



February 7, 2024

Bidder:

The Traverse City Downtown Development Authority will receive sealed bids in the office of the Downtown Development Authority at 303 E. State Street Suite C, Traverse City, Michigan 49686, until **Friday, March 8, 2024 at 4:00 PM** for the following:

Downtown Traverse City Rotary Square

The specifications can be obtained from the DDA's website link at: <https://dda.downtowntc.com/request-for-proposals-and-other-projects/> or the City's website link at: http://www.traverscitymi.gov/bids_and_rfps.asp, It is the sole responsibility of the Bidder to check the websites for updates and addenda prior to the bid being submitted.

The Traverse City Downtown Development Authority reserves the right to accept or reject any or all bids, waive irregularities and to accept the bids either on an entire or individual basis that is in the best interest of the DDA.

The DDA accepts no responsibility for any expense incurred by the Bidder in the preparation and presentation of a bid. Such expenses shall be borne exclusively by the Bidder. Only the successful Bidder will be notified.

You must indicate on the outside of the sealed envelope that the bid is for **“Downtown Traverse City Rotary Square.”**

You must submit two (2) sealed hard copies and one digital copy of the bid to the DDA's office prior to the above indicated time and date or the bid will not be accepted. E-Mail bids will not be accepted. All bids will be opened at **4:00 on Friday, March 8, 2024** at the DDA office.

If you have any questions, please contact Harry Burkholder, DDA Chief Operations Officer at 231-922-2050 before the bid is submitted.

PLEASE SUBMIT BID TO: Harry Burkholder, Chief Operations Officer
Traverse City Downtown Development Authority
303 E. State Street, Suite C
Traverse City, Mi 49686

PURPOSE OF RFP

The Traverse City Downtown Development Authority is seeking proposals from qualified firm(s) to lead and facilitate Public Engagement, Conceptual Design, Schematic Design, Base and Refined Cost Estimates and Operational Development Estimates for a new public square in Downtown Traverse City.

OVERVIEW AND BACKGROUND

A centralized public square (formally referred to as “Rotary Square”) in Downtown Traverse City has been a long-held community desire – first identified over 25 years ago in the TIF 97 Plan for Downtown. After decades of discussion and several stalled exploratory processes, and then aided by a \$1 million gift from Rotary Charities of Traverse City and a \$2 million appropriation from the State of Michigan, the DDA purchased the former Chemical Bank property (just under a half-acre) at the corner of Union Street and State Street for the public square in 2019 (see attachments).

In August of 2022, the DDA demolished the bank building and added basic utilities (e.g., irrigation and electricity) to the site. In October of 2022, the DDA hosted its first public event at the new site, the “downtown tailgate”, a tailgate and watch party for the UofM/MSU football game which attracted around 1,000 people. Since then, the DDA has hosted several events/activities at the square including a downtown employee picnic, movies in the square and Santa’s House. In June, the DDA and Rotary Charities hosted a formal ribbon-cutting for the square, accompanied by a performance from the Traverse City Orchestra.

PROJECT DESIGN GOALS

The public square will be one of the most significant placemaking projects in the history of Downtown Traverse City. As such, the final design of the public square must go beyond the generic concepts of most municipal squares/parks – it must include truly unique and one-of-a-kind features and design elements. The overall vision for the public square should be shaped by public engagement. However, the consultant should consider the following elements in the final design for the public square:

- Serve as a meeting place and focal point for people and activities that contribute to the vibrancy and unique sense-of-place of Downtown Traverse City.
- Be welcoming, inclusive and easily accessible to people of all ages and abilities.
- Feature elements that offer year-round passive and active recreation and programming opportunities.
- Include opportunities for temporary and/or permanent food and beverage vending as well as seasonal retail vending.
- Feature flexible elements that allow for a variety of celebrations, programs, events and activities throughout the year.
- Feature sensory elements that stimulate interaction and connection with the natural and built environment.
- Develop an identity, name and/or brand for the public square and serve as a defining feature for downtown Traverse City.

