



PHILADELPHIA REDEVELOPMENT  
AUTHORITY

**REQUEST FOR PROPOSALS**

PLANNING SERVICES FOR EASTWICK PUBLIC LAND

AUGUST 15, 2016

**Contract Opportunity for  
Planning Services for Eastwick Public Land**

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# 1. Introduction

The Philadelphia Redevelopment Authority ("PRA") invites competitive proposals from experienced planning firms to conduct a nine (9) month planning study in the Eastwick section of the City of Philadelphia ("City"). The study will lead to a preferred vision, development plan, and feasibility study for identified vacant land and buildings in Eastwick currently held by the Philadelphia Redevelopment Authority and School District of Philadelphia (Attachment A).

Respondents are expected to exhibit an understanding of the history of Eastwick and must be able to assess and explain environmental, economic, and social site constraints and potential impacts of competing or complementary uses for the site(s). Respondents must be versed in community engagement, and have demonstrated skills in consensus building.

Deliverables will include:

1. Vision plan for a) undeveloped parcels in Stage IV of the Eastwick URA, comprising i) 128.54 acres and ii) 5.65 acres, b) the former Pepper Middle School site, c) the former Communications Technology High School site, and d) additional PRA-owned lands to the north of the Pepper School site. The vision plan shall be based on needs/desires of various stakeholders and feasibility given existing and future environmental and economic conditions;
2. Physical development and implementation plan with phasing;
3. Feasibility study that will continuously assess and inform the viability of the vision plan and physical development plan throughout the process and a final feasibility plan;
4. Documentation and results of facilitated public meetings, roundtable discussions, and stakeholder interviews;
5. Final document including the above items.

# 2. Scope of Work

The following outlines the PRA's recommended scope of services for completing a vision and development/implementation plan for the aforementioned undeveloped parcels in Eastwick. The scope includes project phasing and tasks, a public participation plan, and expected deliverables. Respondents may deviate from the recommended scope, but must include a description of how all tasks and outcomes will be addressed. The project is anticipated to take nine (9) months from the contract start date.

## Project Phases and Tasks

The project is broken into the following phases:

1. Analysis of Existing Conditions
2. Public and stakeholder engagement and input (woven throughout the process)
3. Concept Development, Feasibility, and Recommendations
4. Final Document

Tasks include:

1. Analysis of Existing Conditions
  - 1.1. History

- 1.1.1. Consultant shall be aware of the history of land changes and developments, with attention to historical land use, governmental interventions, social implications, and infrastructure.
- 1.2. Existing Conditions
  - 1.2.1. Consultant shall review all existing information regarding the site to include demographic, economic, environmental, and site suitability information provided by the Philadelphia City Planning Commission ("PCPC") and other City agencies. The consultant shall also be aware of recent or current revitalization initiatives and development proposals.
  - 1.2.2. Consultant shall tour the study area to see issues firsthand.
  - 1.2.3. The consultants will analyze existing physical, demographic, and economic conditions of Eastwick, including:
    - 1.2.3.1. Demographics (employment patterns, vacancy rates, housing tenure, socio-economic composition, educational attainment, race, recent populations and ethnic shifts, transportation mode share, statistics related to the current housing, retail, and industrial market, and other relevant information);
    - 1.2.3.2. Land Use and ownership of vacant land (furnished by PCPC);
    - 1.2.3.3. Condition assessment of buildings, public spaces, and vacant land;
    - 1.2.3.4. Current zoning and allowed uses and activity (furnished by PCPC);
    - 1.2.3.5. Existing infrastructure (furnished by PCPC);
    - 1.2.3.6. Transportation access including traffic patterns, street configurations, pedestrian and bicycle access, and parking;
    - 1.2.3.7. Proximity of civic and municipal support services;
    - 1.2.3.8. Environmental concerns, including, but not limited to, noise and traffic from industrial uses, flooding, climate change, and the presence of the Airport;
    - 1.2.3.9. Potential funding sources for implementation, and regulatory or incentive programs geared toward development in environmentally sensitive areas.
2. Management Meetings
  - 2.1. Consultant shall meet with project managers PRA and with liaisons from PCPC a minimum of nine (9) times interspersed throughout the process and will additionally communicate as needed through email and telephone. Additionally, consultant shall communicate with District Councilman Kenyatta Johnson's Office as needed.
3. Public Engagement and Input
  - 3.1. Stakeholder Interviews and Roundtable Discussions
    - 3.1.1. Consultant shall interview stakeholders to understand current conditions and interest in the land:
      - 3.1.1.1. PHL Airport ("PHL");
      - 3.1.1.2. PRA;
      - 3.1.1.3. PCPC;
      - 3.1.1.4. Councilman Johnson's Office;
      - 3.1.1.5. School District of Philadelphia ("SDP");
      - 3.1.1.6. Philadelphia Water Department ("PWD");
      - 3.1.1.7. Office of Sustainability ("OOS");
      - 3.1.1.8. Philadelphia Office of Emergency Management ("OEM");
      - 3.1.1.9. Philadelphia Department of Parks and Recreation ("PPR");
      - 3.1.1.10. Philadelphia Commerce Department ("Commerce");
      - 3.1.1.11. Philadelphia Industrial Development Corporation ("PIDC");
      - 3.1.1.12. Philadelphia Office of Transportation and Infrastructure Systems ("OTIS");
      - 3.1.1.13. Southeastern Pennsylvania Transportation Authority ("SEPTA");

