REQUEST FOR PROPOSALS
For Consultant Services

Station Area Plan: 35th and Prospect

Planning Sustainable Places Program

Requested by
The Mid-America Regional Council

October 5, 2020
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REQUEST FOR PROPOSALS

A. PURPOSE AND INTRODUCTION

The Mid-America Regional Council (MARC) seeks consulting services to complete the Station Area Plan: 35th and Prospect project for the RideKC Development Corporation.

The PSP Program provides local governments with financial support to advance detailed local planning and project development activities in support of Creating Sustainable Places, Connected KC 2050’s Activity Centers and Corridors framework, and the Mid-America Regional Council’s adopted policy statement on regional land use direction. The subject project is one of 13 across the region chosen for funding through the Planning Sustainable Places Program.

B. CREATING SUSTAINABLE PLACES INITIATIVE

In October 2010, a consortium of more than 60 regional partners, led by the Mid-America Regional Council, received a $4.25 million planning grant from the U.S. Department of Housing and Urban Development to advance the implementation of the Regional Plan for Sustainable Development, Creating Sustainable Places.

Creating Sustainable Places is not only a regional vision and plan to guide how we grow and develop, but a strategy for moving our communities from planning to action. This strategy includes the following steps:

- Organizing for Success – Building on the region's strong track record of collaboration to provide leadership, coordinate outreach and education activities, broaden public understanding of and involvement in sustainability issues, and strengthen stakeholder capacity to address them.
- Enhancing Decision Making – Developing new tools, policies and practices necessary to make sound investments and accelerate sustainable development.
- Demonstrating New Models – Applying these new tools to key corridors and activity centers through demonstration projects that can help transform the ways neighborhoods and communities grow and develop.

The 2013 Planning Sustainable Places Program (PSP) combined funds dedicated to the demonstration projects component of Creating Sustainable Places and the Livable Communities Surface Transportation/Bridge Program awards to provide local governments with financial support to advance detailed local planning and project development activities. The program received 37 applications and funded 18 projects.

The 2015, 2017 and 2019 Planning Sustainable Places Programs (PSP) were funded solely through the Livable Communities Surface Transportation Program and thus funding was only available to jurisdictions and other government entities within the eight county MARC metropolitan planning organization boundary. In 2015, the program received 27 applications and funded 13 projects. In 2017, the program received 36 applications and funded 25 projects. In 2019, the program received 24 applications and funded 12 projects. In 2021, the program received 30 applications and funded 14 projects.

The Creating Sustainable Places Initiative and the region’s long-range plan, Connected KC 2050 (CKC 2050) outline a need to focus efforts on promoting concepts consistent with
sustainable communities and place a focus on advancing site specific and project specific activities in support of these objectives. Projects awarded funding will be consistent with those goals.

The 2021 Planning Sustainable Places program will continue to serve as a single local government assistance program intended to specifically respond to these goals and facilitate the following objectives:

**Program Objectives:**
- Support the development and implementation of local activity center plans consistent with Creating Sustainable Places principles, identified regional activity centers, and the land use policy direction outlined in *Connected KC 2050*.
- Support localized public engagement and community consensus building.
- Support the identification and conceptualization of land use strategies, transportation projects, and related sustainable development initiatives that help to realize and advance the objectives identified in the Creating Sustainable Places initiative, *Connected KC 2050*, and the MARC Board’s adopted policy statement on regional land use direction.
- Support the conceptualization, development, and implementation of Creating Sustainable Places projects.

Additional information about the Planning Sustainable Places program and the Creating Sustainable Places initiative can be found on the MARC website, [www.marc.org](http://www.marc.org).

The focus of this request for proposals (RFP) is to create a Sustainable Places Plan that addresses the following key priorities for the [sponsor]:

- Planning for a Station Area Plan ahead of imminent development for 1 and possibly 2 corners of the intersection at 35th and Prospect
- Address neighborhood associations, development, transit priorities and opportunities collaboratively to improve transit benefits within a 10 minute walking distance of the intersection.
- Address foundational land use and property control plans and strategies supportive of the future ProspectMax Station at the intersection
- Mitigate existing social and economic obstacles historically challenging the area of study that attract reinvestment, access to needed social services, and new residential, commercial development with a neighborhood social purpose.

