

# **REQUEST FOR PROPOSALS**

## **For Health Corridor Master Plan & Economic Feasibility Study**

### **Project**

The Coeur d'Alene Urban Renewal Agency, d/b/a ignite cda (the "Agency"), is soliciting proposals from planning firms or planning teams (e.g. planners, architects, engineers) regarding the preparation of a Master Plan and Economic Feasibility Study for a potential new urban renewal district located in the City of Coeur d'Alene referred to as the "Health Corridor District".

### **Geographic Scope**

277 (+/-) acres around the Ironwood Drive Area within the City of Coeur d'Alene, Idaho, USA.  
See map section 2.2 for proposed boundaries.

### **Request Date**

Friday, March 1, 2019

### **Client**

The Coeur d'Alene Urban Renewal Agency, d/b/a ignite cda

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## 1. INTRODUCTION

The Agency is excited to present this opportunity for a Master Plan and Economic Feasibility Study to planning consultants worldwide who may wish to be considered for the provision of professional services related to:

- 1) Developing a Master Plan for the proposed Health Corridor. Building upon the work of the Urban Land Institute Technical Assistance Panel (ULI TAP), October 2017, and the Panhandle Area Council (PAC) Coeur d'Alene Health Corridor Urban Renewal Eligibility Report, December 2018.
- 2) The completion of an Economic Feasibility Study that supports the activities, improvements and vision developed in the Master Plan.

### 1.1. Purpose

The purpose of this request for proposals (RFP) is to assess the field of master planning/visioning and municipal planning consultants and receive proposals from firms or teams of firms qualified to undertake this planning effort.

### 1.2. Contact Information

Attn: Tony Berns, ignite cda Executive Director  
105 N. First St. Suite 100, Coeur d'Alene Idaho 83814  
208.292.1630  
tonyb@ignitecda.org

### 1.3. Deadlines

In accordance with the methods detailed in Section 4, final proposals must be submitted no later than **3:00 P.M. Pacific Standard Time on Friday, March 29, 2019.**

### 1.4. Equal Opportunity Statement

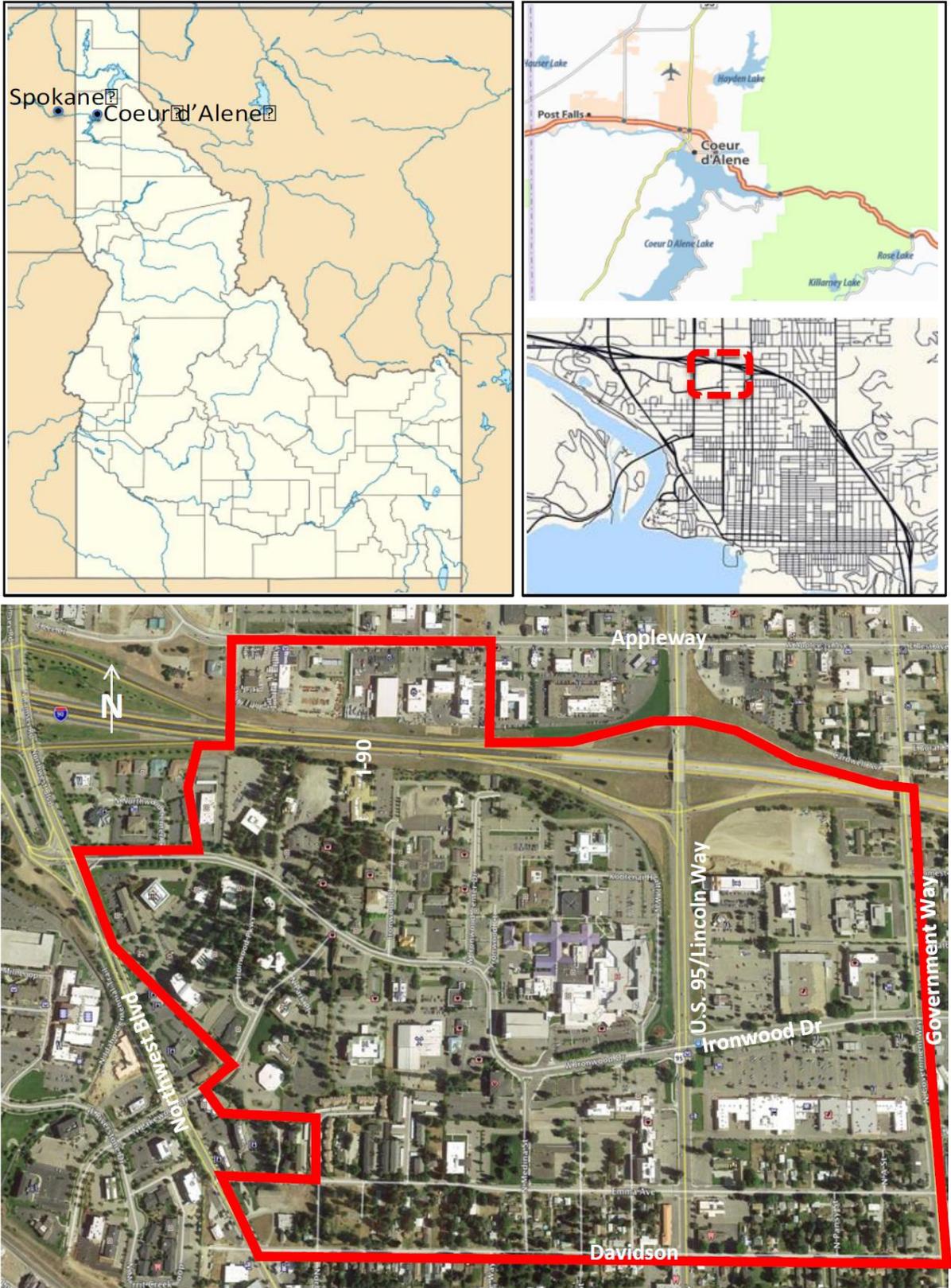
The Agency, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat.252, 42 USC §§ 2000d to 2000d-4) and the Regulations, hereby notifies all respondents that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