- 3.1.1.14. Heinz Wildlife Refuge ("Heinz");
  - 3.1.1.15. Eastwick Friends and Neighbors;
  - 3.1.1.16. Eastwick United;
  - 3.1.1.17. Potential developers (tbd);
  - 3.1.1.18. others as identified, including members of the general public.
- Consultant shall converse with stakeholders as needed to assure that plan recommendations can be implemented.

3.1.2. Consultant shall convene at least three facilitated roundtable discussions as the plan develops with sub-sets of stakeholders identified in 3.1.1. All roundtable discussions shall include community leaders, PRA, PCPC, Councilman Johnson's Office, PHL, SDP, and others as required. Topics of roundtable discussions should include site constraints, desires of the community, interests from other stakeholders, visioning, feasibility, and strategic recommendations.

### 3.2. Public Meetings

3.2.1. Consultant shall host three (3) public meetings:

- 3.2.1.1. Public meeting #1 – Consultant shall provide an analysis of current conditions, including constraints and potential development interests. Consultant shall consult with PRA and PCPC regarding meeting format and will facilitate feedback from the community to understand their issues and needs related to the site.
- 3.2.1.2. Public meeting #2 – Consultant shall present feedback from public meeting #1, stakeholder interviews, and roundtable discussions. Consultant shall present preliminary strategic recommendations. Consultant shall elicit more specific feedback from community regarding preliminary visioning and concept development and recommendations.
- 3.2.1.3. Public meeting #3 – Consultant will present vision plan and ask for final comments.
- 3.2.1.4. The consultant shall work with PRA and local community organizations to conduct community outreach, including designing and distributing notices through local civic groups and other local organizations. Note that electronic communication will not be very effective in this district, so Applicant will be required to use additional means of communication. The consultant will be responsible for hard copies of flyers to be distributed by community organizations, for posting flyers in the local library and grocery store, and for press releases to be sent to local news media. The consultant will establish an email address and mailing address to gather comments and respond to citizen questions regarding the process and the plan.

### 4. Concept Development, Feasibility, and Recommendations

#### 4.1. Desires and Constraints Analysis

- 4.1.1. Consultant shall use information gathered from existing conditions research, stakeholder interviews, roundtable discussions, and first community meeting to analyze desires and constraints.
- 4.1.2. Consultant shall analyze feasibility of potential outcomes.
- 4.1.3. Consultant shall create a unified vision plan for the site.
- 4.1.4. Consultant shall make strategic recommendations related to zoning, infrastructure, and policy that will help achieve the goals set out in the vision plan. Recommendations shall be vetted through the public, stakeholders, and roundtable discussions to ensure that they are realistic and have a potential for implementation.

### 5. Final Document

- 5.1. Consultant shall create a final document that includes information from all tasks listed above, including but not limited to: history, existing conditions, concept development, vision plan, feasibility study, development plan, strategic recommendations, phasing, public meeting summaries, and next steps for implementation.
- 5.2. Consultant shall present a draft to PRA, stakeholders, and make a copy accessible to the public for comment. The comment period shall be at least thirty (30) days before a final plan is produced.

#### Tangible Work Products

All work products will become the property of the PRA.

PRA requires completion and delivery of at least the tangible work products listed below.

