



REQUEST FOR PROPOSAL

Vermillion Street Corridor Study

A strategy for economic growth, development and revitalization.

City of
Hastings, MN

Morgan Hill
Economic Development
City of Hastings, MN
02.01.2017

Part 1: General Instructions

A. INSTRUCTIONS:

The City of Hastings and the Hastings Economic Development and Redevelopment Authority (HEDRA) are soliciting proposals from qualified consultants, firms, or individuals to create a plan for the redevelopment and revitalization of Vermillion Street, the main commercial and residential corridor located in Hastings, Minnesota. The project is intended to address the area located along Vermillion Street (U.S. Highway 61) in Hastings, between 2nd Street E/W and 36th St E/W. The corridor carries approximately 30,000 vehicles a day and contains a diverse mix of uses, from single family homes and offices to commercial businesses and industrial uses. It is the primary corridor within the city and its future success is important to all in the community. **See Attachment A.**

B. PROPOSAL SUBMISSION:

To be considered by the City of Hastings, five (5) paper copies and one electronic copy of the completed proposal must be received no later than **4:00 pm (CST) March 3, 2017**. Any questions relating to the RFP shall be submitted in writing and responses to inquiries will be posted on the City of Hastings' website. Deadline for questions will be March 1, 2017. Submittals and questions should be addressed to:

Morgan Hill, Economic Development Coordinator
City of Hastings
101 4th Street East
Hastings, MN 55033
mhill@hastingsmn.gov

C. LATE PROPOSALS:

Any proposals received by the city after the 4:00 pm (CST) on March 1, 2017 will not be considered.

D. WITHDRAWAL OF PROPOSALS:

Proposals may be withdrawn by written notice received at any time prior to award. Proposals may be withdrawn in person by an officer, or his/her representative, provided that he/she signs a receipt for the proposal prior to award.

E. BACKGROUND INFORMATION:

The following data/information is available for review at ****web address**** :

1. Aerial photography and general mapping data for the study area
2. Community Profile and Traffic Data

3. Supporting documents, such as the Comprehensive Plan, Vermillion Street Development Guidelines, Heart of Hastings Plan, Annual Reports, etc.
4. Other relevant data or information noted by the consultant in the consultant's submitted RFP, will be provided, if available, through the City of Hastings.

F. PRIME CONSULTANT RESPONSIBILITIES:

The consultant selected will be required to assume responsibility for all services offered in the proposal, regardless of who produces them. The selected consultant shall be the sole point of contact regarding contracts, including payment of any and all charges resulting from the contract.

G. PROPOSAL PREPARATION COSTS:

All costs incurred for proposal preparation, presentation, and/or contract negotiation are the responsibility of the consulting firm. The City of Hastings is not responsible for any costs associated with the information solicited or received.

H. ACCEPTANCE OF PROPOSAL CONTENT:

The contents of the proposal of the selected consultant may become contractual obligations if a contract is issued. Failure of the chosen consultant to accept these obligations may result in cancellation of the award.

Part 2: Description of Services Requested

A. PROJECT OVERVIEW:

The Vermillion Street Corridor plays a major role in the everyday activity of the City of Hastings, as it serves a dual role, as a major commercial district and major transportation corridor. Its visibility and access presents many opportunities and challenges for those that choose to locate along the corridor. Commercial development has been attracted to Vermillion Street because of its high visibility and easy access. Over time, however, the commercial frontage along Vermillion Street has become quite fragmented and is in need of aesthetic modifications and structural improvements to meet current market demand. A redevelopment plan for the Vermillion Street Corridor will provide a clear and consistent message about the vision and economic development strategy of the City of Hastings. Additionally, the redevelopment plan will seek to improve the economic vitality and market position of the corridor by developing a long-term vision based on a unified approach to improve business viability, visual image, transportation and pedestrian safety.

B. PROJECT GOALS:

The goal of this project is to obtain a working plan for economic growth and redevelopment along the corridor. A successful outcome of this study would include the identification of properties and/or sites that can be targeted for development or redevelopment. Along with a target site study, recommendations related to specific types of development that should occur on those sites is expected. Additionally, recommendations should be provided as to what the city's role should be in the development and redevelopment activities within these targeted sites.

It should be notated that this is an economic development project. Additionally, the City Council is significantly interested in the aesthetics of this corridor. While it is understood that transportation and beautification issues are present, the primary goal of this plan is to gain a complete understanding of how the City of Hastings and private business can improve utilization of properties and overall aesthetics of properties along the Vermillion Street Corridor.

