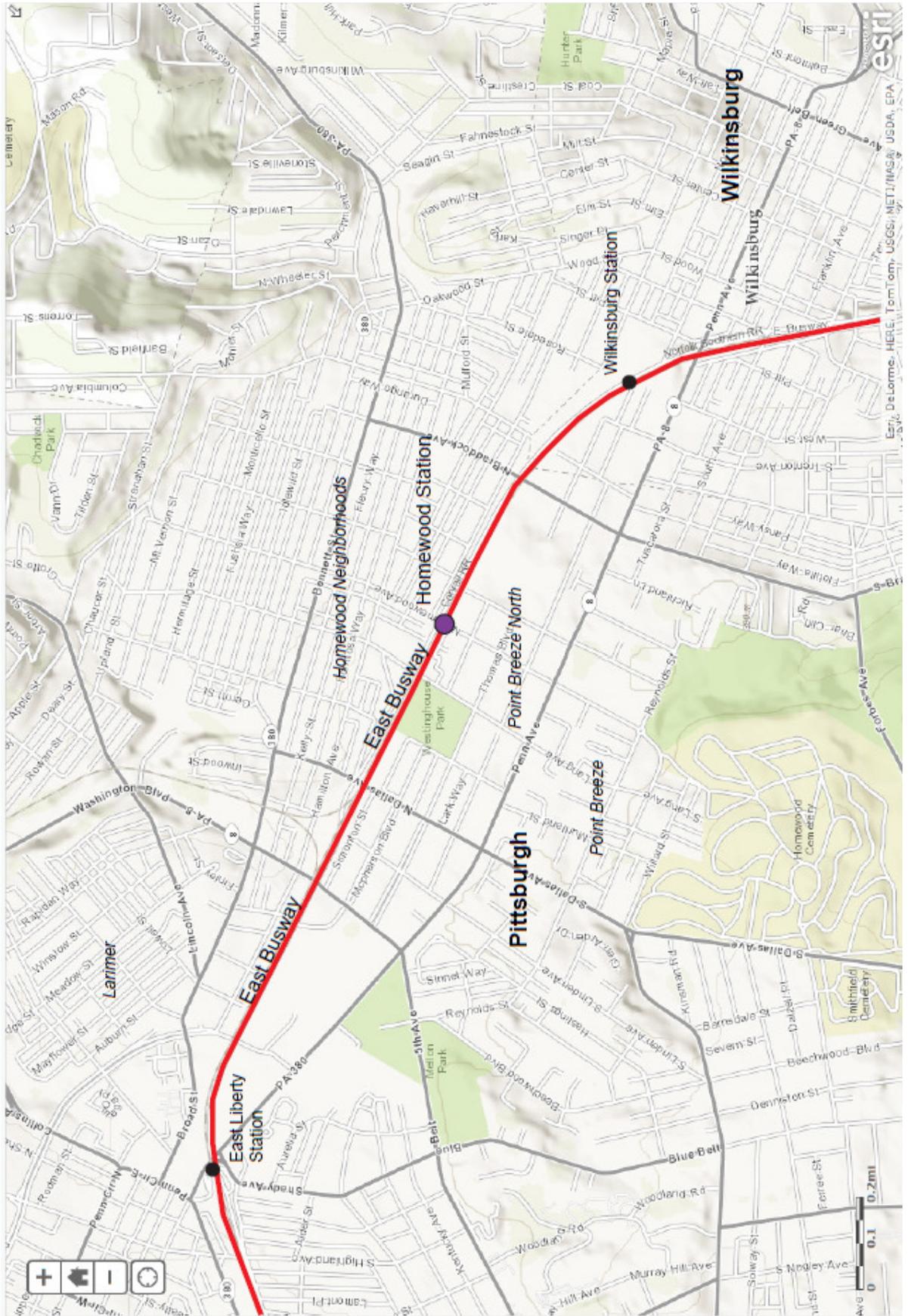
Firms notified for interview: March 7, 2014

