



REQUEST FOR QUALIFICATIONS

RFQ#052311

REVIEW OF CRA PLAN

CITY OF OAKLAND PARK
FINANCIAL SERVICES/PURCHASING DIVISION
3650 NE 12 AVE
OAKLAND PARK, FL. 33334
PHONE: 954-630-4256
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SECTION I

INSTRUCTIONS TO PROPOSERS

1. GENERAL: The following instructions are given for guiding proposers in properly preparing their proposals.
For information concerning procedures for responding to this Request for Qualifications (RFQ), contact Maggie Turner, at the phone number or email address listed on the title page of the document. Proposal documents are available for download via demandstar.com. Vendors who obtain specifications and plans from sources other than the City or DemandStar.com are cautioned that the package may be incomplete. All addendums, tabulations, and awards will be posted and disseminated by DemandStar.
2. SCOPE OF WORK: The City of Oakland Park is soliciting "Statement of Qualifications" for a general review of its Community Redevelopment Area (CRA) Plan and Interim Redevelopment Plan, focused on the Community Redevelopment Area (CRA) and Downtown Mixed Use District (DMUD).
3. ADDITIONAL INFORMATION, QUESTIONS, INTERPRETATIONS, INCONSISTENCIES AND ADDENDA: Requests for additional information or questions must be made in writing, to Maggie Turner, Purchasing Specialist, via email at maggiet@oaklandparkfl.org or fax to 954-630-4265. Additional information will only be transmitted via a written addendum.
4. DEVELOPMENT COSTS: Neither the City nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFQ. Proposers should prepare their proposals simply and economically, providing a straightforward and concise description of the proposer's ability to meet the requirements of the RFQ.
5. INSURANCE REQUIREMENTS: The proposer will be required to furnish evidence of the following insurance coverages by a licensed Florida Company that has at least a "BEST" rating of "A."
 - A. Without limiting any of the other obligations or liabilities of proposer, proposer will provide, pay for and maintain in force until all of its work to be performed under this contract has been completed and accepted by City (or for such duration as is otherwise specified after this), the insurance coverages set forth herein.
 - B. Workers compensation insurance to apply for all employees of the contractor, sub-contractors, and the contractor's architect and/or engineer meeting the "Workers' Compensation Law" of the State of Florida and all applicable federal laws. In addition, the policy(s) must include: Employers' liability with a minimum limit of one hundred thousand dollars (\$100,000) each accident.
 - C. Comprehensive General Liability with minimum limits of one million dollars (\$1,000,000) per occurrence combined single limits for bodily injury liability and property damage liability;

- D. Personal Injury Coverage with employee and contractual exclusions removed with minimum limits of coverage equal to those required for bodily injury liability and property damage liability;
- E. Business automobile liability with minimum limits of five hundred thousand dollars (\$500,000) per occurrence combined single limits for bodily injury liability and property damage liability.
- F. The City is to be expressly included as an "Additional Insured" in the name of "City of Oakland Park" with respect to liability arising out of operations performed by City by or for proposer; or acts or omissions of City concerning general supervision of such operation.
- G. Notice of cancellation and/or restriction Policy(s) must be endorsed to give the City thirty (30) days notice of cancellation and/or restriction.
6. PROOF OF CARRIAGE OF INSURANCE: The proposer will furnish to Maggie Turner, Purchasing Office, Certificates of Insurance or endorsements evidencing the insurance coverage specified above within seven (7) days after notification of an award. The required Certificates of Insurance or endorsements will not only name the types of policies continued, but will also refer specifically to this contract and will state that such insurance is as required by this contract.
7. PROPOSER'S EXPERIENCE RECORD: The City will have the right to investigate the financial condition, experience record, and equipment of each proposer and determine to its satisfaction the competency of each to undertake the project. The proposer will submit documentation concerned with the past performance and integrity of a contractor/developer. Accordingly, proposer should provide information as to any of the following: (a) bankruptcy, (b) mortgage foreclosures; (c) previous or pending litigation and (d) restrictions, restraints or impositions imposed by federal or state regulatory agencies such as Federal Housing Administration, Securities and Exchange Commission, etc., that apply to the contractor/developer.
8. NON- APPROPRIATION OF FUNDS: In the event no funds or insufficient funds are appropriated and budgeted or funding is otherwise unavailable in any fiscal period for payments due under the contract, then the City, upon written notice of such occurrence, shall have the unqualified right to terminate the contract without any penalty or expense to the City.
9. POSTPONEMENT OF DATE FOR SUBMITTING PROPOSALS: The City reserves the right to extend the date for the receipt of proposals and will give ample notice of any such postponement to each prospective proposer.
10. CONTRACT AWARD: The City anticipates entering into a contract with the proposer who submits the proposal judged by the City to be most advantageous.

