

REQUEST FOR PROPOSAL

#FS21-11-183

**DOWNTOWN GREELEY
MASTER PLAN
UPDATE**

Issued by:

THE CITY OF GREELEY, COLORADO

November 8, 2021

Proposal Deadline: December 15, 2021
before 2 p.m. (MST)
Submit to Purchasing@Greeleygov.com

GENERAL INFORMATION

The City of Greeley, Colorado is located 49 miles northeast of Denver with a population of approximately 108,000 residents. Over 46.4 square miles in size, Greeley is home to the University of Northern Colorado, Aims Community College and several Fortune 500 companies, as well as a rich complement of successful small and mid-size local businesses.

As the county seat for Weld County, Greeley is an education, trade, transportation and marketing hub and one of the most productive agricultural counties in the United States. Its diverse population, comprised of approximately 40% Hispanic residents and an immigrant population contributes to its rich heritage. Greeley is well-recognized for its cultural and creative community and is also one of the fastest growing communities in northern Colorado.

Greeley is experienced strong growth, averaging a 1.7% increase per year since 2010 (92,889 to- 2010 to 108,649 – 2020). Over a similar period of time the Greeley Metropolitan Statistical Area, which covers the entire county, experienced a 2.8% yearly increase. Last year it was reported that the Greeley MSA had the 3rd fastest growth rate in the nation from 2018 to 2019 with a 3.1% increase.

Over the past decade Greeley’s Downtown has experienced a resurgence and boasts several key initiatives such as:

- Development of a new downtown hotel and conference center
- State-designation of the area as a Colorado Creative Industries Creative District
- New development of several hundred mixed use/market rate multi-family dwelling units
- Establishment of the State’s first “Common Consumption” area
- Hosting of major community events and draws such as Arts Picnic, St. Patrick’s Day Parade, OktoBREWfest, Monster Day, Friday Fests, Greeley Blues Jam, and Greeley Lights the Nights, to name a few
- The establishment of several new businesses, including restaurants, brew pubs and distilleries
- Key entryway and main travel corridor improvements
- Extensive public art and murals throughout the area
- New fire station headquarters and municipal complex
- Groundbreaking on a new library/innovation center
- Numerous awards for outstanding events, activities and contributions

The Greeley Downtown Development Authority (DDA) was formed in 1998 as a quasi-public organization intended to advance and sustain downtown revitalization. Most of its early activities were guided by a District Development Plan that accompanied the DDA’s expansion of a tax-increment district in the area. The DDA also was successful in securing a property tax mill ley that supports its administrative functions. In 2011 the DDA undertook a Downtown Greeley Investment Strategy to:

- Identify how to optimize leveraging its resources to stimulate private investment in the area;
- Update the 2002 Development Plan; and
- Identify how the DDA could focus its work more effectively.

The DDA contracted with Progressive Urban Management Association (P.U.M.A.), a Denver-based real estate economics and planning firm to employ a “market-based planning” approach to Downtown Greeley. That work included:

- An evaluation of Downtown market conditions and trends;
- Stakeholder engagement to ascertain aspirations for Downtown;
- A framework for Downtown that reflects distinctive sub-areas and
- An organization and financing strategy for the DDA to prioritize and guide investments.

A copy of the Downtown Greeley Investment Strategy Final Report (July 2011) is included in this RFP as Attachment A.

The City of Greeley is supportive of the DDA's work consistent with the Investment Strategy and is sponsoring this RFP to obtain professional proposals to update the recommendations of the Investment Strategy and identify new initiatives and priorities based upon the work that has been accomplished to date. A copy of Downtown Greeley Accomplishments, dated August 10, 2021, had been attached for reference (Attachment B).

I. SCOPE OF SERVICES

The City of Greeley, in conjunction with the Greeley Downtown Development Authority, is seeking services to update the Downtown Investment Strategy to help guide the growth and development of the downtown for the next decade. For the purpose of this RFP, the City is named as the host entity and issuer of this request, but the direction for this work shall be shared by both entities.

This analysis must be completed within six months from the date of award. The final work product should include but not limited to:

- An updated economic and market analysis of the DDA area;
- A survey/assessment of community residents, businesses, developers, the DDA membership, and key Downtown organizations relative to the redevelopment climate, opportunities, events, and needs;
- A gap analysis of land uses missing and needed in the Downtown;
- Define immediate, mid-term and long range goals and implementation steps;
- Describe how to optimize DDA actions for additional growth and momentum;
- Identify and expand upon key place-making opportunities;
- Impediments and challenges to continued growth and vitality
- An employment profile for the downtown;
- Capital Improvements Assessment of the area; and
- Wayfinding and destination marketing opportunities

Final Product

The final work product will be a report that provides a comprehensive compilation and analysis of the items noted above with maps and graphics that help illustrate key concepts and recommended action steps and time frames. The report should contain an executive summary, a description of the project's methodology, findings, key issues, and recommended strategies for impactful short and long term initiatives, as well as phasing opportunities and estimated costs.

Project Status Meetings

The project consultant and City will meet regularly to discuss the scope of this project and the progress made in the performance of their obligations hereunder.

II. REQUIRED PROPOSAL SUBMISSION

Responses to this RFP should be organized into the following sections.

A. Professional Qualifications – 20 points

1. State the full name and address of your organization and, if applicable, the branch office or other subsidiary element that will perform, or assist in performing, the work hereunder. Indicate whether it operated as an individual, partnership, or corporation.
2. Include the name and title of executive and professional personnel by skills and qualification who will be employed in the work and where they will be physically located during the time

they are engaged in the work. Provide resumes and qualifications for all proposed project personnel, including all subcontractors. Qualifications and capabilities of any subcontractors must also be included.

3. State history of the responder, in terms of length of existence, types of services provided, etc. Identify the technical details that make the responder uniquely qualified for this work.