C. PROJECT SCOPE:

The prospective consultant must explain how it plans to carry out the following major work tasks, providing information about the anticipated schedule and level of effort required to produce the requested deliverables. The City of Hastings is looking to the prospective consultant to successfully carry out the following tasks:

Task 1: Project Management Plan

The consultant shall develop a project management plan that identifies the necessary and anticipated steps required to complete the project as described in this RFP, and as provided in the contract. The work plan shall include:

- An organizational chart of the project team and a description of roles, responsibilities and experience for each consultant and subcontractor team members;
- A schedule and budget for each major task and requested deliverable;
- A list of project participants and the expected level of participation (ex. City Staff, HEDRA, business community, partners, etc.);

Task 2: Community Outreach and Participation

Outreach with the public, stakeholders, and the media will be an important component of this study, as community buy-in is essential. In order to encourage community alignment and support, the facilitation of meetings, the preparation of materials, and the documentation and organization of public and stakeholder comments will be required throughout the process.

A Vermillion Street Coalition, consisting of representatives from the City of Hastings, HEDRA, the Hastings business community, the Chamber of Commerce, as well as

other relevant organizations and key stakeholders, will be established to provide guidance for this study's direction and implementation.

The prospective consultant should describe how and when it plans to engage various audiences (e.g., media, public, business, government, etc.), how it plans to reach out to those audiences, as well as any methods for organizing key stakeholders in order to promote effective and efficient feedback to the Vermillion Street Coalition. An important element of outreach would include the use of social media, as well as a dedicated webpage or online forum to enhance community reach, communication, collaboration, and information sharing.

Task 3: Identification of Underutilized Properties and Potential Uses

A key part of this project will be the identification of targeted properties that are ripe for development. The consultant will be responsible for developing a list of underutilized properties, as well as detailed recommendations as to what types of development would make the most sense, impact, and use of available funds.

Task 4: Recommendations of City's Role in Redevelopment and Revitalization

The City of Hastings may take a different role in each development and/or redevelopment project. The prospective consultant should provide a detailed and specific list of recommendations as to the City's role in each of the properties listed in Task 3 (program creation and implementation, city purchase of property, site readiness, etc.). While the City is looking to maximize reach with this plan, the dedication of time and resources is limited and must be carefully planned in order to create the most impact.

Task 5: Final Report and Executive Summary

The consultant shall develop a final report, including an executive summary and promotional brochure, demonstrating the study's findings and recommendations. The consultant should expect to present the study's findings and recommendations to the appropriate stakeholders (City of Hastings, HEDRA, Vermillion Street Coalition, etc.). All data and reports shall be provided in electric and hard copy format, as appropriate. GIS data should be provided to the City of Hastings in a format compatible with ESRI software.

D. PROJECT SCHEDULE AND FUNDING:

The City of Hastings will require all work associated with this study to be completed within an 8 month timeframe (December 2017). The consultant must provide a proposed schedule, from project initiation to final completion, including a listing of key tasks within each phase, key milestones and approximate dates, and deliverables. ***Proposer's ability to deliver the requested products in this timeframe must be highlighted in the submitted proposal.***

Hastings anticipated timeline is as follows:

Proposals Due.....	March 3, 2017
Review of Proposals.....	March 7, 2017
Invitation of Selected Consultants to Interview.....	March 14, 2017
Interviews.....	April 3, 2017 – April 7, 2017
Negotiation and Finalization of Contract.....	April 2017
Recommendations to City Council.....	April 17, 2017
Begin Project.....	May 2017
Anticipated Completion.....	December 2017

Part 3: Evaluation of Proposals

A. GENERAL:

NO LATE PROPOSALS WILL BE CONSIDERED.

All proposals received shall be subject to evaluation and approval by the City of Hastings. The City of Hastings has the right to accept or reject all proposals for any reason deemed appropriate.

B. CRITERIA FOR PROPOSAL EVALUATION:

The City of Hastings and HEDRA will review and evaluate the submitted proposals. The review and selection is for professional service and will not be reviewed strictly on a cost basis. Criteria used in the review and evaluation process includes:

1. The consultant’s ability to demonstrate a full understanding of the project’s purpose and desired and/or intended outcomes;
2. The consultant’s proposed work plan and the degree to which it meets the requirements stated in this RFP;
3. The identification of key personnel who will manage the project, including names, roles, qualifications and experience relating to this project.
4. The submission of a list of references, including the following:
 - a. Municipal clients, where similar services were provided
 - b. Private clients, for whom work has been or is being performed
5. The submission of a compensation/fee schedule, including the chargeable hourly rate and/or any incidental charges for services or personnel not included in the project scope.

The City of Hastings and HEDRA reserve the right to accept any proposal or any part thereof, or to reject any and all proposals. All proposers must agree that any rejection shall be without liability on the part of the City of Hastings and HEDRA.

C. CONSULTANT INTERVIEWS:

Interviews will be conducted with the selected consultants. If interviews involving travel is required, the City of Hastings and HEDRA is under no obligation to reimburse for these costs.

