



August 12, 2011

I. REQUEST FOR PROPOSALS

A. Introduction

The City of Rifle invites proposals for three interrelated projects in downtown Rifle, Colorado:

- 1. TOD Strategic Plan (TOD);**
- 2. Market Analysis and Redevelopment Coordination (MARC);**
- 3. Communications and Outreach Coordination (COC).**

The grant is funded by the TIGER II/ Community Challenge Planning Grant, a joint program administered by the U.S. Department of Transportation (DOT) and the Department of Housing and Urban Development (HUD). The Federal Highway Administration (FHWA) is responsible for the TIGER II portion of the project. The Colorado Department of Local Affairs (DOLA) was awarded this grant funding on behalf of the City of Rifle as a part of the Colorado Sustainable Main Streets Program. The grant is designated for planning and design work; no grant funds may be used for construction projects.

B. Overall Goals

1. Advance parts of City Council's mission statement for 2011/2012, including (a) enhance Rifle's sense of community; (b) promote economic vitality; (c) promote cultural, educational, and recreational opportunities.
2. Foster a spirit of collaboration and creativity to effectively engage the community and attract interest in the downtown.
3. Build relationships with partners—including the private sector, foundations, non-profit groups, and local, regional, state, and federal agencies—to advance the downtown vision as identified in the 2008 Downtown Master Plan.
4. Identify the City's downtown transit and mobility goals and integrate them with the City's transportation, land use, and housing goals.

5. Advance the City's goals for economic development, the Energy Village, and downtown revitalization.
6. Create an implementation program that prioritizes infrastructure investments and redevelopment opportunities.
7. To the maximum extent possible, create shovel-ready projects that catalyze the downtown vision.

C. Structure of the RFPs

1. Total funding is \$806,618 (\$386,618 from DOT; \$420,000 from HUD). Proposers should assume that no other funding is available for these projects.
2. Three RFP are included within the proposal. Consultant teams may submit proposals for one, two or all three RFPs. Multiple RFP may be integrated into a single proposal.
3. Costs must be addressed separately for each RFP.
4. The project is divided into two phases. Phase 1 and Phase 2 tasks are identified in each RFP. The selected consultants for Phase 1 may be retained for Phase 2, although the City reserves the right to put Phase 2 tasks out to a open RFP process.
5. The TOD Consultant shall act as Project Manager and lead coordination between the COC and the MARC.
6. All three RFPs shall begin concurrently; however, a schedule shall be produced that identifies the timing for each component after contracts are awarded.
7. A Grant Project Steering Committee shall provide oversight throughout the term of the grant—members will likely include three City of Rifle staff, two Downtown Development Authority (DDA) members, two Rifle Regional Economic Development Corporation (RREDC) members, a DOLA representative, a DOT representative, and a CDOT representative.
8. No paper submissions; send all submittals electronically.

Sections II and III below apply to all three RFPs.

II. BACKGROUND AND DOCUMENT REVIEW

A. Background

The City of Rifle is a community of 9,200 people located on Interstate 70 in Garfield County. Rifle's population has more than doubled since 1990. Rifle is at the epicenter of converging issues that will impact growth and development in the coming years:

1. Location in the heart of the Western Slope of Colorado, a high-growth region due to its recreational opportunities, climate, and quality of life;
2. Location at the epicenter of significant energy resources including natural gas, oil shale, and the emerging clean energy economy;
3. Location on Interstate 70 and a railroad corridor that encourage the growth of commercial and industrial uses;
4. Proximity to the Roaring Fork and Vail valleys, where land use trends are pushing growth to Rifle; and
5. Demographic and market changes that increase the demand for urban amenities and living environments.

The 2009 Rifle Comprehensive Plan assumes a build-out population of 25,000 to 40,000 and seeks to accommodate this growth via mixed-use, walkable neighborhoods. Rifle's downtown is the cornerstone of this approach with its potential for significant redevelopment and transit accessibility.

Investments in the downtown have been made by several entities. The Downtown Development Authority (DDA) have continually improved streetscapes and building facades since 1982. In 2009, the City of Rifle partnered with the Garfield County Library District, the DDA, and DOLA to build a new library, civic plaza, and a 150-stall parking garage in the downtown next to City Hall. In 2010, Rifle began Phase 1 of the redevelopment of the three-acre Valley Lumber property, which the City of Rifle purchased as a catalyst for downtown redevelopment. The property will include a 7-plex movie theater scheduled to open in December 2011 and additional pad sites for standalone and/or mixed-use commercial uses. Development is being led by a partnership between the City of Rifle and the Rifle Regional Economic Development Corporation.

B. Document Review

Documents in **bold** are available for review on the City of Rifle website (Long-Range Planning page): www.rifleco.org/index.aspx?nid=150

1. **HUD and DOT Grant Contracts**—review for documentation and reporting requirements.
2. In 2005, the City of Rifle conducted a **Revitalization Opportunity Assessment** that has informed much of the City’s economic development direction as an Energy Village, a River Town, and a Regional Center for commerce and culture.
3. In 2007 Rifle created an **Urban Renewal Authority** that encompasses much of the downtown west of Railroad Avenue. The area includes substantial redevelopment opportunities.
4. In 2008 a **Downtown Master Plan** created the vision for a high-density, mixed-use Downtown. To implement the Downtown Master Plan, an update to the Downtown Zoning Code was initiated and will be considered for adoption this fall. The new standards encourage a TOD concept through high-density, mixed-use, urban design.
5. In 2009 the **Rifle Gateway Study (Conceptual Alternatives Report)** created a redesign of the street network at the south entrance to Downtown, including Highway 6 & 24 and Highway 13. The CDOT approved alternative is designed to improve traffic flows and create an interconnected, urban street network that adds infill potential to the downtown. The Gateway Study also includes concepts for streetscape enhancements.
6. In 2009 the City adopted an update to the **Comprehensive Plan** that includes the City’s land use, transportation, and housing goals.
7. Begun in 2009, the **Energy Village Plan** is a living document that describes the City’s goal to bridge the gap between traditional fossil fuel industries and the evolving renewable energy industry, harvest our local energy, and increase the sustainability of the community.
8. In 2010, the City of Rifle in partnership with the Roaring Fork Transit Authority (RFTA) completed a **Bus Circulator Study** that identified options for an internal transit route within Rifle.

III. PROCUREMENT SCHEDULE, SUBMITTAL, AND SELECTION

A. Procurement Schedule

The City of Rifle shall endeavor to use the following timetable:

August 12: Request for Proposals publicly advertised on websites, newspapers and direct solicitations mailed

August 29: Pre-proposal conference call (voluntary), tentative time 10 a.m. Contact Nathan Lindquist at nlindquist@rifleco.org for call details (note that Nathan will have low availability for questions the week of September 5-9).

September 16: ELECTRONIC PACKETS MUST BE RECEIVED BY 5:00 PM. The City will accept CDs, Flash Drives, or other conventional electronic file delivery methods.

Week of September 19: Meeting of Selection Committee and interviews with finalists in Rifle as needed

Week of September 26: Consultant(s) selected

B. Submittal

Proposals and all questions and comments shall be submitted electronically to:

Nathan Lindquist
Planner, City of Rifle
202 Railroad Avenue
Rifle, CO 81650
nlindquist@rifleco.org
(970) 665-6497

C. Submittal Components

Proposals should contain the following sections in the prescribed order:

1. A cover memo must contain name, address, and daytime phone number(s) and e-mail address(es) for person(s) to whom additional selection process requests should be communicated. Identify which RFPs you are addressing.