- Connections with adjacent planned public space improvements and the urban fabric of downtown Traverse City.
- Prioritizing the employment of sustainable principles and climate resilient practices.

PROJECT DESIGN OPPORTUNITIES

The public square site is located directly adjacent to a proposed capstone project (referred to as “FishPass”) of a 20-year regional river restoration initiative designed to reconnect the Boardman/Ottaway River with Lake Michigan. The FishPass project includes the replacement of the deteriorating Union Street Dam with a new barrier and international research facility designed to study and determine how to automate the selection of certain fish species up the river. The project also includes substantial improvements to Lay Park, which surrounds the dam and FishPass facility and lies adjacent to the public square site. The proposed FishPass project marks a significant investment in the Boardman/Ottaway River, and is supported by a collection of federal, state, local (including the DDA) and tribal agencies and non-government organizations.

The proposed FishPass project (and its associated investments in the Boardman/Ottawa River) compliment other recent placemaking effort along the Boardman/Ottawa River headed by the DDA. Last year, the DDA finalized a comprehensive effort to develop a conceptual design for a new riverwalk and pedestrian plaza adjacent to the river and along the alley of the 100 and 200 blocks of Front Street (between Union Street and Park Street). The DDA is currently working on funding and implementation strategies for this significant placemaking project.

The proposed Riverwalk and FishPass project represent a long-held community desire for downtown to embrace and better connect to the Boardman/Ottaway River. The consultant should be aware of these two significant infrastructure and placemaking investments and incorporate physical connections and complimentary features where possible.

The public square is also located directly adjacent to a mostly vacant (and privately held) surface parking lot. The DDA and other community partners have been working to acquire a portion of the parking lot from the property owner for several years. If the lot were to be acquired, the footprint of the public square could be greatly expanded. This parking lot also sits adjacent to the FishPass project.

At this time, the fate of the acquisition of the parking lot is unknown. However, if the parking lot was acquired, the DDA has a tremendous opportunity to incorporate the space (as well as the FishPass project’s public amenities) into the overall design of the public square. Therefore, the consultant should be prepared to develop a conceptual design for the public square that connects with the adjacent FishPass project as well as the adjacent parking lot. The design for the adjacent parking lot could be considered “Phase Two” of the overall project, but should succinctly tie into the current footprint of the public square and adjacent FishPass project.

Sustainability and Climate Resilience

In November 2022, the DDA completed *Moving Downtown Forward*, a comprehensive planning effort to examine the current and future needs of Downtown Traverse City as well as the organizational and funding structure of the DDA.

The final report identified five guiding principles for the DDA moving forward – two of which should help frame the vision for the public square:

1. Design a great place for all ages and for future generations.
2. Advance environmental sustainability and stewardship

In addition, the final report outlines DDA priorities for future programs and services, which include: “Consider and incorporate sustainability and climate resilience into future projects and initiatives.” Therefore, the consultant should make every effort to employ sustainability principles and climate resilience practices into the project design. The design should address, among other things, best practices related to energy consumption, stormwater management, waste management, building practices and landscape management. The consultant should also be prepared to demonstrate and measure the savings and benefits associated with the sustainability principles and climate resilient practices incorporated into the design.

OPERATIONAL STRUCTURE AND PROGRAMMING

Given that food and beverage services and year-round programming could be a central feature of the new public square, the consultant should be prepared to develop and provide a framework for the long-term management and operation of the public square. The framework should address on-going maintenance, programming, food and beverage operations and other operational aspects of managing a successful public square. This may (or may-not) include the development of a new public-private partnership and cooperative agreement with the DDA, City of Traverse City and/or another local organization(s).

SCOPE OF WORK

In order to achieve a vision, design and framework for the public square, the following scope of work is described under each of the following tasks.

Task One. Community and Stakeholder Engagement and Communication

Community and stakeholder engagement will be an important element of a successful proposal and planning project. The community and stakeholder engagement process should be designed to allow the general public and a variety of stakeholders to contribute to the understanding of the current challenges of the project area, develop an understanding of the design and engineering process and provide input on design alternatives and seek consensus for the proposed design. The Consultant should be prepared to creatively engage with the community and stakeholders through a variety of both in-person and virtual activities.

As this project directly impacts a significant downtown parcel, as well as the Downtown District and surrounding neighborhoods, a robust communication plan is needed to assure project information will be available in a timely and relevant manner. The community engagement and communications component of this process should be designed to continue throughout the duration of the project. It should enable the DDA to provide information to property owners, business owners, employees, commuters, residents and other interests regarding public meetings and opportunities to provide public input in the planning process. The communication plan should provide ample opportunity for stakeholders to engage in the project and also learn of

potential costs, benefits and impacts of the design. Coordination with the DDA and their communication team will be critical.

Key Elements of the Community Engagement and Communication Task will include:

1.1. Development of a Guiding Community Engagement Plan.

The consultant will develop a Community Engagement Plan (CEP) at the onset of the planning effort that is consistent with the requirements listed in the City's [Public Participation Strategy](#). The CEP will define the goals and objectives of the community engagement effort, identify key stakeholders, and discuss the community engagement techniques and materials that will be used such as social media, newsletters, fact-sheets, and graphical displays. Given the severity the COVID-19 pandemic at the time of project initiation, as well as potential limits on personal gatherings, the consultant must demonstrate how it intends to facilitate community engagement through both in-person and virtual tools. The Plan will also address methods proposed for distribution of information.

1.2 Stakeholder Identification

The Consultant will undertake an effort to develop an outreach program including all of the appropriate community stakeholders. The Consultant will work with DDA staff to establish an initial stakeholder database. It will include, among others, DDA and City staff, downtown property owners, merchants, community groups and organizations, residents and individuals affected by or interested in downtown development projects. Specific efforts will be made to involve the general public throughout the process.

1.3 Public Meetings and Schedule

While DDA staff will be in attendance, the Consultant's community engagement specialist will conduct a handful of community meetings. This scope assumes at least three major meetings related to key milestones: Project Introduction, Conceptual Design Alternatives, and Final Conceptual Design. The Consultant's CEP may also include other public meetings which are, in their professional judgement with input from the DDA, needed to engage the community in Plan development.

The Consultant will also provide technical background materials, visual aids and other on-site assistance as needed. Meetings with the general public and other identified groups will, if needed, be designed and scheduled to facilitate information exchange and listening opportunities at key intervals throughout the process. A tentative schedule for public meetings will be developed as part of the CEP.

1.4 Progress Meetings with DDA Staff

The Consultant shall establish a schedule for regular progress meetings with the DDA. Written progress reports shall be prepared for such meetings.

Task Two. Prior Work Review

Sample planning documents to be made available to the selected Consultant includes:

- City of Traverse City Master Plan
- FishPass Plan
- Lower Boardman Unified Plan
- Conceptual Design for the 100/200 Block Alley
- Moving Downtown Forward Report
- Boardman River Watershed Prosperity Plan
- Traverse city Climate Action Plan
- Traverse City Parks and Recreation Plan
- Traverse City Public Participation Plan
- City of Traverse City Priorities Goals and Actions

Task Three. Develop Preliminary Conceptual Design Alternative Concepts

Based on the objectives for the DDA and initial round of public engagement, the consultant shall prepare three alternative conceptual designs for the public square, demonstrating potential improvements, uses, costs and approaches for the project area. Design elements to be considered and addressed in the alternative conceptual designs should include:

- Universal accessibility;
- Pedestrian movement and activity;
- Opportunities for programming;
- Opportunities for food and beverage (and seasonal retail);
- Grading;
- Stormwater (using best practices);
- Landscaping;
- Public spaces, gathering places and interaction with the river;
- Connections to Downtown and surrounding public spaces;
- Gateway treatments
- Planters and other structures;
- Lighting approaches and layouts, in cooperation with TC Light and Power
- Furniture type;
- Snow-melt;
- Signage and branding;
- Utilities;
- Opportunities for special and unique amenities; and
- Sustainability and climate resilience practices

The consultant shall prepare conceptual level estimates of probable costs for the preliminary design alternative concepts. While a more detailed estimate will be prepared for the final design, this task is intended to be utilized as part of the cost-benefit component of the evaluation of the preliminary designs. Furthermore, it is anticipated that the improvements outlined for the public square may be implemented utilizing funds from a variety of funding sources. Recognizing Federal, State and local resources may ultimately be used to implement the Plan, all efforts must be consistent with requirements of the potential funding agencies.