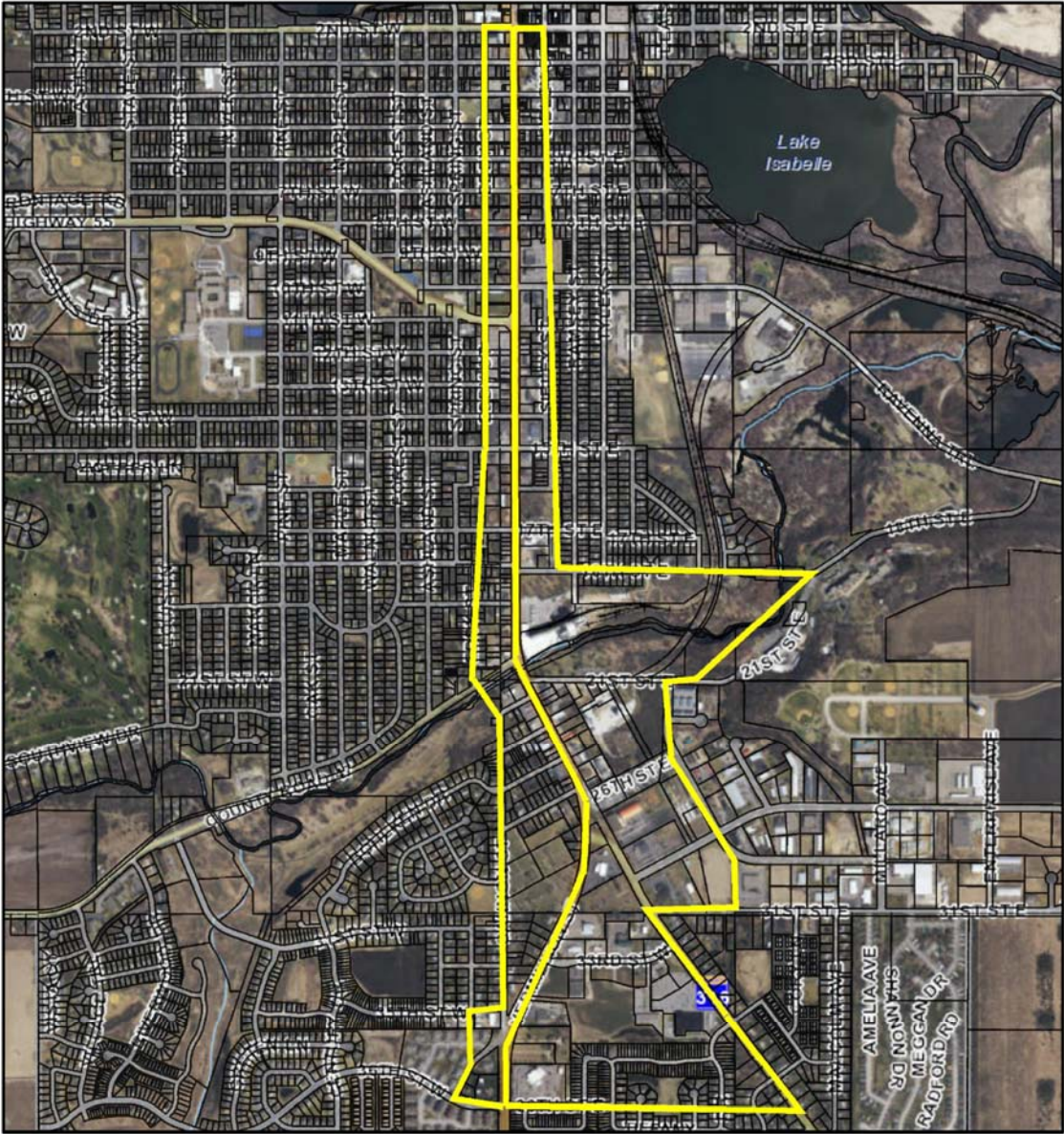
D. CONTRACT TERMS AND CONDITIONS:

Upon selection of a consultant(s), an agreement or contract of services shall be entered into by the City and the consultant(s). It is expected that the contract will provide for compensation for actual work completed on a not to exceed basis with the following conditions:

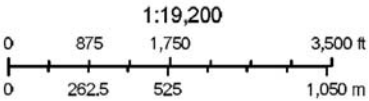
- a. Deletion of specific components, such as individual project meetings will be at the discretion of the City. Payment or reimbursement shall be made based on actual hours worked on the various tasks required for the project.
- b. The City will retain ownership of all documents, plans, maps, reports and data prepared under this proposal.
- c. A clear understanding of the timeline, as well as a clear method of communicating items “out of scope” and the compensation structure that accompanies.

Attachment A:

Vermillion Street Plan



January 6, 2017



Attachment A cont'd:

