

**City of Decatur, Illinois
Department of
Economic & Community Development**

**Request for Proposal (RFP) and
Planning Consulting Services
for the**

**Great Streets,
Great Neighborhoods Plan**

PROPOSALS DUE

April 22, 2022 at 4 PM CDT

DEADLINE FOR QUESTIONS

April 8, 2022 at 4 PM CDT

PREPARED BY

City of Decatur, Illinois
1 Gary K. Anderson Plaza
Decatur, IL 62523

Request for Proposals

Qualified professional individuals/firms interested in responding to this Request for Proposals (RFP) should include information requested in the following sections. All information shall have been updated within the past three (3) months. Failure to provide the information requested or falsification of any information provided shall result in disqualification of the proposal.

RFP Submittal Requirements

3 printed and bound copies, and 1 digital copy of sealed proposals should be submitted to the City of Decatur, Illinois – Economic & Community Development Department, Attn: Greg Crowe, #1 Gary K. Anderson Plaza, Decatur, IL 62523 on or before **4:00 P.M. CDT April 22, 2022**.

Description	Due Date	Time
Request for Proposal (RFP) for Planning Consulting Services for the Great Streets Great Neighborhoods Plan	Wednesday, April 22, 2022	4:00 PM CST

Questions

For any questions regarding the RFP, please email contact Greg Crowe, Assistant Director of Economic & Community Development, gcrowe@decaturil.gov. All questions must be received by **April 8, 2022 at 4 PM CDT**. All questions will be answered and issued to all companies that are on the bid holders list.

Table of Contents

I.	Introduction & Project Background.....	3
II.	Project Tasks & Deliverables.....	4
III.	Project Context.....	6
IV.	Community Engagement Scope.....	7
V.	Scope of Services.....	8
VI.	Contents of Proposal Response.....	10
VII.	Anticipated Proposal Schedule & Project Timeline.....	13
VIII.	Proposal Evaluation.....	14
IX.	Submission Details.....	16

I. Introduction & Project Background

The City of Decatur is requesting proposals from qualified professional planning consulting firms who can assist the City in implementing a corridor planning study for a 3-mile extent of the Jasper Street corridor (between Pershing Road and E Lake Shore Drive). The corridor planning project, and related community engagement work, will serve as the City of Decatur's pilot "Great Streets, Great Neighborhoods" initiative, to be replicated and implemented along other arterials and collector roads through the city. Informed by similar initiatives from the St. Louis metro region (East-West Gateway Council of Governments) and across the country, Great Streets projects seek to "expand the way communities think of their streets. Rather than viewing a roadway project as solely a way to move more cars and trucks faster, the goal of the Great Streets Initiative is to trigger economic and social benefits by centering communities around interesting, lively and attractive streets that serve all modes of transportation," (East-West Gateway Council of Governments). Great Streets projects drive community-based economic development and quality of life improvements, by focusing on opportunities to drive neighborhood beautification, infill development, and non-motorized transportation options on major road corridors, where the historic emphasis on providing a high level-service to automobile traffic has proved to have a negative impact of neighborhood-scale access, mobility, aesthetics, livability, and economic health. The City of Decatur also strives to foster an enhanced sense of pride and a sense of place within adjacent neighborhoods along the corridors. As with the East-West Gateway's Great Streets efforts and others through the country, the City of Decatur's Great Streets, Great Neighborhoods corridor planning project will follow these core principles:

1. Great Streets are great places
2. Great Streets integrate land use and transportation planning
3. Great Streets accommodate all users and all modes
4. Great Streets are economically vibrant
5. Great Streets are environmentally responsible
6. Great Streets rely on current thinking
7. Great Streets are measurable
8. Great Streets develop collaboratively

In addition to collaborations with City staff, the selected consultant will also partner with representatives from the Technical Assistance to Brownfields (TAB) program (including staff from Delta Institute and Kansas State University) around the project's community engagement efforts, as described in Section IV. Community Engagement (page 7).

The City of Decatur reserves the right to reject any and all RFP responses.

Project Schedule

Each proposer firm must be able to commit resources to this project, to ensure full completion of the identified Scope of Services (Section V) **by the end of the third quarter in 2023**. A proposed project timeline must be included in the proposer firm's submitted response.

Contract Type

The contract between the successful firm and the City of Decatur will be for specific activities and submittals and specifying a maximum not-to-exceed amount.

Term of Contract

The contract shall commence after approval by the City Council and upon execution of a contract with the Department of Economic & Community Development. The contract will expire September 30, 2023.

