



REQUEST FOR PROPOSALS:

DOWNTOWN FLAGSTAFF VISION AND ACTION PLAN

Professional Consultant Services for the Flagstaff Downtown Business Alliance, in partnership with the City of Flagstaff, Coconino County, and Northern Arizona Intergovernmental Public Transportation Authority

Submission Deadline: 12:00pm on December 6, 2019

Contact information:

Terry Madeksza

Executive Director

Flagstaff Downtown Business Alliance

120 N. Beaver, Suite 120

Flagstaff, AZ 86001

terry@downtownflagstaff.org

INTRODUCTION

The Flagstaff Downtown Business Alliance (FDBA) in conjunction with the City of Flagstaff (City), Coconino County (County) and Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA) seek the services of a consulting team with broad experience in visioning, urban design, historic preservation, parking & transportation, market analysis, citizen outreach and implementation for creation of a new Downtown Vision and Action Plan.

The selected consulting team will be expected to use a multi-disciplinary approach that combines local knowledge and leadership with world-class expertise. The consultant will work closely with the FDBA's staff to establish the framework, timeline, public outreach and deliverables.

BACKGROUND

The City of Flagstaff is located in northern Arizona, approximately 120 miles north of Phoenix, and 70 miles south of the Grand Canyon. There are approximately 70,000 full-time residents, and a significant number of second home owners, primarily from Phoenix and other Valley cities. Flagstaff is surrounded by mountains, desert and national forests. It is a gateway to the San Francisco Peaks, which includes Arizona's tallest mountain and the Arizona Snowbowl ski resort. Flagstaff is also home to Northern Arizona University, a public research university located adjacent to downtown, with about 25,000 students.

Downtown Flagstaff is comprised of approximately 40-50 blocks, and is dissected by Historic Route 66 and an active rail line. The "north side" offers an abundance of locally-owned shops, galleries, clothing stores, adventure outfitters, restaurants and lively nightlife. Many of the buildings are historic and contribute to downtown being a unique and walkable environment. The "south side" is a neighborhood in transition. It borders an expanding university, and has an eclectic arts, restaurant and business scene. The south side also has residents whose families have lived in the same home for generations, mixed with new student housing developments.

In 2014, property owners petitioned, and City Council unanimously approved, the formation of the Flagstaff Downtown Business Improvement and Revitalization District (FDBIRD). The 20-block district is dedicated to protecting and enhancing the vitality of historic downtown. Goals include facilitating and influencing parking management, increased advocacy, maintenance of public spaces and cultivating vibrancy downtown. The FDBIRD contracts with the FDBA to deliver the following enhanced services: Clean Team Ambassador Program, Marketing,

Placemaking, Parking Coordination, Advocacy, Signature Events and Business Outreach. To learn more about the FDBA and the FDBIRD, please visit: www.downtownflagstaff.org.

Tourism is a significant contributor to Flagstaff's economy. More than 5.5 million visit Flagstaff annually, with a direct economic impact of more than \$500 million. Almost half of all visitors state that Downtown is a top activity while in Flagstaff.

The City of Flagstaff, partner organizations and community members have spent a great deal of time developing plans and strategies that include or are relevant to downtown. It is anticipated that the consultant team will review and incorporate these into the Downtown Vision and Action Plan, where appropriate, without replicating efforts. The following are available for reference (items without direct links are available upon request):

Downtown / Revitalization District

- Flagstaff Downtown Business Improvement and Revitalization District Enabling Legislation
- Management Services Contract with the Flagstaff Downtown Business Alliance
- [Downtown Management Plan \(2008\)](#)
- Downtown Area Plan Improvements (1993)

Transportation / Parking

- [2017 Comprehensive Parking Management Program](#)
- [2009 Parking Study](#)
- [2017 NAIPTA Five Year Transit Plan](#)
- Draft Milton Corridor Study documents
- [2040 Regional Transportation Plan](#)

Planning / Zoning

- [Downtown Historic Overlay District Design Standards](#)
- [Southside Neighborhood Plan Update](#)
- [2030 Flagstaff Regional Plan](#)
- [Flagstaff Zoning Code](#)
- [High Occupancy Housing Plan](#)

Other

- [Climate Action and Adaptation Plan](#)
- [Rio de Flag Flood Control Project](#)

PROJECT OVERVIEW AND SCOPE

Objective:

The selected qualified professional consultant team will create a vision through a collaborative process for Downtown Flagstaff including implementation strategies to support the vision. Areas of interest include: zoning impacts on land use and development opportunities; potential for redevelopment and desired built environment; historic preservation priorities and standards; local business development and support; economic development opportunities; parking, public infrastructure, transportation, and connectivity; and addition and activation of civic/community spaces.

