

REQUEST FOR PROPOSAL

LANDSCAPE ARCHITECTURAL DESIGN AND BEAUTIFICATION PLAN



CITY AVENUE SPECIAL SERVICES DISTRICT

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GENERAL INFORMATION

City Avenue Special Services District of Philadelphia and Lower Merion (“City Avenue”) requests proposals from qualified consulting firms to provide professional services. The proposal should include evidence of your firm’s experience and qualifications to address the scope of work as outlined in this RFP.

Proposals should be submitted to the following address:

Bryan R. Fenstermaker, President & CEO
City Avenue Special Services District
One Belmont Avenue, Suite 425
Bala Cynwyd, PA 19004

Proposals should be submitted by the proposal deadline outlined in the **Anticipated Project Timeline** section of this RFP. Proposals must be accompanied by a cover letter signed by a principal of the firm.

The selected firm will be required to identify in its proposal the project manager who will be assigned to provide general administration, project control, staffing, and general coordination for the term of the Project.

City Avenue reserves the right to amend or otherwise modify this RFP at any time.

PROJECT OVERVIEW

BACKGROUND OF CITY AVENUE SPECIAL SERVICES DISTRICT

Featuring a unique partnership between the City of Philadelphia and the Township of Lower Merion, City Avenue paved the way for improved zoning and renewed safety that has ignited unprecedented growth. Resembling a small metropolis in and of itself, City Avenue is brimming with new residents, shopping options, pedestrians, cyclists, and eateries not only along the main thoroughfare, but throughout the district’s six neighborhoods.

Over the last ten years, City Avenue has worked with communities on both sides of the corridor to implement various transportation and public safety initiatives. It has worked to transform the corridor from an auto-oriented drive-through corridor to a pedestrian-friendly, successful, vibrant, and highly desirable, diverse, mixed-use community

GOAL OF PROJECT

The goal of this Project is to identify a strategy for implementing a Landscape Architectural Design and Beautification Plan for City Avenue. The Plan should include recommendations for new and potentially innovate ideas that will continue City Avenue’s transformation to a popular live, work, and play destination. The Plan should include a step-by-step process for this implementation, including:

1. Identifying the location and type of recommended public spaces, including trees, shrubs, and other greenery and shade options, as well as location of pedestrian amenities such as benches, trash cans, and pedestrian lighting;

2. Incorporating all proposed improvements in a manner that ensures uniformity and consistency throughout the entire City Avenue District; and most importantly,
3. Addressing the need for pedestrian safety and mobility with all recommended improvements or enhancements.

The Plan must demonstrate an understanding of City Avenue's particular needs. This will comprise items such as addressing the unique challenges faced by City Avenue including: 1) its combination of residential and business uses; 2) its proximity to various forms of public transportation; 3) the challenges of encouraging growth while at the same time maintaining a safe, community feel; and 4) the necessity of closely coordinating all proposed initiatives with the City of Philadelphia, Lower Merion Township, the Pennsylvania Department of Transportation (PennDOT), and the Philadelphia Water Department.

SCOPE OF WORK

The proposals should address how the firm will complete the project and incorporate community recommendations and suggestions into the final Plan. It is anticipated that the following items will be completed by the chosen firm:

KICK-OFF MEETING

The chosen firm should meet with City Avenue Team at the beginning of the engagement to review the overall project scope, the Team's expectations, and an explanation of the firm's anticipated schedule.

ORGANIZATION AND MANAGEMENT OF PUBLIC ENGAGEMENT AND PARTICIPATION

It is vitally important that this work is done transparently and with the participation and engagement of area residents, local businesses, the City of Philadelphia, Lower Merion Township, and PennDOT. A minimum of three (3) public meetings will be required, which can be virtual, in-person, or a combination of both.

PROJECT STATUS MEETINGS WITH CITY AVENUE TEAM ONCE EACH MONTH

The chosen firm should provide City Avenue Team with regular updates on the status of the project. Firm should inform Team of any questions regarding project scope and expected deliverables, any issues that have arisen during the public engagement process, and any anticipated challenges moving forward.

DELIVERABLES

Expected deliverables include the following:

LANDSCAPE ARCHITECTURAL DESIGN AND BEAUTIFICATION PLAN FOR CITY AVENUE (FOR RELEASE TO GENERAL PUBLIC)

The Plan should include the recommended type and location of proposed pedestrian amenities and an explanation of how these amenities will enhance and benefit the community.

