



REQUEST FOR PROPOSALS for

City of Wadsworth, Ohio

Downtown Streetscape Improvement

Phase I – Conceptual Design & Planning

February 2019



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INTRODUCTION:

The City of Wadsworth (City) is requesting proposals from qualified consultant teams (Consultant) who can assist the City by completing planning and creative design services for the first phase of the downtown streetscape and public gathering space improvements to the downtown Wadsworth area. Under the direction of the City and with the input from the community and identified stakeholders, the Consultant will lead the planning and concept design of a streetscape plan and public gathering space that are consistent with the area character and guidelines outlined in the 2017 Downtown Visioning Plan.

The work will cover the area of downtown Wadsworth (see map below). In general, the streetscape and public gathering space improvements to be planned as part of this request may include the design of elements such as widened sidewalks, bump-outs, landscape areas, outdoor seating areas, special paving areas, pedestrian scale lighting, public art, public amenities, and other enhanced pedestrian facilities.



PURPOSE AND GOALS OF THE PROJECT:

The purpose of this project is to complete Phase 1 of a three-phase Improvement Project for the City of Wadsworth Downtown Streetscape Improvement project. Phase 1 is conceptual design of streetscape improvements for the downtown area. The conceptual plans shall include implementable improvements and amenities within the downtown area. The City is interested in making improvements to enliven the downtown, create consistency between the streetscape elements, add more identity to the area, and spur investment within the downtown core.

Goals of the project include, but are not limited to, a public gathering space and streetscape plan that would encourage more sidewalk activities, create better connections between downtown amenities, and use space more effectively for public gathering and active uses. Preference will be given to streetscape design proposals which demonstrate the ability to increase pedestrian connectivity and stimulate economic development in a manner that is compatible with the Downtown Visioning Plan.

Other goals of the project include:

- Creation of a signature public space in the Downtown core.
- Widening of sidewalks in strategic areas to improve walkability and include urban design features (i.e. outdoor dining, benches, landscaping planters, etc.).
- Enhancing pedestrian connections to parking lots (i.e. alley revitalization / conversion, lighting, lot clean-up, etc.).

BACKGROUND:

In 2017, the City of Wadsworth adopted a downtown plan written to guide the City in the development of public projects that will enhance the pedestrian realm and promote future growth. The development of this plan included involvement by the public, City employees, and a volunteer stakeholders group. The projects included in this plan were identified to attract residents and new businesses to downtown.

Downtown Wadsworth is identified as the intersection of High Street, Main Street, Broad Street, and College Street as well as its immediately surrounding areas. This area is a combination of commercial and residential uses and is a gathering area for many residents of Wadsworth. The Central Business Development area located around this intersection allows for a higher residential density and requires visually compatible facades in accordance with City zoning ordinances and downtown historical guidelines.

In addition to the surface infrastructure improvements, the City plans to make underground improvements in the downtown area as part of Phases 2 and 3 (design and construction) of the streetscape project. The existing infrastructure in downtown is near or beyond its useful life, and will be replaced, repaired, or lined as deemed necessary. The water line will be replaced. Sanitary and storm sewers in the area are being cleaned and televised and will be completed in

the spring of 2019. The information gathered from the CCTV data will be used to determine the extent of repairs needed on these sewers. Because of the age of the downtown infrastructure, it has been identified as a high risk area for inflow and infiltration (I/I). The City has completed a flow monitoring study, and will be performing smoke and dye testing to narrow down possible locations of I/I. Illegal connections found may also be addressed during Phases 2 and 3 of the streetscape plan. Although this investigation is being done outside of the concept design phase, the Consultant will need to consider the necessary improvements while laying out the conceptual design for the streetscape and public gathering space.

SCOPE OF WORK:

With the direction of the City and input of stakeholders and the community, the selected consultant will help refine the community's vision, evaluate the requirements, develop alternatives, prepare conceptual design drawings, make recommendations and produce renderings to advance the project to Phases 2 and 3 (design and construction). The following recommended scope of work for the project is meant to provide a guideline for the preparation of proposals. Responses to this RFP may suggest alternative approaches to the scope, so long as the end result is achieved.

1. Assess / verify project's vision, goals, and objectives.
2. Identify constraints and parameters.
3. Evaluation of site requirements, including, but not limited to, restrictions related to vehicular circulation, parking, drainage, amenity placement, governmental regulations, and/or other considerations.
4. Evaluate the potential to adjust the alignment of Broad St. at the main downtown intersection, removing the median and aligning the travel lanes with those on College St.
5. Develop multiple alignments for the High St./Main St and College St./Broad St intersection.
6. Develop multiple (at least 3) configurations and typical sections for affected streets and right-of-ways within the downtown study area.
7. Develop multiple (at least 3) conceptual layouts for a new downtown public gathering space.
8. Provide pros and cons of each with cost ranges; provide Consultant recommendation.
9. The options will then be evaluated, with portions from any option being incorporated into the final conceptual design.
10. Provide at least 5 families (themes) of street furniture including seating, trash containers, bicycle racks, planters, etc.
11. Provide options of attractive and creative materials in sidewalks, crosswalks, parking lanes and/or roadway at intersections.
12. Provide multiple alternatives of street lights, signals, and street signage.

13. Provide multiple (at least 3-5) landscaping treatment alternatives.
14. Identify locations, options, themes, etc. for public art, murals or unique features.
15. Provide alternatives to further enhance alleys, public parking lots, side streets, etc. within the downtown area.
16. Identify locations for current and future outside seating/dining.
17. Identify zones for loading and unloading passenger and commercial vehicles.
18. Provide cost estimates and funding options to implement recommended improvements.
19. Conceptual design for immediate implementation and a phasing plan for future and long-term programming.
20. Produce preliminary site plan drawing(s) for overall streetscape improvements.
21. Develop multiple perspective renderings of street views for public outreach.
22. Develop multiple perspective renderings of public gathering space for public outreach.
23. Provide total cost estimate for streetscape improvements with recommendations on prioritization for Phase 1 of construction based on available budget, constructability, and community input. Costs should be separated between the public gathering space and the streetscape project.

Note: A high-level parking study will be conducted in parallel with this project. Detailed surveying will also be conducted by an outside source. This conceptual phase shall utilize existing information and mapping readily available from the City of Wadsworth and/or other sources.

TASKS AND DELIVERABLES:

Task 1: Analysis of Existing Conditions and Project Assessment

- The Consultant will prepare a base map of the Wadsworth downtown area depicting, at a minimum, the public right of way, utilities, City parking lots, structures, and approximate building footprints. The Consultant will analyze and document Wadsworth's assets, opportunity sites, existing streetscape features and map them.
- The Consultant will identify any physical, budgetary, or social constraints in the existing conditions that will impact the implementation of the downtown streetscape concept plan.
- The Consultant will work with the City to refine the vision, goals, and objectives of the downtown streetscape project. Upon acceptance of the proposed visions, goals, and objectives, they will be provided to the City.

Deliverables: Base Map (including Opportunities and Constraints); Project Visions, Goals, and Objectives

Task 2: Project Meetings

- The Consultant will plan to attend a minimum of the following meetings:
 - One kickoff meeting with City staff to define new and assess existing goals of the streetscape plan.
 - Three meetings with the downtown stakeholder task force including the preparation of any materials needed to convey the conceptual designs at the meetings.
 - Four project meetings with City staff for incorporation of City comments into the streetscape plan.
 - Two community-input meetings including the preparation of handouts and visual materials to convey the streetscape plans to the public. The Consultant will incorporate comments from the community under the direction of the City.
- Meeting materials including agendas, minutes, presentations (i.e. PowerPoint), and supplemental handouts shall be submitted to the City for approval prior to all meetings, workshops, or public hearings.

Deliverables: Meeting Agendas, Minutes, Presentations, and Supplemental Handouts

Task 3: Design Alternatives and Feasibility

- The Consultant will provide street alignments and typical sections based on the scope of services in the proposal.
- The Consultant will provide information such as style, quantity, locations, and available product specifications for proposed seating, trash containers, bicycle racks, planters, street lights, signals, street signage, and landscaping treatment for the City to select styles that align with the vision of downtown.
- The Consultant will identify locations and themes for public art, murals, or unique features and provide visual representation of the anticipated final product. This alternative will include the anticipated means of acquiring art or other features and the timing of implementation of art work based on construction of other proposed alternatives.
- The Consultant will develop conceptual layouts for a downtown public gathering space including any proposed features (i.e. trails, playgrounds, fountains, benches, etc.) and display how the space will be accessible to the downtown businesses and residences.
- The Consultant will provide alternatives to further enhance alleys, public parking lots, side streets, etc. within the downtown area. These areas should be prioritized based on ability to connect visitors to nearby facilities and accessibility for community events.
- The Consultant will complete site visits and obtain photos of the project sites to convey the proposed alternatives as necessary.

- The Consultant will coordinate with local businesses and the City to identify available locations for future outside seating/dining areas.
- The alternatives will include consideration for zones for loading and unloading passenger and commercial vehicles.
- The Consultant will weigh the physical constraints and potential impacts associated with each alternative for future prioritization of the alternatives. Pros and cons of all alternatives shall be provided to the City prior to incorporation in the final conceptual design.

Deliverables: Description and Visuals of Alternatives, Alternatives Pros and Cons

Task 4: Final Conceptual Designs, Costs, Renderings

- The Consultant is required to provide powerful visuals that effectively complete and enhance the proposed alternatives.
- The Consultant will develop preliminary site plan drawing(s) detailing the overall recommended streetscapes improvements including combinations of various design features included in the design alternatives analysis based on City and community feedback.
- The Consultant will develop itemized cost estimates for the recommended alternatives including funding options to implement the recommended improvements.

Deliverables: Renderings, Preliminary Site Plan Drawing(s), and Cost Estimates

Task 5: Priority Recommendations, Implementation Schedules, Phasing

- The Consultant will evaluate the information presented in the feasibility study and feedback from the City and stakeholders to provide recommendations on projects to be implemented. Final recommendations may include combinations of alternatives presented in the feasibility study as deemed necessary to meet any budget or constructability constraints while maintaining the desired downtown vision.
- The Consultant will develop an implementation schedule for the detailed design and construction of the priority recommendations. This will include timelines for design, permitting, and final construction completion by the mid 2021 and July 2020 for the public gathering space. The schedule should be based on design and construction of the streetscape improvements and any utility work to be included.
- The Consultant will provide a phasing plan for future and long-term programming based on prioritization of the proposed alternatives.
- The Consultant will provide recommendations on prioritization for Phase 1 of construction based on available budget, constructability, and community input.

Deliverables: Design and Construction Schedule, Prioritized Recommendations, and Phasing Plan

PROPOSAL FORMAT AND REQUIREMENTS:

The proposal shall be limited to 25 pages with a page size of 8 ½"x11", single space and type size shall not be less than 10 point font for each response item. Note for page-counting purposes, a page equals a one-sided sheet. Any additional information that the consultant wishes to include that is not specifically requested should be included in an appendix to the proposal. Consultant teams are encouraged to keep the proposals brief and concise, but sufficiently detailed to allow evaluation of the study understanding and approach.

In order to simplify the evaluation process, the City is seeking proposals in the following format:

Cover Letter (one page maximum): The letter shall be signed by a principal or other member of the Consulting firm who is authorized to contractually bind the firm and to negotiate a contract with the City. Provide name, title, address, email, and telephone number of the authorized person and the contact, if not the same individual.

Project Overview: Provide a narrative description of the project based on the Scope of Work presented in the RFP. Include any issues that you believe will require special consideration for this study. Staff will assess your understanding of all aspects of the study based on the overview.

Description of Project Approach: Briefly describe the project understanding and approach used by your firm. Discuss your proposed process including the features and benefits of your methodology. Give a brief description of issues you believe significant on this project and a brief outline of your project approach. Describe any anticipated risks of this project. Include any unique resources or practices you plan to apply to this project and discuss the strengths of your firm to complete this project within the allotted timeframe.

Team Qualifications: Brief description of qualifications, the education, geographic location, and experience of the Project lead and team assembled for this project. Specific personnel should be identified for the tasks necessary for a complete response to this RFP. Resumes or CVs should be provided in an appendix for each team member integral to the Project. A clear and comprehensive organization chart must be presented to illustrate the organization of the team and key team members. List the availability and commitment of each key team member throughout the timeline of the project. Include only those staff members who will be active members of the project team.

1. **Project Manager:** The City expects the proposed project manager to lead the consultant project team, be the single point of accountability for project delivery, and provide the primary point of communication between the City and project team. Provide a description of the Project Manager and their qualifications for this project and a detailed list of previous projects worked on that are relevant to the project. If it is

possible that more than one project manager will be assigned to various specialty areas, please provide multiple descriptions.

2. **Key Support Personnel:** Provide a brief list of key personnel that will be assigned to this project. Identify their area of expertise and how they have worked with the Project Manager on previous projects.
3. **Subconsultants:** Provide any key personnel with each subconsultant to be working on this contract. Include name, location, and percentage of the work to be completed by the subconsultant.

