

**CITY OF DULUTH
REQUEST FOR QUALIFICATIONS (RFQ)
AREA WIDE PLAN FOR WESTERN PORT NEIGHBORHOODS**

The city of Duluth is seeking letters of interest and a statement of qualifications from consultant teams interested in assisting city staff in the preparation of an area wide brownfield redevelopment plan. This area plan will focus on the Western Port Neighborhoods of Fairmount and Irving in the city of Duluth, Minnesota.

This project is funded by an EPA Brownfields Area Wide Planning Program Grant. This program assists communities to respond to local brownfield challenges; particularly where multiple brownfield sites are in close proximity, connected by infrastructure and have limited economic, environmental and social prosperity. The area wide plan will provide direction for future brownfields area improvements that are protective of public health and the environment; economically viable, and reflect the community's vision for their future.

This multi-disciplinary planning effort is being coordinated to enable these interrelated efforts in Western Port neighborhoods. This project will leverage opportunities to create a desirable investment environment and provide plans to re-invigorate the Western Port neighborhoods.

In this stage of the process we invite specialized consultant teams to review the background information in order to respond to this RFQ. Viable consultant specialists who can provide specialized expertise to the city in the core areas of successful Community Engagement, Economic and Market Analysis, Public Infrastructure, Public Health, Mapping, and Technology are desired. Consultant teams will be narrowed to at least three, but not more than five, through this process. Responses by individual consultants, who are not part of a multi-disciplinary team, will not be considered.

The project timeframe will last 24 months, tentatively to begin in January, 2016.

All responses to this RFQ must be received by the city of Duluth by December 1, 2015 at 4:00 PM. Late responses will not be accepted. Please remit RFQ responses to the City of Duluth Purchasing Department, Room 100, 411 West First Street, Duluth, MN 55802.

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BACKGROUND OF PROJECT

The City of Duluth seeks a Consultant Team to develop a Brownfields plan for an area of the city known as the Western Port Area Neighborhood (WPAN). This multi-disciplinary project will focus on community engagement, visioning and developing a strategy for redevelopment with community input that will be supported by the public.

The WPAN is comprised of two adjoining neighborhoods on the western side of Duluth. They are affected by similar infrastructure, connectivity, and demographic challenges, which are exacerbated by the presence of numerous high priority, brownfield sites. The activities and information of this project will be done in a manner that facilitates subsequent assessment, cleanup and redevelopment of brownfield sites. The resulting work will include an implementation strategy that includes short term, mid-term and long term goals.

The WPAN neighborhoods include waterfront, industrial, commercial, residential and transportation systems. There are five catalyst areas identified in the WPAN area: 1) The 5700 Block of Roosevelt Street, 2) Waseca Industrial Road, 3) Redruth Industrial Park, 4) Wallinder Legacy Site, and 5) the former Duluth, Winnipeg and Pacific Railway Site (DW & P). Collectively, these key areas include a variety of challenges in making them economically viable and reflective of each of the neighborhood's vision for their future.

Consultant teams should be familiar with the catalyst areas identified and their economic challenges, some of which may include transportation issues, environmental issues and recreational opportunities. The resulting plan will include, but not exclusively, these five areas.

The HUD-DOT-EPA Partnership for Sustainable Communities principles should be used in the consultant work. These area wide brownfield planning processes were identified in key pilot EPA planning projects and it is necessary that the Consultant Team utilize these principles to facilitate the realization of the livability principles in these neighborhoods. The principles include emphasizing meaningful public engagement, integration with community planning efforts and developing neighborhood revitalization approaches to benefit the local residents.

SUMMARY OF PROJECT ACTIVITIES

This is a multi-disciplinary project that will utilize relevant principles for cross project work, which was developed during EPA Brownfield Area Wide Planning pilot projects in recent years. In this project, the Consultant Team will be working for the city throughout the planning process. The following summarizes the key points of the project scope that will be used for a successful project.

Successful Community Involvement: Meaningful and ongoing public engagement is the foundation for a successful planning project. It ensures that the brownfields selected for redevelopment reflect the community's priorities, character and future opportunities.