## 2. PROJECT OVERVIEW

### 2.1. Objective

The planning effort will include development of a Master Plan and Economic Feasibility Study for the proposed district that will address the findings from the December 2018 Coeur d'Alene Health Corridor Urban Renewal Eligibility Report and recommendations from the October 2017 Urban Land Institute: Technical Assistance Panel Report.

2.2. Proposed Boundary



### 2.3. Previous Reports

The Master Plan should build upon the foundational work of the ULI TAP (Appendix A) and should address the Conditions of Eligibility as identified by PAC in the Coeur d'Alene Health Corridor Urban Renewal Eligibility Report (Appendix B).

## 3. CONSTRAINTS

### 3.1. Anticipated Timeline for Health Corridor Urban Renewal Plan Preparation and City Council Approval Decision by Year-End 2019

Due to the needs of the Agency, the project must be completed no later than **September 6, 2019**. The following timeline is intended to ensure conformity with this deadline; nevertheless, the Agency reserves the right to adjust this schedule as necessary.

March 1, 2019	RFP issued
March 15	RFP questions due to ignite cda Ex. Director
March 22	RFP questions / answers posted on ignite cda website
March 29	Proposal due date
April 17	Top scoring 2 or 3 proposal presentations by consultant to ignite cda board
Week of April 22	ignite cda board selection of consultant
April 30	Consultant contract finalized
May 1	Consultant engagement commences
May-July *	Community meetings & charrette
August 20 *	Consultant presentation of draft master plan and economic feasibility study ("Plan & Study") to CDA City Council
August 21 *	Consultant presentation of Plan & Study to ignite cda board
September 6	Final consultant Plan & Study due
September 18	ignite cda board meeting to approve Health Corridor Urban Renewal Plan (which includes Consultant's Plan & Study)
October-November	Planning Commission & City Council meetings re. Health Corridor Urban Renewal Plan
December 5, 2019	City Council decision re. approval of creating a Health Corridor Urban Renewal District

\* Denotes expectation that Consultant is in town for meetings and/or presentations.

### 3.2. Scope of Work

Assist the Agency in meeting these objectives by completing the following scope of work:

#### Master Plan

1. Engage the community with developing Community Values for the corridor.
2. Participate/lead 2 to 3 community meetings, sponsored by the Agency, by providing site mapping, presentations at meetings, and other existing site information that the project stakeholders may need for the community meetings.
3. Create alternative development scenarios to address the Conditions of Eligibility, that are informed by the Economic Feasibility Study, Market Assessment and Community Values. Develop implementation approach(es) and structure(s) to meet the selected development scenario(s).
4. Develop conceptual improvement plans and opinions of cost for use in funding and in the Economic Feasibility Study.
5. Prepare a site development implementation plan.