A request to replace or substitute any key personnel or sub-contractor for any reason, shall be provided to the City Project Officer at least fifteen (15) calendar days in advance of such proposed replacement or substitution and the request shall contain sufficient justification, including identification of the proposed substitute and their qualifications, in sufficient detail to permit evaluation by the City.

Comparable Project Experience: Briefly describe three (3) projects performed within the last seven (7) years involving similar scopes of work, particularly any work performed for government agencies of similar nature. Include the following information:

1. Description and location of related projects and year of completion
2. Brief description of project and deliverables, including public outreach methods and activities, geographic area covered under plan, and project timeline
3. Key personnel involved
4. Client name, contact person, physical address, email address, and telephone number.

Representation of Project Visuals: The Consultant should convey their ability to produce project visuals as required by this project. The City firmly believes in the power of photographs, graphics, and before and after simulations to communicate design ideas both internally and with the public. Include in this proposal, any preliminary project visuals that portray your team's ability to complete this scope item.

Proposed Project Schedule: The City expects to conduct the Project over a period of approximately four (4) months. The Consultant shall submit a proposed schedule to complete the entire project within this time period. The project schedule shall address the proposed scope of work and any recommended additional tasks and include an approximate timeline for completing each of the individual tasks and deliverables for that task as described in the scope of work. If the Consultant does not believe the 4 month timeframe is possible, include justification and a proposed schedule. Demonstrate your project team's capability of timely response and ability to meet milestones. Include the anticipated level of effort for each task outlined in the scope of services.

The following is an example of a table to include for this section.

Task Number	Task Name	Approx. Schedule Dates	Level of Effort (hours)
1	Analysis of Existing Conditions and Project Assessment		
2	Project Meetings		
3	Design Alternatives and Feasibility		
4	Final Conceptual Designs, Costs, Renderings		
5	Priority Recommendations, Implementation Schedules, Phasing		
	TOTAL		

INSTRUCTIONS TO PROPOSERS:

Proposals must be received no later than 4:00 p.m. EST, Wednesday, March 20, 2019.

Six (6) hard copies and one electronic copy shall be submitted.

Proposals are to be addressed to Wadsworth City Engineering, City of Wadsworth, City Hall, 120 Maple Street, Wadsworth, Ohio 44281.

Please direct all inquiries to the Project Manager, Gina Brescilli, at brescilli@wadsworthcity.org, or the City Engineer, Vicky McCauley, at vmccauley@wadsworthcity.org.

Note: The City has \$50,000 available for this contract. If you believe the scope of work requires a higher budget, please provide justification in your proposal and/or how the scope could be modified to stay within the contract price.

SELECTION PROCESS:

Upon completion of the scoring and ranking of the written submittals, the City may make a selection based on the following selection criteria. Alternately, the City may select the top ranked firms to deliver a presentation to provide further clarification of their capabilities, experience, and approach. The City reserves the right to reject any or all proposals and to waive any and all irregularities to choose the firm which, in the City’s opinion, best serves the City’s interests.

SELECTION CRITERIA:

Proposal will be evaluated based on completeness of the items identified in this RFP and the extent to which the Consultant is likely to be able to achieve the desired results. Proposals will be evaluated based on the following criteria.

Proposal Section	Available Points
Project Understanding	15
Project Approach	20
Project Manager Qualifications	20
Team Qualifications	15
Comparable Project Experience	20
Proposed Project Schedule and Availability	10
Total	100

CONSULTANT SELECTION SCHEDULE:

A following schedule has been established for conducting this consultant selection process. The City reserves the right, however, to modify this schedule at any time.

Proposals Due	March 20, 2019
Interviews and Presentations if required	April 8 - 19, 2019
Consultant Selection	May 1, 2019
Project Deadline	September 6, 2019

ATTACHMENTS or LINKS:

2017 Wadsworth Downtown Visioning report

<https://www.wadsworthcity.com/DocumentCenter/View/1321/Downtown-Visioning-Plan-2017-PDF>

City properties within the downtown study area

2003 limited survey mapping of High St./Main St.

1984 Downtown Improvement Plans

Downtown Utility mapping

2010 Wadsworth Multi-Modal Plan

<https://www.wadsworthcity.com/DocumentCenter/View/1319/Wadsworth-Multimodal-Plan-PDF>