



## **REQUEST FOR PROPOSALS**

**Plank Road Corridor Master Plan, Baton Rouge, Louisiana  
October 11, 2018**

**Proposals Due: November 9, 2018 by 5:00 PM Central Time**

Direct all questions and submit ten (10) color photocopies and one (1) electronic copy to EBRRA's  
SOLE POINT OF CONTACT for this RFP:

Tara Titone, Vice-President  
East Baton Rouge Redevelopment Authority  
620 Florida Street, Suite 110  
Baton Rouge, Louisiana 70801  
[ttitone@ebrra.org](mailto:ttitone@ebrra.org)  
225.387.5606

*The EBRRA strongly encourages the participation of certified minority-owned, women-owned and emerging small businesses in this contract opportunity.*

## TABLE OF CONTENTS

Table of Contents .....	2
1 Request for Proposals Summary and Schedule .....	4
1.1 Request for Proposals Data and Contact Information .....	4
1.2 Summary .....	4
1.3 Schedule of Solicitation and Contract Award Events .....	4
2 EBRRA and Project Background .....	5
2.1 About the East Baton Rouge Redevelopment Authority .....	5
2.2 About the Study Area .....	5
2.3 Project Background and Context .....	6
2.3.1 The Plank Road Project .....	6
2.3.2 City-Parish Profile.....	6
2.3.3 Plank Road .....	7
2.3.4 The History of Racial and Spatial Stratification in Baton Rouge.....	8
3 Work Requirements .....	9
3.1 Scope of Work .....	9
3.2 Work Products.....	10
3.2.1 Project Orientation and Project Management .....	10
3.2.2 Opportunities and Constraints .....	10
3.2.3 Development Case Study .....	10
3.2.4 Market Analysis.....	10
3.2.5 Equitable Development Plan .....	10
3.2.6 Draft and Final Master Plan Report .....	10
3.2.7 Implementation Plan .....	10
3.3 Disciplines Required .....	11
3.4 Public Engagement.....	11
4 Submittal Requirements and Evaluation Criteria .....	11
4.1 Statement of Interest .....	11
4.2 Experience and Expertise .....	11
4.3 Project Team Organizational Chart .....	12
4.4 Representative Projects .....	12
4.5 References.....	12

4.6	Proposed Timeline.....	12
4.7	Cost Proposal.....	12
4.8	Contract Deliverables.....	13
4.9	Proposal-Based Selection Process.....	13
4.10	Evaluation of Proposals .....	13
4.11	Evaluation Criteria .....	14
4.12	Post Selection .....	15
5	Conditions of this RFP .....	15
5.1	Reservation of Rights .....	15
5.2	Pre-Proposal Meeting .....	15
5.3	Questions and Requests for Changes to this RFP .....	15
5.4	Preparation Costs.....	16
5.5	Restrictions on Communications .....	16
5.6	Section Headings.....	16
5.7	Information Submitted.....	16
5.8	Proposer Offer, Withdrawal, and Modification .....	16
5.9	Determination of Responsibility .....	16
5.10	Serial Negotiations.....	17
6	Exhibit B: Project Resource Library.....	18

# 1 REQUEST FOR PROPOSALS SUMMARY AND SCHEDULE

## 1.1 Request for Proposals Data and Contact Information

Proposal Title:	Plank Road Corridor Master Plan
RFP Coordinator:	Tara Titone, Vice-President East Baton Rouge Redevelopment Authority
Contact Information & Proposal Delivery Location:	620 Florida Street, Suite 110 Baton Rouge, Louisiana 70801 225.387.5606 <a href="mailto:ttitone@ebrra.org">ttitone@ebrra.org</a>
Budget:	\$175,000.00

## 1.2 Summary

The East Baton Rouge Redevelopment Authority (“EBRRA”) is soliciting proposals from qualified professional firms (“Consultant”) to facilitate a planning process that culminates in the development of a comprehensive master plan (“Master Plan”) for the Plank Road Corridor. The EBRRA desires the Consultant to deliver a detailed and comprehensive corridor master plan that addresses land, economic and community development for the Corridor in relation to needs of the adjacent neighborhoods and the broader needs of metropolitan Baton Rouge. Proposals are being requested from qualified firms with considerable experience in urban policy, sustainable design, land redevelopment, transportation and pedestrian circulation, economic analysis, form-based codes, and strategies to achieve racial and economic equity. The final document should establish a strong, long-term vision for the Plank Road Corridor. The planning process is anticipated to be completed within nine (9) months of commencement.

