

N 24th Street Corridor Housing Market and Multimodal Transportation Study (Cuming St to Ames Ave)

Request for Proposals (RFP)

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Figure 1: Study Area Map

Proposals should
be submitted by
**4:30 p.m. CST on
February 15, 2019**

1. Introduction

The Metropolitan Area Planning Agency (MAPA), on behalf of the City of Omaha and Planning Department (City) is soliciting consulting proposals for professional services to examine the 24th Street corridor North of downtown Omaha in order to attract more residents and businesses to this area by analyzing the Housing Market and further exploring multimodal transportation options. The City of Omaha has adopted numerous redevelopment plans affecting neighborhoods that adjoin the North 24th Street Corridor and adopted a Complete Streets Policy in 2015. The Heartland 2050 Action Plan recommends complete streets (5.1.c) and multi-modal transportation options that connect nodes and corridors (4.1.a.9) in the Greater Omaha region. Much of the corridor experienced a long period of decline in housing stock, decreasing numbers of households, increasing poverty, and consequent loss of commercial activity. New residential and commercial development in recent decades has been dependent on subsidized investment. While such development has resulted in physical improvements to housing stock and attracted somewhat more moderate income households, it has not provided sufficient disposable and discretionary income in the geographic area necessary to sustain growing economic and commercial vitality.

For these reasons, this study will identify the housing market demand potential for a variety of housing types of both rental and home ownership markets for both unsubsidized and subsidized housing markets. An emphasis will be on determining the necessary housing densities to support, commercial development, improved transit opportunities, and to determine the ideal reconfiguration of the 24th Street Corridor that will provide equitable and attractive conditions for all street users, with special attention to Historic and Existing Commercial Nodes. Key considerations are expected to include: a mix of housing types with emphasis on the market for “Missing Middle” housing options, support for commercial development, and opportunities for improved multi-modal bicycle, pedestrian, and transit infrastructure.

The purpose of this project is to better understand the housing demand and preferences in the North 24th Street study area, to analyze and determine the optimal potential market for a mix of housing types and densities, to improve the competitive position of the study area within the urban core of the city; and, how to best utilize the existing right-of-way width to accommodate all users including vehicles, transit, bicycles, and pedestrians. An emphasis is also to identify special opportunities around existing commercial nodes, mixed use centers, and historic streetcar node locations.

The study will utilize an analysis of demographic trends, a consumer preference survey, and other methods to draw conclusions. The final policy recommendations should ensure the study area’s future housing stock meets demand from a diversity of households, balances development opportunities with affordable options, and is linked with quality of life and economic development goals. The project should result in a Housing and multimodal transportation strategy that will include concept plans and an implementation program. Public engagement and input will be an essential part of the study.

MAPA and the City are seeking a firm with documented expertise and experience in housing and commercial market assessments and mobility and public life studies to provide recommendations for the study area. The study area boundary is Cuming Street on the south to Ames Avenue on the north (approximately 2.14 miles), N. 20th Street on the east, and 27th Street/US 75 on the west (approximately 0.5 miles) (see Figure 1 for boundary map).

This request invites qualified consultants to submit proposals for accomplishments of the items of work described below under Scope of Services. Proposals shall be prepared and submitted in accordance with the requirements described in this Request for Proposals (RFP). Once the firm is selected, a contract will be negotiated based on a mutually agreed upon scope of services.

2. Scope of Services

Work will be conducted on this project as part of the following tasks:

- **Task 1** – Project Management & Administration
- **Task 2** – Public Outreach and Presentations
- **Task 3** – Existing Conditions Inventory and Analysis
- **Task 4** – Alternatives Analysis & Development
- **Task 5** – Recommendations & Plan
- **Task 6** – Deliverables

Task 1: Project Management & Administration

The Consultant shall provide project management and administration necessary to successfully deliver the project. Tasks are anticipated to include, at a minimum, preparation and management of the project schedule that aligns with the City and MAPA's milestones, budget and cost control reporting, change management, preparation and submission of a monthly progress report and invoice, administration of a Quality Management Plan and participation in periodic progress meetings to adequately update the City and MAPA on the projects progress as requested by the Project Manager.