The proposer understands that this RFQ does not constitute an offer or a contract with the CITY. A contract shall not be deemed to exist and is not binding until proposals are reviewed and accepted by appointed staff, the best proposal has been identified, negotiations with the Proposer have been authorized by the appropriate level of authority within the City, an agreement has been approved, and executed by parties and by the appropriate level of authority within the City.

In the event the parties are unable to negotiate terms acceptable to the City, the City may determine to accept the offer of the second most responsive and responsible Proposer determined by the selection committee, or it may resolicit proposals. The City reserves the right to reject all proposals, to waive non-material, technical variances or infirmities in the proposal, to abandon the project or to solicit and re-advertise for other proposals. The City may in its discretion waive any informalities and irregularities contained in a proposal or in the manner of its submittal and award a contract thereafter.

11. RIGHT TO WAIVE AND REJECT: The City, in its absolute discretion, may reject any proposal of a proposer that has failed, in the opinion of the City, to complete or perform a City of Oakland Park contracted project in a timely fashion or has failed in any other way, in the opinion of the City, to perform a prior contract in a satisfactory manner, and has directed the City of Oakland Park Purchasing Manager to emphasize this condition to potential proposers.

There is no obligation on the part of the City to award the proposal to the lowest proposer, and the City reserves the right to award the proposal to proposer submitting a responsive proposal with a resulting negotiated agreement which is most advantageous and in the best interest of the City, and to reject any and all proposals or to waive any irregularity or technicality in proposals received. The City of Oakland Park shall be the sole judge of the proposal and the resulting negotiated agreement that is in its best interest and its decision shall be final.

The City of Oakland Park reserves the right to waive any informalities or reject any and all proposals, in whole or part, to utilize any applicable state contracts in lieu of or in addition to this proposal and to accept the proposal that in its judgment will best serve the interest of the City.

The City specifically reserves the right to reject any conditional proposal and will normally reject those which made it impossible to determine the true amount of the proposal. Each item must be proposed separately and no attempt is to be made to tie any item or items to any other item or items.

12. DISQUALIFICATION OF PROPOSERS: Any of the following reasons may be considered as sufficient for the disqualification of a proposer and the rejection of his proposal or proposals:

A. More than one proposal for the same work from an individual, firm or corporation under the same or different name.

B. Evidence that the proposer has a financial interest in the firm of another proposer for the same work.

C. Evidence of collusion among proposers. Participants in such collusion will receive no recognition as proposers for any future work of the City until such participant shall have been reinstated as a qualified proposer.

D. Uncompleted work which in the judgment of the City might hinder or prevent the prompt completion of additional work if awarded.

E. Failure to pay or satisfactorily settle all bills due for labor and material on former contracts in force at the time of advertisement of proposals.

F. Default under previous contract.

13. NONDISCRIMINATION EQUAL EMPLOYMENT OPPORTUNITY AND AMERICANS WITH DISABILITIES ACT Contractor shall not unlawfully discriminate against any person in its operations and activities or in its use or expenditure of funds in fulfilling its obligations under this Agreement. Contractor shall affirmatively comply with all applicable provisions of the Americans with Disabilities Act (ADA) in the course of providing any services funded by this Agreement, including Titles I and II of the ADA (regarding nondiscrimination on the basis of disability), and all applicable regulations, guidelines, and standards. In addition, contractor shall take affirmative steps to ensure nondiscrimination in employment against disabled persons. Such actions shall include, but not be limited to, the following: employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff, termination, rates of pay, other

forms of compensation, terms and conditions of employment, training (including apprenticeship) and accessibility.

Contractor's decisions regarding the delivery of services under this Agreement shall be made without regard to or consideration of race, age, religion, color, gender, sexual orientation (Broward County Code, Chapter 162), gender identity, gender expression, national origin, marital status, physical or mental disability, political affiliation, or any other factor which cannot be lawfully used as a basis for service delivery.

Contractor shall not engage in or commit any discriminatory practice in violation of the Broward County Human Rights Act (Broward County Code, Chapter 162) in performing any services pursuant to this Agreement.

14. PROPOSAL SUBMISSION DEADLINE AND OPENING Sealed proposals will be received by the City Clerk's Office, City of Oakland Park, 3650 NE 12 Ave., Oakland Park, Florida until 3:00 PM, EST, May 23, 2011. The proposals will be opened and read aloud shortly thereafter. One (1) electronic copy, one (1) original and three (3) copies of proposals must be presented in a sealed envelope and identified with the following information: "**CRA RFQ # 052311**". The City of Oakland Park reserves the right to reject any or all proposals, to waive any informalities or irregularities in any proposals received, to re-advertise for proposals, to award only portions of the project, to award to multiple contractors, or take any similar actions that may be deemed to be in the best interests of the City.
Note: Incomplete submittals, incorrect information, or late submittals shall be cause for immediate disqualification.

