

CITY OF CRESCENT CITY
REQUEST FOR PROPOSALS
PROFESSIONAL SERVICES FOR
VISION/MASTER PLANNING and REDEVELOPMENT PLAN UPDATE
FOR THE CITY OF CRESCENT CITY AND
THE CITY OF CRESCENT CITY COMMUNITY REDEVELOPMENT AGENCY

RFP 2023-02

Part I: GENERAL INSTRUCTIONS

1. PURPOSE

A. Intent of RFP: It is the intent of the City of Crescent City, Florida, and its CRA Board (Also referenced herein as “The Board”) to select a professional company, consultant teams and/or an individual contractor **to create a Vision, Master Plan and Update to the Redevelopment Plan** for Crescent City’s downtown and the US17 corridor.

B. Time and Due Date: The City of Crescent City’s CRA Board will accept Proposals that must include statements of qualifications from firms/individuals, corporations, partnerships, and other legal entities authorized to conduct business in the State of Florida by **April 4, 2023 no later than 4:00 pm**.

C. Background:

Visioning and Revitalization Efforts

Overview

Since the late 1990’s, the City of Crescent City has undertaken revitalization efforts to better plan for and focus quality development and services. Efforts have included planning for the Downtown area through The Community Redevelopment Plan, The Hotel Feasibility Study and a rebranding process.

The Community Redevelopment Plan and the Vision/Master Plan

The 2018 Community Redevelopment Plan was the most recent update to the plan created to guide the economic redevelopment of the downtown and US Hwy 17 corridor. The focus areas of the 2023 Update to the Plan will include the former Miller Grocery Headquarters site, the former Miller Middle School site, the remaining downtown area and the US Hwy 17 corridor through town. The plan’s vision is to create a vibrant downtown area, an attractive revitalized US Hwy 17 corridor, and resilient residential areas with increased owner occupancy. The Redevelopment Plan is the enabling document which encompasses all the elements which may be undertaken to remove slum and blight and redevelop the Redevelopment Areas. The Vision and Master Plan will be the destination and guiding steps of how the Vision will be realized. A very important component will be illustrations of the vision. These can be in the form of illustrations, renderings, elevations, and/or computer generated simulations and depictions. This Plan will be realized through the collaboration of the residents of Crescent City, business and property owners, the Crescent City Downtown Partnership and the City. Through these progressive actions, the City has demonstrated a firm commitment to revitalization.

2. CONTRACT AWARDS/TERM OF CONTRACT

Following the selection of a qualified firm/individual the CRA Board anticipates entering into one (1) contract with the firm/individual whose qualifications and experience are judged to be most advantageous to the CRA Board and the City. The project compensation schedule will be negotiated to provide the flexibility to the Consultant to prioritize his/her staff as efficient as possible. The Proposer understands that any response to this RFP as submitted will not constitute an agreement or a contract with the Proposer. A proposal is not binding until proposals are reviewed and accepted by the Crescent City Commission and the CRA Board and both parties execute a contract.

3. DEVELOPMENT COSTS

The CRA Board shall not be liable for any expense incurred in connection with preparation of a response to this Request for Qualifications. Proposers should prepare a straightforward and concise description of the Proposer's ability to meet the requirements of the RFP.

4. INQUIRIES

The CRA Board/Staff will not respond to oral inquiries. Proposers may submit e-mailed inquiries regarding this RFP to the City Manager's e-mail address at citymanager@crescentcity-fl.com. The City will respond to e-mailed inquiries received at least five (5) working days prior to the RFP due date. The City will record its responses to inquiries and any supplemental instructions in the form of written addenda. All written addenda will be issued through the City Manager's email. It shall be the responsibility of the Proposer, prior to submitting their proposal, to contact the City Manager's Office to determine if addenda were issued; acknowledging and incorporating them into their proposal.

5. PROPOSAL SUBMISSION AND WITHDRAWAL

The CRA Board will receive Proposals at the following address and clearly marked on the outside:

RFP 2023-02: PROFESSIONAL SERVICES FOR MASTER PLANNING:

City of Crescent City
City Manager
3 N. Summit Street
Crescent City, FL 32112

Statements received after the established deadline will not be opened. Proposers may withdraw their submittal by notifying the CRA Board in writing at any time prior to the due date. Upon opening, the submitted Proposal it will become a "public record" and shall be subject to public disclosure in accordance with Chapter 119, Florida Statutes.