**C. PROJECT BACKGROUND**

RideKC Development Corporation (RIDEKCDC), a wholly owned 501C3 nonprofit corporation and the Transit Oriented Development (TOD) arm of KCATA, is already a large property owner and possess “Development Readiness” now to be both a catalyst and key facilitator of multiple property parcels being redeveloped in the Northwest and Northeast intersection of 35th and Prospect Avenue that can be helped by timely and enhanced
planning services. The Corporation is leading the land assemblage that includes close coordination with the City of Kansas City Manager’s office and Homesteading Authority. Specific properties along Prospect Avenue have been held in reserve by these agencies in support of TOD, and this intersection links multiple other Prospect and Troost intersections for TOD. This project will seek to conduct Palestine Prospect Corridor Transit Oriented District Planning that builds on the planned Palestine Legacy Commons at the northeast corner of the node at 35th and Prospect. Planning will respond to the current community development context along the Prospect Corridor. The project will consist of three major phases: Phase One will be dedicated to data collection and diagnostics of the development context. Phase Two will be dedicated to defining Transit-Oriented Development District (TODD) approach options. Phase Three will be dedicated to ODD planning. We have one project already defined with $2.3 million of promised funding from the Center City Economic Development Sales Tax. This project will be known as the Palestine Legacy Residences, which will provide affordable assisted living opportunities to the community. There is a letter of agreement with the Kansas City Area Transit Authority that has acquisition underway. The primary developer of this project will be the Palestine Economic Development Corporation, a group that has been performing development along this corridor since 1987. Recently the City of Kansas City Missouri was awarded a $400,000 grant from the Federal Transit Authority to fund a Prospect Corridor Study to examine TOD potential of the Prospect Bus Rapid Transit Corridor. RideKCDC will work closely with the City of Kansas City, Missouri to ensure effective planning is performed along the Prospect Corridor. The Whole Person, Kansas City’s Center for Independent Living, is also a participating partner in the Station Area Plan at the node of 35th and Prospect and is examining the potential of a mixed-use development to include affordable housing, home health offices, and an educational adaptive sports space on the West side of the corridor. This planning process will support the development of that project.

D. SCOPE OF SERVICES

The study area for this plan is the intersection of 35th Street and Prospect Avenue. The study area buffer is one city block from the intersection to the north and south, and one city block to the east and west from the intersection, the planning context includes up to five blocks, and the policy context will include the Prospect Avenue corridor.

Scope of Work Outline:

Phase 1 will consist of Data Collection and Diagnostics and will take place over the course of the first month of planning. Tasks Included with this phase will include the following:

- Inventory of current ownership
- Define land acquisition process
- Inventory of policy and development plans
- Collect existing site data and building inventory
- Collect market information to understand demographic demand and support legal requirements of redevelopment finance tools
- Establish KCMO TODD implications
- Inventory of potential user and partner needs
- Review community engagement issues
- Inventory of comparable TODD’s with comparative analysis of 2-3 examples
- Inventory of applicable financing tools
• Deliverables for phase 1 will include:
  o Workshop A- This workshop will be provided at the end of month 1, and review the information gathered from analysis and will include a Summary Report of all of the issues associated with the initial findings, as well as provide mitigation recommendations.

Phase 2 will define Transit Oriented Development District approach options and will cover months 2 and 3 of the project timeline. Tasks included in this phase will include the following:
• Prepare TODD Planning scenarios and options, at least two are to be developed.
• Prepare Illustrative Development Plan. Green building and sustainable site management options should be identified.
• Inventory of policy and development plans
• Define TODD Master Developer Model Options
• Explore and define potential community partners
• Define strategic goals and priorities with value statements. Additionally, data indicators including performance measures that support public policy goals and requirements are to be developed.
• Establish community engagement initiative
• Define community development financing concepts
• Inventory of applicable financing tools
• Deliverables for phase 2 will include:
  o Workshop B- This workshop will be presented in month 3 and provide a Summary Report that includes a cost/benefit analysis of each option that is developed.