1. A matrix of possible and advisable re-uses of undeveloped parcels given site constraints (or conversely a matrix of uses that are not acceptable);
2. A matrix of desired development given interests of stakeholders and community members;
3. Minutes and any graphics produced from stakeholder interviews and roundtable discussions;
4. Powerpoint and boards for Public Meeting #1;
  - a. Existing Conditions;
  - b. Matrices of possible re-uses and site constraints;
  - c. Other planning efforts underway;
  - d. PRA resolution;
5. Meeting Summary Report for Public Meeting #1;
6. Powerpoint and boards for Public Meeting #2;
  - a. Summaries of Stakeholder Interviews, Roundtable discussions, and public meeting #1;
  - b. Preliminary concepts and recommendations;
7. Meeting Summary Report for Public Meeting #2;
8. Boards for Public Meeting #3;
  - a. Draft recommendations;
  - b. Draft vision plan;
  - c. Feasibility and phasing (optional);
9. Meeting Summary Report for Public Meeting #3;
10. Hard and electronic copies of flyers to publicize all meetings;
11. A vision plan that combines redevelopment possibilities with interests of stakeholders and community members;
12. A feasibility study that outlines steps to achieve the vision plan with phasing, associated costs, and funding strategies to achieve outcome;
13. Preliminary draft and final document that includes history, existing conditions, summaries of community and stakeholder input, matrices of desires and constraints, vision plan, feasibility study, strategic recommendations, phasing plan, and supporting maps and graphics. Final report shall be furnished in hard copy (100 copies) and in a pdf that can be posted on the PRA web site.

### 3. Schedule

The timeline for this Contract Opportunity is as follows:

<b>Event</b>	<b>Date</b>
Notice of Contract Opportunity Posted	August 15, 2016
Questions and/or Requests for Additional Information Due	August 26, 2016
Proposals Due	September 15, 2016
Interviews of Finalists	Week of October 3, 2016
Respondent(s) Selected	October 11, 2016
Contract Executed by Selected Consultant	October 28, 2016

These dates are estimates only and the PRA reserves the right, in its sole discretion, to alter this schedule as it deems necessary or appropriate. The consultant selection and contract will require approval by PRA's Board.

### 4. Proposal Requirements

Interested parties are to submit application documents containing the following specific information:

1. Letter of Interest: The cover letter shall briefly summarize the respondent's qualifications and past experience relevant to scope (maximum of 2 pages). A principal or officer authorized to execute contracts or other similar documents must sign the letter. Name, mailing address, phone, fax, email and website address should be included.
2. Contact & Key Personnel Information: Outline experience on the scope of work required, overall approach and work tasks necessary to complete the work and quality control process. Contact information including name, address, telephone (including cell), and email address for key personnel. Provide a brief description of qualifications, including number of years doing this type of work, education and training related to this type of work.
3. Evidence of Past Experience: Provide narratives and/or supporting documents to illustrate past experiences with planning and community engagement in distressed neighborhoods and in areas with economic and environmental vulnerabilities. Provide documentation that exhibits past experience with consensus building, particularly between different levels of government and the public.
4. Proposal Details: Describe the planned approach to develop the vision plan, development plan, and feasibility study. Describe the approach to community outreach, information sharing, and consensus building. Outline portion of work, if any, which is to be subcontracted.
5. Project Budget: Describe the portion of the budget allocated to each task and deliverable.
6. A schedule and timeline, including meetings, milestones, and deliverables.
7. Three (3) References: Include contact information for three (3) professional references. Please include name, title, organization, mailing address, telephone number and email address. With this submission, the developer grants the PRA and the PRA's Owner Representative, permission to contact the references and perform background checks as deemed appropriate.
8. Proposal must also include the completed forms identified below in Section 6.

## 5. Evaluation/Selection

The PRA intends to award a contract to the applicant who best demonstrates the level of experience, skill and competence required to perform the services called for in this RFP in the most efficient, cost-effective, and professional manner. The successful respondent will be willing to execute and work pursuant to the PRA's contract terms and conditions, which include – without limitation – non-discrimination requirements, indemnification of the PRA, insurance coverage and cost principles. The PRA reserves the right not to award contracts as a result of this RFP, or to award contracts for part of this scope.

The PRA will be guided by the following criteria in making a selection for award, and will use its professional judgment in determining which respondent best serves the interests of the PRA:

- Superior ability or capacity to meet particular requirements of this contract opportunity and needs of the PRA.
- Superior prior experiences of various scales; demonstrated relative strength, reputation and successful experience providing services.
- Eligibility under Philadelphia Code provisions relating to campaign contributions.
- Compliance with PRA standards for contracting, such as indemnification and non-discrimination.
- Competence and proven track record working with private sector, governments and development organizations.
- Overall costs.
- Administrative and operational efficiency, requiring less PRA oversight and administration. Accessibility of the consultants to the PRA.
- Demonstrated ability to meet timelines and milestones.
- Any other factors the PRA considers relevant to the evaluation of the responses from applicants.