6. STATEMENT RESTRICTIONS

In order to control the cost of proposal preparation, submittals will be restricted to the requirements as described in Part II – Instructions for Preparing the Proposal contained within this RFP.

7. DRUG FREE WORKPLACE

The City of Crescent City is a Drug Free Workplace. It is strongly suggested that the attached Drug Free Workplace Form be signed and returned to this office with the proposal.

8. PUBLIC ENTITY CRIMES STATEMENT

In accordance with Florida Statutes Sec. 287.133(2) (a), "A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods/services to a public entity, may not submit a bid on a contract with a public entity for construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or Consultant under a contract with any public entity and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months from the date of being placed on the convicted vendor list."

9. MINORITY BUSINESS ENTERPRISE (MBE)

M/WBEs are encouraged to participate in the proposal process. All MBEs shall be certified as a Minority Business Enterprise by the State of Florida, Department of Management Services, Office of Supplier Diversity pursuant to Section 287.0943, Florida Statutes, or by statewide and interlocal agreement certification, as provided for by Section 287.09431, Florida Statutes. A State of Florida MBE Certificate or interlocal agreement from an agency having an interlocal agreement with the State of Florida must accompany the RFP submission.

10. CANCELLATION

The CRA Board shall have the right to unilaterally cancel, terminate or suspend any contract, in whole or in part, resulting from this RFP by providing the selected firm thirty (30) days written notice by certified mail.

11. FISCAL NON-FUNDING CLAUSE

In the event sufficient funds are not budgeted for a new fiscal period, the Board shall notify the successful Proposer of such occurrence and the contract shall terminate on the last day of the current fiscal year without penalty or expense to the Board.

12. RESERVED RIGHTS

The CRA Board reserves the right to accept or reject any/or all submissions, to accept all or any part of the submission, to waive irregularities and technicalities, and to request resubmission, if it is deemed in the best interest of the Board. The Board, in its sole discretion, may expand the scope of work to include additional requirements. The Board reserves the right to investigate, as it deems necessary, to determine the ability of any firm to perform the work or services requested. The firms upon request shall provide information the Board deems necessary in order to make a determination.

13. EQUAL EMPLOYMENT OPPORTUNITY CLAUSE

City of Crescent City, Florida, in accordance with the provisions of Title VII of the Civil Rights Act of 1964 (78 Stat. 252) and the Regulations of the Department of Commerce (15 CFR, Part 8) issued pursuant to such Act, hereby notifies all Proposers that it will ensure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit proposals in response to this advertisement and will not be discriminated against on the ground of race, color or national origin in consideration for an award.

14. REUSE AND OWNERSHIP OF DOCUMENTS

All data, inputs, analytical reports, contract documents, deliverables, and other work products that result from the professional services being offered through any response to this RFP and any contract resulting therefrom shall become the property of the CITY and shall be delivered to the CITY as requested. Any and all information/ materials covered under this paragraph and RFP may not be copyrighted by the contractor. The CITY may use all data and products for purposes deemed appropriate by CITY for the business of the CITY.

15. NO PRE-SUBMISSION CONFERENCE

There will be no Pre-Submission Conference.

17. SCOPE OF WORK

Objective of this project will be to update the 2018 Redevelopment Plan and to create a **Crescent City Vision and Master Plan for the Downtown and US Hwy 17 Corridor**.

The resulting plans will include:

- An articulation of the Vision for downtown Crescent City and the US Hwy 17 corridor,
- Streetscape Enhancement recommendations and illustrations,
- Cultural Amenities, public art, and other enhancement recommendations
- Illustrations, renderings, elevations and/or computer-generated images of the Vision and future development at buildout.

The proposed scope of services is listed below must be addressed in a formal proposal to the City/CRA.