II. Project Tasks & Deliverables

- 1. General Project Coordination:** Throughout the project period, the consultant team will conduct biweekly meetings with the project team, inclusive of the City's Department of Economic & Community Development, TAB program partners, and the chair of the project's Jasper Street Corridor Community Task Force.
- 2. Stakeholder Engagement:** The consultant will provide support to the TAB partners in facilitating engagement with the Jasper Street Corridor Community Task Force, planning and management of public meetings, and development of project survey materials. As identified in Section IV. Community Engagement, this will include the following activities through the 14-month project period:
 - 9 Task Force Meetings
 - 3 Public Meetings
 - Development of stakeholder survey Distribution, in online and print form
- 3. Final Plan document:** At the project's completion, a final plan document will be presented to the City, for approval and adoption. This document must include the following sections, which are elaborated upon in Section V: Scope of Services:
 - Existing Conditions Review
 - Market/Land Use Analysis
 - Engagement Summary
 - Vision Framework
 - Alternatives Analysis
 - Guiding Principles
 - Design Guidelines & Concepts
 - Final Recommendations
 - Implementation Plan
 - Jasper Street Project Website

III. Project Context

The City of Decatur is a classic Midwestern City located in central Illinois, nestled alongside twenty-two miles of scenic Lake Decatur. Decatur had its beginnings as an agricultural hub. By the late 1800's, Decatur had become a prosperous transportation leader featuring a network of railroads throughout its urban core, which was unlike anything else existing in Central Illinois at that time. With the access provided by the railroad, coal mining enterprises sprang up throughout the region as well. The prosperous nature of the City's transportation network allowed for Decatur to become heavily industrialized, becoming home to numerous foundries, major manufacturing plants, and bulk flour and oil terminals. Decatur is still the home of vast industrial and agricultural processing production facilities, including the North American headquarters of agribusiness leader Archer Daniels Midland Co., international food ingredient producer Tate & Lyle's, Mueller Co., a leading manufacturer of water distribution products, and the designing and manufacturing facilities for Caterpillar, Inc.'s wheel-tractor scrapers, off-highway trucks, and large mining trucks.

Even with Decatur's major industrial successes, the City still fell victim to recessions, economic lapses, and a recent history of regression for heavy industry. The ripple effect from the decline in manufacturing jobs has resulted in a corresponding decline in population, and an increase in vacant and abandoned properties along commercial corridors. In response to the challenges presented by the City's changing economy and land use patterns, targeting infrastructure and design improvements along these corridors serves as a primary opportunity to support local economic development, improve neighborhood aesthetics, and advance quality of life priorities. With the Great Streets, Great Neighborhoods principles serving as a key framework for corridor improvements in Decatur, the City will pilot its first Great Streets, Great Neighborhoods planning effort on Jasper Street, on a 3-mile corridor spanning from the City's Hess Park neighborhood to the Southmoreland neighborhood. This minor arterial stretches through industrial areas, commercial areas, and residential neighborhoods. Vacant and abandoned properties are populated throughout the corridor, and there is a corresponding need to improve right-of-way infrastructure, to encourage safe pedestrian and bicycle usage. Though these challenges exist along the Jasper Street, the corridor is also home to numerous engaged stakeholder groups, who will serve as the key drivers of community-driven improvements within the planning area throughout the project's engagement work, and beyond.

IV. Community Engagement Scope

To advance the corridor plan's engagement efforts, TAB and City partners will organize and coordinate a Jasper Street Corridor Community Task Force, composed of residents, business owners, civic leaders, etc. that are focused on steering the project's planning efforts, and future implementation activities, etc. The planning consultant will assist TAB and City partners with facilitating discussions with the Task Force around setting goals and priorities, identifying actions and strategies, and connecting the community with project's deliverables and milestones. Unless stated otherwise after project kickoff, all task force and public meetings will be held in-person at locations to be determined in the city of Decatur, aside from Public Meeting 2. The anticipated engagement timeline and milestones are as follows:

2022

- **June:** *Task Force Meeting 1 (In-Person):* Project Kickoff
- **June:** Development and distribution of project survey materials
- **July:** *Task Force Meeting 2:* Survey existing conditions and user experience
- **August:** *Public Meeting 1:* Project introduction for the general public, public surveying, and existing conditions review
- **September:** Survey period ends
- **October:** *Task Force Meeting 3:* Review existing conditions findings
- **December:** *Task Force Meeting 4:* Set guiding principles and frameworks