Identification of key project champions among local leaders in the WPAN neighborhoods and engaging them in meaningful discussion will be a priority of this project. The Consultant Team will facilitate an Advisory Committee that will choose a strategy that will be appropriate for the Project Area neighborhoods. Engagement opportunities may include public meetings, one-on-one interaction, community tours, website and social media options and facilitating brownfield focused planning and design workshops.

The Consultant Team will develop outcomes and common goals to create and promote a renewed sense of place throughout the project area. The community will need long term sustained involvement in the project outcomes to include understanding potential opposition.

Forming and Maintaining Strong Supportive Partnerships: The ability to create a revitalization vision that represents community priorities and the capacity for implementing the plan relies on project partners who will participate in the area wide planning project.

The Consultant Team will be assisting the city to bring new and existing partners together to clearly articulate the shared goals of the project. Those partners will be used to broaden the range of influence and build support for the project. Developing internal and external relationships and identifying partners that are needed will be an important aspect of this project, as well as the ability to maintain the shared goals throughout the planning project.

Feasibility Principles: There are existing market studies, infrastructure analyses, neighborhood

studies, small area plans and demographic data available. The Consultant Team will need to make use of this baseline data to examine the existing conditions and maintain the feasibility of the planning project. Engaging with those who assisted with the existing community plans will be necessary. Finally, demonstrating project viability using economic development strategy and resources will be necessary in the implementation strategy.

Site and Project Prioritization: This part of the plan will sharpen the focus of the project and set the stage for the implementation of the plan. Developing site selection criteria and identifying sites that have the promise of being catalysts in the project area will provide prioritization for implementation of the plan. The city may use a variety of ways of disseminating the site information. The Consulting Team should include a tool making it easy for city staff to maintain and update the information in future years.

Plan Implementation Strategies: The resulting planning work should make a quick and smooth transition from planning activities to project implementation. The Consultant Team should identify which goals can be completed quickly using attainable resources for achievable success.

An implementation strategy should be developed to help identify resources that align with the projects desired and potential issues. The Consulting Team will need to identify key properties and match them with financial grants, loans or tax incentives. Through the implementation plan there should be goals identified to keep the momentum and maintain interest. The goals should be broken down into specific implementation actions and demonstrate that implementation does not always follow a linear process. The participants will be responsible for sharing the project success story over and over in coming years.

Resource Maximization: The Consultant Team will be responsible for including partners who have the capacity to bring resources together. Fully vested commitment from public agencies, community interest groups, property owners, foundations and private business is a crucial part of the planning process.

The implementation schedule should concentrate on early funding opportunities and use it to attract additional resources. Further in the implementation, resources should be layered and coordinated with partner resources to sustain the development of economically viable projects. The Consultant Team will be responsible for developing the implementation strategy to

maximize resources in short term, mid-term and long term development.

Strong Project Management: The Consultant Team, with city staff, will be responsible for maintaining strong project management coordination throughout the planning timeline. They will organize and manage all elements of the process together, including community participation events, partner meetings, development of priorities and dissemination of information.

The successful Consultant Team will bring conviction, specific talents and experience to the city. Most importantly, they will manage the expectations of the participants and the general public. They will recruit and involve the affected community members and determine how to keep the community involved in all steps of the process.

KEY TASKS OUTLINED

Consultant Team will be responsible for developing the overall WPAN redevelopment plan and a robust implementation strategy for the plan. Five key tasks are as follows:

1. Cooperative Agreement Oversight
2. Community Involvement
3. Existing Conditions Research
4. Brownfield Site Reuse Planning
5. Preparation of Area Wide Plan with Implementation Strategy

Task 1: Cooperative Agreement Oversight: City Staff will manage this portion of the project.

Task 2: Community Involvement: Community involvement activities will be accomplished to help identify possible reuses for brownfields that will meet community health, environmental and economic development goals.

Task 3: Existing Conditions Research: Three reports are expected to be delivered as part of this key task: Economic and Market Analysis, Infrastructure and Traffic Evaluation and Urban Design/Connectivity Analysis.