Task 2: Public Outreach & Presentations

Public outreach for the Study will be conducted by the Consultant in partnership with the City of Omaha and MAPA. The Consultant for the study will be expected to facilitate the following:

2.1 Stakeholder Committee

The City of Omaha and MAPA will convene a Stakeholder Committee to represent the study area. The committee will consist of a small group of stakeholders and representatives of various departments within the City of Omaha, including the Mayor's Office and City Council representation, to establish their current views on the goals and objectives for development strategies and this housing and mobility study. The committees will develop the performance measures for the evaluation of the feasibility of alternatives. The Consultant shall attend meetings and provide information on research and best practices that have been successful in other communities. The Consultant will prepare and distribute

meeting notes within one week of the meeting date. The number of Stakeholder meetings will be determined during scope negotiations.

2.2 Public Meetings

The Consultant will develop materials for two (2) public informational meetings with area businesses, property owners, residents and neighborhood groups to gather input. These meetings will be facilitated by the Consultant and will be focused on identifying the physical and community assets, housing demand, transportation and mobility demands, key businesses and organizations, needs and goals of the public and discussion of possible impacts of modifying the City of Omaha's land use and streets.

Task 3: Existing Conditions Inventory & Analysis

3.1 Review of Existing Plans & Policies

The Consultant shall review planning documents and policies related to the Study area, that are generally less than ten (10) years old. These include the Long School Neighborhood Redevelopment Plan, the Village Revitalization Plan for North Omaha, the North Omaha Development Project, King Science Neighborhood Plan, the OIC Neighborhood Redevelopment Plan, 18th and Locust Neighborhood Plan, the Neighborhood Action and Fact Redevelopment Plan, and the Campus for Hope Redevelopment Plan.

3.2 Development of Data Inventory

The Consultant shall prepare an inventory of available data for the Study Area and identify what additional data is needed to complete a comprehensive housing market analysis and multimodal transportation and mobility strategy. The Consultant will be required to collect any necessary additional data. Existing data that is less than three (3) years old shall be considered valid. Examples of data collection include:

- **Housing Market Assessment:** An overview of the demand for market-rate and subsidized housing with the neighborhood to include, at a minimum, information about the current number of various types of multi-family and single-family rental and owner-occupied units, current valuations and rents, general estimates of demand, and known and anticipated estimates of emerging supply.
- **Market Area Definitions:** Identify any residential submarkets within the neighborhood, including emerging demand for student, senior, and other resident types, if applicable.
- **Housing Market Characteristics:** Identify the current housing characteristics, including type, rent level, occupancy rates, characteristics of rental and for-sale housing within the target area, with special emphasis on the availability of affordable housing and the demand for market-rate units.

- **Housing Design best practices:** based on the results of housing market analysis and the context of the area in relation to the greater metropolitan area **and concentration of housing density in proximity to historic and existing commercial nodes.**
- **Demographic Analysis:** analyze the demographic characteristics and trends of the area with particular attention to factors that affect the demand for market rate housing, including population and household trends, household income, employment trends, a consumer preference survey, and other methods to draw conclusions.
- **Trends-based Housing Forecast:** identify anticipated growth of the rental and for-sale housing supply to respond to various markets with the target area. This analysis should provide a preliminary assessment of the potential to redevelop property along the corridor as an assemblage of mixed-income projects that include a mix of market, affordable, and public housing units. It should also discuss the potential for attracting other demographic groups, including students, seniors, and young professionals, and also include other indicators of change collected from public surveys and input received through community engagement.
- **Development Strategy and Identification of Obstacles and Limits to the Production of Affordable and Market-rate Housing Under Current Market Conditions:** Identify issues that may be keeping potential developers from pursuing residential investments in the neighborhood and in proximity to commercial nodes. Provide suggestions and a strategy to rectify any imbalance and/or obstacles to achieve a more balanced, mixed-income neighborhood with special attention to higher density development in proximity to historic and existing commercial nodes.
- **Verification of Existing Land Use:** A comparison of current land use to the existing Land Use Model and Recommendations of Future Land Use allowing for recommendations to differ from currently existing Future Land Use Model.
- **Multimodal Transportation and Mobility Strategy:** An assessment of Mobility options and application to the study with recommendations of a viable mobility strategy consistent and mutually supportive with the recommendations for the Housing and Development Strategy.

