Request for Qualifications (RFQ)

The Carlisle Brownfields Area-Wide Planning Initiative

Cumberland County Housing & Redevelopment Authorities
114 North Hanover Street
Carlisle, PA 17013
717-249-0789 x162

Ed LeClear, AICP
Community Development Director, CCHRA
eleclear@cchra.com

Submission Deadline 9:00 AM August 26, 2013
Project Description
The Cumberland County Housing and Redevelopment Authorities (CCHRA), in coordination with the Borough of Carlisle, was recently awarded a FY13 Brownfields Area-Wide Planning (AWP) Grant by the US Environmental Protection Agency (EPA). This project builds off a current planning effort, funded with Pennsylvania Department of Community and Economic Development (DCED) Municipal Assistance Program (MAP) funds, to address long-term redevelopment planning needs for a large area in the northern section of the Borough of Carlisle. This AWP project will focus on critical early implementation planning needed to set the stage for considerable public and private investment in infrastructure and economic development activities.

Background and Overview
Carlisle Borough, population 18,862, is the seat of Cumberland County and its third largest municipality (see Map 1 and www.carlislepa.org for background info). The Borough has suffered the closing of several of Carlisle’s long-time resident industries. The following major industrial closings have occurred over the past five years:

- 2008 – International Automotive Components Group (IAC), a manufacturer of flooring and acoustics products to the automotive industry, closed its plant in Carlisle leaving 152 employees jobless. The plant first opened in 1919.
- 2009 – Tyco, a manufacturer of electronic components and connections for the computer and communications industries, closed its doors at its plant on Hamilton Street in Carlisle, leaving 117 unemployed.
- 2010 – Carlisle Tire and Wheel (CTW) relocated its operation to Jackson, TN and in turn left 340 employees jobless. CTW, a manufacturer and importer of agriculture, ATV, golf, aviation, trailer, lawn and garden tires opened in Carlisle in 1917.

These manufacturing operations were all located in close proximity to one another in the urbanized northern part of Carlisle Borough. While their closings have created short term hardship, the nearly 50 acres of vacant property left in their wake creates a substantial urban redevelopment opportunity for the future (see Map 2).

Since their respective closings, private sector interests have purchased and expressed redevelopment interest in the IAC and CTW properties. Public and private interest in site redevelopment led the Borough, with the assistance of the Cumberland County Planning Department, to apply for PA DCED assistance for a targeted planning effort for the three redevelopment sites. This Urban Redevelopment Plan (URP) effort, while ongoing, will result in the identification of detailed implementation efforts for both public and private organizations. The AWP will build on the information generated through the URP effort, and focus on providing specific information that partner organizations, and private companies, can use to pursue specific infrastructure, economic development and housing projects.
Brownfields Area-Wide Plan Goals

The Redevelopment Authority and the AWP steering committee will work with the plan and implementation strategy for area-wide cleanup and redevelopment of these brownfields areas, building on an emerging vision for establishing a regional tourist destination, hotel, restaurant, and commercial revitalization, as well as residential and recreational end-uses. The specific area to be studied is to be finalized with the assistance of the consultant team; however, in general the area is the roughly ten blocks around the three redevelopment sites identified on Map 2.

Building off the work already done through the PA DCED funded Urban Redevelopment Plan the AWP will focus on the following areas:

Infrastructure and Transportation Feasibility Evaluation

- URP recommendations focus heavily on transportation and stormwater improvements in the area around the three redevelopment sites. Traffic modeling, stormwater modeling, and specific recommendations for the feasibility of infrastructure to improve vehicular and pedestrian circulation will be a focus of the AWP.

Coordinated Business District Development

- Focused examination of how to leverage the development of the three brownfields sites to attract businesses that will complement downtown Carlisle’s business mix is central to the AWP plan.

- The AWP effort will be used to explore redevelopment opportunities along the North Hanover Street corridor and address public parking needs within the planning area.