- A. **Review the existing 2018 Community Redevelopment Plan Update:** Consultant shall review the existing Redevelopment plan with the associated recommendations and proposed projects, Architectural Standards, etc.
- B. **Through Community Outreach and Stakeholder Involvement, articulate the Vision for Downtown Crescent City and the US Hwy 17 corridor:** The Consultant will lead the community participants and stakeholders through a variety of exercises that will result in the clarification and articulation of the Community Vision for the two plan areas. The Consultant shall hold at least two (2) community meetings for citizens and stakeholder groups to allow for maximum participation.
- C. **Master Plans:** The Consultant will consolidate all the research, analysis, and community input for each area into unified documents which shall include Streetscape Guidelines; Incentives; Illustrations, rendering, elevations and/or computer simulations of Vision and future development

at buildout. The Consultant will highlight and recommend changes to the Land Development Regulations that will be necessary to implement the Master Plans.

D. Deliverables for each Master Plan:

- a. 3 meetings with staff to coordinate as the project progresses, additional meetings requested by the City will be billed hourly;
- b. Minimum monthly reports outlining significant meetings, discussions, actions and results;
- c. Consultant shall present a draft of the Master Plan prior to finalizing the deliverables, for the purpose of receiving feedback and making revisions at the direction of the following Boards/Committees.
 - i. 1 Planning & Zoning Commission meeting
 - ii. 1 Commission/CRA Board meeting for the draft
 - iii. 2 Commission meetings of the final for the approval;
- d. 12 copies of the final Master Plan Booklet with all maps, guidelines, etc. and 1 copy in electronic format (pin drive);
- e. Electronic version of final documents must be provided in a compressed or web view as well as a printer-ready version;

18. ESTIMATED TIME SCHEDULE

The basic contract period shall be negotiated for completion of deliverables identified in this RFP and included in the execution of any resulting contract with the most qualified firm and/or individual as determined by the City Commission and the CRA Board.

19. CONTENTS OF THE STATEMENT OF QUALIFICATIONS

As part of the Responder's Proposal each firm/individual shall submit documentation of their qualifications for consideration and will include the following information. All responses shall at minimum contain the following:

- A. **Scope of Services and Statement of Qualifications.** Describe in detail an understanding of the services requested. Respondents shall also submit a statement of qualifications that addresses the proposed scope of services; provide a company/individual profile, and a description of major accomplishments.
- B. **Description.** Description of overall knowledge of the City of Crescent City and the CRA's redevelopment goals and objectives.
- C. **Business Organization.** State the full name of the organization and indicate whether the company operates as a partnership, corporation, or sole proprietorship. State the number of years the organization/individual has been in business and include the name and business address of company owners. Identify the individual by name and title authorized to negotiate contract terms and enter into legally binding commitments. Identify by name and position the staff persons assigned to the project and who will actually perform the services requested in this proposal.
- D. **Project Management.** Provide a narrative explanation that specifies project management and reporting responsibilities for managing a project similar to the one described in this request. The narrative should also detail the approach, methodology, deliverables, and client meetings.
- A. **Samples of Previous Work.** Provide samples of previous Master Planning services for municipal entities.
- E. **References and Client List.** List three former clients for whom similar or comparable services have been performed. Provide a current list of your company's clients and identify any potential conflicts.

Any response not containing full and complete responses to the above minimum elements may be deemed unresponsive to this RFP.

20. INSURANCE REQUIREMENTS

- A. Worker's Compensation – in compliance with State and Federal laws.

- B. Comprehensive General Liability – Minimum limits of \$500,000 per occurrence and \$1,000,000 aggregate for Bodily Injury Liability and Property Damage Liability.
- C. Comprehensive Automobile Liability.
- D. Professional Liability Insurance – minimum limits of \$1,000,000.
- E. Any and all deductibles to the above referenced policies are to be the responsibility of the successful firm.
- F. *Hold Harmless*: The City and the CRA Board shall be held harmless against all claims for bodily injury, sickness, disease, death or personal injury or damage to property, or loss of use resulting from or arising out of performance of this agreement or contract, unless such claims are a result of the City's or the Board's sole negligence. The City and the CRA Board shall also be held harmless against all claims for financial loss with respect to the provision of or failure to provide professional or other services resulting in professional, malpractice, or errors or omissions liability arising out of performance of this agreement or contract, unless such claims are a result of the City's and/or the CRA Board's sole negligence.