2023

- **January:** *Task Force Meeting 5:* Discuss design practices and concepts
- **February:** *Public Design Charrette (In-Person):* Identify different design solutions for specific corridor sections
- **March:** *Task Force Meeting 6:* Review conceptual plans
- **April:** *Public Meeting 2:* Conceptual Plan Review Webinar
- **May:** *Task Force Kickoff Meeting 7:* Strategy development
- **June:** *Task Force Kickoff Meeting 8:* Discussing the implementation roadmap and partnerships
- **August:** *Task Force Meeting 9:* Draft Plan Review
- **August:** *Public Meeting 3 (In-Person):* Draft Plan Review & Feedback

V. Scope of Services

The selected vendor shall complete the following Scope of Services:

1. Project Kickoff, Management & Coordination

The consultant will kick off the project by interviewing groups of stakeholders along the corridor with support from City staff and TAB partners. The purpose of the interviews is to gain an understanding of issues and opportunities from the perspectives of the stakeholders. Key stakeholders and groups will be identified in an initial list, developed by City and TAB partners, and provided to the consultant at kickoff. After kickoff, the consultant team will conduct biweekly meetings with the project team throughout the duration of the project, inclusive of the City's Department of Economic & Community Development, TAB program partners, and the chair of the project's Jasper Street Corridor Community Task Force, to discuss ongoing project management and coordination.

2. Existing Conditions Review

- a) **Existing Plan & Policy Analysis:** The consultant will assess the City's current long-range planning documents and development regulations, including but not limited to:
 - Bike Decatur - Regional Bicycle Master Plan, 2021
 - 2045 Long Range Transportation Plan (DUATS), 2020
 - Decatur Area Transportation Efficiency Study (DUATS), 2013
 - Decatur/Macon County Comprehensive Plan, 2009
 - Sustainable Decatur Plan, 2010
 - City of Decatur Zoning Ordinance
 - Recent private investments
- b) **Project Site Assessments:** Analyze existing conditions of the built environment within the study area, including an inventory of the age and general conditions of structures and infrastructure, as well as traffic patterns, transit service, and pedestrian activity, public spaces and amenities, and development patterns. This information will be gathered through site visits, technical documents provided by city staff, and public available data and records.
- c) **Market/Land Use Analysis:** The selected consultant will be expected to perform a market analysis that will inform specific land use recommendations that positively impact surrounding neighborhoods, as well as identify the character type of commercial activity centers. The selected consultant will also be responsible for analyzing current land use in the project area, identify potential barriers to plan implementation, and provide recommendations regarding land use changes that will aid in plan implementation within a 1 mile surrounding the Jasper Street corridor.

3. Community Engagement

- a) **Task Force & Public Meetings:** The selected consultant will attend, present, and participate in all scheduled task force meetings, and where needed, support the execution and facilitation of the meetings, by preparing technical or presentation materials.
- b) **Survey Materials:** In collaboration with the City and TAB partners, the selected consultant will develop project survey materials for gathering public input and steering plan development, in both online and print formats.
- c) **Project Website:** Develop and maintain a project website, to house project updates, share project documents and deliverables, and serve as portal for collecting public input.

4. Goals & Vision Framework

The consultant should propose an approach for developing a vision, goal, and/or objective statements for this project, in collaboration with City, TAB, task force partners, and local stakeholder groups. The goals and vision framework should simultaneously be informed by Great Streets principles and local community priorities and conditions. Consultants have flexibility to propose a variety of approaches within the proposed engagement process. The format of the deliverable, however, should be clearly specified in the proposal, and the goals and objectives should be clearly identified for the respective segments of the corridor, and connected with the implementation strategy developed in the final detailed plan.

5. Alternatives Analysis

Based on the project's existing conditions review, community engagement, and visioning effort, the consultant should propose a series of implementation "alternatives," that represent Great Streets design interventions along the corridor. Alongside the development of these key alternatives, an evaluation framework should be established, that will serve as the basis for collaborative identification of the project's preferred alternatives by corridor segment.

6. Design Guidelines & Concepts

Derived from the alternatives analysis, an overarching design vision (and supporting guidelines) should be established for the corridor. Additionally, design concept plans for different preferred alternatives by corridor segment. Developed with the use of digital design tools and informed by a planned public design charrette in 2023, these design concept plans should provide the City with the necessary materials and information for pursuing preliminary engineering work on these project concepts, after full completion of the plan document. A minimum of three separate design concepts should be developed under this scope task.

7. Final Plan & Implementation Strategy

The selected consultant will be responsible for developing a detailed plan document with recommendations that incorporate the results of the community engagement, existing conditions review, alternatives assessments; and design guidelines and concepts; all to support the goals and vision expressed by the community for this project. The document should provide an implementation strategy including an indication of those project actions that may be undertaken in the near-, mid-, and longer-term future, to advance plan recommendations. This should also include potential funding strategies, and partner agencies and organizations to lead and support implementation efforts.