Please keep in mind, the consultant should be prepared to illustrate how the public square will tie into the potential FishPass project and the adjacent surface parking lot.

Task Four. Develop Schematic Design Plans

Based on stakeholder and public feedback of the alternative conceptual designs, and approval from the DDA, the consultant will develop a single schematic design plan for the public square.

The goal of the Schematic Design Plan is to:

- Demonstrate the engineering feasibility of the final design.
- Identify anticipated needs (if any) to acquire additional right-of-way to implement the preferred alternative.
- Identify any additional public infrastructure that will need to be relocated or otherwise modified in the area of the project.
- Identify significant anticipated impacts on parcels abutting the corridor, particularly identifying any parcels that will be uniquely impacted.
- Identify sustainable features and climate resilience practices
- Provide additional detail needed to prepare a more accurate Estimate of Probable Costs for the preferred alternative to enable more accurate projections of capital improvements needed in the corridor.

Preparation of Refined Estimate of Cost

The Estimate of Probable Cost developed in Tasks 3 and 4 shall be further refined based on additional detail developed in the Schematic Design Plan. It is understood that this estimate will represent a more refined cost for implementation, including costs associated with construction and permit/fees. The Conceptual and Schematic Design Plans and Technical Specifications, will serve as a tool to guide capital planning and fund seeking for future improvements in the two alleys. Discussion should address identified challenges to implementation of the plans and set forth the Probable Estimate of Cost.

Task Five. Develop Operational and Management Framework

The Consultant will work with the DDA and other community stakeholders to determine the appropriate management structure that is capable and equipped to implement and deliver on the expectations set forth in the design of the public square. Discussions regarding the framework will likely occur throughout the duration of the planning and design process and could influence the scope of the final design.

SUBMISSION GUIDELINES

The following describes the elements that should be included in each of the proposal sections and the weighted point system that will be used for evaluation of the proposals. The evaluation will be completed by an evaluation committee made up of city staff, DDA staff and DDA board members, which will provide a recommendation to the Downtown Development Authority Board for contract award.

Resumes furnished per A. below, together with evidence of past involvement with similar projects per B. below should demonstrate that the proposed Consulting Team includes individuals competent in:

- Planning for the Human Scale and Urban Design;
- Placemaking and Activization of Public Spaces;
- Mobility Design;
- Utilities;
- Maintenance and Functionality;
- Knowledge of State and Federal Funding Sources;
- Landscape Architecture;
- Lighting Design;
- Architecture;
- Civil Engineering;
- Community Engagement
- Familiarity with and incorporation of sustainable approaches and climate resilient practices

A. Professional Qualifications – 20 points

- State the full names and address of your firm and, if applicable, the branch office or other subordinate elements that will perform, or assist in performing, the work hereunder. Indicate whether your firm operates as an individual, partnership, or corporation. If a corporation, include whether it is licensed in the State of Michigan.
- Include the name of executive and professional personnel by skill and qualifications that will be employed to complete the work. Show where these personnel will be physically located during the time they are engaged in the work. Indicate which of these individuals you consider key to the successful completion of the project and how many hours each person will need to complete the project. Identify only individuals who will work on this project by name and title. Resumes and qualifications are required for all proposed project personnel, including all subconsultants.
- State history of the firm, in terms of length of existence, types of services provided, etc. Identify the technical details which make the firm uniquely qualified for this work.

B. Past Involvement with Similar Projects – 35 points

- The written proposal must include a list of specific experience in the project type and indicate proven ability in developing detailed designs and implementing similar projects for the firm and the individuals to be involved in the project. A summary of related projects with the original deadline and cost estimate versus the actual design completion date and final cost of the design is required with this section. A complete list of client references must be provided for similar projects recently completed. It shall include the firm/agency name, address, telephone number, project title and contact person.

