



**Request for Proposals
City of Lawrence, Kansas
Planning and Development Services**

RFP Number	#R1801
Project Scope	The City of Lawrence is seeking professional services with a qualified firm to assist with the development of a Downtown Master Plan.
Proposals Due	March 15, 2018 by 5:00 p.m. CST
Submit To	Submit one electronic PDF of your Statement of Proposal to XXX via email (amiller@lawrenceks.org)
City Contact	Amy Miller, Assistant Director - Planning Email: amiller@lawrenceks.org Phone: (785) 832-3166

General Project Information

The City of Lawrence (the City) seeks proposals in response to this Request for Proposals (RFP) from firms experienced and qualified in land use planning, infrastructure assessment, data collection and analysis, and public engagement to develop a Downtown Master Plan.

Downtown Lawrence has served as the historical core of the City since the original townsite platting in 1854. It is listed as a district on the National Register of Historic Places (since 2002) and covered by the Downtown Urban Conservation Overlay District. The area contains many significant historical and cultural resources, and has been the subject of multiple planning efforts, including Plan 95 (adopted in 1977), which officially established downtown as the commercial center for the city. Plans and studies since this time include a Downtown Redevelopment Study (1980), the Comprehensive Downtown Plan (1981), Historical Building Study (1981), Development Study (1983), Patterns in Downtown Design (1984), Redevelopment Study (1984), Redevelopment Study (1995), Urban Concept Plan (1995), Urban Conservation Overlay District established with design guidelines (2001, revised 2007), and the Beautification Plan (2006). In addition, Massachusetts Street was awarded the designation of “Great Street” by the American Planning Association as one of the Great Places in America in 2010 (<https://planning.org/greatplaces/streets/2010/massachusettsstreet.htm>).

The following is an excerpt from the “Great Street” designation:

Walk down Massachusetts Street with someone familiar with its history and the story that unfolds is one of perseverance and resolve. Originally settled prior to the Civil War, the town's main street was burned to the ground and left a pile of ashes by pro-slavery raiders in 1863. They targeted the city for its abolitionist stance and its participation in the Underground Railroad that aided escaping slaves. Slowly, Lawrence rebuilt itself and Massachusetts Street as Douglas County's primary commercial and social area.

More than a century later, the street was the focal point of another controversy. Dubbed the "Mall Wars," the issue involved proposals to locate several large shopping malls near the city. To ensure Massachusetts Street remained the backbone of the local economy, the proposed development was challenged and blocked in 1989 by a federal district court. The basis for the favorable court ruling were the 1977 Plan '95 and the 1982 Comprehensive Downtown Plan, both of which emphasized Massachusetts Street as the community's primary business district.

Built on a gradual grade, the street affords views of South Park and the nearby University of Kansas. Unbroken rows of historic two- and three-story buildings, some of which are listed in the National Register of Historic Places, anchor the ends of each block between 6th Street and South Park. Locally owned shops and restaurants with names such as Free State Brewery and Liberty Hall reflect the city's turbulent history, as do two permanent sculptures, The Flame and Freedom.

Massachusetts Street's success is largely attributable to residents' strong sense of community pride and unwavering resolve — undiminished community hallmarks since Quantrill's Raid in 1863.

Through the City's strategic planning process (<https://lawrenceks.org/strategic-plan/>), the City Commission identified a priority initiative of creating a Downtown Master Plan that includes needed and desirable assets, identification of existing infrastructure and uses and discovery of potential uses and obstacles in response to the critical success factor of Economic Growth and Security. The desire is to create a sustainable plan that recognizes the existing successful nature of downtown and incorporates innovative and creative initiatives through intensive stakeholder and community input. This plan will be used as a guide in developing future capital projects, in reviewing and applying for grant applications, and in directing development activities. The city has budgeted \$100,000 in its 2018 Capital Improvement Plan to complete this effort.

The plan will explore all elements of a master plan including, but not limited to, land use relationships, opportunities for development and redevelopment, programming of public space, landscaping, transportation, infrastructure and streetscape, with a heavy emphasis on cultural and historical resources and activities. The first phase of plan development should focus on refining the plan scope by soliciting community input, developing a vision for downtown, determining plan boundary, gathering information and assessing current conditions. The second phase should focus on developing a draft plan, soliciting input on the draft plan and considering comments received on the first draft in potentially revising the plan based on those comments.

The third phase of the plan will involve plan adoption, including adoption by the Lawrence City Commission.

