

COUNCIL ACTION FORM

SUBJECT: LINCOLN WAY CORRIDOR PLAN – REQUEST FOR PROPOSALS

BACKGROUND:

City Council has prioritized in the Planning Division Work Plan a study of Lincoln Way to consider its potential for enhancement and reinvestment. Lincoln Way is a corridor that ties many of the City's commercial areas and neighborhoods together as a transit corridor, arterial street, and bicycle and pedestrian route. The corridor study will consider the diversity of uses along the corridor, strategic opportunities for redevelopment and infill opportunities, support of the pedestrian environment, creating a cohesive identity along Lincoln Way.

The objectives for the Corridor Plan are to create identity, support multi-modal transportation, and revitalize properties with land uses that support the corridor's use and identity. The focus areas are key to the Corridor Plan approach due to the interest in contextual redevelopment options rather than broad interests in redevelopment and intensification along the corridor.

The study will focus primarily on areas within one block (300 to 400 feet) on both sides of Lincoln Way and on potential opportunities sites within 1/8th of a mile from the corridor. **After a general assessment of the corridor from west to east throughout the city, the City Council will then be asked to give direction regarding which of the consultant's recommended focus areas and proposed options are worthy of further examination by the consultant.**

Subject to the City Council approval on October 27th, staff will finalize and solicit a Request For Proposals (RFP) to seek consulting services to assist in public engagement, assessment of the corridor, and provide design options to meet the objectives of the plan. (The draft scope of services for the RFP is attached)

The tentative schedule for this project is as follows:

November 2015-Solicit Proposals

December/January 2016-Select Consultant

April/May 2016-Initial Assessment and Seek Council Direction Regarding Focus Areas and Options

September/October 2016-Final Options and Recommendations From the Consultant Will Be Ready For Council Approval

Proposals will be evaluated and scored by a committee of multi-disciplinary city staff members and a representative from the Planning and Zoning Commission. The scoring and assessment of the proposals will be returned to Council for final selection and award of a contract. The Council has appropriated \$80,000 for the Corridor Study in the FY 2015/16 budget.

ALTERNATIVES:

1. Direct staff to finalize and issue a Request for Proposals (RFP) for consulting services for a Lincoln Way Corridor Study based on the attached draft scope of services.
2. Direct staff to modify the tasks or approach reflected in the draft scope of services for the RFP.
3. Direct staff to return with additional information before approving the proposed RFP.

MANAGER'S RECOMMENDED ACTION:

The staff's proposed approach to the project is to do an initial overall assessment of the corridor and return to the City Council with the results of the assessment for opportunities to reach the objectives of the Plan. At that point Council will provide direction on selecting focus areas and proposed options that are worthy of further examination by the consultant. The end result of the study will be to identify feasible options to reach the objectives of the Corridor Plan and allow the City to adopt a Plan for reinvestment along Lincoln Way.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby directing staff to finalize and issue a formal Request for Proposals (RFP) for consulting services for the Lincoln Way Corridor Study based on the draft scope of services that is attached.

DRAFT SCOPE OF SERVICES FOR LINCOLN WAY CORRIDOR CONSULTANT

Introduction and Background

The City of Ames seeks proposals for consulting services to prepare a Lincoln Way Corridor Plan. The selected consultant will have experience in public engagement, neighborhood outreach, small and medium scale infill housing development, small and medium scale mixed-use development, transportation analysis, multi-modal transportation design, commercial redevelopment, streetscape and aesthetic improvements, and financial feasibility and cost estimating.

The objectives for the Corridor Plan are to create identity, support multi-modal transportation, and revitalize properties with buildings and uses that support the corridor's context and identity. The plan will consider the diversity of uses along the corridor, strategic opportunities for redevelopment and infill opportunities, support of the pedestrian environment, creating a cohesive identity along Lincoln Way. This will specifically include options for new building types for neighborhood infill and revitalization. It will also look at options for commercial/residential mixed-use options in the HOC zones along the corridor. Outreach for the plan will include assessments of neighborhood interests, commercial and employment interests, Iowa State University, and the Iowa Department of Transportation.

The Corridor Plan will include a high level assessment of opportunity areas from the west to east boundaries of the City. The Plan will principally consider properties within one block of Lincoln Way with potential consideration of strategic locations within a 1/8 to ¼ mile distance of transit stops. It is anticipated the Plan will then be focused on specific areas of the corridor that are differentiated by their contextual needs for improvements, enhancements, or development interests as identified through public engagement, stakeholder engagement, staff, and the City Council. Staff estimates that a minimum of five focus areas may be identified through the assessment and outreach process. The focus areas will then include case studies or representative sites that demonstrate the how the goals and ideas of the plan can be feasibly implemented.

Schedule--Tentative

- Council approve Scope of Services Summary October 27th
- Release RFP November 2nd
- Submit questions by November 16th
- Responses November 20th
- Proposals due 4PM December 2nd
- Scoring Committee Review/Interviews December 7th to 16th
- Council selection December 22nd

Initial Corridor assessment provided to City Council April 2016.

Final Plan Adoption by City Council October 2016.

Selection Process of Consultant

All proposals will be submitted to the City's Purchasing Department and scored by a staff lead review team. The team will include members from multiple City departments and a member of the Planning and Zoning Commission to review the proposals and provide comments.

Scoring criteria will be broad and encompass topics such as the responsiveness of the proposal, experience with corridor plans, development and plan implementation, technical team support, schedule, approach to the project, and proposed consultant's fees. Upon scoring of the proposals, staff will provide the assessment scoring and costs for service to the City Council for final selection. **Staff tentatively plans on returning to Council by December 22, 2015 to recommend award of a contract.**

Scoring Criteria

Understanding of the project

Approach to Meeting the Project Objectives

Urban Design and Architectural Experience

Multi-Modal Transportation Analysis and ROW Design Experience

Streetscape and Aesthetics

Public Engagement Strategy

Responsiveness to the RFP Requirements

The proposal must include the following information:

Description of the project approach

Assumptions of public meetings and meetings with staff, costs for additional meetings

Implementation strategies and priorities,

Description of work product for each task,

Schedule by task,

Breakdown of costs by task and staff,

Experience on similar projects for staff working on the project,

Optional tasks or additional services that further the goals for the plan