Phase 3 will include the formation of the TODD Plan. Timing will cover months 4-6 of the project timeline. Tasks will include:
• Prepare Context Area community development plan
• Prepare TODD strategic Development Plan
• Prepare TODD project briefs
• Prepare KCMO public entitlements approach and review with City staff
• Prepare initial financing requests/agreements
• Prepare development project legal structure
• Deliverables for phase 3 will include:
  o Workshop C- This workshop will be presented at the end of month 6 and include a Summary Report of project briefs and financing options for the node at 35th and Prospect. The Summary Report will also include visualizations of projects and urban development schemes that support place making.

E. STUDY SCHEDULE

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
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<tbody>
<tr>
<td>Notice to Proceed</td>
<td>Within two weeks after receipt of signed contract</td>
</tr>
<tr>
<td>Phase 1- Data Collection and Diagnostics</td>
<td>Month one after NTP. Tentatively January 11, 2021-February 8, 2021</td>
</tr>
<tr>
<td>Workshop A- Report out from Phase 1</td>
<td>At end of month one after NTP.</td>
</tr>
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F. PROPOSAL SUBMITTAL REQUIREMENTS

To be eligible for consideration, one electronic copy of the response to the RFP must be received by the Mid-America Regional Council no later than 3:00 pm CDT, on October 30, 2020. Late submittals will not be considered and will be returned to submitter unopened. The font should not be smaller than 12 point. Covers, cover letter (single page max) and table of contents are not included in the 6-page limit. Further details regarding page counts follow:

<table>
<thead>
<tr>
<th>Item</th>
<th>Page Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Proposed Project Approach</td>
<td>Six single letter sized pages total including 2-3 pages of the six must detail the public engagement process. If you utilize double-sided pages, then there is a total of 3 pages with 1 1/2 must detail public engagement.</td>
</tr>
<tr>
<td>2. Proposed Public Engagement Strategies</td>
<td>Not included in proposal page count. Six pages total for narrative and no more than 3 pages of team/organizational resumes. The breakdown for the six pages is three single sided pages or their equivalent max for narrative and three additional single pages total for resumes. Listing of relevant work within last 5 years is not included in page count.</td>
</tr>
<tr>
<td>3. Qualifications</td>
<td>Not included in proposal page count. Six pages total for narrative and no more than 3 pages of team/organizational resumes. The breakdown for the six pages is three single sided pages or their equivalent max for narrative and three additional single pages total for resumes. Listing of relevant work within last 5 years is not included in page count.</td>
</tr>
<tr>
<td>5. Affirmative Action Checklist</td>
<td>Not included in proposal page count.</td>
</tr>
<tr>
<td>6. Certification Regarding Debarment</td>
<td>Not included in proposal page count.</td>
</tr>
<tr>
<td>7. Certification Regarding Lobbying</td>
<td>Not included in proposal page count.</td>
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</tbody>
</table>

If mailing or delivering a flash drive or CD/DVD, the envelope should be addressed to:

Mid-America Regional Council  
Attn: Beth Dawson  
600 Broadway, Suite 200  
Kansas City, MO 64105  
Fax: 816-421-7758
If emailing your submission, please email to Beth Dawson at bdawson@marc.org. If you email the file it is your responsibility to ensure that the proposal has been received and not blocked by a spam filter or rejected due to file size. To confirm receipt of the file, contact Beth Dawson at bdawson@marc.org or 816.701.8325 prior to 3:00 pm CDT, on Friday, October 30, 2020.

Questions should be directed to Beth Dawson at bdawson@marc.org or 816-701-8325. DO NOT CONTACT RIDEKC DEVELOPMENT CORPORATION REGARDING THIS REQUEST FOR QUALIFICATIONS, YOU WILL BE DIRECTED TO BETH DAWSON. All questions must be received by noon CDT on Wednesday, October 21, 2020. All questions will be posted to a Question and Answer page on the MARC website by close of business on October 23, 2020. A link to that page will be posted on the RFP page, http://www.marc.org/Requests-for-Proposals.

The following items must be addressed in all proposals:

1. **PROPOSED PROJECT APPROACH:** Responses should include a proposed approach to the project that includes the proposer’s understanding of the project’s objectives and local context, tentative schedule for project completion, a description of your approach to each of the tasks listed in Section D, description of all project deliverables and tentative public engagement process. Please provide your staff capacity for meeting the project requirements. Identify the key team members who are likely to be assigned to this contract if your proposal is selected along with a description of their roles and responsibilities. State approximate date your business/firm is available to begin work on the Project. Provide a list of subcontractors to be included on the consultant team, along with a brief description of their qualifications and services they are likely to perform.