This grant is funded by the generous support of the JP Morgan Chase Foundation’s PRO Neighborhoods grant program, the ExxonMobil Foundation and the Baton Rouge Area Foundation.

## 1.3 Schedule of Solicitation and Contract Award Events

Solicitation for Contract Award Event	Date
Request for Proposals Issued	October 11, 2018
Deadline for Questions and Requests for Changes	October 18, 2018, 12:00 PM CDT
Pre-Proposal Meeting	October 19, 2018, 10:00 AM CDT
Proposal Due Date and Time (no later than)	November 9, 2018 by 5:00 PM CDT
Finalist Interviews	Week of December 3, 2018
Notice of Intent to Award	By December 7, 2018
Contract Effective Date	Week of December 17, 2018

*The EBRRA may make a courtesy effort to contact interested parties that this schedule has changed, but interested parties are ultimately responsible for being aware of changes to this RFP by regularly checking the EBRRA’s website at [www.ebrra.org](http://www.ebrra.org).*

## 2 EBARRA AND PROJECT BACKGROUND

### 2.1 About the East Baton Rouge Redevelopment Authority

The EBARRA was created by the 2007 Louisiana Legislature as a separate political subdivision of the state of Louisiana with East Baton Rouge Parish as its jurisdiction. The EBARRA is governed by a five-member Board of Commissioners appointed by the Mayor-President, the Baton Rouge Area Foundation, and the Baton Rouge Area Chamber of Commerce. The EBARRA's mission is to transform the quality of life for all citizens who live, work and play in East Baton Rouge Parish by returning blighted properties to productive use, fostering redevelopment through facilitating partnerships, and creating a vibrant, globally competitive community while preserving character of place.

The EBARRA began operations in 2009. Through its various programmatic and funding mechanisms, the agency has been able to provide attainable housing, gap financing, home and small business rehabilitation, brownfields redevelopment, and neighborhood planning opportunities to communities, developers, and residents throughout East Baton Rouge Parish. The EBARRA has deployed and leveraged approximately \$80 million to create \$300 million worth of projects across the parish, including the creation of 863 units of affordable housing, and the support of 3,400 jobs. Through support of the City-Parish and other partners, the EBARRA has awarded over \$5.6 million in below market rate financing leading to the development and construction or rehabilitation of 564 affordable residential units; provided over \$250,000 in reimbursable façade grants to improve 69 storefronts in low income areas; worked with communities and developers to return over 200 adjudicated properties to productive use; and further accomplished its mission of addressing blight elimination in East Baton Rouge Parish.

### 2.2 About the Study Area

Plank Road is located in Baton Rouge, East Baton Rouge Parish, Louisiana. The study area extends for 4.3 miles along Plank Road between 22<sup>nd</sup> Street and the Harding Boulevard/Hooper Road intersection (the "Corridor"). The Corridor changes from four to five lanes and varies in the character of its built environment. Sidewalks are on both sides of the street but are inconsistent and not continuous. It is bordered by mostly commercial land uses along its length, with residential uses in the intersecting side streets and extending for several blocks in either direction. The northern end of the Corridor contains more established businesses and considerably less blight, while the southern and middle portions of the Corridor contain severe blight, vacant lots and dilapidated buildings.

The entirety of the street right-of-way is designed to prioritize automobile travel to the exclusion of other modes of mobility. The street design encourages high vehicle speeds. There are limited or no provisions for pedestrian or bicycle access and minimal amounts of landscaping with notable exceptions along certain roadway edges. Overhead wires are also prevalent in many areas. All these factors present an unsafe and unappealing aesthetic environment for residents, visitors and merchants.

## **2.3 Project Background and Context**

### **2.3.1 The Plank Road Project**

This comprehensive master plan effort is part of a larger, coordinated focus on Plank Road which the EBRRRA has named the Plank Road Project. The Plank Road Project envisions a transit-oriented revitalization of a 4.3-mile segment of Plank Road and consists of three components: 1) planning for a proposed bus rapid transit (BRT) installation; 2) land banking of adjudicated and blighted parcels to support catalytic development projects; and 3) creating a comprehensive revitalization master plan. While this RFP is concerned with the third component, all components are interrelated. Together they represent an unprecedented level of investment targeted at one of Baton Rouge's most disinvested and embattled neighborhoods.

Early in 2018, at the request of Mayor-President Sharon Broome, the EBRRRA convened the Capital Area Transit System (CATS), the Louisiana Department of Transportation and Development (DOTD), the City-Parish Department of Public Works (DPW), the Capital Regional Planning Commission (CRPC) and a host of other stakeholders to advance a proposal for a 10-mile BRT installation that would include Plank Road. The proposal leverages several developments already in progress: CATS's plans for targeted improvements on its Plank Road route; DOTD's plans to fund improvements to Plank Road before transferring ownership of the road (which is presently a state highway) to the city, and DPW's planned transportation upgrades for Plank Road.

BRT planning began in September of 2018 and is currently underway. The BRT line is expected to cost between \$40 - \$50 million with almost half of the route running along the Corridor. The Corridor master plan process must therefore collaborate and interact with the BRT planning process. Additionally, the EBRRRA is in the process of transferring into its land bank eighty-five (85) vacant, blighted, adjudicated parcels located on Plank Road or in the immediate vicinity. The EBRRRA must clear the blight on land banked parcels and maintain them while clearing the title and advancing redevelopment plans that will return the parcels back to commerce in accord with neighborhood needs. The functional improvements derived from BRT and the targeted blight elimination will bolster the comprehensive master plan effort, allowing the EBRRRA to explore methods and opportunities to increase the aesthetic appeal of the Corridor as well as meaningfully improve the quality of life for neighboring residents.

### **2.3.2 City-Parish Profile**

Baton Rouge is Louisiana's capital city. The Baton Rouge metropolitan area is comprised of nine parishes with a total population of over 800,000. East Baton Rouge Parish, the regional anchor, contained just short of 450,000 residents as of the 2017 census, making it the most populous parish in Louisiana. As of 2017 East Baton Rouge Parish's racial make-up was estimated at 48% white and 47% black. Median household income was approximately \$50,000 and 20% of the population was considered impoverished. East Baton Rouge Parish is comprised of residents living in the cities of Baton Rouge, Baker, Central, Zachary and in the unincorporated East Baton Rouge Parish. The City of Baton Rouge and East Baton Rouge Parish are governed by a consolidated government structure that features a combined Mayor-President and Metropolitan Council, commonly referred to as City-Parish government. The cities of Baker, Central and Zachary have their own separate municipal governments while falling under the Mayor-President and the Metropolitan Council in their capacity as heads of East Baton Rouge Parish.

Baton Rouge is home to Louisiana State University, Southern University, and the Baton Rouge Community College. The Port of Greater Baton Rouge is the 10<sup>th</sup>-largest in the nation. Situated directly north of downtown on the eastern banks of the Mississippi River, ExxonMobil's Baton Rouge oil refinery is the fourth largest oil refinery in the nation and the twelfth largest in the world. It is one of many petrochemical facilities located on the river and stretching from Baton Rouge south to New Orleans. Despite the dominance of the petrochemical industry, state government is the region's largest employer along with Louisiana State University.

### **2.3.3 Plank Road**

Plank Road is one of the most blighted corridors in Baton Rouge yet remains a significant anchor for the neighborhoods of North Baton Rouge. The heart of Plank Road runs through the 70805 zip code, where many of Baton Rouge's social and economic challenges are concentrated. The area has the City-Parish's highest concentration of zero-car households and, accordingly, its second highest transit ridership. The combination of pervasive blight and high transit usage underscores the viability and appropriateness of a transit-oriented redevelopment approach.

The history of Plank Road begins like much of Baton Rouge's contemporary history: after the arrival of Standard Oil. Standard Oil, the forerunner to ExxonMobil, opened its refinery in 1909. Some of the earliest Plank Road neighborhoods -suburb Istrouma, Forest Park, North Highlands Estates and Fairfields- emerged in the years immediately following Standard Oil's arrival, with all of them being established prior to 1920. During this time Plank Road was a commercial corridor with residential side streets running east and west along Plank's northeast/southeast axis. While Plank and its major east-west cross streets were built with curbs and sidewalks, most of the residential streets intersecting Plank Road still reflect the rural character of Baton Rouge's early twentieth century development. Narrow asphalt streets without sidewalks make up most of the area's residential grid.

These early developments reflected the northern migration of commercial and residential settlement along Plank Road as the city expanded to accommodate Standard Oil's growing white working-class neighborhoods. These patterns of inter-parish suburbanization continued as the first wave subdivisions expanded and new ones were added. By 1930, development had extended to Hollywood Street and began to stretch eastward to Airline Highway.

As accidents and explosions in area petrochemical plants brought considerable liability claims for oil companies, many began buying land around their plants to create a safety zone. ExxonMobil began creating a greenbelt in the 1970's and 1980's. The buyouts and subsequent demolitions accelerated out-migration from the area immediately east of the plant and west of Interstate 110, with the area west of Interstate 110 and east of Plank Road remaining largely inhabited to this day.

The 2016 floods impacted many of the neighborhoods immediately east of Plank Road. The Delmont Place and North Highlands neighborhoods as well as the Mohican and Prescott corridors were greatly impacted. While the EBRRA has previously conducted planning and supported development activities at

the northern edge of the Corridor, there has been no cohesive, coordinated effort to address blight or to stimulate development along the Corridor.

### **2.3.4 The History of Racial and Spatial Stratification in Baton Rouge**

The neighborhoods around Plank Road are predominately black and poor, a reflection of Baton Rouge's deeply entrenched racial and spatial stratification. 70805 is 93% black and reflects the consequences of racial segregation and racialized poverty. The area underperforms state averages in many categories. Its 2016 median household income is roughly \$27,000 compared to \$45,146 statewide. 36% of households in 70805 live below the poverty line, with almost 20% living below 50% of the poverty line. Statewide comparisons are 20% and 12%, respectively. The median home value in the zip code is \$86,240, well below the state average of \$158,000. 55% of the residents in 70805 rent their homes, compared to 36% statewide.

In 2014 a British Broadcasting Company (BBC) documentary profiled 70805 as one of the deadliest zip codes in America. In 2016 Baton Rouge was ranked as the number 22 murder capital on 24/7 Wall St.'s list of America's 25 Murder Capitals. That year, 943 violent crimes occurred in 70805, and almost half of them occurred within 100 feet of a blighted property.

Over the past many years there has been a growing awareness of the spatial dimensions of the city's long-standing racial divide. Growing concerns that Baton Rouge has become a "tale of two cities" are validated by the stark divergence in the quality of place, racial composition, and social value attached to neighborhoods on either side of Florida Boulevard, the corridor considered by many to be the city's "Mason-Dixon line."

According to a study by 24/7 Wall Street, Baton Rouge is the 13th most racially segregated metropolitan area in the nation. Racial segregation is the mother of sprawl, and accordingly Smart Growth America rated Baton Rouge the most sprawled out metropolitan area under one million in population and the 6th most sprawled out metropolitan area of any size. Like many American cities in the Deep South, Baton Rouge developed largely in the twentieth century and therefore after the rise of automobile and the codification of Jim Crow. These dynamics produced an urban form marked by disconnection, racial segregation and automobile dependence.

The Supreme Court's 1954 decision in *Brown v. Board of Education* ended legal segregation, spurring white flight from cities in metropolitan areas across the nation. Baton Rouge staunchly resisted implementing *Brown's* mandate, and school integration unfolded slowly until the federal courts ordered forced busing in 1981. In the first year of court-ordered busing alone, the school system lost 7,000 white students. The trend would accelerate during the 1980's and 1990's. The flight from public schools sparked the second wave of inter-parish suburbanization as middle-class whites moved to the unincorporated areas in the southern part of East Baton Rouge Parish as well as northern outposts like Zachary and Central. Neighboring Ascension and Livingston Parishes also experienced rapid growth.

Baton Rouge's school desegregation lawsuit finally settled in 2003, making it one of the longest school desegregation cases in the nation. The past two decades have witnessed a constant upscaling of the neighborhoods and commercial corridors of South Baton Rouge while many of the neighborhoods and



commercial corridors of North Baton Rouge have steadily declined. With the dearth of commercial amenities and attractions in North Baton Rouge, it is possible for many in Baton Rouge to live their day-to-day lives and never venture north of Florida Boulevard. This reality has given rise to a stigma associated with North Baton Rouge that undermines race relations and civic pride throughout the metropolitan area.

## 3 WORK REQUIREMENTS

### 3.1 Scope of Work

The Corridor master plan should build upon previous study recommendations and stakeholder and public input to accomplish the following goals:

- Identify specific programs and opportunities to collaborate with Community Development Financial Institutions (CDFI) to support catalytic development projects.
- Coordinate and align planning with the proposed BRT planning effort and incorporate principles of transit-oriented development, Smart Growth and Complete Streets.
- Identify specific programs, opportunities and approaches to address persistent racial and economic inequities.
- Collaborate with the EBRR's Community Engagement Specialist to coordinate efforts and integrate findings, insights and feedback into the master plan methodology and analysis.
- Identify specific strategies, policies and approaches to bolster locally-owned and minority businesses while creating opportunities for new businesses to locate and thrive in the Corridor.
- Perform a market study to identify the types and number of businesses that can be supported along the Corridor.
- Evaluate issues of ecological resilience and assess the impact of recent environmental events on the Corridor's future.
- Explore development opportunities for land banked parcels located on and adjacent to the Corridor as well as strategies for strategic land acquisitions in relation to potential real estate development opportunities, including specific potential catalytic projects.
- Model opportunities for public-private partnerships to spur real estate development and economic development along the Corridor, including those that may involve the Federal Opportunity Zone legislation.
- Assess land use compatibility and suggest regulatory reforms to ensure quality of place over the long-term.
- Ensure alignment with existing planning efforts where relevant and opportune.
- Provide strategies and policies that ensure long-term affordability and prevent gentrification.
- Orient future development towards the street and visually enhance the Corridor.
- Encourage higher density residential and mixed-use as well as mixed-income developments along the Corridor.

## **3.2 Work Products**

Specifically, the Consultant will perform the following tasks and activities and provide EBRRA with the deliverables (or “Work Products”) listed below:

### **3.2.1 Project Orientation and Project Management**

Complete reconnaissance of the Corridor, review related materials, and conduct regular project status communications including the following:

- Collect and review the necessary background information, including zoning and land development regulations, transportation system plans, past studies and conceptual site plans, applicable plans and policies, and information on property boundaries and ownership, easements and topography.
- Corridor site visit and visual documentation of existing conditions
- On-going project management team meetings with the EBRRA over the duration of the project, estimated at 16 meetings (approximately 1 hour duration each meeting in person or via phone as needed).

### **3.2.2 Opportunities and Constraints**

Prepare an opportunities and constraints analysis. The opportunities and constraints analysis must identify features which will affect development opportunities along the Corridor, including significant views, streets, open spaces, circulation patterns and any traffic impacts, adjacent uses, redevelopment opportunities, bike and pedestrian access-way connections, and access barriers.

### **3.2.3 Development Case Study**

Provide a Case Study review and compilation of similar and related developments either completed or under construction that inform Consultant’s strategic vision for the Corridor.

### **3.2.4 Market Analysis**

Provide information on the current pipeline of development in the surrounding area and a forecast of the use types that are expected to grow in demand. Provide a determination of the appropriate amount and types of development that can be supported along the Corridor.

### **3.2.5 Equitable Development Plan**

Present specific plans and proposals for how racial and economic equity can be achieved in all aspects of redevelopment activity along the Corridor and through methods, policies and strategies that are sustainable and impactful over the long-term.

### **3.2.6 Draft and Final Master Plan Report**

Complete and deliver a draft and final master plan report. Revise the draft report to incorporate and address comments raised by the reviewers and submit a final plan to the EBRRA.

### **3.2.7 Implementation Plan**

Provide a realistic, detailed, and phased implementation plan of measurable next steps to be utilized towards future development to meet the master plan’s objectives and goals.

### 3.3 Disciplines Required

A multitude of professional disciplines will be necessary to achieve the above stated project goals and objectives. The EBRRRA recommends that teams incorporate their varied experience in urban design, land use planning, pedestrian networking, traffic engineering, development economics and community development financial institutions, public engagement, transit operations, racial and economic equity, social justice advocacy, and ecological and environmental resiliency planning. Given the multi-disciplinary nature of the project, the EBRRRA recommends a planning or architecture/ urban design lead firm, although not required, to coordinate the overall planning effort.

### 3.4 Public Engagement

The EBRRRA will retain responsibility for developing and managing a community engagement plan for the Plank Road Project. ***Consultant should therefore not include pricing for community engagement services in their proposal.*** The EBRRRA desires to create a community engagement plan that is locally driven and integrated into existing planning and community efforts occurring in North Baton Rouge. The EBRRRA's Community Engagement Specialist will coordinate with Consultant to ensure active and constant communication between the Consultant and the community engagement efforts. Early in the planning process the EBRRRA will share a community engagement plan with Consultant and welcomes Consultant's input in designing the final program. Consultant will be expected to work with EBRRRA to ensure that feedback and data gained from EBRRRA's community engagement efforts provide meaningful and useful insight's for Consultant's work. EBRRRA will manage, coordinate, schedule, arrange venues and provide notification for project team meetings. Consultant shall make reasonable efforts to attend and participate in these meetings.

## 4 SUBMITTAL REQUIREMENTS AND EVALUATION CRITERIA

Applicants shall submit ten (10) printed, identical copies of a thoughtful, clear and well-organized package that demonstrates the required Evaluation Criteria and includes the following items:

### 4.1 Statement of Interest

Provide a statement of interest for the project. The letter, written on the firm's letterhead, shall cite the individual who will be the primary point of contact to the EBRRRA for matters relating to the proposal and shall be signed by an individual with the authority to commit the firm to the project. The letter shall include a narrative description of the strengths brought by each team component. The letter should also include full contact information (name, address, phone, email).

### 4.2 Experience and Expertise

Include qualifications and experience of only those team members who will be assigned to the project. Provide acknowledgement of team members with Disadvantage Business Enterprise (DBE) and/or Women and Minority Business Enterprise (WMBE) certification, where applicable. Points will be awarded

for minority firm participation. Provide resumes that note the experience and expertise of the principals and key professional members of the consultant team that will be involved in the project. Highlight their experience with similar projects and specific planning issues relevant to this project. Provide the number of years members have worked with the lead firm and/or other years of experience.

### **4.3 Project Team Organizational Chart**

Outline roles of the lead firm and each consultant firm or individual. Describe the proposed project assignments and system/structure of authority and communication for principals and key professional members of the lead firm and sub-consultant(s). Indicate the estimated percent of time these individuals will be involved in the project. Consultant teams submitting proposals should be composed of experts from multiple disciplines, capable of integrating all elements of a comprehensive master plan.

### **4.4 Representative Projects**

List a maximum of three (3) projects performed by the lead firm that are most similar and relevant to this project completed within the last five (5) years. List the projects in priority order, beginning with the most relevant project. Include at least one project that has been or is being implemented. Provide the following information for each project listed:

- Summary of the proposed project start dates and end dates and the actual start and end dates, with reasons for extensions if any;
- Summary of the proposed project budget and the actual project budget with reasons for increases if any; and
- Current stage of implementation.

Enclosure of a comparable master plan created by the lead applicant firm(s) that has been implemented is encouraged, but not required. The sample plan may be submitted on a USB flash drive.

### **4.5 References**

Provide references for the projects listed in response to the Representative Projects section. The references shall include: owner's name, owner's representative who served as the day-to-day liaison during planning, design, and construction (if applicable) of the project, and the owner representative's current phone number.

### **4.6 Proposed Timeline**

Provide a project schedule that illustrates key project milestones for accomplishing the work in the proposed scope of work. Additionally, state the firm's and/or team's present workload.

### **4.7 Cost Proposal**

Include a cost proposal, indicating the estimated percent of time consultants will be involved in the project and acknowledge the not to exceed \$175,000 budget.

## 4.8 Contract Deliverables

The final deliverables should include, but are not limited to:

- Ten (10) hard copies of the master plan
- One (1) digital copy of the master plan in MS Word and all necessary maps delivered in an appropriate, workable medium (GIS, AutoCAD, etc.)
- One (1) unbound master plan for purposes of reproduction, if necessary
- High resolution digital image files to link to the EBRRRA website for the purpose of marketing the plan

## 4.9 Proposal-Based Selection Process

Professional services are procured in accordance with Federal and Louisiana law and regulations. Selection of the most advantageous respondent will be made on the basis of demonstrated competence and qualifications, as well as cost, determined by the EBRRRA, based upon the proposal submitted in response to this RFP, any supplement requested by the EBRRRA, and any subsequent meetings with finalists.

## 4.10 Evaluation of Proposals

The EBRRRA will organize the Selection Committee, comprised of 6-10 members, whose process will be facilitated by the EBRRRA. The Selection Committee will review and score all responsive submittals and create a “short list” of recommendations from that process. The short-listed firms will then be invited to give oral presentations to the Selection Committee. The Selection Committee will then score each presenting firm based on its qualifications and presentation. The highest scoring presenting firm will be presented as the Selection Committee’s final recommendation to the EBRRRA Board of Commissioners. Upon receiving responses to this RFP, the EBRRRA may, in its sole discretion, elect to proceed in any of the following, or possibly other, directions:

- The EBRRRA may opt to select a single team, without going to a second round “short list” process, and negotiate the terms of a transaction with that team.
- The EBRRRA may opt to reject any or all proposals.
- The EBRRRA reserves the right to accept or deny specific team members and may require the lead firm to re-select team members based on the Selection Committee recommendation.
- The EBRRRA reserves the right to negotiate with one or more teams during the selection process to refine a team’s concept.
- The EBRRRA reserves the right to recommend that two or more teams consider forming a partnership, if in the EBRRRA’s judgment such a partnership would be conducive to achieving the EBRRRA’s goals for this project.