## 6. Declarations and Other Information

MBE/WBE/DBE Firms: The PRA strongly encourages and promotes the employment of qualified MBE/WBE/DBE firms in all aspects of its procurement of goods and services. If applicant is a Certified M/W/DBE, defined as Minority Business Enterprises ("MBE"), Woman Business Enterprises ("WBE"), or Disabled Business Enterprises ("DBE"); please submit information to confirm Certification as part of bid proposal.

Tax Clearance and Conflict of Interest Form:: Respondents, upon request of the PRA, must provide evidence satisfactory to the PRA that all municipal taxes, including business taxes, real estate, school, water and sewer charges, if applicable, are current for both the individual applicant and the applicant's firm and neither is currently indebted to the City; will not at any time during the term of the agreement be indebted to the City, for or on account of any delinquent taxes, liens, judgments, fees or other debts for which no written agreement or payment plan satisfactory to the City has been established. Please complete the Philadelphia Tax Status Certification and Conflict of Interest form (Attachment D) and submit it with your proposal.

Campaign Contribution Disclosure Forms: Please complete the applicable disclosure forms (Attachment E) and submit with your proposal.



Insurance Requirements: Please submit a certificate of insurance evidencing the required coverages as outlined in Attachment F with your proposal.

Reservation of Rights

By submitting a proposal in response to this RFP, an Applicant affirmatively acknowledges: (i) its acceptance of the terms and conditions of this RFP; (ii) the PRA may exercise in its sole discretion the following rights; and (iii) the PRA may exercise the following rights at any time and without notice to any Applicant.

1. to reject any and all proposals;
2. to supplement, amend, substitute, modify or re-issue the RFP with terms and conditions materially different from those set forth here;
3. to cancel this RFP with or without issuing another RFP;
4. to extend the time period for responding to this RFP;
5. to solicit new proposals;
6. to conduct personal interviews with any Applicant to assess compliance with the selection criteria;
7. to request additional material, clarification, confirmation or modification of any information in any and all proposals;
8. to negotiate any aspect of a proposal, including price;
9. to terminate negotiations regarding any and all proposals at any time;
10. to expressly waive any defect or technicality in any proposal;
11. to rescind a selection prior to contract execution if the PRA determines that the proposal does not conform to the specifications of this RFP;
12. to rescind a selection prior to contract execution if the PRA determines that the specifications contained in this RFP are not in conformity with law or that the process in selection of a proposal was not in conformity with law or with the legal obligations of the PRA;
13. in the event a contract is awarded, the successful Applicant or Applicants shall procure and maintain during the life of the contract liability insurance in an amount to be determined prior to the award of any contract;
14. in the event a contract is awarded, all Applicants agree to perform their services as an independent contractor and not as an employee or agent of the PRA;
15. in the event a contract is awarded, all Applicants agree that no portion of performance of the contract shall be subcontracted without the prior written approval of the PRA; and
16. each Applicant agrees to indemnify, protect and hold harmless the PRA from any and all losses, injuries, expenses, demands and claims against the PRA or the City sustained or alleged to have been sustained in connection with or resulting from (i) the submission of the Applicant's proposal; (ii) the delivery by the Applicant to the PRA of any other documents or information; and (iii) any other conduct undertaken by the Applicant in furtherance of or in relation to the Applicant's proposal. Each Applicant agrees that its duty to indemnify and hold harmless shall not be limited to the terms of any liability insurance, if any, required under this RFP or subsequent contract.

## **7. Application Process**

Applicants must submit the proposal electronically through PRA's website at <https://www.philadelphiaredevelopmentauthority.org/> or submit 3 original copies of the proposal and one electronic copy on CD to the PRA **no later than September 15, 2016 at 3:00 pm**; absolutely no proposals will be accepted after that time. Files on the CD may only be in Microsoft Word or Adobe PDF.

An applicant, whether an individual, partnership, LLC, non-profit, for profit or other business entity, may submit only one response to this RFP. Individuals that are related to each other or business entities that are legally related to each other or to a common entity may not submit separate proposals. The Authority, in its sole and absolute discretion, retains the right to reject any proposal where: 1) applicants or principals of applicants are substantially similar or substantially related parties; or 2) the Authority has determined that the applicant has violated these conditions or the spirit of these conditions.

Applicants may hand deliver or send proposals via registered mail to:

Joseph Tedesco  
Philadelphia Redevelopment Authority  
1234 Market Street, 16<sup>th</sup> Floor  
Philadelphia, PA 19107  
Phone: 215-854-6500

**Contact for Additional Information**

All questions and requests for additional information should be directed in writing to Joseph Tedesco at [joseph.tedesco@pra.phila.gov](mailto:joseph.tedesco@pra.phila.gov). Questions will only be accepted until August 26, 2016. Questions and/or requests for additional information and the PRA's responses to them will be posted on the PRA website.