

# reimagine redevelopment

Urban Redevelopment Authority  
of Pittsburgh

ura.org

## **REQUEST FOR PROPOSALS (RFP)**

**Avenues of Hope**

**Perrysville and Chartiers Avenues**

**Business District Strategies**

**RFP Issue Date: August 13, 2021**

**Proposal Due Date: September 10, 2021 at 5 PM ET**

**VIA EMAIL ONLY to [jfitzgibbons@ura.org](mailto:jfitzgibbons@ura.org)**

# Avenues of Hope

## Perrysville and Chartiers Avenues Business District Strategies

### Section 1. General Information

- 1.1 The Urban Redevelopment Authority of Pittsburgh (URA) requests proposals from planning, economic development, and commercial market professionals to conduct business district planning for the following Avenues of Hope corridors:
  - a. Perrysville/Five Points,
  - b. Perrysville/Charles, and
  - c. Chartiers Avenue
- 1.2 Multiple awards may be made for this project. Respondents can choose to focus on all three corridors or may choose to focus on only one or two. This choice should be indicated at the beginning of the proposal.
- 1.3 The project duration is estimated to be three to four months. Interested parties are requested to submit a detailed proposal package that clearly defines the relevant experience of the proposed staff and sub-consultant team members, proposed methods and strategy to carry out the project scope of work, as well as a fee proposal.
- 1.4 The budget for this project, including all three corridors, is \$50,000.
- 1.5 Contact for all queries and for receipt of proposals VIA EMAIL ONLY:  
  
Josette Fitzgibbons  
Business Program Officer  
Urban Redevelopment Authority of Pittsburgh  
[jfitzgibbons@ura.org](mailto:jfitzgibbons@ura.org)
- 1.6 Respondents shall restrict all contact and questions regarding this Request for Proposals (RFP) and selection process to the individual named herein. Questions concerning terms, conditions and technical specifications shall be directed in writing to Josette Fitzgibbons (See section 1.3). **Questions will be answered in writing on the URA's website ([http://www.ura.org/working\\_with\\_us/proposals.php](http://www.ura.org/working_with_us/proposals.php)) by September 3, 2021. Questions submitted after September 3, 2021, will not be answered.**
- 1.7 Consideration is expected to be given, but is not guaranteed to be given, to the criteria listed in this RFP. The URA reserves the right to reject any and all proposals, to waive any and all informalities outlined in the RFP and in the selection process, and generally to make the award that, in its judgment, will best meet the objectives stated in this RFP.
- 1.8 Expenses incurred by the respondents in replying to the RFP or in making any appearance before the selection committee are at the respondents' own expense and risk.
- 1.9 Subconsultants may participate on multiple applicant teams. The URA reserves the right to make suggestions related to team structure during final contract negotiations.

## **Section 2. Background**

The Avenues of Hope (AOH) Initiative is a place-based, people-first approach that intervenes across all layers of successful, healthy, and sustainable Main Street development for the city's eight historic African American neighborhoods. The goal for the eight business districts is to invest in existing small businesses and residents, supporting the inclusive growth of the neighborhoods. For more information about the Avenues of Hope Initiative, visit the URA website [here](#).

The URA is working with the City of Pittsburgh to focus on housing investment, workforce connectivity, commercial corridor activation, façade renovations, and other impactful Minority Women-owned Business Enterprise (MWBE) and small business support. This project will address commercial corridor activation in three of the eight AOH corridors: The Perrysville Avenue Five Points node in Perry North/Observatory Hill, the Perrysville and Charles Street intersection in Perry South/Perry Hilltop, and Chartiers Avenue in Sheraden.

## **Section 3. Project Description**

### ***3.1 Description***

This project will be focused on the development of business district strategies for the Perrysville/Five Points, Perrysville/Charles Street, and Chartiers Avenue commercial corridors, including:

- Working with URA staff and other stakeholders to collect data for the corridor, including properties, business mix, public safety statistics, and rental rates.
- Reviewing market data to determine potential business mix.
- Meeting with existing businesses and the community stakeholders to gather information, determine community preferences in terms of business mix, and development priorities and get feedback on proposed recommendations.
  - Note: Chartiers Avenue is 3 miles long, and includes multiple commercial nodes in the Elliott, Sheraden, and Chartiers City neighborhoods. The consultant will study the whole corridor, and work with the communities and URA staff to determine which nodes should receive priority focus.
- Developing recommendations for the implementation of the plan.