All meetings of the Selection Committee and EBRRRA Board are public; the EBRRRA’s decision regarding which team to select for the project will occur in a public hearing; likewise, any interviews that the EBRRRA

Board conducts will be public. **All responses to this RFP are public records and may be reviewed by any member of the public.**

#### 4.11 Evaluation Criteria

The EBRRRA will not accept any packets that are delivered by facsimile or electronic mail. The EBRRRA reserves the right to accept or reject proposals that do not contain all elements and information requested in this document.

The Selection Committee will evaluate submissions based on the below criteria and the required Submission Requirements numbered 1-9 in this document. An award will be made to the responsible firm whose proposal is best suited to the requirements set forth herein. Consultants should demonstrate knowledge and experience in the following areas, which will be scored accordingly:

1. Basic knowledge of the City of Baton Rouge and East Baton Rouge Parish, familiarity of neighborhood and local growth/decline issues, as well as an understanding of current plans for the EBRRRA, City of Baton Rouge and East Baton Rouge Parish	<b>10 points max</b>
2. Experience in working with or on projects addressing issues related to dis-invested communities, equitable redevelopment, urban blight, low-income populations, racial and economic inequities and minority business development	<b>10 points max</b>
3. Familiarity with transit-oriented development, multimodal land use/transportation integration policy development, ecologically sustainable or resilient development	<b>10 points max</b>
4. Experience in creating similar types of planning projects that utilize commercial and residential market analysis and support Complete Streets and Smart Growth/Quality Growth principles	<b>15 points max</b>
5. Understanding of the public-private financing necessary for redevelopment and infrastructure improvements	<b>10 points max</b>
6. Proposed planning methodology and schedule for completion	<b>20 points max</b>
7. Proposed approach to working with EBRRRA Community Engagement Specialist for soliciting critical information, stakeholder engagement and plan input	<b>5 points max</b>
8. Level of DBE and/or WMBE participation	<b>10 points max</b>
9. Cost estimate within allowable budget, competitive with industry standards, and provides greatest value to the EBRRRA in terms of service and qualifications	<b>10 points max</b>
<b>Total Points Possible</b>	<b>100</b>

## 4.12 Post Selection

Upon notification of selection, the successful respondent is required to execute and deliver a contract within two weeks of notification. If the successful respondent is unwilling or unable to execute the agreement as required by the RFP, or if the EBRRA in its sole discretion determines that negotiations during the contract negotiation phase are not progressing in a satisfactorily and timely manner, the EBRRA reserves the right to terminate negotiations with the selected developer team. Should this occur, the EBRRA would then either work with the second ranked team, re-release the project for bid, or decide to not pursue the project further.

# 5 CONDITIONS OF THIS RFP

## 5.1 Reservation of Rights

EBRRA, in its sole discretion, reserves the right to modify any matter contained in this RFP; cancel or suspend this RFP or to reject any or all proposals received in response to this RFP; decide whether a proposal does or does not substantially comply with the submittal requirements and procedures described in this RFP; waive minor informalities of any proposal; obtain clarification or additional information to properly evaluate a proposal; obtain references regarding any Proposer's past performance from any source; and negotiate a contract with the successful Proposer. Neither issuance of this RFP nor evaluation of any proposal(s) obligates EBRRA to award a contract from this RFP.

## 5.2 Pre-Proposal Meeting

A pre-proposal conference call for this RFP will be held on October 19, 2018 at 10:00 a.m. CDT. Attendance is recommended but not required. To participate in the conference call, please email RFP Coordinator, Tara Titone at [ttitone@ebrra.org](mailto:ttitone@ebrra.org) for details and a phone number. This RFP, the project and EBRRA's procurement and contract process will be explained in the call. Attendees will also be given the opportunity to ask questions to EBRRA to help clarify EBRRA's project expectations. Verbal comments or responses given by EBRRA staff are not binding and will not serve to modify any portion of this RFP unless later confirmed in a written addendum to this RFP. EBRRA may request that particularly detailed or technical questions, or those that require additional consideration and research, be submitted in writing.