15. REQUEST FOR QUALIFICATIONS TIMELINE
The **anticipated** schedule for this RFQ is as follows; all dates are tentative and subject to change.

Issue Date:	05/06/11
Submittals Due	05/23/11 (2:30 PM, EST.)
Review and Evaluation	05/26/11
Interviews /Presentations (if necessary)	week of 05/30/11
City Commission Short List Approval	06/15/11
Contract Negotiations	06/20-24/11
City Commission Contract Approval	07/20/11

END SECTION I

SECTION II

PURPOSE, LOCATION, OVERVIEW, SUBMITTAL FORMAT, EVALUATION

1. **Purpose** The City of Oakland Park is soliciting “Statement of Qualifications” for a general review of its Community Redevelopment Area (CRA) Plan and Interim Redevelopment Plan, focused on the Community Redevelopment Area (CRA) and Downtown Mixed Use District (DMUD), from a consulting individual, firm, organization or team with downtown planning, downtown revitalization, redevelopment, design, marketing, real estate, economic, and implementation experience. The purpose of this Request for Qualifications (RFQ) is to select one or more consultants, organizations or firms with expertise in downtown revitalization, redevelopment, marketing, real estate development, and successful implementation to work with the City to (1) complete this general review, (2) provide a five-year strategic action orientated plan, and (3) to provide continued support or assistance services as requested.
2. **Project Location** The City of Oakland Park is located in east central Broward County. The City of Fort Lauderdale lies to the east of Oakland Park with Wilton Manors directly south and Lauderdale Lakes to the west. Interstate 95 splits the eastern and western halves of Oakland Park. It is a five-minute drive from the eastern boundary of the City to the beach and twelve miles to the Fort Lauderdale-Hollywood International Airport and Port Everglades. Oakland Park is also just over thirty miles from the City of Miami, Miami International Airport and the Port of Miami. Considering the City’s proximity to these major economic centers, the City of Oakland Park is an ideal location for redevelopment and future economic success.

The Community Redevelopment Area is made up of 1,007 acres of urban development, which represents slightly more than 19% of the City’s land area.

The linchpin of the Community Redevelopment Plan is the Downtown Mixed Use District (DMUD). The DMUD is located along Dixie Highway, north of Oakland Park Boulevard. This area of approximately 150 acres was designated a Local Activity Center (LAC) in 2004, a land use category designation that promotes compact, mixed use development. Specific land development regulations and design guidelines were adopted by the City in 2004 for the DMUD. Capital Improvement Projects described in the CRA Plan are to enhance and distinguish Downtown Oakland Park as a local pedestrian friendly destination. Currently, the City has \$13 million in Redevelopment Capital Program (RCP) funds for specific capital projects, as an alternative to Tax Increment Financing (TIF).

The CRA Plan, Interim Redevelopment Plan, Marketing Plan, Local Activity Center Parking Analysis, and other relevant information should be reviewed on line at the city’s website:

<http://www.oaklandparkfl.org/news/cra/index.cfm>.

3. **Project Overview** The CRA Plan is intended to guide redevelopment and revitalization of the area and provide solid recommendations for making physical improvements to downtown that would encourage redevelopment and enhance its functionality as a vibrant destination. Consultants will be asked to explore, determine viability, and provide a professional recommendation for redevelopment strategies intended to identify development opportunities and facilitate sustained ongoing revitalization, including special districts, public-private partnerships, and other available tools.

The City anticipates that some group and individual meetings will need to be facilitated by the consultants, particularly with key stakeholders, such as the City Commission, individual businesses and property owners, residents, and other interested groups and individuals, to build

consensus and formulate key strategic recommendations cumulating in a short term implementation plan.

4. **Anticipated Project Deliverable** The end result of this planning process will be a report outlining a five-year action orientated strategic plan. This document will include detailed recommendations and executable strategies for specific development and redevelopment programs or projects with action steps and opportunities that will market City/CRA owned properties and public/private parcels resulting in sustained ongoing revitalization of the CRA and downtown area.
5. **Format of Submittals** For the proposal to be considered, one (1) electronic copy, one (1) original **marked "ORIGINAL"**, and three (3) copies of the proposal must be received in the City of Oakland Park, City Clerk's Office, on or before 2:30 P.M. May 23, 2011. Proposers shall include the following information in their proposal document and should use the following format when compiling their responses. Sections should be tabbed and labeled; pages should be sequentially numbered at the bottom of the page.
 - A. Briefly describe your company, and provide resumes of consultant(s), and key staff members who will be directly involved in this planning process;
 - B. Include an organizational chart containing the names of all key personnel, joint ventures partners, and sub-consultants with titles and their specific task assignments for this project,
 - C. Provide a listing of similar projects previously completed;
 - D. Provide at least three references, with current contact information, from similar projects
 - E. Other information relevant to the services offered and expertise provided by the respondent.
 - F. Submittal Forms (as listed in section III).
6. **Evaluation Committee and Selection Criteria** A committee of City staff will evaluate the submitted materials. The staff may consider but shall not be limited to the following review criteria:
 - Prime firm needs to demonstrate success in assisting municipalities and/or CRAs in attracting and successfully implementing revitalization, redevelopment, and development downtown programs.
 - Experience and past performance of the firm or team and/or personnel with the type of work identified.
 - Familiarity of the firm and team and/or personnel with downtown planning, urban planning principles, downtown development, and implementation strategies.
 - Availability of knowledgeable personnel within the firm or on a consultant team.
 - Capability of the firm or consultant team to complete the project in a timely manner.

