



Creative District Plan

Request for Proposals
March 2017



I. Purpose of Request

The purpose of this Request for Proposal (“RFP”) is to solicit proposals from qualified planning and design firms (“Responder(s)”) interested, knowledgeable, and experienced in providing the services necessary to develop a Plan and Concept Design for Ogden’s Creative District (“Project”).

Through this RFP process, Ogden City (“City”) plans to select a firm (“Consultant”) for contract award that demonstrates specialized experience, strong capabilities, and successful performance in planning and design services (particularly for arts or creative districts), as well providing a competitive fee proposal. Proposals will be evaluated using the criteria defined herein.

Responders shall limit their submittals to the information required herein as well as other relevant information regarding qualifications and experience.

II. Background

The City desires to establish a Creative District where artists, makers, and other creatives live, work, exhibit, and sell their work; where residents and visitors have new opportunities to engage with arts and culture; and where the arts are woven into the daily experience. The proposed boundaries of the Creative District are from Wall to Jefferson Avenues, and from 24th to 26th Streets. This area includes portions of the Central Business District and East Central Communities and will link Historic 25th Street with the Jefferson Avenue Historic District.

Initial efforts that have shaped our current concept of the Creative District include: development of a Master Plan for Arts and Culture, including online surveys and public input sessions; asset mapping; small group meetings with representatives from arts & culture organizations; several pilot projects in the Creative District (including a mural at 25th Street & Adams Avenue and video projections on vacant buildings); and development of concept designs for key public spaces in the district. These initial efforts have demonstrated that there is enthusiasm in the community for a Creative District. The City is now planning to undertake development of a shared community vision for the Creative District, along with the Plan and Concept Design described in this RFP.

III. Scope-of-Work

The City is seeking a qualified planning and design firm to develop a Plan and Concept Design for Ogden’s emerging Creative District. The Creative District Plan (CDP) should focus on placemaking strategies, including both programmatic and physical elements. Elements to be addressed in the CDP may include, but are not limited to, streetscape design, potential public use

areas, public art, signage and wayfinding, gateway markers, street furniture, transit stops, landscape and plantings, and crosswalks.

The CDP should present near-term strategies, as well as projects that could be implemented within three-year and five-to-seven-year timeframes. The CDP should identify specific project elements and provide approximate cost estimates for those elements. It should prioritize the strategies and present an implementation plan (including the identification of potential funding sources).

The CDP should build upon existing community plans – including the Central Business District Community Plan, the East Central Community Plan, and the recently completed Master Plan for Arts and Culture. It should also be coordinated with the Transportation Master Plan, which is currently being developed. Once finalized, the CDP will be presented to the Planning Commission and City Council and may potentially be formalized as an amendment to an existing community or master plan.

The CDP must incorporate the community vision for the Creative District. The community vision is currently being developed. Ogden City and its partners will be responsible for organizing stakeholder meetings with the arts & creative community, business owners, and residents. Ogden City will also be responsible for convening a community-wide visioning session and a Creative District Steering Committee to develop a shared vision for the Creative District. The Consultant will be responsible for developing a CDP that expresses this vision. The Consultant will also be responsible for participating in several community visioning events and working with the Steering Committee.

The Consultant shall perform the following tasks as part of this scope-of-work:

- Attend a kickoff meeting with the City's internal project team
- Participate in a community visioning session for the Creative District
- Coordinate with the Creative District Steering Committee to refine the core vision and key elements identified during the community visioning session
- Develop a plan and conceptual design for the Creative District (the CDP)
- Present a draft version of the CDP to the Steering Committee
- Incorporate input from the Steering Committee into a revised version of the CDP
- Participate in an open house to present the revised CDP to the community
- Incorporate input from the community open house into the final version of the CDP
- Coordinate with the team working on a brand & marketing plan for the Creative District

Deliverables shall consist of three bound hard copies and one electronic version (PDF) of the CDP.

IV. Contract Award

It is anticipated that this Request for Proposals will result in a single contract award. The total contract award amount is **not to exceed \$10,000** for the length of the contract. Funding for the contract will be provided through an Our Town grant from the National Endowment for the Arts to Ogden City. The contract will be made between Ogden City and the Consultant. Standard terms and conditions for a Professional Services Agreement with Ogden City will be required. The contract term will commence on April 1, 2017 and terminate by September 30, 2017.

V. Milestone Schedule

The below schedule for proposal and contract milestones is approximate and subject to change.

Advertise RFP	March 6-23, 2017
Deadline for Proposal Submittal	March 23, 2017
Evaluation of Proposals	March 24-29, 2017
Notice of Award to Selected Responder	March 29, 2017
Execution of Contract with Selected Responder	April 1, 2017
Required Completion Date for Project	September 30, 2017

VI. Proposal Requirements

Proposals must be no more than 15 pages and shall be composed of the items listed below and presented in the same sequence.

