

REQUEST FOR PROPOSAL

Village Master Plan



Prepared by:
Town of Carefree
PO Box 740
8 Sundial Circle.
Carefree, AZ 85377

April 2014



General Description of Scope of Work:

The Town of Carefree is issuing this **Request for Proposal (RFP)** to identify qualified multi-disciplinary consulting teams ("Consultant") for the preparation of a **Village Master Plan ("VMP")** to further assist in the revitalization of the Carefree Town Center. The Town seeks a Consulting team which has seasoned professionals including but not limited to an economist, fiscal impact analyst, facilitator, licensed/certified architects, landscape architects, planners, traffic and civil engineers and land surveyors in preparation and development of the VMP.

It is expected the selected Consultant will prepare and include within the VMP - background analysis on the Town Center and its trade area (primary and secondary market area); strategies to revitalize the Town Center and methods to attract business and cultural anchors; creative design solutions which enhance pedestrian linkages within and outside of the Town Center, improve the visibility of the inward facing Town Center and

illustrate how existing building stock can be adapted for more viable uses while maintaining the unique character of the area; and cost estimates, funding opportunities and implementation program. The selected Consultant will be one that has demonstrated experience, creativity and success in similar commercial revitalization efforts.

Background:

Since the late 1950's, the Carefree Town Center has served, in part as the community's economic engine. The original community master plan envisioned a unique residential community which wrapped around a Spanish Colonial village of eclectic shops and restaurants. This village was strategically positioned along a route known as the Desert Foothills Scenic Drive which became a very popular day trip for seasonal tourist. However, over time, the experience that drew the visitors to the area has been slowly eroded away and replaced by nearby residential roof tops. The village can no longer depend upon this seasonal migration of tourist but it can evolve into a more sustainable place for area residents to socialize, enjoy culture, dine and shop in an intimate pedestrian friendly environment. In order to cultivate this vision, the Town seeks a Consultant to develop the VMP to focus on the required steps to successfully revitalize the Town Center into a vibrant specialty shopping destination.

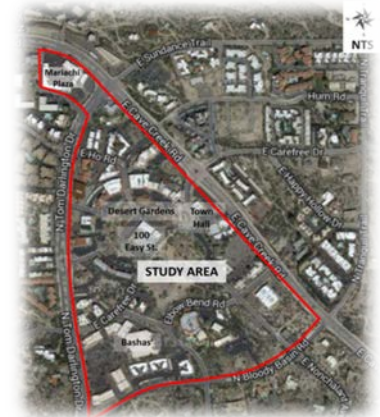




Scope of Services:

There will be several phases involved within the VMP.

1. Evaluation and Analysis
2. Creation of Revitalization Strategies
3. Development of Design Suggestions
4. Determining estimated costs, partnerships and funding mechanisms
5. Defining implementation timeline



Evaluation and Analysis

The consultant team will conduct a Strength, Weakness, Opportunity and Threat (SWOT) analysis to understand and define the needs and direction of the revitalization effort. In addition to this analysis, the consultant should conduct a downtown survey which may include but is not limited to a walk-through survey, visual survey and creation of commercial space inventory. A market analysis should also be prepared to further define the attributes of the primary and secondary market areas (trade area) and conduct a survey of the trade area to define potential unmet needs, purchasing power and perceptions of the Town Center.

Creation of Revitalization Strategies

Upon the conclusion of the evaluation and analysis phase the focus will turn to strategies to assist in the revitalization of the Town Center. Part of this process will include but will not be limited to methods to cultivate additional foot traffic, increase the visible/awareness of the Town Center, strategies to cultivate market niches, land use alternative and zoning code refinements, parking management strategies and other potential programs or strategies that will encourage private reinvestment into the Town Center.

Development of Design Solutions

Once viable strategies have been identified the effort will then transition into suggested design solutions to further enhance and improve the position the Town Center. These design solutions may focus on place making, way finding, sense of arrival and streetscapes, and pedestrian connectivity.

Cost Estimates, Partnerships and funding mechanisms

It is easy to paint pretty pictures but ultimately we need to ensure there exists viable techniques to fund and implement the strategies and potential design solutions. This phase will focus on identifying potential costs, who are sensible partners and how can the costs be shared to create an economy of scale.

Implementation

It is critical for stakeholders to understand the realistic timing to accomplish visions, strategies or tasks. Indeed, all stakeholders are motivated but fundamentally there is always frustration over timelines. This phase will logically, layout the timetable and associated steps to help s mold the Town Center revitalization effort and give all stakeholders a roadmap.



Village Master Plan:

There exists a broad body of information and data generated by the Town and other external agencies. It is expected that the consultant will become familiar with all relevant information and data to develop appropriate strategies, design concepts, partnerships and implementation timelines.

Background information:

- Review General Plan 2030,
- Carefree Zoning Ordinance,
- 2000 Town Center Improvement Plans,
- Town Economic Strategic Plan,
- MAG Framework Study,
- MAG models,
- Census Data,
- Other relevant real estate and economic data sources, and
- Urban Land Institute – Technical Advisory Panel Summary 2014.

Stakeholders

The concept of a village is defined by various interests working in a collaborative fashion to cultivate the common good. This concept was discussed at a recent Technical Advisory Panel conducted by the Urban Land Institute. Many of the Town Center stakeholders – landlords, property owners, property managers, merchants, Town Council members, Town Staff and residents attend this one day session. This session acted as a catalyst to energize the stakeholders and fundamentally initiate the “Stakeholder Committee” to collectively address issues of the common good. The consulting will be tasked with working with this Stakeholder Committee to complete the aforementioned scope of work as well as update the Town Council on the progress of the VMP as the process evolves.