## 5.3 Questions and Requests for Changes to this RFP

All questions related to this RFP and requests for changes to any matter contained in this RFP must be submitted in writing via email to the RFP Coordinator via email, no later than 12:00 PM CDT on October 19, 2018. All material clarifications and changes to any matter contained in this RFP will be issued in the form of a written addendum to this RFP. Up to the date and time proposals are due, it is the responsibility of all parties interested in this RFP to refer frequently to EBRRA's website ([www.ebrra.org](http://www.ebrra.org)) to check for any addenda that have been issued. EBRRA may make a courtesy effort to notify interested parties that

an addendum has been issued for this RFP; however, interested parties are ultimately responsible for being aware of addenda issued by EBRRRA and modifying their proposal accordingly.

#### **5.4 Preparation Costs**

Proposers responding to this RFP do so at their own expense and EBRRRA will not reimburse any expenses incurred by proposers in the preparation or submission of a proposal to this RFP; including costs associated with any meeting, demonstration, interview, or subsequent negotiations that may be requested or required.

#### **5.5 Restrictions on Communications**

Proposers must not communicate with members of the Selection Committee, the EBRRRA Board of Commissioners or any EBRRRA employee not specifically named in this RFP, except upon invitation by EBRRRA in a formal interview by the RFP Coordinator. Doing so may be cause for proposal rejection. EBRRRA will not hold “one-on-one” meetings with any interested party during the RFP process outside of a formal interview.

#### **5.6 Section Headings**

The section headings and titles used in this RFP are for convenience only and in no way modify the scope or intent of any provision contained in this RFP.

#### **5.7 Information Submitted**

It is the sole responsibility of each Proposer to submit information related to the submittal requirements contained in this RFP and EBRRRA is under no obligation to request additional information if it is not included within your proposal. However, EBRRRA may (a) request proposers submit additional information during the proposal evaluation period; or (b) overlook, correct, or require a Proposer to correct any obvious clerical or mathematical error(s) in their proposal.

#### **5.8 Proposer Offer, Withdrawal, and Modification**

By submitting a proposal in response to this RFP, each Proposer agrees their proposal is a binding offer to perform the work described in this RFP for a period of ninety (90) calendar days from the date proposals are due. This period may be extended upon the mutual agreement between EBRRRA and a Proposer. Proposals may be withdrawn or modified prior to the proposal due date and time by submitting a written request to the Solicitation Coordinator for this RFP. Proposals may not be withdrawn or modified after the proposal due date and time unless EBRRRA agrees to the withdrawal or modification in writing.

#### **5.9 Determination of Responsibility**

In determining whether a Proposer meets the applicable standards of responsibility to perform the work described in this RFP, EBRRRA may investigate the references, financial stability, credit history, and past



performance of any Proposer, including service(s) provided to EBRRRA, with respect to the Proposer's successful performance on other projects; compliance with contractual specifications and obligations; completion or delivery of a project on schedule and within budget; its lawful payment of suppliers, subcontractors, and employees; and other factors described. EBRRRA reserves the right to use any information or reference that may be discovered.

### **5.10 Serial Negotiations**

After EBRRRA has issued its Notice of Intent to Award and resolved all protests, EBRRRA reserves the right to enter into limited negotiations with the apparent successful Proposer to finalize the pricing, performance schedule, statement of work, and other matters pertinent to the work. If EBRRRA, in its sole discretion, determines that such negotiations have reached an impasse, EBRRRA reserves the right to terminate negotiations with that apparent successful Proposer and commence negotiations with the next highest-ranked responsive Proposer. This process may continue until an agreement is reached and the Contract is executed or EBRRRA cancels this RFP.

## 6 EXHIBIT A: PROJECT RESOURCE LIBRARY

Consultant should review and consider the recommendations from the below existing plans. These documents should be used as reference points throughout the inclusive and participatory planning process.

- **FuturEBR Comprehensive Plan and Strategic Implementation Plan:** <http://www.brgov.com/dept/planning/ComprehensivePlan/Comprehensive.htm>
- **Unified Development Code:** <http://www.brgov.com/dept/planning/UDC/UDC.asp>
- **Florida Boulevard-Plank Road Corridor Study:** [www.ebrra.org](http://www.ebrra.org)
- **BRAF City Stats:** <http://www.brcitystats.org/>
- **Plank Road Multi-Site Brownfield Assessment:** [www.ebrra.org](http://www.ebrra.org)
- **Smart Growth Best Practices:** (<https://smartgrowthamerica.org/our-vision/what-is-smart-growth/> )
- **Complete Streets Toolkit:** <https://www.cpex.org/stac-complete-streets-toolkit/>
- **Baton Rouge Bike Ped Master Plan:** Link TBD and provided at [www.ebrra.org](http://www.ebrra.org)