Project Approach:

For this process to be effective, it must include open and meaningful engagement from downtown business owners and employees, property owners, residents, elected officials, leadership and staff from partner organizations and members of the public. One of the challenges will be to find ways to involve groups and constituents that may not typically participate in public processes, but who have an interest in the area and can provide useful input.

The consultant team should share creative strategies to obtain public input in addition to routine meetings, forums and on-line surveys. Examples might include engaging the public at Movies on the Square, the Farmers Market and other community gathering places, or conducting Downtown tours to gain feedback. Hosting interactive events appealing to all-ages and inclusive of all backgrounds will be critical to this process.

Scope of Work:

Market Analysis

- Complete a market assessment that documents existing economic conditions and identifies trends and opportunities for 1-2 years (short-term), 3-5 years (mid-term), and 5-7 years (longer-term).
- Identify key development sites and catalytic opportunities, including the future redevelopment of the City Court facilities located at Beaver Street and Route 66, and County-owned property at three corners of Agassiz Street and Cherry Avenue.
- Perform an analysis of and present a proposal for the appropriate and sustainable mix of office, retail, residential, hospitality, events, and other uses.
- Identify any market gaps.
- Make recommendations for how Downtown can continue to prosper while retaining what makes Downtown special.

Built Environment, Land Use, and Development Standards

- Evaluate how the community values and vision for the Downtown correlate with existing zoning regulations regarding building height, density, and intensity. Identify strategies for aligning existing regulations with the Downtown Vision.
- Make recommendations to protect blocks and buildings where historic preservation is a priority. Identify strategies for improving existing historic preservation requirements.
- Develop strategies related to the management of food trucks, mobile vending, sidewalk vending, and private business enterprises within the public right-of-way.
- Identify opportunities for public space activation, including consideration of alleyways, public art, and temporary street closures.

Parking, Public Infrastructure, Transportation, and Connectivity

- Conduct an assessment of public infrastructure needs and priorities, including mobility/accessibility, connectivity, and best practices that connect people, bikes, transit, and cars to destinations.
- Analyze the adequacy and requirements and develop strategies for private, public, and employee parking and their impacts on development opportunities (residential and commercial). Analyze the appropriateness of existing parking reduction incentives and form based code parking requirements. Make recommendations for future parking and implementation of an “in lieu” parking program to support new development.
- Recommend multimodal opportunities and future multimodal parking.
- Identify enhancement opportunities and economic development potential for properties adjacent to the new/proposed Downtown Connections Center. Also provide recommendations to create a stronger connection between the north side of Downtown and the proposed Downtown Connections Center.
- Identify enhancement opportunities and economic development potential around the proposed Bus Rapid Transit line (Milton through Downtown to the Flagstaff Medical Center).
- Identify the impacts of BNSF on Downtown connectivity and explore strategies to manage those impacts.

Implementation Strategy

- Create an implementation plan to guide the next era of investment in Downtown, including detailed short-term initiatives, plans to activate underutilized spaces, and recommendations to activate civic assets to their highest and best use.
- Provide specific strategies and actions, including timelines, budgetary implications, and the establishment of a framework for implementing and monitoring the new plan over a 3-7 year timeframe, with emphasis on what can be accomplished in the next 18-24 months.
- Facilitate leadership jointly with the Downtown Vision Advisory Committee and the FDPA Board of Directors, to include a workshop at both the beginning and end of the planning process, ensuring consensus, and that organizational priorities and actions fit within the Downtown Visioning process.

Study Area:

The geographic area of review shall be Butler Avenue to the south, Dale Avenue to the north, Elden Street to the east, and Milton Road/Sitgreaves Street to the west. These boundaries may change based on input from the public and/or the Advisory Committee received during the process. This project also considers potential Bus Rapid Transit lines which may extend the area of review north towards Flagstaff Medical Center.

Meetings and Presentations:

The consultant is expected to attend key meetings with the Advisory Committee, downtown stakeholders, residents, the FDDB Board, the NAIPDA Board, City Council and the County Board of Supervisors as requested.

PROPOSAL REQUIREMENTS**Submission:**

The FDDB invites you to express interest in this project. Firms submitting responses should have broad experience in public involvement, community visioning, urban design and placemaking, historic preservation, transportation, market analysis and implementation.