#### Economic Feasibility Study

1. Conduct an Economic Feasibility Study for the proposed district that identifies estimated annual revenues and estimated discrete project costs for a yet to be determined timeframe not to exceed 20 years.
2. Perform a Market Assessment in coordination with the recommended development scenarios guided by the Master Plan. The Market Assessment shall address the Community Values.
3. Evaluate alternative development implementation approaches and structures.

#### **Task 1 – Community Meeting Assistance**

Participate in the community meetings to directly acquire public input and provide, as requested, required information / data.

Consultant Team will:

- Provide presentation content (maps, site facts, public speaking)
- Attend community meetings and provide site development and market information as may be available at the time of the meeting
- Receive Community Values' Information and consolidate for use in Task 2

#### **Task 2 – Site Development, Market Analysis & Financial Review**

Task 2 is designed to utilize the information from the community meetings and create multiple site development scenarios and a baseline understanding of the economics associated with these development scenarios. The scenarios will highlight the potential tradeoffs between development and community objectives provided in the prior efforts and any additional community input.

Complete the following tasks:

Task 2.A – Conduct an Economic Feasibility Study by gathering inputs for financial modeling of development scenarios including:

- Land sale comps by use (e.g. residential, retail, office, industrial, hospitality)
- Rents
- Vacancy
- Pipeline (planned projects by use)
- Absorption rates
- Leakage
- Meeting with members of the development community to understand the risk profile

Task 2.B – Prepare preliminary development scenarios that respond to the Economic Feasibility Study, Community Values, and funding needs, including:

- Evaluate and organize land use types, locations, and mixes
- Identify opportunities for:
  - Integrating public spaces to make the site development cohesive
  - Creating unique public spaces to generate activity
  - Minimizing site development costs
- Update site development opinions of cost for development scenarios
- Prepare a financial analysis for the land development scenarios

Task 2.C – Prepare preliminary public space concept plans informed by Community Values and land development scenarios.

- Prepare concept plans that organize and depict proposed public space features
- Prepare concept level opinions of cost for proposed improvements

Task 2.D – Create Site Development Charrette. Utilizing the information from Tasks 1 and 2.A, 2.B, and 2.C, conduct a two-day site development charrette.

- Review Economic Feasibility Study to develop market understanding
- Evaluation of alternative development scenarios and adjustments to meet Agency, City and Community Value objectives
- Financial analysis for the alternative development scenarios
- Selection of the recommended development alternative
- Discuss implementation strategy

### **Task 3 Development of Implementation Strategy**

Task 3 is intended to identify and evaluate alternative implementation approaches and structures that will meet the Agency’s objectives for the selected development scenario.

The development implementation strategy will include the following tasks:

Task 3.A – Evaluate a full range of financing sources for the site (e.g., tax increment financing, local improvement districts, developer reimbursement agreements for both public infrastructure and public space, payment in lieu of taxes and other participation avenues for governmental partners), and defining roles for the City, Agency, project stakeholders, and the private sector.

Task 3.B – Prepare a written implementation plan that will include strategies and actions to achieve the desired development alternative.

These strategies may include:

- Property acquisition and disposition options
- Improvement projects to stimulate property sales/development
- Public open space improvement projects
- A recommended implementation strategy

### 3.3. Agreements

A response to this RFP should not be construed as a contract or an indication of a commitment of any kind on the part of the Agency. The RFP does not obligate the Agency to accept or contract for any expressed or implied services.

If selected, firms should be prepared to enter into a single contract with the Agency no later than **April 30, 2019**.

## 4. INSTRUCTIONS

### 4.1. Proposal Submission

By no later than **3:00 P.M. Pacific Standard Time on Friday, March 29<sup>th</sup>**, proposals and accompanying materials must be submitted to the Agency's Office at 105 N. 1st Street, Suite 100, Coeur d'Alene, Idaho 83814. Please state "Health Corridor Master Plan Proposal" on the outside of a sealed package/envelope. Eight (8) hard copies should be delivered along with one thumb drive containing the proposal information in a PDF Format.

### 4.2. Content and Format Requirements

All proposals should include the following elements in the order listed to ensure uniformity and maximum comparability. Proposals should be written in English, with national and regional variations acceptable. In the interest of creativity, no page limit exists; rather, respondents should focus on providing original, high quality proposals.

- *Letter of Transmittal*: An introductory letter should reference the RFP and contain: the name, address, and state and federal taxpayer identification numbers of the responding firm(s); the name, phone number, and email address of a primary contact, and; the signature (and date of signature) of a duly constituted official legally authorized to bind the respondent to its proposal. Additionally, the following statements must be included:

"Proposal may be released in total as public information in accordance with the requirements of the laws covering the same."