2. **PROPOSED PUBLIC ENGAGEMENT STRATEGIES:** Responses should include a proposed approach to public outreach and engagement including process, meetings, tools and techniques to be utilized for engaging the community and key stakeholders in this project.

3. **QUALIFICATIONS:** Proposals should indicate general and specific qualifications of the proposer in disciplines appropriate to this project and specifically convey the role of the proposer in each case cited. An emphasis and priority in evaluation will be placed on firms with qualifications and experience that have resulted in successful implementation of comparable projects. A brief narrative (three pages maximum) may also be included regarding the firm’s capabilities to carry out this project, including special assets, areas of expertise, analytical tools, data sources, etc. to which the firm may have access.

Proposals shall also include:

   a. A listing and summary of similar projects undertaken within the last five (5) years, by proposing firm and/or its subcontractors, showing contract amounts, description of work performed, client contact persons, phone numbers, and e-mail addresses;
   b. Resumes of key professional staff who will be assigned to this project (3 single pages maximum);
   c. Description of the existing and anticipated workload of individuals assigned to this project during the period of this study. Any reassignment of designated key staff shall not occur without mutual consultation and the consent of the Mid-America
4. **DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOAL:** Studies funded in part by USDOT are required to follow 49 CFR part 26 Disadvantage Business Enterprise Program (DBE). The proposed study has a minimum DBE goal of 22%. Required attachment for consultant acting as DBE.

5. **AFFIRMATIVE ACTION CHECKLIST:** If applicable, proposers must complete and enclose with their proposal company’s Affirmative Action Plan (see Attachment B Affirmative Action Checklist). Required for all contractors, primary or sub, who have 50 or more employees.

6. **CERTIFICATION REGARDING DEBARMENT:** Each proposer is required to certify by signing the “Certification Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion” (Attachment C). “Certification Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion” is a certification that the proposer is not on the U.S. Comptroller General’s Consolidated Lists of Persons or Firms Currently Debarred for Violations of Various Contracts Incorporating Labor Standards Provisions. Required of primary only.

7. **CERTIFICATION REGARDING LOBBYING:** See Attachment D. Required for primary only.

**G. SELECTION PROCEDURE**

The review committee shall adhere, as closely as possible, to the following review schedule. The sponsor reserves the sole right to change this review schedule to meet the needs of the review committee.

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Released</td>
<td>October 5, 2020</td>
</tr>
<tr>
<td>Pre-Bid Workshop</td>
<td>October 14, 2020 at 10 a.m. CDT via WebEx</td>
</tr>
<tr>
<td>Questions Due</td>
<td>October 21, 2020 at noon CDT</td>
</tr>
<tr>
<td>Q&amp;A Posted</td>
<td>October 23, 2020 EOB</td>
</tr>
<tr>
<td>Proposals Due</td>
<td>October 30, 2020</td>
</tr>
<tr>
<td>Review of Proposals</td>
<td>November 2 – 11, 2020</td>
</tr>
<tr>
<td>Interviews</td>
<td>Week of November 30, 2020</td>
</tr>
<tr>
<td>Negotiate Scope</td>
<td>December 7 – 11, 2020</td>
</tr>
<tr>
<td>MARC Board Authorization</td>
<td>December 22, 2020</td>
</tr>
<tr>
<td>Notice to Proceed</td>
<td>Within two weeks after receipt of signed contract</td>
</tr>
</tbody>
</table>

Review will be conducted by a committee made up of representatives from Mid-America Regional Council and representatives selected by [sponsor]. Interviews will take place with short-listed firms.

**H. PROPOSAL EVALUATION CRITERIA**
The proposals submitted by each Contractor, Firm, or Contractor Team, will be evaluated by the selection committee according to the following criteria:

- Experience and availability of key personnel [10%];
- Experience on similar projects [10%];
- Approach to community engagement [10%];
- Project understanding [10%];
- Project approach and solutions to critical issues [10%];
- Ability to accomplish project within desired timeframe [10%];
- Knowledge of real estate development financing [10%].
- Urban planning experience [10%].
- Situational experience for the area of study [10%].
- Architectural and or design capacity [10%].