PART II: INSTRUCTIONS FOR PREPARING PROPOSALS

1. RULES FOR SUBMITTING THE STATEMENT OF QUALIFICATIONS

A. The Statement must name all persons or entities interested in the proposals as principals of the Project Team. The Statement must declare that it is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

B. Any questions regarding a project or submittal shall be directed to the City Manager's Office. There shall not be any contact between a Proposer and any member of the City Commission/CRA Board regarding the project or any proposal submitted by any Proposer. Any Proposer contacting any member of the City Commission/CRA Board regarding a submitted proposal is subject to sanctions up to and including having the Board disqualify that firm's submittal.

2. STATEMENT FORMAT

Responses to the RFP must include one (1) original (unbound) and six (6) copies of the response which addresses the requirements below, along with an electronic version (PDF) of the full response. In determining the responsibility of any offeror, the CRA staff will examine the factors as listed below. Offerors shall address each factor specifically in their Statement.

A. Section 1 – Qualifications

Provide a statement of your qualifications. Identify your firm's capability and experience on similar assignments, particularly for municipalities. Include a description of the firm, its organizational structure, the location of the principal offices and the location of the office that would manage this project.

B. Section 2 – References

List three recent clients for whom similar or comparable services have been performed. Include the name, mailing address and telephone number of their principle representative. Describe, in detail, each projects' outcomes and the process your company took to achieve those outcomes.

C. Section 3 – Project Team

List the key personnel and their individual responsibilities on this assignment. Include the extent of each person's participation and their related experience (Resumes should be included in an appendix). Indicate the approximate percentage of the total work to be accomplished by each individual.

D. Section 4 – Proposed Budget

Define the total estimated contract amount on a time and materials basis, with a not to exceed amount. The cost information provided will help to indicate your understanding of the scope of the project. Include the following:

- A list of all phases of work;
- A list of all tasks required to accomplish each phase;
- The estimated material and labor hours for each position classification required to accomplish each task and a current fee schedule including each position classification; and
- The time duration required to accomplish each phase of the work.

E. Appendices

1) Appendix #1 – Resumes

Resumes of all key personnel within the project team shall be provided. Each resume shall not exceed two (2) pages in length.

Part III: SELECTION PROCESS

The respondent’s proposal will be evaluated by City/CRA staff and the staff will recommend the top proposal to the CRA Board (CRA) and the City Commission for their consideration.

EVALUATION METHOD AND CRITERIA

A. General

The CRA shall be the sole judge as to the merits of the Proposal, and any resulting agreement. The Board’s decision will be final. The evaluation criteria will include, but shall not be limited to, considerations listed under Part I, #17 – Scope of Work. Proposals will be reviewed by the City/CRA Staff and evaluated based on the format and content outlined in this proposal as follows:

EVALUATION CRITERIA POINTS

PERCENTAGE (WEIGHT) Points

QUALIFICATIONS

- A. Shows a strong knowledge of creating Vision and Master Plans for public agencies/clients;
 - B. Proves a successful work history for previous Master Planning projects for public agencies/clients;
-
- 0 to 35

TEAM PROPOSED FOR THIS PROJECT

- A. Incorporates a strong team structure able to handle the task;
 - B. Team members have resumes that reflect experience in Master Planning;
 - C. Company has completed work for other City and/or County Governments.
-
- 0 to 15

COST

- A. Cost breakdown is detailed and meets the Statement’s requirements;
 - B. Costs are controlled.
-
- 0 to 25

PROVIDED SERVICES

- A. Shows a thorough understanding of the project
 - B. Able, at a minimum, to meet all of the principle areas defined in the RFP’s Scope of Work
-
- 0 to 20

REFERENCES

- A. Lists strong references reflecting examples of successful outcomes for similar projects.
-
- 0 to 5
- TOTAL EVALUATION: 100**

B. Selection

The City/CRA’s staff shall evaluate and rank the proposals submitted by all respondents. The top respondent(s) may be invited to present their specific proposal(s) to the City/CRA Staff for consideration. The staff will then forward the top submission to CRA Board for consideration. *The CRA Board, at their sole discretion, will select the top firm/individual to move forward to contract negotiation, or it may reject the proposal and direct the staff to reissue the RFP.*

C. Schedule

The anticipated schedule for this project is as follows:

- Publish RFP: March 2, 2023
- Response to RFP: Submission of Proposals- 4 pm, April 3, 2023
- Presentations of top proposals - to the Commission/CRA Board - April 13, 2023
- Execute Contract – Week of April 17, 2023

Note: Dates are subject to change as determined by the City/CRA Board.