2. A Statement of Qualifications of the proposer, i.e., credentials, resumes and past experience on similar efforts and federal grants. Identify the project manager and the staff that will be dedicated to the project. The project manager shall be present at the pre-selection interview and all public/elected official meetings.
3. The Work Program Approach should include a basic description and plan regarding how the proposer will proceed with these services and how the proposer will accomplish the project's goals. A Project Schedule should generally lay out process and deliverables.
4. A Project Budget should identify costs for each RFP and each task in the budget.
5. References, both past and current projects.
6. In order to ensure compliance with HUD and DOT procedures, consultants should include a statement in their proposal that all state and federal reporting and documentation requirements will be met, and all funds will be spent on eligible projects.

D. Selection Process

The Selection Committee shall be composed of three City of Rifle Staff, two DDA members, and two Rifle Regional Economic Development (RREDC) members.

E. Selection Criteria

The Selection Committee shall score consulting teams based on the following criteria. **Each RFP will be scored separately (100 points total).**

Criteria	Points
Professional background of the team and the relevant experience of each person working on the project.	25
Firm experience with HUD and DOT grant operating requirements.	10
The quality of the proposed Work Program Approach and its ability to advance project goals.	35
Efficient use of project funds.	10
Demonstrated ability to leverage relationships, funding sources, or other resources that advances the project goals	10
Capacity of the team to effectively interface with City staff, update participating entities, and interact with the community-at-large.	10

IV. RFP #1: TOD STRATEGIC PLAN

A. Project Description

The primary goal of the TOD Strategic Plan is to create a realistic vision and implementation program for transit-oriented development that supports Rifle's vision for a vibrant, walkable downtown. The TOD Strategic Plan consultant shall be the Project Manager for all three RFPs. The TOD Strategic Plan is divided into two phases. Phase 1 is composed of a scoping, visioning and priority-setting process. Phase 2 is composed of more specific tasks, the scope of which shall be determined by the Phase 1 process.

B. Work Program

Phase 1 Tasks:

- a. Project Team Kickoff Meeting in Rifle.**
- b. Data Collection and Review.**
- c. Transit Visioning.** Although transit has been discussed in various forums over the years, successfully implementing TOD in Rifle will require an effective community-engagement process to determine the community's long-term transit vision. The transit visioning process will clarify the role of TOD within the City's economic development goals and Comprehensive Plan. See the Transit and TOD Workshop(s) in the next section for details.
- d. TOD Assessment.** The purpose of this task is to assess the TOD potential of Rifle's downtown, within the context of the Downtown Master Plan's vision, and the regional transit and economic systems. As a small city situated within a highly mobile rural/resort region, the concept of TOD will be applied differently in Rifle than in metropolitan areas. This assessment shall describe what level and/or parts of TOD theory are feasible for Rifle. The consultant should propose a methodology for accomplishing this.
- e. Transit Center Assessment.** Based on the transit vision, identify transit center locations, needs, and infrastructure options. Recommend steps towards integrating transit with the Gateway Design of Highway 6 & 24, including a process to initiate and complete land swaps or purchase with private owners, CDOT and/or Union Pacific Railroad.
- f. Multimodal Transportation Assessment and Priority-Setting.** Assess the current multimodal transportation system in the Downtown and identify needs and priority improvements, including streets, streetscapes, transit and ped/bike infrastructure. This

may be in conjunction with the transit visioning process. This task shall incorporate a review of existing conditions and gathering of public input in order to move towards conceptual and final design. See Workshop #1 and Walking Audit for details on public process components of this task. In addition, FHWA recommends that the consultant incorporate the Planning and Environmental Linkages (PEL) approach of documenting the process to prepare for an expedient NEPA clearance in Phase 2.

- g. TOD Strategic Plan.** Compile the above information into a report that creates an actionable blueprint for future investment to implement Transit Oriented Development. The Strategic Plan should synthesize technical analysis and public input, recommended infrastructure phasing and costs, potential funding sources, sequenced action steps, and strategies for public-private or multi-agency partnerships. (note: transit demand modeling or cost estimates of transit service are not required). It should include recommendations for integrating multi-modal transportation with Rifle's Master Transportation Plan. The Strategic Plan should also recommend areas of further study to be carried out in Phase 2 of the project.