"Proposal shall be valid and binding for one hundred eighty (180) days following the proposal due date and will become part of the contract that is negotiated with the Agency."

- *Table of Contents*

- *Description of Firm:* A summary of each firm(s) should include, at a minimum, the number of years in business, business focus, range of professional services, geographic scope, office location(s), and staff size.
- *Team:* The names, titles, project role, percentage of time available to the project, and resume of each individual who will be assigned to the project (resumes as appendices). Anticipated sub-consultants should be included. Please only include team members who will be involved with the project.
- *Statement of Philosophy and Understanding:* A narrative should describe how each firm(s) will approach the Health Corridor Master Plan and Economic Feasibility Study. In addition to demonstrating an understanding of the project and its scope of work, the narrative should show an understanding of the ULI TAP report and the PAC Eligibility Report.
- *Proposed Timeline and Payment Milestones*
- *Examples:* No less than three (3) completed projects should be described. Each description should contain, at a minimum, the client, location, dates of involvement, probable cost and scope, specific services performed, and an explanation of how the project relates to the Health Corridor. Hyperlinks to final online products should be included; otherwise, examples should be attached as appendices.
- *References:* Contact information should be provided for no less than three (3) professional references related to similar past projects in similar communities. For each reference, a name, title, phone number, and email address should be included.
- *Draft Agreement:* A draft of the firm’s professional services agreement with terms and conditions excluding fees.

#### 4.3. Questions and Answers

Questions regarding this RFP shall be submitted to the ignite cda Executive Director by **3:00 P.M. Pacific Standard Time on Friday, March 15, 2019**. All questions received by the prescribed time and date will be answered in a single addendum issued on **Friday, March 22, 2019** and will be posted on the Agency’s website, [www.ignitecda.org](http://www.ignitecda.org), under the RFP tab. Any additional questions answered, or addendums issued after March 22 will be posted on the Agency’s website under the RFP tab, and it is the sole responsibility of respondents to check the Agency’s website.

### 5. REVIEW AND EVALUATION

#### 5.1. Review

All submissions will be initially reviewed for completeness, defined as the inclusion of the required elements set forth in section 4. Incomplete submissions may not be reviewed and may be disqualified. Determination of completeness is at the subjective discretion of the Agency.

## 5.2. Evaluation

All complete submissions will be evaluated on the criteria set forth in section 6. Failure to meet the criteria may lead to disqualification at the subjective discretion of the Agency.

Submissions will be reviewed by the selection committee assembled by the Agency, comprised of representatives of the Agency, City, civic organizations, local business leaders, and other project stakeholders.

## 5.3. Clarification

At any point during the proposal review process, the Agency may request clarification from any respondent on any part of their submission. Respondents may be disqualified if information is found to be inaccurate or if information reveals an inability to successfully execute the project.

## 6. SELECTION CRITERIA

Submissions will be considered on the following criteria. The questions below are intended only to provide a sense of what evaluators will be looking for and should not necessarily be responded to directly.

For each submission, each evaluator will determine a score out of one-hundred (100); subsequently, a mean score will be calculated.

- *Project Approach:* Is a respondent firm willing and able to engage closely and collaboratively with the Agency, the City, residents, leaders and project stakeholders? What unique and creative approaches and ideas can a firm bring to the planning process and the community? How well does a firm align with the scope of work (see section 3)? **(0–25 points)**
- *Qualifications and Experience:* How closely do a respondent firm’s prior projects relate to the Health Corridor Master Plan and Economic Feasibility Study? How well do the experiences and expertise of the individuals assigned to Health Corridor Master Plan and Economic Feasibility Study align with the project? **(0–30 points)**
- *Familiarity with the Area and Health Corridor:* **(0–10 points)**
- *Quality of Proposal:* Does the proposal indicate a firm understanding of the project? Does it include high-quality, well-organized images, graphics, and text that are easily understood? **(0–10 points)**
- *Availability & Capacity to Complete:* Will the technical and personnel resources of a respondent firm allow it to successfully complete the Health Corridor Master Plan and Economic Feasibility Study on time and with a high degree of quality? **(0–25 points)**

The Agency expects to evaluate proposals and provide written notification of the ranking of the firms/teams within two weeks of receipt of proposals. As per the anticipated timeline in Section 3.1, the top scoring 2 or 3 proposals will be presented by the consultant to the ignite cda board on April 17, 2019.