Deliverables:

- Preliminary and final report with text, graphics, mapping, surveys, renderings, designs, plans, etc. that addresses Scope of Services
- Final document shall be delivered in hard copy (25 copies) and digital versions on thumb drive in PDF and Word.
- Database information can be provided in Excel and related to ESRI mapping compatible with the Town’s GIS system.



Work Schedule:

The Consultant shall begin immediately upon contract award by Town Council. Work shall continue until Town Council's approval of the Village Master Plan anticipated winter 2014/15.

Proposed Schedule:

<u>TASK</u>	<u>TARGET DATE</u>
RFP Issue	March 2014
Deadline for Proposal Submission	April/May 2014
Consultant Selected for Interviews	May 2014
Consultants Interviewed	May 2014
Consultant Approved by Council	June 2014
Consultant Begin	June 2014
Consultant Completes VMP	Winter 2014/15

Contact Person:

Questions regarding the RFP may be directed to:

Gary Neiss

Town Administrator

8 Sundial Circle

PO Box 740

Carefree, Arizona 85377

480-488-3686

gary@carefree.org

www.carefree.org

www.visitcarefree.com



RFP Submittal Requirements:

The following information shall be submitted with the Proposal:

1. **A cover letter** signed by the officer of the firm who is authorized to execute a contract for services with the Town.
2. **Consultant Qualifications** – This section of the proposal shall describe the expertise of the current permanent staff and the scope of services that can be provided by the firm. Do not include any outside Consultants.
3. **Key Personnel** – Include proposed project management structure. Identify the point of contact for the project (project manager) and all personnel who will be assigned to work on this project, including a description of their abilities, qualifications and experience. Include resumes for all key individuals. There can be no change of key personnel once the proposal is submitted without prior approval of the Town.
4. **Subcontractors** – Identify any portion of the scope of work that will be subcontracted. Include firm qualifications and key personnel and associated contact information. The Town reserves the right to approve or reject all Consultants or internal staff performing consulting services, proposed by the Consultant during or after the Consultant review and selection process.
5. **Project Work Plan** – A description of the Consultant team's project understanding, detailed work approach and methodology shall be identified. The work plan shall list specific tasks and any specific considerations, options or alternatives.
6. **Project Schedule** – Proposed a timeline for completion of the Village Master Plan including starting date, milestones, and target date of completion. Any assumptions regarding turnaround time for the Economic Development Committee, Town Council or Town staff review shall be clearly noted.
7. **Fee information** – Provide a detail fee proposal by task for the services identified in the scope of services section of this proposal. Identify sub-tasks and respective cost in fee proposal as necessary. This section of the proposal shall include a professional fee schedule (hourly fee chart) for the Consultant's personnel and the subcontractor's key personnel as identified above who would be working on this project. The professional fees shall include costs associated with complying with the Town's insurance requirements. Additionally, the Consultant shall provide the overall fee which shall include all expenses.
8. **References** – A list of projects completed by the proposer under which services similar to those required by this RFP were preformed shall be listed in proposal. An emphasis should be placed on projects undertaken within the last 5 years and those undertaken for public agencies located in similar sized communities. Include a brief description of the services, dates the services were provided, and name and telephone number or references familiar with services provided.
9. **Work samples** – Provide brief descriptions of a minimum of five (5) projects dealing with master plans, revitalization and economic development or similar topics prepared under the direction of the primary consulting firm.
10. **Interview** – Proposers may be requested to be available for an interview with Town Council members, Economic Development Committee members and/or Town Staff during the final selection



process. The lead members of the Consultant team will be expected to attend any interviews scheduled with the Town.

11. **Deadline and Delivery** – Twelve (12) copies of the proposal shall be submitted to the Town of Carefree, Attn. Gary Neiss, Town Administrator, 8 Sundial Circle (physical address), PO Box 740 (mailing address), Carefree, 85377. No information shall be submitted by facsimile or electronic mail. **Proposals received after 4 PM Arizona Time on April 25, 2014 will not be accepted.**

Insurance:

The selected Consultant shall defend, indemnify, hold harmless the Town its officials, employees and volunteers from any claims, injuries, damages, losses or suits including attorney fees, arising out of or resulting from acts, errors or omissions of the Consultant in performance of this agreement for professional services, except for injuries and damages caused by the sole negligence of the Town.

The Consultant shall procure and maintain, for the duration of this agreement for professional services, insurance against claims for injuries to person or damages to property which may arise from or in connection with the performance of the work hereunder by the contractor, their agents, representatives, employees, or subcontractors. The cost of such insurance shall be paid by the Consultant. Insurance shall meet or exceed the following unless otherwise approved by the Town of Carefree.

Consultant shall maintain:

1. Workman's compensation as required by the State of Arizona.
2. Comprehensive or Commercial General Liability: \$1,000,000 single limit per occurrence for bodily injury, personal injury and property damage.
3. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage.

Review Process:

Selection will be based upon the qualitative review of the Proposals submitted. Town staff may request additional clarifying information from any or all Consultants that submit a Proposal. The reviewing panel will evaluate the responses to this RFP, may interview the top rated Consultants, and will make a recommendation to the Town Council on the selection of the Consultant determined to most closely fit the Town's requirements. It is expected that the overall contract period for professional services will be from June 2014 to project completion (estimated winter 2014/15).