3.3 Existing Conditions Analysis

The Consultant shall prepare an analysis of existing conditions for the Study Area, which shall include:

- **Housing Market Characteristics:** Identify the current housing characteristics, including type, rent level, occupancy rates, characteristics of rental and for-sale housing within the target area, with special emphasis on the availability of affordable housing and the demand for market-rate units.
- **Demographic Analysis:** analyze the demographic characteristics of the area with particular attention to factors that affect the demand for market rate housing, including population, household characteristics, household income, and employment.
- **Verification of Existing Land Use:** A comparison of current land use to the existing Land Use Model.
- **Multimodal Transportation and Mobility Strategy:** An assessment of existing Mobility options and effectiveness.

Task 4: Alternatives Analysis & Development

4.1 Develop Alternatives

Consultant shall develop alternatives based on performance measures for various scenarios for housing development and supportive mobility options including all transportation modes including vehicle, pedestrian, bicycle and transit users.

4.2 Evaluate Feasibility of Alternatives

Factors considered during feasibility evaluation should include mixed-income and mixed-type housing development, safety, capacity, delay, emergency response, transit routes/stops, traffic signal modifications, on a range of mobility options. Factors shall focus on the pedestrian experience and compatibility with desired urban form along the corridor. Feasibility of alternatives shall include a discussion of housing density options and mutually supportive mobility strategies, transportation, and land use impacts on economic development within the Study Area.

4.3 Presentation of Alternatives

Present the recommended alternatives and feasibility analysis to City of Omaha and MAPA staff and Stakeholders.

Task 5: Recommendations & Plan

5.1 Develop Final Corridor Development Strategy

Based upon input regarding the recommended alternatives and feasibility analysis from City and MAPA staff and both Stakeholder Committees along with best practices for Housing Development and Mobility from Complete Streets, the Consultant shall provide recommendations for the Study Area. These recommendations shall be compiled into an overall strategy for Housing development and mobility enhancements along the 24th Street Corridor with special attention to Historic and Existing Commercial Nodes. The strategy shall include, but is not limited to, the following:

- Concept plan drawings
- Cross-sections for study corridors which shall include:
 - Lane widths
 - On-street bicycle facilities
 - Pedestrian accommodations
 - Separated bicycle and pedestrian facilities
 - General streetscape elements for both 24th street and neighborhood streets in the study area
- An implementation program that includes metrics for prioritizing projects in the plan, including short-term and long-term improvements
- Housing development strategy to increase mixed-income and mixed-housing product types
- Special attention to the potential for higher density development around historic and existing commercial nodes.

Task 6: Deliverables

6.1 Prepare Final Report

Prepare a final report of the overall Housing Market Assessment and strategy for housing development, as described in Task 3, and implementing mobility enhancements, as described in Task 4, which includes a summary of the public outreach, analysis, impacts and feasibility of the recommended improvements, concept plans, and an implementation program.

6.2 Cost Estimates

A cost estimate including higher level initial implementation and annual maintenance costs of the recommended mobility improvements in the strategy.

3. Project Schedule

The anticipated project schedule is included below. It is recommended that key personnel hold the interview date on their calendars for a potential interview.

Activity	Date
RFP Released	January 31, 2019
Deadline for Written Questions	February 8, 2019
Responses to Written Questions	February 11, 2019
Deadline for Submittals	February 15, 2019
Proposals Reviewed and Consultants Short-Listed	No later than February 20, 2019
Short-Listed Consultants Interviewed	February 25, 2019
Consultant Selection	March 1, 2019
Scope and Fee Negotiation Finalized	March 15, 2019
Finance Committee Approval	March 20, 2019
MAPA Board Approval	March 28, 2019
Anticipated Project Start Date	April 1, 2019

4. Evaluation Criteria

The evaluation and selection of the winning proposal will be based on the qualifications of the responding firm. A consultant evaluation team made up of representatives from the City of Omaha and MAPA will screen the proposals to ensure they meet the minimum requirements of the proposal format. A review of qualifying proposals will identify potential firms that most closely meet the needs of the project. Upon review of the proposals, the top three (3) candidate firms will be ranked in order of preference and interviewed.