All interested consultants / firms are encouraged to send an email to Terry Madeksza (terry@downtownflagstaff.org) stating interest and identifying a point person as the primary contact for questions/answers and general information updates by Wednesday, November 13, 2019.

Any questions regarding the proposal may be submitted by email only to Terry Madeksza at terry@downtownflagstaff.org. The deadline for submitting questions is Friday, November 22, 2019. All questions will be answered via email and cc'd to all those that registered their interest.

All proposals must be received by Friday, December 6, 2019 at 12:00pm. Any proposal received after that time will not be considered.

The proposal should be submitted via email to terry@flagstaffdowntown.org and sent to the FDDB office at:

Terry Madeksza
Flagstaff Downtown Business Alliance
120 North Beaver Street, Suite 120
Flagstaff, AZ 86001

Proposal Content:

The lead consultant should submit six (6) paper copies and one (1) digital copy of the proposal submittal. The FDBA encourages the use of recycled paper products and double sided print; and discourages the use of plastic products including three-ring binders, plastic folders, etc. for all submissions.

The response should provide sufficient detail to enable the Selection Committee to thoroughly evaluate and compare it with other responses. The following should be included, at a minimum:

Letter of Interest - A letter or statement regarding the understanding of the project and your interest in working with the City of Flagstaff, Coconino County, Northern Arizona Intergovernmental Public Transportation Authority and the Flagstaff Downtown Business Alliance on the Downtown Vision and Action Plan. Response should demonstrate a commitment to providing a high level of service, passion and enthusiasm for the project.

Firm Background – Provide information on the size, location, available resources and past experiences related to the creation of downtown plans, streetscape and placemaking plans, market analysis, transportation and pedestrian plans and other policy documents. Provide a statement verifying your firm’s capacity and ability to begin work on the Downtown Vision and Action Plan and complete the tasks identified in the “timeframe” section of the proposal.

Project Team – Identify the project team (including sub-consultants and associates) and provide information on their area of expertise, professional registrations, and years of service in their respective field.

Understanding of Flagstaff – Provide information that demonstrates your understanding of the project and Downtown Flagstaff’s needs, and address how you propose to meet those needs, including project approach and methodology.

Engagement – Provide a description about innovative methods you have used to broaden public participation and input into downtown plans.

Work Samples – List and provide a minimum of three (3) examples of downtown plans or other applicable samples recently completed by the firm or team members, including key contact’s name, address and phone number, and link to webpage or documents.

Timeframe – Provide an estimated start date and completion date for the Downtown Vision and Action Plan. Include a detailed phasing and key task list, and estimated completion time of each task.

Cost Breakdown – Submit a not-to-exceed cost breakdown of the Downtown Vision and Action Plan process, including total travel and material expenses as separate line items. FDDBA staff will work with the selected firm to minimize time and expense related to data collection, scheduling meetings, public engagement opportunities, etc.

Supporting Information (Optional) – Provide other supporting information you feel may help us further evaluate firm qualifications and fit for completing the Downtown Vision and Action Plan.

EVALUATION

Selection Process:

1. Each proposal submitted within the deadline will be reviewed to ensure whether all required materials have been submitted according to the guidelines set forth in this RFP. All proposals that do not meet minimum requirements will be rejected.
2. A review group will be assembled to serve as the Selection Committee and review the submitted RFPs based on predetermined evaluation criteria, as identified later in this section. The qualifications of each consultant and all submitted materials will be evaluated for compliance with the requirements and conditions contained in this RFP.
3. After the Selection Committee completes its evaluation of the submitted proposals, it will narrow down the proposals to a “short list” of consultants selected to take part in an interview process. This interview process will include a brief presentation by the consultant and a question and answer session led by the Selection Committee. All costs related to the interview process will be the responsibility of the consultants being interviewed.
4. The Selection Committee will be responsible for selecting the consultant.

Evaluation Criteria:

1. Project Team Qualifications and Experience
2. Proposed Methodology and Approach
3. Understanding of Downtown Flagstaff
4. Passion, Enthusiasm and Innovative Approach
5. Timeframe and Completion Date
6. Proposed Fees and Costs

All proposals submitted will become the property of the FDDBA. All candidates will be notified of status, regardless of outcome.

The FDDBA considers applicants on the basis of qualifications and without regard to race, color, religion, sex, national origin, age, marital status, veteran status, disability, and any other legally protected status.