## 7. OTHER

### 7.1. Respondent's Costs and Expenses

The Agency shall not be liable for any expenses incurred by respondents, including, but not limited to, any expenses associated with the preparation of the submission; any meeting required during the selection process; presentations or interviews, and/or preparation of the cost statement.

### 7.2. Changes by Respondents

If changes occur which affect the information submitted by respondents, the Agency must be notified within five (5) working days of any such addition, deletion, or change. Submissions cannot be changed after the final due date. The Agency will have the right to disqualify respondents or reject their submissions if changes are believed to adversely impact their ability to successfully execute the project or if they fail to notify the Agency in a timely manner.

### 7.3. Examination and Interpretation of Documents

Each respondent is responsible for ensuring it has the information necessary to be appropriately informed in order to respond to this RFP and satisfy all requirements herein. If necessary, firms are encouraged to submit questions in accordance with section 4.3.

### 7.4. Confidentiality

All proposals and accompanying materials submitted will be kept confidential from the evaluation committee and the public until **Monday, April 1, 2019**; on that date, all proposals will be open for review.

Trade secrets (as defined in IC 74-107) or other confidential proprietary information submitted by a respondent in connection with this RFP might not be subject to public disclosure under IC Title 74. If a respondent believes the records submitted are exempt from disclosure, it must be specifically stated in writing the reasons why protection from disclosure is appropriate and identify the data or materials to be protected. Respondents shall specifically designate and clearly label as "CONFIDENTIAL" any and all such materials or portions thereof that they deem to contain trade secrets or other confidential proprietary information. Respondents should carefully consider what is truly confidential and should not mark an entire submission as confidential. If the Agency receives a request for inspection or copy of any documents provided by a respondent, it will promptly notify the respondent at the contact information given in response to this RFP that it has received such a request. Such notice will inform the respondent of the date the Agency intends to disclose the documents requested and afford the respondent a reasonable opportunity to obtain a court order prohibiting or conditioning the release of the documents. The Agency assumes no contractual obligation to enforce any exemption.

To the extent the Agency will withhold from disclosure all or any portion of a respondent's materials marked "CONFIDENTIAL", the respondent, by submitting a proposal in response to this RFP, agrees to indemnify, defend and hold harmless the Agency from all lawsuits, liabilities, losses, damages, penalties, and attorney's fees and costs the Agency incurs arising from or relating to such withholding from disclosure.

Respondents, by submission of materials marked “CONFIDENTIAL,” acknowledge and agree that the Agency will have no obligation to advocate for nondisclosure in any forum and have no liability whatsoever to any respondent for the disclosure of any material or record of any kind when that disclosure is in accordance with applicable law or in accordance with an order of a court of competent jurisdiction applying applicable law. By submitting a proposal, the respondent consents to the procedure outlined in this RFP and waives and releases all claims against the Agency arising from the Agency’s actions taken in accordance with this procedure.

#### 7.5. Rights of the Agency

This solicitation is being offered in accordance with the Idaho Statutes governing Procurement of Professional Services. Accordingly, the Agency reserves the right to negotiate an agreement based on fair and reasonable compensation for the scope of work and services proposed as well as the right to reject any and all responses deemed unqualified, unsatisfactory or inappropriate. The Agency also reserves the right not to award the contract to any respondent, in its sole discretion.

Submission does not guarantee work will be commissioned.

#### 7.6. No Collusion

Each respondent shall be responsible for ensuring that its participation in the RFP process is conducted without collusion or fraud. The Agency may disqualify any respondent who is found to have engaged in collusive or fraudulent behavior.

#### 7.7. Failure to Comply

Failure to comply with any requirements in this RFP may result in disqualification of the respondent and/or the rejection of their submission.

**APPENDIX A**

**Urban Land Institute Technical Assistance Panel (ULI TAP) Report (October 2017)**

**Follow the link below to access the report located on the ignite cda website ([www.ignitecda.org/RFP](http://www.ignitecda.org/RFP))**

**[Health Corridor ULI TAP Report](http://www.ignitecda.org/RFP)**

**APPENDIX B**

**Panhandle Area Council (PAC) Coeur d'Alene Health Corridor Urban Renewal Eligibility Report  
(December 2018)**

Follow the link below to access the report located on the ignite cda website ([www.ignitecda.org/RFP](http://www.ignitecda.org/RFP))

**[Health Corridor Eligibility Report](#)**