Section 1: Proposal Information

The City of Lawrence, Kansas is located in northeast Kansas, and is the 6th largest city within the state in terms of total population. The City is also home to two major institutions of higher education, the University of Kansas and Haskell Indian Nations University. Between 1980 and 2010, the total population of Lawrence grew 40% (+34,905 residents), with a 2017 population of 99,496 people.

With a total student population of approximately 25,000 (Fall 2017) at the University of Kansas Lawrence campus, and a recent emphasis by the City Commission regarding strategic planning, the community is striving to support an unmistakably vibrant community with innovative, equitable, transparent and responsible local government. To that end, the City seeks to gain an understanding of how it should develop and foster its unique and historic downtown.

Section 2: Minimum Specifications

The scope of this project shall consist of collecting and analyzing data and input regarding current conditions and assessing the area for proposed uses and conditions. The Consultant will be expected to collect the best available data, provide written analysis, and provide Geographic Information Systems (GIS) based products to be included as part of the document and analysis.

The City of Lawrence is specifically interested in the following elements for the Downtown Master Plan; however, other elements may be identified through the development of the plan:

1. Demographic and Economic Conditions
 - a. Provide a brief analysis of demographic data and trends, including employment and economic data, population and household characteristics, household income and tenure, and review and assess data and trends related to the health of the retail market by building upon existing reports.
(<https://assets.lawrenceks.org/assets/pds/planning/documents/2015-Retail-Market-Report.pdf>)
2. Land Use (Development and redevelopment)
 - a. Compatibility, including neighborhood transitions
 - b. Economic Development
3. Open Space and Landscaping
 - a. Trees, shrubs, flowers and other landscaping
 - b. Parks and nature areas
4. Streetscape and Transportation
 - a. Primary and secondary streetscape designs
 - b. Gateway features
 - c. Alleyway planning and design

- d. Sidewalks (including sidewalk dining)
 - e. Vehicular, bicycle and pedestrian connectivity
 - f. Transit
- 5. Cultural and Historical Resources
 - a. Historical Resources
 - b. Cultural Resources (historical, visual arts, music)
 - c. Public and private art
- 6. Parking
 - a. Vehicle: Surface, structure, and on-street
 - b. Bicycle
- 7. Public Spaces
 - a. Recreation facilities
 - b. Farmer's Market
 - c. Event Spaces
 - d. Passive and Active spaces, permanent and temporary
- 8. Natural Resources
 - a. Kansas River
 - b. Parks
 - c. Wildlife corridors
 - d. Conservation Easements
 - e. River connection
- 9. Recommendations
 - a. Maintenance and aesthetic of infrastructure in including sidewalks

Staff envisions that throughout the plan's development, the following efforts will be required at a minimum:

1. Management and attendance at Stakeholder Meetings, which will include, at a minimum, meetings with governmental bodies and staff, meetings with key stakeholder groups to be identified by the City and meetings with the general public.
2. Attendance at one or more Lawrence City Commission meeting(s), where a presentation will be necessary.
3. Preparation of a report that is of a quality suitable for public distribution, which describes the nature of the project, research undertaken, the findings, conclusions, and recommendations. This shall include all digital products, such as PDF copies and GIS digital products. The plan must be suitable for publication on the website in an easy to read format.
4. Frequent communication by phone and/or email with staff contact.

Resources:

- *Cultural Plan* <https://lawrenceks.org/cmo/cultural-plan/>
- *Bicycle Planning* https://lawrenceks.org/mpo/bicycle_planning/
- *Pedestrian Planning* <https://lawrenceks.org/mpo/pedplan/>
- *Bus Transfer Location Analysis* <http://lawrencetransit.org/bus-transfer-location-analysis>

- *Parking Study* <https://lawrenceks.org/pds/parking/>
- *Affordable Housing Advisory Board* <https://lawrenceks.org/boards/affordable-housing/>
- *Downtown Design Guidelines* <https://assets.lawrenceks.org/assets/pds/planning/hrc/hr-downtowndesign.pdf>
- *Horizon 2020* <https://lawrenceks.org/pds/lr-h2020/>
- *Parks and Recreation Master Plan* <https://lawrenceks.org/lprd/masterplan16/>

Section 3: Content

Proposals should include standard components such as a cover letter, main proposal, résumés, hourly rates, proposed budget, proposed timeline, and other pertinent information. Proposals should reflect the following considerations:

1. A **single-page cover letter**.
2. **Main proposals should be no more than 5 pages** and should include the following information:
 - 2.1. Identification of project personnel who will be responsible for the work, identification of the project personnel who will be performing the work, as well as current and projected workload and availability of project team members, including any subcontractors.
 - 2.2. The proposal should include information on the Consultant's unique qualifications and/or capabilities.
 - 2.3. The proposal should include descriptions of similar projects, including client contact information, project budget, completion date and key staff participants. (links to similar projects may be included in the Addenda section as described below.)
 - 2.4. The proposal should include a proposed budget or multiple budget scenarios based upon option packages for approaching this project within the budgeted amount (\$100,000).
 - 2.5. The proposal should include the project timeline, including timelines for specific tasks as proposed by the firm.
 - 2.6. The proposal should include a plan for public engagement throughout the process.
3. **Addenda** to the main proposal should include the following:
 - 3.1. Résumés for key employees of the Consultant, as well as any subcontractors.
 - 3.2. Links to examples of similar projects.
 - 3.3. Three (3) references from prior clients, not to exceed 1-page each.

Consultants are asked to direct all questions regarding this RFP to Amy Miller the City of Lawrence at amiller@lawrenceks.org, or (785) 832-3166. All questions and answers received during the proposal period will be posted to the project website for all perspective consultants to view.

Section 4: Evaluation Criteria

A committee composed of staff from the City will begin the screening process. Selected firms will be scored and may be interviewed by a committee composed of City staff. The Committee's recommendation for selection of the consultant will be reviewed and approved by the City Commission for award of a contract.

Consultants selected for interview should be prepared to discuss, among other things, their approaches to conducting a Downtown Master Plan, availability for the project, and experiences with other similar projects.

The Consultant agrees that the Consultant shall observe the provisions of the Kansas Act Against Discrimination and shall not discriminate against any person in the performance of work under the present contract because of race, religion, color, sex, disability, national origin or ancestry. The Consultant shall in all solicitations or advertisements for employees include the phrase, "equal opportunity employer." The Consultant agrees that if the Consultant fails to comply with the manner in which the Consultant reports to the Kansas Human Rights Commission in accordance with the provisions of K.S.A. 44-1031 and amendments thereto, the Consultant shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City. If the Consultant is found guilty of a violation of the Kansas Act Against Discrimination under a decision or order of the Commission which has become final, the Consultant shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City

Section 5: Deliverables

It is expected that this proposal will likely evolve as the project is undertaken by the Consultant. Through the course of analysis and findings, it is the expectation of the City that certain products shall be made available during the course of, or result of, this proposal. They include:

1. A comprehensive project plan, outlining work to be conducted, including public engagement activities, data sources identified, time frames, and other considerations.
2. Monthly progress reports.
3. Summary Reports of all Stakeholders Meetings.
4. Completion of a First Draft of the Downtown Master Plan.
5. Presentation of draft plan to stakeholders.
6. Completion of a Final Draft to be presented to the Governing Body.

Section 6: Conditions

1. All data will become the property of the City in perpetuity and may not be used for any other set of studies without prior approval.
2. The data collected, and the analysis, shall be provided in written and digital formats in order to create an on-going dataset for studying housing market trends by the City.
3. Uses of the data should be cited and documented as part of the document.
4. The Consultant is highly encouraged to present the data and analysis as much as possible through the use of GIS data, products, and resources.

Section 7: Submittal Schedule*

Invitation to Submit.....February 15, 2018

Invitations will be distributed electronically by the City of Lawrence to selected consultants and posted on Demand Star and the city website. Others may request a copy of the RFP at any time prior to the submission deadline.

Submission Deadline.....March 15, 2018

Submittal Instructions: Submit one electronic PDF of your Statement of Proposal to Amy Miller via email (amiller@lawrenceks.org) by 5:00 p.m. CST. Consultants are responsible for ensuring electronic delivery by receiving a confirmation by the City of Lawrence. Be aware that the City has buffers for large files, so they will require special care to ensure delivery to the City.

City of Lawrence, Kansas
Amy Miller, Assistant Director, Planning
6 E. 6th Street
Lawrence, Kansas 66044
amiller@lawrenceks.org
785-832-3166

Interviews.....April 2-6, 2018

The City will notify selected firms by phone or email to schedule interviews. All unsuccessful firms will be notified by email.

City Commission Approval.....April 17, 2018

Agreement with Selected Firm.....May 1, 2018

**Schedule is subject to change.*