Potential Phase 2 projects are listed below. **Phase 2 projects should not be included in proposals** but are discussed to provide a full view of the project. Applicants should indicate their ability to carry out Phase 2 tasks.

- 1. Conceptual Multimodal Transportation Infrastructure Design.** Develop conceptual design for bike, pedestrian, street, and streetscape infrastructure at priority locations as identified in Phase 1. West 2nd Street between Railroad Avenue and West Avenue may be fast-tracked to Phase 2. Design shall be conceptual (30% design) at this stage. Costs of NEPA review shall be identified. Planning and Environmental Linkages (PEL) shall be incorporated where appropriate. Must be completed by March 2013, per the terms of the grant.
- 2. Conceptual Transit Center Design.** Create conceptual design based on assessment of location and infrastructure needs.
- 3. Final Multimodal Transportation Infrastructure Design.** Final Infrastructure Design and NEPA Review shall create construction-ready plans for identified street, transit, bike, ped, and streetscape projects. DOT approval of an amendment to the grant terms sheet is required before funding may be used for Final Design (greater than 30%).
- 4. Traffic Demand Management (TDM).** The Phase 1 process shall identify additional Phase 2 TDM strategies that lead to reduced traffic congestion, increased transit mode share, and reduced parking needs. These may include the development of a Downtown Parking Plan and program, or other TDM strategies.

5. **Updated TOD Strategic Plan.** Update the Phase 1 plan to include pertinent information from Phase 2, as well as from RFPs #2 (Market Analysis and Redevelopment) and #3 (Communications and Outreach).

C. Public Outreach

The TOD Consultant shall act as project manager for the public outreach components listed below. The TOD Consultant shall work with the Communications and Outreach Coordinator (COC) identified in RFP #3 in planning and implementation of a public outreach program to ensure cohesion with broader outreach efforts. The terms of the grant require a minimum of two public workshops, two focus group sessions, and the CDPHE walking audit. Proposals may include additional public outreach components as needed to fulfill grant goals.

Phase 1 Public Outreach components:

1. **Transit and TOD Workshop(s):** The goals of the Transit and TOD workshop(s) are to: (1) build awareness about transit and transit-oriented development, including core principles and best practices, common challenges, and how these relate to Rifle's planning and development efforts as well as the larger region; (2) engage participants in identifying how transit and TOD fit into the community, including potential challenges or barriers; (3) engage the community in crafting a vision that integrates transit and transit-oriented development with the city's existing goals of creating a dense, mixed-use downtown and walkable community.

For example, the workshop(s) might gather public input on multiple future transit scenarios for Rifle: (1) no connection to a regional transit system; (2) a transit service equivalent to RFTA's current operation; or (3) a robust regional transit system supported by transit-oriented development— including a transit center, Bus Rapid Transit, supporting land use patterns, and bike/pedestrian connections. Proposers are encouraged to offer other approaches that fulfill the goals of the workshop.

2. **Walking Audit:** Another component of public outreach shall be a walking audit of the downtown led by the Colorado Department of Public Health and Environment. This may occur concurrently with a workshop. The walking audit will involve the public in identifying gaps and needed improvements in pedestrian, bike, and streetscape infrastructure. The TOD consultant shall participate with CDPHE in the walking audit and use information in TOD and bike/ped assessments. This audit is sponsored by the CDPHE. The TOD consultant does not need to request audit from CDPHE nor budget for involvement of CDPHE staff.

3. Focus Groups: Effectively engaging the community is essential to the success of the project, but because it is often difficult to get a full spectrum of the community to attend public workshops, the project team shall engage local stakeholders through two focus groups, one of which shall specifically target an under-represented group most likely to benefit from expanded transit access. The consultant shall be charged with designing these focus groups to receive input from groups or individuals that do not normally attend public meetings or might otherwise be impacted by the project.