Neighborhood Revitalization

- Both the infrastructure and specific uses brought to the redevelopment sites will have dramatic effects on the neighborhood character in the AWP study area. The AWP will focus on exploring how targeting specific uses for the redevelopment sites could be used to boost quality-of-life and encourage reinvestment in adjacent neighborhoods. The uses themselves, and the contextual urban design of the sites and the adjacent neighborhoods will be addressed in detail in the plan.

- The AWP will also address pedestrian improvements and other public and private actions that can be taken in the neighborhoods around the redevelopment sites to both revitalize the neighborhood and encourage economic integration.

- Specific strategies and opportunities to encourage homeownership in the redevelopment area should be addressed.
Public Engagement on Focused Topics

- Public engagement activities should directly involve residents, businesses, government agencies, and surrounding communities in the planning process to develop consensus on a future course of action.
- URP recommendations, especially related to park, stormwater and transportation infrastructure, and the possible layout/massing of development on the redevelopment sites should be explored and evaluated through an engaging and detailed public engagement process. The AWP should look at charette processes, focus groups, social networking, etc... to build neighborhood consensus on specific improvements.

Consultant Qualifications

In response to this RFQ, the consultant team will be evaluated on their strengths associated with the following areas:

- Experience with the US EPA’s Brownfields Area-Wide Planning Grants, and the associated program guidelines.
- Experience working on brownfield remediation, neighborhood revitalization and downtown business district development in communities similar to Carlisle, Pennsylvania.
- A proven track-record of planning for innovative transportation and stormwater infrastructure in complicated urban environments.
- Success in preparing client communities for future infrastructure projects.
- Familiarity with state and federal funding sources that can be leveraged for public and private investment.
- Proven experience in community engagement efforts centered on neighborhood revitalization.
- A sophisticated understanding of how to use new private development – specifically related to hotel and modern retail space – to leverage new businesses to locate in buildings in older, traditional main street business districts.
- Experience with working through the EPA-DOT-EPA Sustainable Communities programs to manage multiple agency funding requirements and utilize the AWP planning effort to support future funding decisions.
- Disadvantaged Business Enterprise (DBE) participation is required. 8% is the minimum participation level for this project.
- Consultants currently providing (or have previously provided) planning assistance to the Borough of Carlisle, or the Cumberland County Redevelopment Authority, are permitted to respond to this RFQ.
**Project Schedule and Budget**

The total budget for this project is $175,000. The Carlisle Brownfields Area-Wide Plan must be completed on an aggressive schedule given the private sector participation and pressing redevelopment opportunities. The schedule, while aggressive will not compromise public engagement opportunities. The plan is anticipated to be completed and adopted in a 12-month period. Consultants are advised that they will be required to comply with all applicable federal, state, and local requirements based upon the final funding package for the project.

**Current Planning**

The Carlisle Urban Redevelopment Plan document is referenced repeatedly through this RFQ. The plan is currently in a draft review stage. The next draft will be presented to the steering committee on August 19th, 2013. The Redevelopment Authority will make the draft document available electronically on its website (www.cchra.com) by August 20th.

**RFQ Submission Requirements and Process**

The Authority will accept one RFQ from each prime consultant. Prime consultants may propose subcontractor arrangements with other consulting firms, however, prime consultants may not serve as a subcontractor to another consulting team responding to this RFQ. A consultant not submitting as a prime consultant may be designated as subcontractor for more than one prime consultant.

**Proposal Content and Organization**

All proposals must be prepared electronically in Adobe .pdf format with the ability to be legibly printed on 8.5”X11” paper. The .pdf files shall be indexed to simplify committee review. The RFQ shall include the requested materials below, comply with the requested page limits, and not exceed 4 MB in file size. RFQs deviating from these standards will be rejected.

<table>
<thead>
<tr>
<th>RFQ Element</th>
<th>Pages</th>
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<tbody>
<tr>
<td><strong>Cover Letter</strong> that includes:</td>
<td>1</td>
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<td>• Prime consultant’s legal name and federal ID number</td>
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<tr>
<td>• Subcontractor’s legal name and federal ID number</td>
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<td>• Identification of key personnel who will manage the project and who can negotiate and execute the project contract.</td>
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<td><strong>Consulting Team Profile</strong> that includes:</td>
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<td>• Background and description of the consulting team including prime consultant and subcontractors.</td>
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<td>• Organizational chart showing the staff involved in the project and their respective assignments.</td>
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<td>• Listing and description of similar projects, in tabular format, that have been completed in the past 5 years by the prime consultant and/or proposed subcontractors. The consultant should include links to where the committee may review electronic copies of the deliverables from the listed projects. Do not attach electronic versions or send hard copies of previously completed projects.</td>
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<td>• Reference list that may be contacted by Authority staff for recently completed similar projects.</td>
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<td>• Resume of proposed project manager</td>
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<td>• A breakdown of the % of work (by allocation of dollars) each consultant/sub-consultant firm will perform as part of this contract.</td>
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**Project Understanding, Approach, Scope of Work and Budget** that includes

- Narrative that includes the consultant’s understanding of the purpose and need for the Area-Wide Plan.
- Discussion of previous experience with US EPA Brownfields Area-Wide Planning Grants and how lessons learned through those projects will be used in Carlisle.
- Detailed discussion of the items listed in the “Consultant Qualifications” above with elaboration on how the consulting team meets those qualifications.
- Specific project task descriptions, associated outcomes/deliverables and corresponding budget. Each project task should have an associated timeframe for the activity.
- A separate allocation of travel, supplies, and any contingency costs per project task item.
- Ability to complete the work within the anticipated schedule and budget.

**Quality Assurance and Control Plan** that includes:

- Project management and quality assurance plan that highlights the consultant’s approach to managing potential projects, managing costs, and achieving client quality standards. Consultant team should indicate familiarity with contractual and regulatory obligations tied to the EPA funding source.

**Selection Process**

A consultant selection committee is in place and will review the consultant submissions. Due to contracting timelines, the entire selection process will be performed through a condensed timeframe. The committee will evaluate the submissions based upon the experience of the project team and the proposed project approach. The committee may shortlist 2-3 firms that will be invited to participate in an oral presentation via phone, if deemed appropriate. The committee will identify a preferred consultant and the Redevelopment Authority will negotiate a scope of work, price, and associated contract. The preferred consultant, scope of work, price, and contract will be submitted to the Redevelopment Authority Board for review and approval. This selection timeframe is incredibly short; however, the Redevelopment Authority must be under contract with the US EPA by September 30th. The consultant team should understand before submitting that early work-plan turn-around will be required shortly after the notice to proceed.
Submission Procedure

Electronic submissions are due by **9:00 AM on August 26, 2013**. Consultants are encouraged to make their submissions prior to the 9:00 AM deadline to avoid last minute technical difficulties that could result in a late submission that is rejected. Submissions shall be emailed directly to:

Ed LeClear  
Community Development Director, CCHRA  
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RFQ Disclosures

The Authority is making this solicitation with the intention to award a contract to prepare the Brownfields Area-Wide Plan. Consultants responding to this RFQ are doing so with full disclosure, understanding and acceptance of the following:

- Submissions not conforming to the standards outlined in this RFQ will be rejected.
- The Authority reserves the right to reject any RFQ in whole or part for any reason.
- The Authority may change the scope of work or selection process at its discretion at any time.
- The Authority may cancel or postpone any aspect of this project within the bounds of the Consultant contract.
- The Authority is not responsible for any costs incurred by Consultants in the preparation, submission, or subsequent discussion of this RFQ.
- Recommendations made by the steering committee or approvals made by the Redevelopment Authority with respect this project are final.
- Following award of the contract by the Redevelopment Authority Board, all RFQ submissions are considered public records that are subject to Pennsylvania’s “Right to Know” laws. Materials considered confidential by the Consultant must be clearly identified and include a statement of why said records should not be considered public records.
Urban Redevelopment Plan Study Area

1. RE Invest/Former Tire & Wheel Property
2. Former IAC Property
3. Former Tyco Property
🌟 Downtown/Square