C. Proposed Work Plan – 35 points

- A detailed work plan is to be presented which lists all tasks determined to be necessary to accomplish the work of this project. The work plan shall define resources needed for each task (title and individual person-hours) and the firm's staff person completing the project task. In addition, the work plan shall include a timeline schedule depicting the sequence and duration of tasks showing how the work will be organized and executed.
- The work plan shall be sufficiently detailed and clear to identify the progress milestones (i.e., when the project elements, measures and deliverables are to be completed) and the extent and timing of the DDA personnel involvement. Additional project elements suggested by the Proposer are to be included in the work plan and identified as Proposer suggested elements.
- The work plan must identify information the proposer will need from DDA staff in order to complete the project. Include estimated time and resource commitment from DDA staff.
- The work plan shall include any other information that the Proposer believes to be pertinent but not specifically asked for elsewhere.
- Also include in the work plan all proposed steps, if any, to expedite completion of the project. This will be given due consideration during evaluation of proposals.
- In the scoring for this first section, consultants shall be evaluated on the clarity, thoroughness, and content of their responses to the above items.

D. Fee Proposal – 10 points

- Fee quotations shall be submitted in a separate, sealed envelope as part of the proposal. Fee quotations are to include the names, title, hourly rates, overhead factors and any other details, including hours of effort for each team member by task and sub-task, by which the overall and project element costs have been derived. The fee quotation is to relate in detail to each item of the proposed work plan. Consultants must be capable of justifying the details of the fee proposal relative to personnel costs, overhead, how the overhead rate is derived, material and time. The cost proposal should be realistic in showing the hours necessary to provide a quality product.
- The fee proposed must include the total estimated cost for each task and the complete Plan when it is 100% complete. This total may be adjusted after negotiations with the DDA and prior to signing a formal contract, if adjusted.

Authorized Negotiator

Include the name, phone number and email address of the person(s) in your organization authorized to negotiate the Scope of Work with the DDA.

Proposal Evaluation

A DDA led committee will evaluate each proposal by the above-described criteria and point system (A through C, based on 90 points) to select a short list of firms for further consideration. Fee proposals will then be opened for those proposals making the short list and each proposal re-scored to include the fee (10 points). A proposal with all the requested information does not guarantee the proposing firm will be a candidate for an interview. The Committee may contact references to verify material submitted by the Proposers.

Interview

The DDA will then schedule interviews with selected firms, if necessary. The selected firms will be given the opportunity to discuss in more detail their qualifications, past experience, proposed work plan and fee proposal. The interview should include the Project Team members expected to complete a majority of the work on the project, but no more than six (6) members total. The interview shall consist of a presentation of up to twenty (20) minutes by the Proposer, including the person who will be the project manager on this Contract, followed by approximately twenty (20) minutes of questions and answers, if needed. Audio-visual aids may be used during the interview.

Final Scoring

The firms interviewed will then be re-evaluated by the above criteria (A through D), and adjustments to scoring will be made as appropriate. After evaluation of the proposals, further negotiation with the selected firm may be pursued leading to the award of a contract by the Downtown Development Authority Board, if suitable proposals are received.

Deadline

Proposal must be submitted by 4:00 PM, Friday, March 8, 2024.

Timeline

The preferred consultant will be selected shortly after proposals are evaluated and interviews are completed. The consultant should be ready to begin work immediately on this design effort.

About the DDA

The Traverse City Downtown Development Authority is a component unit of the City of Traverse City whose mission is to create, support and promote critical infrastructure and other improvements that enhance the downtown experience, promote business growth, serve as a catalyst for private investment and contribute to the year-round vitality and unique sense-of-place of downtown Traverse City.

The DDA is funded through a 2-mill levy and management contracts. Public improvements are funded through two Tax Increment Financing Districts, TIF 97 and Old Town TIF.