The City staff may take any of the following actions after reviewing the submitted materials:

- Contact respondents and request additional materials or supporting information.
- Contact respondents for an in-person interview.
- Prepare a Request for Qualifications to be sent to one or more of the respondents.
- Enter into direct negotiation with a respondent.
- Re-advertise and/or reissue the original RFQ or an amended RFQ.
- Determine that responses received are inadequate and/or that the services sought are no longer necessary or desired.

7. **Rights of the City** This RFQ does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in the preparation and submission of proposals or in anticipation of a contract. The City reserves the right to:
- Make selections or solicit additional responses based on its sole discretion;
 - Reject any and all proposals and enter into direct negotiations with any, all or some of the providers whether or not they provided a submittal to this RFQ;
 - Issue subsequent Requests for Qualifications or Requests for Proposals;
 - Remedy technical errors in the Request for Qualifications process;
 - Approve or disapprove the use of particular sub-consultants;
 - Enter into an agreement with any provider or negotiate with more than one provider for the provision of any, all or some of the services.

END SECTION II

SECTION III Submittal Documents to be Completed and Included in your submittal

SWORN STATEMENT UNDER SECTION 287.133(3)(A), FLORIDA STATUTES, ON THE PUBLIC ENTITY CRIMES (To be signed in the presence Of a notary public or other officer authorized to administer oaths.)

STATE OF _____ COUNTY _____

Before me, the undersigned authority, personally appeared, who, being by me first duly sworn, made the following statement:

Name of Proposer _____

Business address _____

I understand that a public entity crime as defined in Section 287.133 of the Florida Statutes includes a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity in Florida or with an agency or political subdivision of any other state or with the agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or any such agency or political subdivision and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

I understand that “convicted” or “conviction” is defined by the statute to mean a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

I understand that “affiliate” is defined by the statute to mean (1) a predecessor or successor of a person or a corporation convicted of a public entity crime, or (2) and entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime, or (3) those officers, directors, executives, partners, shareholders, employees, members and agents who are active in the management of an affiliate, or (4) a person or corporation who knowingly entered into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months.

Please mark the appropriate paragraph below:

____ Neither the proposer, contractor, nor any officer, director, executive, partner, shareholder, employee member or agent who is active in the management of the proposer or contractor nor any affiliate of the proposer or contractor has been convicted of a public entity crime subsequent to July 1, 1989.

_____There has been a conviction of a public entity crime by the proposer or contractor, or an officer, director, executive, partner, shareholder, employee, member or agent of the proposer or contractor who is active in the management of the proposer or contractor or an affiliate of the proposer or contractor. A determination has been made pursuant to Section 287.133(3) by order of the Division of Administrative Hearings that it is not in the public interest for the name of the convicted person or affiliate to appear on the convicted vendor list. The name of the convicted person or affiliate is _____. A copy of the order of the Division of Administrative Hearings is attached to this statement

Proposer's Signature

Sworn to and subscribed before me on this _____day of _____, 20__

(affix seal)

Notary Public Signature

NON-COLLUSION AFFIDAVIT

By submission of this affidavit, the proposer certifies that this price is made independently and free from collusion. Proposer shall disclose below, to the best of its knowledge, any City of Oakland Park officer or employee, or any spouse, son, daughter, stepson, stepdaughter, or parent of any such officer or employee, who is an officer or director of, or has a material interest in, the proposer's business who is in a position to influence this procurement. Any City of Oakland Park officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement. For purposes hereof, a person has a material interest if he or she directly or indirectly owns more than five percent (5%) of the total assets or capital stock of any business entity, or if he or she otherwise stands to personally gain if the contract is awarded to this vendor.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City of Oakland Park Code of Ordinances.

NAME

RELATIONSHIPS

NONE: _____

Signature of Proposer

Sworn to and subscribed before me on this ____ day of _____, 20__

(affix seal)

Notary Public Signature