Factors that will be considered by the selection team include the following:

Evaluation Criteria	Points
1. Qualifications and experience of professional personnel and staff.	25
2. Past performance on similar projects.	25
3. Adequate staff to perform the work based on present workload and willingness to meet time requirements.	10
4. Experience of Firm and Key Personnel on Projects in Omaha and/or Study Area	10
5. Project understanding and approach.	30
Total Points	100

5. Submission of Proposals

Seven (7) printed copies and one electronic version (PDF preferred) of the proposal must be received in the MAPA offices by **4:30 PM on February 15, 2019**. Proposals may not exceed 20 pages in length, including appendices and/or supplementary exhibits. A table of contents will not be counted toward the page limit when included in proposals. Proposals must include proof of insurance and compliance with Title VI of the Civil Rights Act (not counted toward page limit).

The Issuing Officer, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful vendor.

Michael Helgerson
Issuing Officer
Metropolitan Area Planning Agency
2222 Cuming Street
Omaha, NE 68102
mhelgerson@mapacog.org

From the issue date of this RFP until announcement of the successful vendor, vendors may contact only the Issuing Officer regarding this RFP. Vendors may be disqualified if they contact any employee or representative of MAPA other than the Issuing Officer regarding this RFP. Questions only about the procurement process will be accepted by MAPA; all of these must be **submitted in writing by February 4, 2019**. Answers to all questions will be posted on the MAPA website by close of business on **February 8, 2019**.

Firms whose proposals are not accepted will be notified as soon as the selected firm has been approved and a contract has been negotiated.

6. Submittal Requirements

The proposal shall include the following items and be organized in the manner specified below.

A. Front Cover

The proposal shall include a front cover that identifies the Prime Consultant, Sub-consultants (if applicable) and the title of the project or service

B. Letter of Interest

The proposal shall include a letter of interest outlining briefly the firm's understanding of the work, as well as a general statement introducing the firm and individuals to be involved. The letter of interest shall not exceed two (2) pages.

C. Organizational Chart

The proposal shall include an organizational chart not to exceed one (1) page.

D. Firm Profile & Qualifications

The proposal shall include general information about the firm, the firm's area of expertise, and the firm's official name and address. Additionally, the proposal shall furnish the following qualifications to be considered for award of the contract:

1. Name of the anticipated project manager and his or her relevant qualifications and experience on similar projects, along with those of any ancillary technical and management personnel who will be involved with the project.
 2. Experience of the firm in performing similar work and examples of work with references.
 3. Name and location of additional consulting firms (subcontractors) whose use is anticipated in order to complete the scope of work, accompanied by explanation of the specific tasks they will perform and the percentage of overall project work.
 4. Statement and demonstration of ability to integrate this contract into the present and anticipated workload of each key team member for the duration of the project.
- The firms profile and qualifications shall not exceed ten (10) pages.

E. Project Approach

The proposal shall include the firm's approach to successfully accomplish the tasks listed in the RFP successfully. This should include focus on technical approach and ability to present and communicate the findings in a compelling manner. (**NOTE:** The detailed Scope of Services will be negotiated with the selected consultant at the time of contract development.) The discussion of the scope of work shall not exceed ten (10) pages.

F. Proposed Project Schedule

The proposal shall include a project schedule outlining the time frame and estimated completion date of each major task identified in the proposed scope of work. The consultant team shall also explain its approach to the project schedule in narrative form. The project schedule shall not exceed three (3) pages. Due to related planning and transit efforts underway, the consultant should be prepared to work on the study on an aggressive timeline. The consultant shall provide what he or she believes is a realistic timeline to fully complete the tasks in an expeditious, effective manner.

G. Conflict of Interest Disclosure

The proposal shall include a completed Consultant Conflict of Interest Disclosure form for the prime consultant and any subconsultants.

H. System of Awards Management (SAM) Registration

Documentation that applicant firm has current SAM registration or that registration has been initiated. Registration information can be found at <https://www.sam.gov/portal/SAM>.

I. Proof of Insurance

The proposal shall include proof of insurance for the prime contractor and any subconsultants.

All information must be received by **4:30 p.m. on February 15, 2019**. No exceptions to this deadline will be given.

7. Interviews

The short-listed firms will be notified by telephone of the interview time and duration. Interviews will be capped at 40 minutes maximum; please allot at least 10 minutes for questions and answers.

MAPA will make every effort to inform short-listed firms of the interview schedule via email or phone by 4:00 p.m. on February 20, 2019.