4. Final Presentation: The final Strategic Plan document shall be presented in a community forum.

Other Workshop(s): The purpose of other workshops may be for public review of conceptual (30%) design of transit, streetscape, ped, and bike infrastructure before moving to final design; or for public presentation of the Final TOD Strategic Plan.

D. Phase 1 Deliverables

1. TOD Strategic Plan document integrating information from required tasks.
2. Street Design of West Second Street.
3. Two workshops and two focus groups
4. Pre-NEPA documentation, including Planning and Environmental Linkages (PEL) when appropriate, as required by DOT.

E. Communication and Project Documentation

The City of Rifle Planning Department shall be the primary point of contact, and members of the Grant Project Steering Committee shall be involved throughout the project. The consultant must also communicate project updates to RFTA.

Documentation of expenditures must be in accordance with DOT procedures. See the DOT grant contract for more info on reporting and documentation requirements.

F. Timeline

Phase 1 must be completed by month 12. Phase 2 shall be completed by January 2014. Under the terms of the grant, the TOD Strategic Plan final document must be completed by March 2013.

G. Funding

\$356,618 of DOT/Tiger II funding has been allocated for the work program herein, including both Phase 1 and Phase 2.

Phase 1 should require approximately 25-40% of the \$356,618 DOT budget. Budgets should only include Phase 1 projects.

V. RFP #2: Market Analysis and Redevelopment Coordination

A. Project Description

The goals of the Market Analysis and Redevelopment project are to (1) understand the current and future market landscape for the Downtown, including the effects of recent redevelopment projects; (2) identify promising market sectors and business opportunities; and (3) analyze and design catalytic projects that spur vibrancy in the downtown.

The MARC shall work with the Rifle Regional Economic Development Corporation (RREDC), the City of Rifle, and identified property owners or other stakeholders.

B. Work Program

The Market Analysis and Redevelopment Coordinator shall carry out the following Phase 1 tasks. Potential Phase 2 tasks are also identified. Proposals should only budget for Phase 1 tasks.

- 1. Project Team Kickoff Meeting.** Travel to Rifle for kickoff meeting.
- 2. Data Collection and Review.**
- 3. Market Analysis.** The RREDC shall be a primary partner for coordination on market analysis.

Commercial/Mixed-Use:

- a. Define and illustrate the primary geographic trade area for Rifle-based retail and service businesses based upon customer shopping patterns, driving times, and other factors. If trade areas are different for various types of businesses, explain and illustrate the variations;
- b. Describe the existing and projected future demographic characteristics of the primary trade area including such indicators as population, number of households, personal income, age distribution, educational characteristics, race and ethnicity, employment, and other factors;
- c. Estimate retail expenditure potential in the Rifle primary trade area for priority NAICS classifications as identified in conjunction with the RREDC and the City of Rifle;
- d. identify retail and restaurant leakage and opportunity by NAICS retail trade classification;
- e. Identify the principal shopping destinations for Rifle shoppers in the retail trade classifications for which a leakage has been identified;
- f. Identify potential demand for office space in priority NAICS classifications as identified in conjunction with the RREDC and the City of Rifle;