Bidder - Please complete and return

BID SUMMARY

TITLE: **Downtown Traverse City Rotary Square**

DUE DATE: **Friday, March 8, 2024 at 4:00 PM**

Having carefully examined the attached specifications and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder certifies that as of the date of this bid the Company or he/she is not in arrears to the City of Traverse City for debt or contract and is in no way a defaulter as provided in Section 152, Chapter XVI of the Charter of the City of Traverse City.

Bidder understands and agrees, if selected as the successful Bidder, to accept a Purchase Order / Service Order / Contract and to provide proof of the required insurance.

Bidder submits this bid and agrees to meet or exceed all the City of Traverse City's requirements and specifications unless otherwise indicated in writing and attached hereto. Bidder shall comply with all applicable federal, state, local and building codes, laws, rules and regulations and obtain any required permits for this work.

The Bidder certifies that it is in compliance with the City's Nondiscrimination Policy as set forth in Administrative Order No. 47 and Chapter 605 of the City's Codified Ordinances.

The Bidder certifies that none of the following circumstances have occurred with respect to the Bidder, an officer of the Bidder, or an owner of a 25% or more share in the Bidder's business, within 3 years prior to the bid:

- (a) conviction of a criminal offense incident to the application for or performance of a contract;
- (b) conviction of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense which currently, seriously and directly reflects on the Bidder's business integrity;
- (c) conviction under state or federal antitrust statutes;
- (d) attempting to influence a public employee to breach ethical conduct standards; or
- (e) conviction of a criminal offense or other violation of other state, local, or federal law, as determined by a court of competent jurisdiction or an administrative proceeding, which in the opinion of the DDA indicates that the bidder is unable to

perform responsibility or which reflects a lack of integrity that could negatively impact or reflect upon the DDA, including but not limited to, any of the following offenses or violations of:

- i. The Natural Resources and Environmental Protection Act.
 - ii. A persistent and knowing violation of the Michigan Consumer Protection Act.
 - iii. Willful or persistent violations of the Michigan Occupational Health and Safety Act.
 - iv. A violation of federal, local, or state civil rights, equal rights, or non-discrimination laws, rules, or regulations.
 - v. Repeated or flagrant violations of laws related to the payment of wages and fringe benefits.
- (f) the loss of a license or the right to do business or practice a profession, the loss or suspension of which indicates dishonesty, a lack of integrity, or a failure or refusal to perform in accordance with the ethical standards of the business or profession in question.

Bidder understands that the DDA reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the DDA. The bid will be evaluated and awarded on the basis of the best value to the DDA. The criteria used by the DDA may include, but will not be limited to: ability, qualifications, timeframe, experience, price, type and amount of equipment, accessories, options, insurance, permits, licenses, other pertinent factors and overall capability to meet the needs of the DDA. The DD is sales tax exempt – Government.

Bidder agrees that the bid may not be withdrawn for a period of sixty (60) days from the actual date of the opening of the bid.

Submitted by:

Signature

Company Name

Name and Title (Print)

Company Address

Phone Fax

City, State, Zip

EMAIL ADDRESS:

Sole proprietorship/partnership/corporation

If corporation, state of corporation

REFERENCES: (include name of organization, contact person, and daytime phone number).

1. _____
Contact Person: _____ Telephone: _____

2. _____
Contact Person: _____ Telephone: _____

3. _____
Contact Person: _____ Telephone: _____

SUBCONTRACTORS: (include name of organization, contact person, daytime phone number, and services to be performed).

1. _____
Contact Person: _____ Telephone: _____
Services to be Performed: _____

2. _____
Contact Person: _____ Telephone: _____
Services to be Performed: _____

3. _____
Contact Person: _____ Telephone: _____
Services to be Performed: _____

RFP Attachment One.

Rotary Square Space (prior to demolition)
Size: .56 Acres



Rotary Square (prior to demolition) with Adjacent Parking Lot Opportunity



RFP Attachment One.

Rotary Square (prior to demolition) Adjacent to FishPass/Lay Park



RFP Attachment One.

FishPass/Lay Park Current View and Rendering



RFP Attachment One.

Rotary Square