In addition, the Plan should address the manner in which the recommended improvements and enhancements can be seamlessly implemented and integrated with existing City Avenue infrastructure, while maintaining consistency with vehicular and pedestrian safety and mobility

needs. City Ave District residents and visitors use a wide variety of transportation options, including private vehicles, public transportation, walking, biking, etc. It's vital that the proposed improvements accommodate users of all modes of transportation.

It's preferred that the chosen firm have a familiarity with working with the Philadelphia Water Department and experience with relevant government initiatives for stormwater management. Should the recommendations include the need to upgrade or expand the current City Ave infrastructure, the Plan should clearly identify these needs and explain the benefits of the proposed upgrades and potential implementation costs.

ANTICIPATED PROJECT TIMELINE

- Release Request of Proposal – February 15, 2023
- Deadline for Proposal Submission – March 31, 2023
- Evaluation and Review of Proposals – April 2023
- Approval and Award of Proposal to Successful Consultant – April 14, 2023
- Notice to Proceed – May 1, 2023
- Project Completion, including submission of all Project Deliverables – November 1, 2023

PROJECT BUDGET

City Avenue anticipates a project cost between \$100,000 and \$125,000. Should the proposal exceed this number, the firm must provide specific details of added deliverables and identify the benefit of these proposed services.

CONSULTANT QUALIFICATIONS

- The project leader of the consulting team must have a minimum of three (3) years' experience in performing comparable work, including holding public stakeholder meetings. The project leader will assume overall project coordination responsibilities between City Avenue and the consulting team.
- The project leader and team members must have documented experience with similar project work.
- The project leader and team members must have documented experience and knowledge in current best practices. The project leader and team members must be able to communicate the current best practices to local government officials and the community.
- Because City Avenue is a state road, it is imperative that all recommendations be acceptable to PennDOT. Therefore, demonstration of past success coordinating similar projects with PennDOT will likely be a factor in City Avenue's selection process.
- The project leader and team members must have documented experience in setting goals, analyzing problems, generating solutions, and providing recommendations and implementation strategies.

PROPOSALS

Submitted proposals should follow the following format:

1. Letter of Transmittal, including:

- A. A statement indicating firm's understanding of the work to be performed;
- B. An affirmation of the firm's qualifications for professionally and expertly conducting the work as understood;
- C. An affirmation that the firm can meet the schedule for the project;
- D. The firm's contact person concerning the proposal; and
- E. Itemized summary of services to be provided and their costs.

2. Statement of Firm's Qualifications

The qualifications should identify areas of specialization, practice philosophy, and project/client mix, as well as examples of a minimum of three (3) projects conducted of a similar nature.

3. Project Understanding and Approach

The proposal must include a project vision and a description of the procedures and methods the firm proposes to use to complete this scope of work.

4. Identification of Project Team, including:

- A. Team organization, including key people and services to be provided by each team member;
- B. Key project support personnel with resumes showing experience with similar projects;
- C. Statement regarding proposed Minority Business Enterprises ("MBE"), Woman Business Enterprises ("WBE"), and Disabled Business Enterprises ("DSBE") participation, if relevant.

5. References

Firm should provide three references for the prime consultant indicating project names, firm's role, total fee, start and completion dates, and client contact information.

6. Fees

Firm should include a clear and concise fee for services, which includes the following:

- A. Lump sum cost proposal including itemized list of services
- B. Allowance for reimbursable expenses
- C. At firm's discretion, an addendum to the proposal may be included, which outlines additional services and deliverables that the firm believes may be beneficial in helping City Avenue achieve the goals outlined in the Project Description. If an addendum for additional services is included, it must include the additional cost of proposed fees, separate from the initial proposal fee.

7. Schedule

A project work schedule should be provided which includes time frames for each major work element, target dates for public meetings, and dates for completion of draft and final documents.

CRITERIA FOR EVALUATION

Proposals will be evaluated based on the following criteria:

- Capability to perform required services
- Qualifications of key personnel
- Extent of team's experience and past performance on similar projects
- Extent of experience and capability of working in and with the City of Philadelphia, Lower Merion Township, PennDOT, and Philadelphia Water Department
- Project understanding and methodology
- Firm's approach to perform required services in a timely manner
- Proposed fee for professional services

QUESTIONS

Any questions regarding this RFP should be directed to:

Bryan R. Fenstermaker, President & CEO
City Avenue Special Services District
One Belmont Avenue, Suite 425
Bala Cynwyd, PA 19004
610.747.0311

CITY AVENUE SPECIAL SERVICES DISTRICT MAP

CITY AVENUE SPECIAL SERVICES DISTRICT