### ***3.2 Scope of Services***

#### **1. Community and Stakeholder Engagement**

- Participate in project team meetings:  
The consultant/team will meet on a regular basis with a project team comprised of the URA, the City's Mayor's Office, the Department of City Planning (DCP), local elected officials, and community organization representatives to update them on progress. The project team will review the work, provide feedback and make suggestions for moving forward. The project team will be the body most familiar with the project and will work to ensure it is implementable.
- Participate in strategy meetings with community stakeholders.  
The consultant/team will work with the project team to engage stakeholders in each community to determine community priorities for:
  - physical improvements,
  - land use/design/transportation/streetscape,

- key redevelopment sites,
- business development/recruitment.

## 2. **Market/Business data**

- Review market data to inform the potential business mix.
- Work with URA staff and community leaders to gather and review data about the existing conditions of each corridor.

### 3.3 **Deliverables**

1. A report containing the results of the business, market and other relevant data.
2. Compile a register of community specific stakeholders for each corridor.
3. A recommendation of priority focus nodes for Chartiers Avenue.
4. Create an engagement strategy for stakeholders in each corridor.
5. Hold a minimum of four (4) stakeholder meetings to garner community input
6. A three to five-year business district strategy for each of the districts, focusing on:
  - physical improvements,
  - land use/design/transportation/streetscape,
  - key redevelopment sites,
  - business development/recruitment.

## **Section 4. Organization and Required Submittals for Proposal**

### 4.1 **Submission Requirements and Deadline**

1. One (1) electronic copy, **VIA EMAIL ONLY**, in Word or PDF format of the proposal must be **received by the URA by no later than 5 PM ET on Friday, September 10, 2021**. Paper copies will not be accepted. Proposals received after the deadline will not be accepted.

Submissions should be emailed to [jfitzgibbons@ura.org](mailto:jfitzgibbons@ura.org).

### 4.2 **Proposal Format and Content**

The consultant/team shall submit a proposal that includes a Technical Section and Fee Section.

#### 1. **Cover Letter**

Limit to one page; letter should include:

- Company name, contact name, address, and email address
- Why the respondent's team is the most qualified to complete this project

#### 2. **Consultant Team and Firm Information**

Briefly describe the roles of the consulting firm and subconsulting firms included on the team.

Please include the following for each firm:

- Name, address, and telephone number
- Number and location of offices

- Managing principal, CEO, or president
- MWBE Status
- Legal actions currently pending against firm
- Role on the team
- Resumes for key staff members assigned to the project

The URA requires that all consultants demonstrate a good faith effort to obtain minority- and women-owned business participation in work performed in connection with URA projects. The URA acknowledges the City's goal of 18 percent (18%) minority and 7 percent (7%) women participation in planning and/or professional service activities. Any questions about MWBE requirements should be directed to [mwbe@ura.org](mailto:mwbe@ura.org).

***NOTE: Multiple awards may be made for this project. Respondents can choose to focus on all three corridors or may choose to focus on only one or two. This choice should be indicated at the beginning of the proposal.***

### 3. **Proposed Method and Schedule**

- A detailed narrative of methods and plan to carry out the scope of work
- Description of approach to community engagement
- Project timeline with key milestones
- Description of consultant's current workload and availability of staff to deliver this project on schedule

### 4. **Relevant Projects and References**

Limit three (3) projects, one page per project. Relevant projects should include at least one project that emphasizes business district planning, and one project that addresses community capacity building. Please include the following:

- Name and location of project
- Size and cost of project
- Name, address, email, and telephone number of the client

### 5. **Fee Proposal**

The fee proposal shall identify the derivation of the total fee by indicating:

- The level of effort in staff hours for various tasks and subtasks corresponding to the Scope of Services and the technical proposal
- Job Classifications and Direct Hourly Rates applied to work tasks
- The total salary cost for the services
- The proposed overhead factor to be applied to the salary cost, with a detailed breakdown
- The fee or percentage of profit proposed for the services
- The direct costs projected, including subconsultant's fees for various services
- Assumptions made in estimating time and costs
- Include a master spreadsheet that includes total level of effort (staff hours) for each task. The spreadsheet shall list employee name, job classification, projected hours, pay rates, overhead factors, direct costs, and profit in separate columns. Prime subconsultants/subcontractors that

make up your team must also be included in the master spreadsheet.