B Past involvement with Similar Projects – 30 points

List the responder’s specific experience in the project area and indicate proven ability in implementing similar projects. Provide a complete list of client references for similar projects recently completed.

C. Proposed Methodology and Work Plan – 30 points

Provide a detailed and comprehensive description of how the responder intends to provide the services requested in this RFP. This description shall include, but not be limited to: the methodology, how the project will be managed and scheduled, how and when data and materials will be delivered to the City, communication and coordination, the working relationship between the responder and City.

D. Fee Not to Exceed Proposal/ Value – 20 points

Responder’s proposal shall be a fixed fee not to exceed that is itemized for completing the work product. Include an estimate of reimbursable expenses and an hourly rate if additional or supplementary services are available.

E. References

Using the table format below list three (3) public sector clients for whom the responder has completed the scope of services requested over the past three (3) years consistent with the requirements listed in this RFP.

Customer/client name	
Government (Y/N)	
Customer Organization Size	
Service Start Date/End Date	
Contract Amount	
Reference name	
Title	
Phone number	
Mailing address	
Email Address	
Service Description	

III. EVALUATION PROCESS

A. A Selection Committee will evaluate each proposal by the above-described criteria and point system to select a short-list of responders for further consideration. The City reserves the right to reject any proposal that it determines to be unresponsive and deficient in any of the information requested for evaluation. A proposal with all the requested information does not guarantee the proposing firm to be a candidate for an interview. The committee may contact references to verify material submitted by responders.

B. The Committee will schedule interviews with the selected firms if deemed necessary. The selected firms will be given the opportunity to discuss in more detail their qualifications, past experience, proposed work plan and fee proposal.

C. The interview must include the key project team members expected to complete a majority of work on the project. The interview shall consist of a presentation by the responder, including the person who will be the project manager on this contract, followed by a period of questions and answers. Audiovisual aids may be used during the interviews. The committee may record the interviews.

D. The responders interviewed will then be re-evaluated by the above criteria and adjustments to scoring will be made as appropriate. After evaluation of the proposals, further negotiation with the selected responder may be pursued leading to the award of a contract if a suitable proposal is received.

The City reserves the right to waive the interview process and evaluate the responders based on their proposals and fee proposals alone.

The City will determine whether the final scope of the project to be negotiated will be entirely as described in this RFP, a portion of the scope, or a revised scope.

Work to be done under this contract is generally described through the detailed specifications and must be completed fully in accordance with the contract documents.

Any proposal that does not conform fully to these instructions may be rejected.

IV. ADMINISTRATIVE INFORMATION AND REQUIREMENTS

A. RFP OFFICIAL CONTACT

Upon release of this RFP, all responder communications should be directed to the RFP Coordinator listed below. Unauthorized contact regarding this RFP with other city employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City. Responders should rely only on written statements issued by the RFP Coordinator.

Shantelle Griego, Contracts Specialist II
1100 10th Street
Greeley CO 80631
970 350 9333
shantelle.griego@greeleygov.com

B. PROCUREMENT SCHEDULE

The procurement schedule for this project is as follows. The City reserves the right to adjust the schedule

as necessary.

RFP Release date	November 8, 2021
Responder Questions	November 17, 2021 before 4 p.m. (MST)
Answers to RFP Questions Released	December 1, 2021
Proposal Responses Due	December 15, 2021 before 2 p.m. (MST)
Responder Interviews (if needed)	Week of January 3, 2022
Responder Selected	By January 10, 2022
Work Begins	By January 24, 2022
Completion of Phase I Work Product	By July 15, 2022

C. QUESTIONS REGARDING THE RFP

Responders who request clarification of the RFP's requirements may submit written questions to Purchasing@greeleygov.com by 4 p.m. (Mountain Time) on November 17, 2021.

V. APPENDICES

RFP AMENDMENTS

The city reserves the right to change the schedule or issue amendments to the RFP at any time. The City also reserves the right to cancel or reissue the RFP.

RESPONDER'S COST TO DEVELOP PROPOSAL

Costs for developing proposals in response to the RFP are entirely the obligation of the responder and shall not be chargeable in any manner to the City. This includes travel to and from Greeley for the purposes of participating in interviews as part of the selection process.

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn at any time prior to the submission time specified in this RFP, provided notification is received in writing. Proposals cannot be changed or withdrawn after the time designated for receipt.

REJECTION OF PROPOSALS – WAIVER OF INFORMALITIES OR IRREGULARITIES

The City reserves the right to reject any or all proposals, to waive any minor informalities or irregularities contained in any proposal, and to accept any proposal deemed to be in the best interest of the City.

PROPOSAL VALIDITY PERIOD

Submission of the proposal will signify the responder's agreement that its proposal and the content thereof are valid for 60 days following the submission deadline and will become part of the contract that is negotiated between the city and the successful responder.

PUBLIC INFORMATION

Proposal may be released in total as public information in accordance with the requirements of the laws covering same. Any proprietary information must be clearly marked.

CONTRACT AWARD AND EXECUTION

The City reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be initially submitted on the most favorable terms the responder can offer. It is understood that the proposal will become a part of the official file on this matter without obligation to the City.

The general conditions and specifications of the RFP and as proposed by the City and the successful responder's response, as amended by agreements between the city and the responder, will become part of the contract documents. Additionally, the City will verify responder representations that appear in the proposal. Failure of the responder's products to meet the specifications may result in elimination of the responder from competition or in contract cancellation or termination.

The responder selected as the apparently successful responder will be expected to enter into a contract with the City. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

ATTACHMENTS

- A. DOWNTOWN GREELEY INVESTMENT STRATEGY - 2011
- B. INVESTMENT ACCOMPLISHMENTS - 2021