I. PRE-PROPOSAL MEETING AND QUESTION SUBMITTAL

MARC will host a pre-proposal meeting for all interested consultant teams to ask questions and gain clarity around any elements or requirements of this RFP.

When:       Wednesday, October 14, 2020, 10:00 am
Registration link:

https://marckc.webex.com/marckc/onstage/g.php?MTID=e5f2244cef7305fe86101491a015ca6e2

MARC will host a webinar on October 14, 2020 at 10 a.m. to review the RFP. Attendance at the pre-bid workshop is not required, but the session should help attendees develop stronger proposals. This webinar will be recorded and a link posted to http://www.marc.org/Requests-for-Proposals along with a copy of the presentation and the attendee list.

All questions/requests for clarifications must be submitted in writing to MARC by October 21, 2020 at noon CDT.

Please submit questions in writing to Beth Dawson at bdawson@marc.org.

MARC will post all questions, answers and clarifications to http://www.marc.org/Requests-for-Proposals.

J. CONTRACT AWARD

From the firms expressing interest, a committee will review the submittals and rank the firms. Short listed firms will be notified to schedule an interview.

The remaining firms will be notified by letter after the agreement is approved by the Board.

Awarding of the final contract is subject to acceptance by the MARC Board and a signed funding agreement between [sponsor] and MARC.

K. PROJECT BUDGET
The award of this contract will be based on a qualifications-based selection process that may include in-person interviews followed by the successful negotiation of costs and fees. The selected firm should be prepared to provide cost and fee information within two days of their notification of selection for negotiation. If the City cannot come to an agreement with the first choice firm on costs and fees then the City may choose to terminate those negotiations and begin negotiations with the second firm on the scoring list or terminate all negotiations and issue another RFP for these services at a later date. The budget maximum is $100,000.

L. PERIOD OF PERFORMANCE: End date of August 1, 2021.

Both the project budget and the period of performance are subject to change based on the availability of funds or other unforeseen events or activities.
1. Complete the AFFIRMATIVE ACTION CHECKLIST Attachment B.

2. Complete the CERTIFICATION REGARDING LOBBYING Attachment C.

3. Complete the CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION Attachment D.
ATTACHMENT B

AFFIRMATIVE ACTION CHECKLIST

Federal regulations require that any firm of 50 or more employees soliciting an assisted federally funded contract must have an affirmative action program. If applicable, please provide a brief response to the following items that would typically be covered in any such program. You may provide a copy of your program and reference appropriate pages.

1. Date plan was adopted

2. Name of Affirmative Action Officer

3. Statement of commitment to affirmative action by the chief executive officer

4. Designation of an affirmative action officer, of assignment of specific responsibilities and to whom the officer reports.

5. Outreach recruitment

6. Job analysis and restructuring to meet affirmative action goals

7. Validation and revision of examinations, educational requirements, and any other screening requirements.

8. Upgrading and training programs

9. Internal complaint procedure

10. Initiating and insuring supervisory compliance with affirmative action program

11. Survey and analysis of entire staff by department and job classification and progress report system

12. Recruitment and promotion plans (including goals and time tables)
ATTACHMENT C

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION

This Certification is required by the regulation implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98 Section 98.510, Participants’ responsibilities. The Regulations are published as Part II of the June 1985, Federal Register (pages 33, 036-33, 043)

Read instructions for Certification below prior to completing this certification.

1. The prospective proposer certifies, by submission of this proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in this transaction by any Federal department or agency.

2. Where the prospective proposer is unable to certify to any of the statements in this certification, such prospective proposer shall attach an explanation to this proposal.

________________________________________________________
Date      Signed – Authorized Representative

____________________________________
Title of Authorized Representative

Instructions for Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion:

1. By signing and submitting this agreement, the proposer is providing the certification as set below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersign, to any person influencing or attempting to influence an officer or employee of a federal agency, Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

. If any funds other than Federal appropriated funds have been paid or will be paid to any person for attempting to influence an officer or employee of any federal agency, Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal or Federally assisted contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying,” in accordance with its instructions.

. The undersigned shall require that the language of this certification be included in the award documents of all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 32, US Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

________________________________________________________
(Name of Entity)

________________________________________________________
(Name and Title of Authorized Official)

________________________________________________________
(Signature of above Official)                        (Date)