## **Section 5. Evaluation Criteria**

All proposals will be evaluated based on the technical and professional expertise and the experience of the consultant team, the proposed method and the procedures for completion of the work, and the cost of the proposal.

### **5.1 *Technical Expertise, Experience and Access***

The technical expertise, experience and access of the consultant will be determined by the following factors:

- Overall experience of the consultant team
- Expertise and professional level of the individuals proposed to conduct the work
- Demonstration of accessibility to the URA and of responsiveness to community needs

### **5.2 *Procedures and Methods***

Evaluation of procedures and methods will be determined by the following factors:

- Clarity and completeness of the proposal and the apparent general understanding of the work to be performed
- Proposed methods and plan to conduct the scope of work in a thorough, objective and timely manner
- Sequence and relationships between major tasks
- Approach to community engagement
- Knowledge and understanding of the local environment
- Approach to project management, including efficient utilization of person-hours

### **5.3 *Project Schedule***

### **5.4 *Fee Proposal***

### **5.5 *Business District Planning and Capacity Building Experience***

### **5.4 *Equal Employment Opportunity***

A willingness to make meaningful wide-range subcontracting and employment opportunities available to all interested qualified firms and individuals in the market place will be evaluated.

## **Section 6. Process**

- 6.1 Responses to the RFP will be evaluated by a selection committee. One or more proposers may be asked to meet with the selection committee in a formal interview process. Final consultant selection will be made by the URA Board, which will be informed by the recommendation of the selection committee. The URA reserves the right to reject any and all proposals, to request additional information from applicants, and/or to waive any deficiencies in a proposal.

A tentative schedule has been prepared for this selection process. Firms interested in this project must be available on the interview meeting dates. The schedule is subject to change; however, the RFP due date will not be changed without notice on the URA's website ([http://www.ura.org/working\\_with\\_us/proposals.php](http://www.ura.org/working_with_us/proposals.php)).

Proposal Due Date: 5 PM ET, Friday, September 10, 2021  
Firms notified for interview: by end of September 2021  
Interviews: Early October, 2021

- 6.2 Upon notification of selection by URA staff, the successful respondent is required to enter into a contract within four weeks of notification. If the successful respondent is unwilling or unable to execute the agreement as required by the RFP, the URA has the right to request another respondent to enter into the contract with the URA.
- 6.3 The URA shall have the right to verify the accuracy of all information submitted and to make such investigation as it deems necessary to determine the ability of each respondent to perform the obligations in the response. The URA in its discretion reserves the right to reject any response when the available evidence or information does not satisfy the URA that the respondent is qualified to carry out properly the obligations of the response.
- 6.4 The URA shall be the sole judge as to which, if any, respondent best meets the selection criteria. The URA reserves the right to reject any or all responses, to waive any submission requirements contained within this response, and to waive any irregularities in any submitted response.
- 6.5 This form is submitted subject to errors, omissions, and/or withdrawal without notice by the URA at any time.
- 6.6 All responses, including attachments, supplementary materials, addenda, etc. shall become the property of the URA and will not be returned.
- 6.7 Respondents and team members must disclose any conflict of interest, or potential conflict of interest, with regards to any employee or staff of the URA or the City of Pittsburgh, and/or any work performed by the respondent for the URA, the City of Pittsburgh, or any related entity.
- 6.8 If selected, each respondent agrees not to discriminate, whether in employment, contracting or otherwise, in violation of any federal, state, or local law and/or on the basis of sexual orientation, gender identity and/or gender expression.