- g. Based on retail trade leakage analysis and shopper characteristics, and the office space potentials analysis, identify specific business types that have potential for location in downtown Rifle, and cite examples of retailers and office space users that have located in similar sized communities in Colorado;
- h. For those business types listed in (g), identify supportable square footage, typical land and building space requirements, typical ownership/lease status of land and building; locational requirements, relative visibility, road access and other businesses (e.g. freestanding building vs. location in commercial cluster/mall/multi-tenant building, etc.);
- i. Through interviews with stakeholders, identify those existing or new businesses that have expressed interest in starting, expanding or relocating a business in downtown Rifle. RREDC has begun this process and is creating a database. For these identified businesses, perform a similar type of analysis as set forth in item (h).
- j. For the businesses identified in (g), (h), and (i), identify locations in Downtown Rifle with the most potential for redevelopment that meets the businesses' requirements.
- k. Through interviews with stakeholders, identify business operator needs and obstacles that may hinder commercial development in the downtown;
- l. Using information gathered in items (a) through (j) above, make recommendations on the land sale prices and land lease rates that are realistic for commercial development;
- m. Recommend specific public sector actions which should be considered in the effort to attract the identified business types to locate in downtown Rifle. This should include an analysis of the city's current development fee structure and building and development codes for obstacles to development and recommend changes to incentivize development that fits the downtown vision, and de-incentivize development that does not.
- n. Identify opportunities, obstacles, and strategies for the development of mixed-use projects in downtown Rifle.
- o. Based on (a) through (n), identify 3-5 high-priority locations for commercial or mixed-use redevelopment in downtown Rifle.

Residential:

- a. Define the primary geographical trade area for Rifle housing demand;
- b. Describe the existing and projected future demographic characteristics of the primary trade area, including such indicators as population, number of households, personal

income and income distribution, age distribution, number of homeowner households and renter households, employment, commuter population and other factors;

- c. Utilizing data derived in (b) along with other demand indicators such as building permit data and MLS sales data, estimate annual demand for for-sale and for-rent residential housing in Rifle at various price points;
- d. Inventory the availability, price and product characteristics of available vacant for-sale and for-rent housing in Rifle and evaluate the capacity of existing supply of housing stock to satisfy demand at various price points;
- e. Using information derived in items (a) through (d) above, the consultant's professional judgment, and interviews with local real estate professionals, make recommendations on what types of residential projects would be market feasible in downtown Rifle; recommendations shall include preferred locations, project scale in terms of number of units and acreage required, density, product types, price range, annual absorption and location;
- f. Determine housing options in the downtown based on , the conveyance price for an affordable unit, and strategies for satisfying affordability while preserving the project's financial feasibility, including the potential effect of energy efficiency and renewable energy (in conjunction with the Energy and Sustainability Assessment of RFP #1).
- g. Recommend specific public sector actions which should be considered in the effort to attract housing to locate in downtown Rifle. This should include an analysis of the city's current development fee structure and building and development codes for obstacles to development and recommend changes to incentivize development that fits the downtown vision, and de-incentivize development that does not.

4. Redevelopment Site Planning and Design—large scale (3-5 sites) For the number of sites identified in task 3(o) above, design prototype site plans or conceptual designs that inform redevelopment opportunities. Create visualizations of potential redevelopment types. Identify and investigate development financing structures and funding sources, such as a Community Development Corporation (CDC). **Phase 2 of this task will carry out further design of selected projects. Proposers should indicate ability to perform final design, but should not include Phase 2 within this proposal's budget.**

5. Redevelopment Site Planning and Design—small scale. Develop a Downtown Design Program that designs small-scale projects that improve specific properties or public spaces. This may include rooftop dining or gardens, façade renovations, interior renovations, pocket parks, alley reuse, art gardens, etc. Proposers should describe a process for identifying and selecting design opportunities that effectively engages the

community, creates interest in the downtown, and fairly selects properties to receive design services. **Phase 2 of the Downtown Design Program will carry out further design of selected projects. Proposers should indicate ability to perform final design, but should not include Phase 2 within this proposal's budget.**

- 6. Energy and Sustainability Assessment.** Conduct an assessment of energy and sustainability opportunities in the downtown—which may include the incorporation of renewables, geothermal, energy efficiency, electric car infrastructure, local food system integration, and other energy technologies. This will require a team that has technical expertise in energy and sustainability issues.

C. Public Outreach

1. One public workshop to present market analysis in the context of the concurrent TOD planning and other downtown efforts.
2. Ongoing coordination with the Rifle Regional Economic Development Corporation.
3. Public outreach for Downtown Design Program.