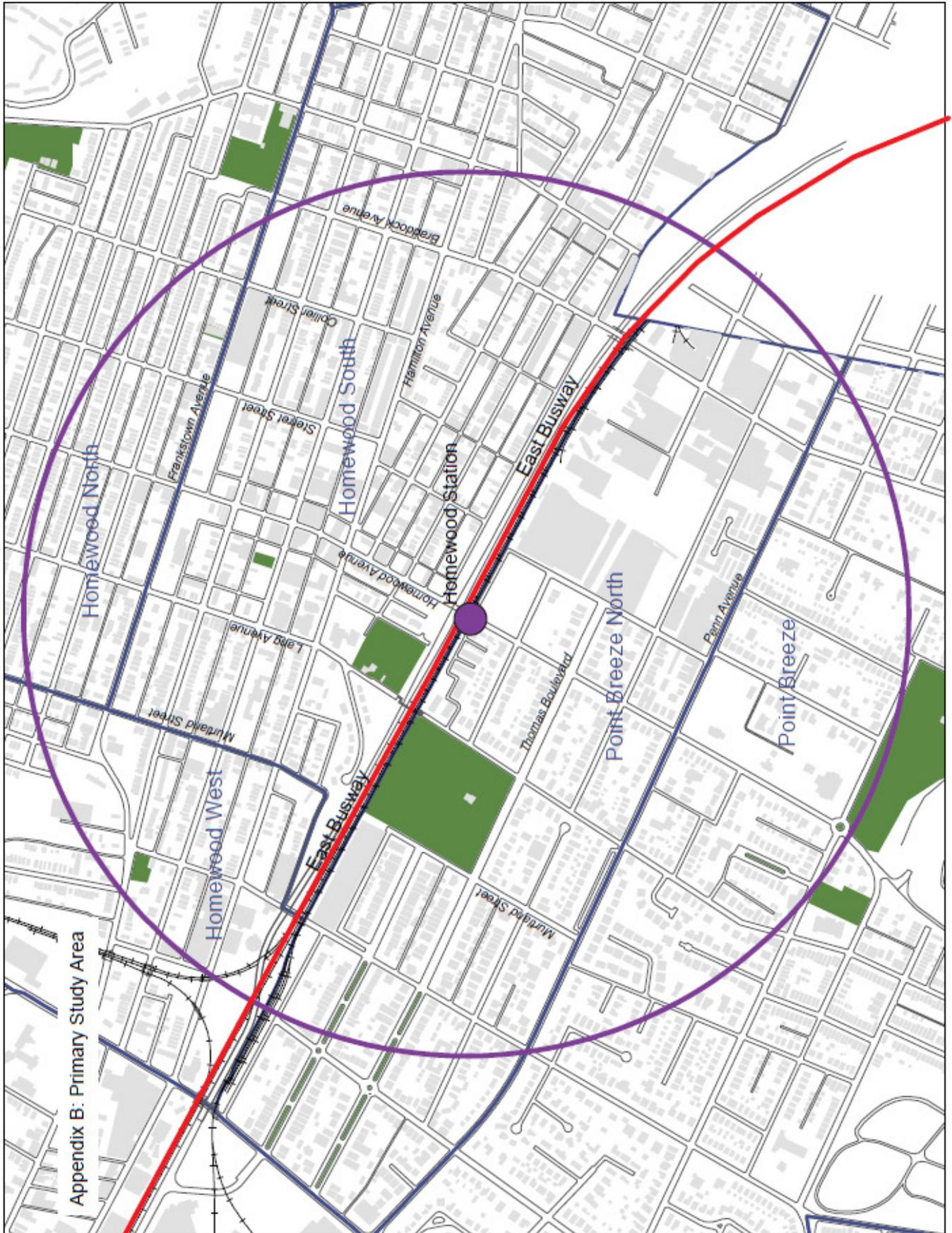
Interviews: March 19 -20, 2014

- 6.3 Upon notification of selection by URA staff, the successful respondent is required to deliver 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.

- 6.4 All dates in the RFP are subject to change at the discretion of URA, and notice of any changes will be posted on the URA website (http://www.ura.org/working_with_us/proposals.php).

Appendix A: East Corridor Area





Appendix B: Primary Study Area