8. Final Approval Process

Final approval of the plan document will be carried out via the following steps:

- a) **Presentation of the Draft:** The consultant will present a draft to the City, TAB, and task force partners, as well as at a public meeting, for the purpose of gathering comments. Copies of the draft will need to be in hardcopy and digital form and posted on the City website. Comments received from the public meeting will be addressed prior to being reviewed by the City of Decatur Plan Commission.
- b) **Public Hearing Presentations:** The consultant will make a formal presentation on the corridor plan to the City of Decatur Plan Commission.
- c) **Additional Revisions: The consultant will be responsible for the revisions** that may become necessary between presentations. The City of Decatur staff and TAB partners will be responsible for collecting comments, questions, and suggestions for these refinements from various sources and consolidating them into a series of action items for revision or responses.
- d) **Final Plan Delivery:** Based on final input and revisions, a final plan document will be delivered by the consultant to City of Decatur staff.

VI. Contents of Proposal Response

Provided in each firm's response should be the following information:

1. Name and Description of Proposing Firm

This description should also include any parent companies, branch offices, or associated sub-consulting firms that will participate in performing the work.

2. Letter of Interest

The responding firm must provide a letter of interest (2 –3 pages maximum) that summarizes the firm's approach to the project and why the firm is particularly qualified to complete the work for this project, as it is described in Section V of this RFP. The letter must include the name, phone number, and email address of the person who the City should contact in the event that questions arise regarding the firm's submission.

3. Scope Summary

Provide a narrative description that summarizes the proposing firm's interpretation of the project scope and intent. Provide details for each phase, including a schedule and anything that may be required from the City to accomplish the task.

4. Project Approach & Methodology

Firms must include further detail regarding the specific methodology or approach that the firm intends to use for delivering on the scope of services provided in Section V. This should include the firm's approach to project management, and how the proposed approach will benefit the city and accomplish the project goals. Innovative approaches are encouraged, so long as those methods are likely to be successful in delivering on the project's scope and goals.

5. Statement of Great Streets Principles

Firms must provide in their proposal their summary understanding of Great Streets principles, and an elaborate on how their project approach and deliverables advances these principles.

6. Statement of Qualifications

Responses must indicate the qualifications of the responding firm(s) in relation to planning, as well as specific prior experience and qualifications applicable to this project. Responses must include a brief narrative (4 pages maximum—page limit applies to narrative only) regarding the firm's capabilities to carry out the project, including special assets, areas of expertise, analytical tools, and/or data sources to which the firm has access. Responses must also include the following:

- a) Experience summaries of key personnel to be assigned to the project including but not limited to, account management, project management, and

personnel with specialized experience necessary to complete the work described in Section V. These summaries should clearly identify prior experience on similar projects in similar roles and outline the responsibilities these individuals will have in the context of this project. Full resumes of these individuals may be included as an attachment.

- b) A team organization chart, in graphic form, that shows the level of organizational responsibility of the firm's key personnel to be assigned to the project.
- c) The address of the office in which each key person currently works.
- d) An indication (in percentage of time available for the project) of the amount of time that each key person will dedicate to the project during the project period.

7. Relevant Experience

A description of no less than three (3) projects that are similar in type, scope, and magnitude to the project described in this RFQ that the responding firm has undertaken within the last five (5) years. In addition, for each project description provided, the response must also indicate:

- a) Project name and location
- b) Client point of contact to include: name, phone number, and email
- c) Description of the project
- d) Scheduled completion date and actual completion date. Any deviations must be explained
- e) Budget and an indication as to whether the project was completed within that budget. Any deviations must be explained.
- f) Three (3) printed and bound copies and one (1) electronic copy (in *.pdf format on a flash drive) of one (1) work sample developed for a project that is similar in type, scope, and magnitude to the project(s) described in this RFQ that the responding firm has undertaken within the last five (5) years. This work sample must be a SEPARATE printed and bound document and must be clearly marked "Work Sample." The work sample must not be incorporated into the same document of formal proposal, and must be provided as an appendix.

- g) At least three (3) professional references for which the responding prime firm has completed work, to include: point of contact, phone number, and email address.

8. Project Fee & Schedule

Prepare a schedule and cost estimate with a detailed breakdown for each phase within the scope of work.