Cover Sheet: Responder's Name, Contact Name, Contact Information, and Submittal Date.

Introduction and Qualifications: Provide a brief overview of the Responder's history, strengths, expertise, and successes. Discuss the Responder's qualifications for planning and design services (particularly for arts or creative districts).

Proposed Approach: Describe how the Responder intends to meet and/or exceed the requirements of this project. Describe key steps of the project and how the Responder would approach these steps. Identify key team members and describe their anticipated roles and responsibilities on this project.

Work Examples: Provide several examples of the Responder's work. The work examples should preferably be for planning and design services, creative placemaking projects, or arts or creative district development. Include a description of the Responder's specific role on each project.

References: List at least three prior and/or current clients that the City may contact who will vouch for your organization's ability to deliver quality concept design and planning on time and within budget. Include name, title, email address and phone numbers.

VII. Selection Process & Criteria

The City will evaluate all proposals that are submitted through this RFP process. The City may interview all or some of the Responders as part of the selection process. Proposals will be evaluated by a selection committee composed of City employees and will be based upon the following criteria:

- Professional competence, experience, qualifications, and ability of the Responders
- Quality of the proposed approach
- Quality of the work examples and applicability to the current Project
- Feedback from references
- Results of a final interview and presentation (if needed)

Upon exercising its discretion and determining which Responder is best suited to meet the needs of this Project, the City will notify all Responders of its decision.

VIII. Procedures for Submittal of Proposals

Responders shall submit four hard copies of their proposals to the Ogden City Purchasing Department. Proposals must be submitted in a sealed envelope bearing the name of the Responder, addressed as indicated below, and clearly marked **Attn: Creative District Plan RFP**. Responses to the RFP shall be submitted to:

Ogden City Purchasing Department
2549 Washington Blvd., Suite 510
Ogden, UT 84401

Responses to the RFP are due on March 23, 2017 by 2:00 pm.

Questions pertaining to this RFP should be submitted in writing to the address shown above or by e-mail to purchasing@ogdencity.com. Questions must be submitted no later than five business days prior to the RFP closing date and time. To ensure fair consideration for all Responders, responses to the submitted questions will be provided in the form of an addendum to the RFP. Such addenda, if issued, will be posted at the following address listed below no later than 48 hours before the RFP closes: bids.ogdencity.com (which redirects to <http://bids.ogdencity.com/264/Purchasing>).

Please note that it is the Responder's responsibility to check this site frequently for addenda, which may impact pricing, proposal requirements, and terms and/or conditions.

Submissions lacking one or more pieces of the requested information may be deemed non-responsive. It is the Responder's sole responsibility to read and interpret this RFP and the written instructions contained herein.

The City reserves the right to reject any irregular or non-responsive submission and reserves the right to waive any irregularity in submissions.

Responses to the RFP that are not received in the Ogden City Purchasing Office prior to the time and date specified will be considered late. Late responses will not be considered for award. The City reserves the right to reject any and all responses at the City's sole discretion.

It is the Responder's responsibility to assure the delivery of its responses to Ogden City Purchasing Department prior to or at the designated date and time. In order to facilitate review and evaluation, please submit materials in the correct format as described in Section VI, Proposal Requirements.

IX. General Terms

Ogden City reserves the right to accept or reject any and all proposals and to waive any informality or technicality in proposals received, that best serves its convenience and/or is in the best interest of the City.

The City reserves the right to issue contracts to multiple vendors.

Once submitted, all proposals, including attachments, supplementary materials, addenda, etc. become the property of the City and will not be returned to the Responder.

Pursuant to the Utah Government Records Access and Management Act (GRAMA), records will be considered public after the contract is awarded. If a Responder wishes to protect any records, they are required to provide a written request for business confidentiality at the time the proposal is submitted, to the Ogden City Recorder.

All costs related to the preparation of proposals and any related activities are the sole responsibility of the Responder. No reimbursement will be made by Ogden City for any costs incurred in preparing proposals.

Ogden City welcomes and encourages proposals from women and minority owned businesses.

No employee, officer, or agent of the City must participate in the selection, award, or administration of a contract supported by a Federal award if he or she has a real or apparent conflict of interest. Such a conflict of interest would arise when the employee, officer, or agent, any member of his or her immediate family, his or her partner, or an organization which employs or is about to employ any of the parties indicated herein, has a financial or other interest in or a tangible personal benefit from a firm considered for a contract. The officers, employees, and agents of the City must neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or parties to subcontracts.

Ogden City reserves the right to cancel or modify this request for proposal. There is no guarantee that Ogden City will place the requested services under contract.