Task 4: Brownfield Site Reuse Plan: One report is expected from this task, which is the

Brownfield Reuse Plan that prioritizes sites and the infrastructure to support their redevelopment.

Task 5: Preparation of Area Wide Plan: The Area Wide Plan for WPAN will include these elements at a minimum; 1) a prioritized list of projects; 2) the Strategic Implementation framework; 3) the brownfields data tool; and 4) implementation strategy with prospective budgets and identified funding sources.

The project Work Plan, Project Area Map and Research Links will be included with the RFP. Please see map attached.

OVERALL TIMELINE

This is a 24 month project scheduled to begin in January of 2016.

SELECTION CRITERIA

The successful Consultant Teams should include team members that can assist the city with the specialized expertise of successful Community Engagement, Economic and Market Analysis, Public Infrastructure, Cost Analysis, Public Health, Mapping and Technology skills.

Consultant Responses should demonstrate:

1. Successful experience in coordinating similar projects, with an emphasis on EPA funded projects.
2. Demonstrated general technical planning ability.
3. Experience and appreciation for EPA area wide planning processes.
4. The ability to achieve required outcomes.
5. Demonstrated understanding of specific needs for an area wide brownfield plan.
6. Demonstrated success in working with public, elected and appointed officials, agencies and staff in advancing a complex process.
7. Inclusive of disadvantaged business, including small businesses, minority owned firms and women's business enterprises.

CONSULTANT SELECTION PROCESS

Qualifications & Experience

The successful firm or team will demonstrate creativity, outside perspectives, technical, approachable, facilitation skills with a blend of local knowledge. The community will be very engaged in this process and has expectations about how this area will be redeveloped. The consultant team and city staff will need to manage these expectations within a finite budget. Submitters must define to what extent firm or team has familiarity with the local built and natural landscape, institutions and culture of the community.

PROPOSAL REQUIREMENTS

Qualifications and specific examples of prior work must be provided from each team. We will not accept general firm portfolios.

1. Letter of Interest
2. Examples of prior similar projects with references
3. Composition of team members with the time available for this project
4. Resumes of team members with respect to project requirements

Selection Process

Respondents to this RFQ will be reviewed by a selection committee from the city. Each will be graded on a 100 point scale with the following values:

- | | | |
|----|--|------------------|
| 1. | Examples of prior projects and references | 50 point maximum |
| 2. | Composition of team
(Including small, disadvantaged, minority owned businesses) | 20 point maximum |
| 3. | Resumes of team members | 20 point maximum |
| 4. | Schedule of project with existing load | 10 point maximum |

A short list of at least three and not more than five teams will be selected as finalists. These teams will be invited to respond to an RFP and scheduled for an interview. The selection committee will interview finalists in early January. They will make their Consultant Team

recommendation to the City Council, who is the contracting authority, at their January 25, 2016 City Council meeting.

Notification

All responders of this RFQ will be notified of their status at the end of the RFQ process.

DETAILS

The city is seeking a Consultant Team using an open procurement process, consistent with 40CFR31.36(c), (1), which ensures broad and open competition. The City of Duluth encourages disadvantaged businesses, including small businesses, minority-owned firms, and women's business enterprises to respond to this RFQ.

Persons or organizations debarred or suspended or otherwise excluded from or ineligible for participation in Federal assistance programs (40CFR 31.35) are ineligible for this opportunity.

Proposals Due: 4:00 PM, December 1, 2015

Number of Copies: Five hard copies and an electronic version

Address To: Western Port Area Plan (WPAN)
Purchasing Division
100 City Hall
411 West First Street
Duluth, MN 55802

General Questions To: purchasing@duluthmn.gov

Tentative Dates:	RFQ Release Date	November 15, 2015
	Submissions Due	December 1, 2015
	RFP Release to Short List	December 8, 2015
	Proposals Due	January 6, 2016
	Short List Interviews	January 13-14, 2016
	City Council Approval	January 25, 2016