VI. Anticipated Proposal Schedule & Project Timeline

The following schedule provides anticipated dates for the selection process and the services to be performed:

- **RFP Posted:** March 25, 2022
- **Questions Due:** April 8, 2022
- **Proposals Due:** April 22, 2022
- **Staff Selection Recommendation:** May 6, 2022
- **City Council Resolution for Consultant Selection:** May 16, 2022
- **Contract Execution:** Before May 27, 2022
- **Service Start Date:** June 1, 2022
- **Draft Plan Submittal:** July 2023
- **Final Plan Adoption:** September 2023

VII. Proposal Evaluation

1. Evaluation Criteria & Selection Process

All proposals will be evaluated by City of Decatur staff. Proposals shall be evaluated based on the criteria provided below. City staff will recommend consultant(s) to the City of Decatur Plan Commission and City Council, based on the quality their response to the RFP, qualifications, approach, capacity, and other factors illustrated in the rubric. Staff will identify a "short list" of prospective consultant(s) for further interviews and/or discussions. Staff will make the final recommendation of consultant and award of a contract to the Decatur City Council.

EVALUATION CRITERIA	POINTS	RATING	COMMENTS
1. Project understanding, approach, and methodology: (Firm's analysis, preparation, exhibited level of interest, creativity, and problem identification.)	0 - 25		
2. Key personnel, roles, and pertinent experience: (Assignment, professional qualifications, professional skills and pertinent experience of key personnel.) * An additional 5 points for meeting at least 10% MBE participation)	0 - 20 *5 (MBE)		
3. Firm's pertinent experience: (Past projects represented as similar in scope and magnitude and the history of said projects.)	0 - 20		
4. Consultant, Sub-Consultant and In-House resources: (Firm's abilities, appropriateness of, and reliance on Sub-Consultants and availability and adequacy of firm to meet the required schedule.)	0 - 10		
5. Technical project management: (Quality Control and Quality Assurance of finished work product, cost estimates, project schedule, public information and interaction, interagency reviews and approvals and general project administration.)	0 - 10		
6. Service to the Decatur area: (Firm's proximity to the project area, accessibility to assigned Project Manager and awareness of sensitive local issues associated with the project.)	0 - 10		
TOTAL	100		

2. Interviews

Following initial evaluation of the consultant's statement of qualifications, the highest-ranking firms may be invited to participate in the interview process. The City will notify proposers as soon as possible for scheduling of interviews, if conducted. Additional interview information will be provided at the time of the invitation.

3. Reference Checks

All proposers must provide the name and contact information (mailing address, email address, and telephone number) of three (3) separate contact persons, from three (3) separate example projects, that are similar to the scope of this proposal, and have been performed in the last five (5) years. The contact persons should have knowledge of the integrity and business practices of the proposing firm.

4. Selection & Negotiation

After the conclusion of Step 6, the highest-ranked proposing firm will be recommended to the City of Decatur Plan Commission and City Council for award of the contract. If the selection recommended to these bodies is approved, Staff will begin coordination with the selected firm around development of draft contract, to be presented to the City Council for consideration and approval. Upon contracted approval, City staff will issue a notice to proceed to the selected firm.

VIII. Submission Details

1. Date, Time, Address

Proposals should be submitted to the City of Decatur, Illinois – Economic & Community Development Department, Attn: Greg Crowe, #1 Gary K. Anderson Plaza, Decatur, IL 62523 on or before **4:00 P.M. CDT April 22, 2022**.

2. Submission Format

Proposals submitted shall contain all information as requested herein, and any additional information deemed necessary by the proposer to summarize the overall benefit of the proposal to the City of Decatur. Proposals shall include the following:

- a) A cover letter shall be provided stating the name, address and telephone number of the consultant(s)/subconsultant(s) and the person having the authority to submit the proposal for the firm.
- b) A list of personnel to be assigned to the project team, their respective roles, including resumes, certifications, and work experience.
- c) A description of the methods and means by which the proposing firm will perform the scope of services outlined in Request for Proposal.

- d) A proposed project timeline outlining the dates and specific tasks necessary to complete the project work
- e) A description of what portion of the work, if any, will be subcontracted.
- f) A list of at least three (3) references for similar type projects completed by the firm. Include project summary, contact names, addresses, and telephone numbers.
- g) Proposed compensation by the consultant(s) for full completion of Scope of Services.
- h) Any other information deemed necessary by the proposing firm.

Proposal packages should include three (3) printed and bounded hard copies, as well as digital copies provided via flash drive format, and delivered by April 22, 2022, 4:00 p.m. CST to Economic & Community Development Department, Attn: Greg Crowe, #1 Gary K. Anderson Plaza, Decatur, IL 62523. Resumes for the lead personnel who will directly work on this project will not be counted towards the maximum 15 pages allowed. Submittal of the proposal shall be taken as prima facie evidence that the proposer has full knowledge of the scope, nature, quality, and quantity of the work to be performed, and the detailed requirements and conditions under which the work is to be performed.