D. Deliverables

1. Residential and Commercial Market Analysis document
2. Written contributions to TOD Strategic Plan document, compiled by the TOD consultant
3. Redevelopment and design documents as identified

E. Communication and Project Documentation

The City of Rifle Planning Department and the Rifle Regional Economic Development Corporation shall be the primary points of contact. Documentation of expenditures must be in accordance with HUD procedures. See HUD grant contract for more info.

F. Timeline

Tasks 3 and 6 should be completed by month 12. Tasks 4 and 5 should begin as soon as possible but may continue through the term of the grant (January 2014) as opportunities arise.

G. Funding

The total HUD funding available for this project is \$350,000. It is anticipated that Phase 1 tasks should use 35-50% of those funds. The remainder of HUD funds shall be used for Phase 2 projects or for a different RFP at a later date.

VI. RFP #3: Communications and Outreach Coordinator

A. Project Description

Funding sources are increasingly attracted to projects that exist within the context of a vision that is supported by the local community. With this in mind, the role of the Communications and Outreach Coordinator (COC) has been created to position Rifle for successful implementation of the City's TOD, Energy Village, and downtown revitalization initiatives.

The goals of the COC are to (1) ensure an effective public process; (2) educate and engage community stakeholders; (3) communicate the project beyond Rifle; and (4) build relationships with partners to build interest, leverage additional resources, and market Rifle's vision for the downtown. The capacity to effectively and frequently interact with City Staff, community stakeholders, and outside organizations is desirable for the COC (office space at City Hall will be available if needed).

Key regional and state organizations include: Garfield County, the Rifle Regional Economic Development Corporation (RREDC), the Roaring Fork Transit Authority (RFTA), Garfield Clean Energy (GCE), Colorado Mountain College (CMC), the RE-2 School District, Colorado Department of Transportation (CDOT), and the Department of Local Affairs (DOLA).

B. Work Program

The City has identified the following tasks for the COC role that shall take place during both Phase 1 and Phase 2 of the grant. Many of the tasks are necessarily vague in scope, as the City expects that proposed strategies will differ based on the proposer's specific capacities and skill-sets. Proposers should identify strategies for scoping and carrying out the tasks, and assign available man-hours (based on the project funding) towards each task.

- 1. Project Team Kickoff Meeting.** Travel to Rifle for kickoff meeting.
- 2. Data Collection and Review.**
- 3. Community Education.** Develop a program for education and outreach to increase public interest and awareness within the Rifle community. This includes, but is not limited to, assisting the TOD Coordinator with TOD and Transit public outreach (see RFP #1) and the Market Analysis and Redevelopment Coordinator with the Downtown Design Program (see RFP #2).
- 4. Partner Identification and Outreach.** Work to communicate project activities and outcomes to organizations (including the private sector, foundations, local, state and

federal agencies) outside the community, and build relationships that lead to investment in the downtown.

- 5. Inter-Jurisdictional Policy Coordination.** Promote greater coordination of land use, transportation, and energy policies between the City and relevant agencies such as Garfield County, RFTA, Garfield Clean Energy, CDOT, and other state agencies.

C. Public Outreach

The COC shall be involved in all public outreach activities and shall report to the TOD consultant. The terms of the grant require Rifle to hold at least two workshops, two focus groups, and a walking audit with Colorado Department of Public Health and Environment. See RFP #1 and #2 for more information on public outreach components.

D. Deliverables

2-3 major documents (marketing/informational documents, videos, etc)
2-4 minor documents (fact sheets, local media, web content, etc)

E. Communication and Project Documentation

See HUD grant contract.

F. Timeline

All grant funds must be expended by January 2014.

G. Funding

The funding for this RFP comes from HUD. Approximately \$70,000 should be budgeted to carry out the work program. Proposers should estimate the cost of producing the above deliverables, including the cost of media outreach (ad space), mailings, website development/modification, literature creation, etc. For the remainder of the budget, proposers should assign man-hours to each task based on the proposed Work Approach.