The project selection committee will conduct interviews with the short-listed firms on Tuesday, February 25, 2019 at the Metropolitan Area Planning Agency, Board Room, 2222 Cuming Street, Omaha, NE 68102. Interviews will begin at 12:00pm.

8. Disadvantaged Business Enterprises (DBE) Policy

The Omaha –Council Bluffs Metropolitan Area Planning Agency (MAPA) has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S Department of Transportation (DOT), 49 CFR Part 26. MAPA has received Federal Financial assistance from the Department of Transportation, and as a condition of receiving this assistance, MAPA has signed an assurance that it will comply with 49 CFR Part 26.

It is the policy of MAPA to ensure that DBEs, as defined in part 26, have an equal opportunity to receive and participate in DOT-assisted contracts. It is also our policy:

1. To ensure nondiscrimination in the award and administration of DOT assisted contracts;
2. To create a level playing field on which DBEs can compete fairly for DOT assisted contracts;
3. To ensure that the DBE Program is tailored narrowly in accordance with applicable law;
4. To ensure that only firms that meet 49 CFR Part 26 eligibility standards fully are permitted to participate as DBEs;
5. To help remove barriers to the participation of DBEs in DOT assisted contracts;
6. To assist the development of firms that can compete successfully in the market place outside the DBE Program.

The following assurance is to be included on all DOT-assisted contracts:

“The contractor, sub-recipient or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR part 26 in the award and administration of DOT-assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract, or such other remedy as the recipient deems appropriate.”

9. General Terms and Conditions

1. **Conflicts of Interest** – The proposer shall disclose any known or potential conflicts of interest with MAPA and the Federal Highway Administration (FHWA). The proposer must declare that the proposer is not currently, and will not during the performance of any services for MAPA, participate in any other work involving a third party with interests in conflict currently or likely to be in conflict with MAPA’s interests without MAPA’s approval. All sub-consultants must submit a conflict of interest form as well.
2. **SAM Registration**-All prospective consulting firms must be listed in the U.S. Federal Contractor Registration database known as SAM (System for Award Management) to be considered for this project.
3. **Amendments to the RFP** – MAPA reserves the right to amend or cancel any or all parts of this RFP. Revisions to the RFP shall be posted on the MAPA website at least three (3) full business days prior to the deadline for submittal of responses.

4. **Non-commitment of MAPA** – This RFP does not commit MAPA to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure or contract for services.
5. **Confidentiality** – Before award of the contract, all responses to this RFP will be designated confidential to the extent permitted by the Nebraska Public Records Law (84-712). After award of the contract (or if not awarded, after rejection of all responses), all responses will be regarded as public records and will be subject to review by the public. Any language purporting to render all or portions of the responses confidential will be regarded as non-effective and will be disregarded.
6. **Access to Records and Reports** – The proposer acknowledges the selected consultant firm will give MAPA, NDOR, FHWA, and the Comptroller General of the United States access to any books, documents, papers and records of the consultant firm which pertain directly to the contract for the purposes of making audits, examinations, excerpts, and transcriptions. Related contractual documents will be maintained for no less than three years after the date of termination or expiration of the contract.
7. **Termination** – MAPA will retain the right to terminate the contract for convenience or default. These clauses will be incorporated into the contract with the selected consultant firm.
8. **Civil Rights** – MAPA is in compliance with Title VI of the Civil Rights Act, as amended, section 303 of the Age Discrimination Act of 1975, as amended, section 202 of the Americans with Disabilities act of 1990, and Federal transit law. Thus, clauses relating to nondiscrimination and equal employment opportunity (race, color, creed, national origin, sex, and disabilities) will be included in the contract with the selected consultant firm.
9. **Drug Free Workplace** – MAPA has established and maintains drug-free workplace policies. The selected consultant firm and all sub-consultants must have established and maintain drug-free workplace policies as well, such as those set forth in the Federal Drug Free Workplace Act of 1988.

10. Award of Contract

MAPA reserves the right to negotiate with the selected firm on matters related to project cost, or technical or other considerations that arise following announcement of the award of the contract. A decision to contract with the selected firm will be made by the MAPA Board of Directors following a recommendation by MAPA planning staff. Subject to selection and successful negotiation, MAPA intends to sign a contract on or about March 28, 2019 with the objective of the selected firm beginning work on or about April 1, 2019 and concluding the work around and/or between April and December, 2019.

Figure 1

