Downtown Investment Authority

MEMORANDUM

TO: Greg Pease
Chief of Procurement Division

FROM: Guy Parola GP
Downtown Investment Authority

SUBJECT: Request for Proposal: CRA and BID Plan Update

DATE: July 20, 2020

Please take appropriate action to issue a Request for Proposal (RFP) for the referenced professional services.

The following information is furnished in accordance with chapter 126.302 of the City Ordinance Code.

1. The general purpose of the service or study:

   The DIA is seeking an established Consultant/Consultant Team (herein after referred to as "Consultant") to undertake the following four (4) tasks and their underlying subtasks as part of the update of the Business Investment and Development Plan, which consists of the Business Investment and Development Strategy together with the North Bank Downtown and Southside Community Redevelopment Area Plans.

   TASK 1: **Update the Downtown Design Guidelines included as Appendix C to the Business Investment and Development Plan**

   TASK 2: **Develop a Parks Master Plan Element of the North Bank and Southside CRA Plans.**

   TASK 3: **District Branding**

   TASK 4. **Business Investment and Development Strategy and the North Bank Downtown and Southside Community Redevelopment Area Plans**

2. The Objective of the study or services:

The broad objectives, by Task, are to:

TASK 1: Update the Downtown Design Guidelines included as Appendix C to the Business Investment and Development Plan

In 2019, the City Council adopted new development standards for Downtown Jacksonville. These new standards are contained in Chapter 656, Part 3, Subpart H of the Jacksonville Code of Ordinances. This task includes Downtown Design Guideline update of the Downtown Jacksonville Community Redevelopment Plan to insure conformity with the recently adopted Downtown Zoning Overlay contained in Chapter 656, Part 3, Subpart H of the Jacksonville Code of Ordinances.

TASK 2: Develop a Parks Master Plan Element of the North Bank and Southside CRA Plans.

Inventory, assess and plan for future park needs within Downtown to accommodate the growth contemplated by the BID and CRA plans. This task will include a plan for both the types of recreational facilities recommended and identify optimal sites. The Park Plan Element will be incorporated into the updated CRA Projects as well as the Years Tables of the updated BID and CRA plan. The Parks Plan element will drive DIA and City short-, mid- and long-term planning, direct decision-making and resources toward a clearly defined vision for development and redevelopment of the parks, recreation and community facilities, open space, and recreation system within a large portion of Downtown.

TASK 3: District Branding

The objective of Task 3 is to creating a branding identity and identify the target audience or market for the various Downtown Districts through the inventory and assessment of the various identities and brands currently in use for various areas within Downtown. This will include research into history, culture, target markets and audiences, and a review of past studies and plans. Consultant will identify, by District, the target audience or market.

TASK 4. Business Investment and Development Strategy and the North Bank Downtown and Southside Community Redevelopment Area Plans

The primary focus of this update effort will be to recommend appropriate modifications to existing incentive programs, creation of new incentive programs, and elimination of ineffective programs in order to better serve the goals of DIA and the CRA's as well as to identify and prioritize new Plan Projects.

3. The estimated period of time needed for the service or study:

   Eight (8) months with completion by April 20, 2021.

4. The estimated cost of the service or study:
   Six hundred thousand dollars. ($600,000)

5. Whether the proposed study or service would or would not duplicate a prior or existing study or service:

   The study <u>will not</u> duplicate a prior or existing study.

6. List of current contracts or prior services or studies which are related to the proposed study or service.

   There are no current contracts or prior services or studies that are related to the proposed study.

7. A statement as to why the service/study cannot be done by department or agency staff:

   The DIA cannot perform this service due to lack of personnel and expertise.

8. The **<u>names</u>** and **<u>telephone numbers</u>** of **<u>two</u>** representatives from the using agency designated to serve on the evaluation committee as subcommittee members

   Lori Boyer, DIA Chief Executive Officer
   Ron Moody, DIA Board Chair

   A representative of the City's Parks, Recreation and Community Services Department may be engaged as part of the evaluation committee's subcommittee. A representative of the City's Planning and Development Department may be engaged as part of the evaluation committee's subcommittee.

9. A project funding account number

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10. The **names** and email **addresses** of **specific consultants** the using agency wishes to be included in the solicitation process.

    To be provided upon consultation with the City's Parks, Recreation and Community Services Department and the City's Planning and Development Department.

11. A signed statement to the effect the individuals responsible for developing the scope and Certification letter and the two individuals named herein to serve as subcommittee Members, have read and understand the Procurement Manual and Procurement Committee Guidelines dated August, 2013

    (See: http://inside.coj.net/op/pr/default.aspx)

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Lori Boyer, Chief Executive Officer

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Ron Moody, DIA Board Chair

Note: The above statements to be provided to Procurement prior to PSEC.

Attachments: Scope of Services
Minimum Qualifications
Scoring and Evaluation Criteria