

Memo

Department of Planning & Housing

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TO: Planning and Zoning Commission

FROM: Department of Planning and Housing

DATE: October 28, 2015

SUBJECT: Lincoln Corridor Study RFP Evaluation

City Council directed staff on October 27, 2015 to issue a Request for Proposals (RFP) to hire a consultant for preparation of the Lincoln Corridor Plan. Attached to this memo is summary of draft scope of services that was accepted by City Council.

Part of staff's recommendation on the scoring of the proposals was to invite a member of the Planning and Zoning Commission to be part of the evaluation team. There is no specific schedule to do the review at this time; however, we anticipate the review of proposals will occur during the first two weeks of December.

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 1/4 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