



REQUEST FOR PROPOSALS

Technical Assistance Pertaining to
Zoning, Streetscape, and Development
Strategies within Zanesville, OH's
Opportunity Zones – 39119912100 and
39119911800

July 8, 2022

Ohio Mid-Eastern Governments Association
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SECTION 1: Basics of the Request for Proposals

1.1 INTRODUCTION

The Ohio Mid-Eastern Governments Association (OMEGA) is requesting proposals for a CONSULTANT to provide Opportunity Zone planning and development assistance to local government and economic development professionals representing Zanesville, OH. The CONSULTANT will provide guidance regarding zoning and marketing strategies for developable parcels within each respective zone. As described below, the CONSULTANT will also be tasked with a corridor redevelopment plan for Zanesville's historic Putnam Avenue Corridor. OMEGA will consider submissions from firms, persons, or any combination thereof (i.e. groups) to serve as the CONSULTANT. Working alongside OMEGA staff members, the CONSULTANT will play a critical role in assisting local leaders as they strive to implement the optimal land use and development strategies within Zanesville's urban core opportunity zones. An approximate 6-month consulting period is expected to complete all phases of the technical assistance.

1.2 PROCURING AND CONTRACTING AGENCY

This Request for Proposals (RFP) is being issued by OMEGA, which is the sole point of contact during the selection process. The person(s) responsible for managing the procurement process is Evan Scurti, Senior Development Specialist for OMEGA.

1.3 SCOPE OF WORK

Proposals will need to include the CONSULTANT's approach and general ability to perform the following core tasks:

- **Zoning, Development Strategies, and Marketing Recommendations for the 100-acre Target Area south of I-70** – As depicted in the enclosed map, Zone 39119911800 includes an approximately 100-acre target study area as described by the three local partners collaborating with OMEGA: City of Zanesville, Zanesville-Muskingum County Port Authority, and the Muskingum County Land Reutilization Corporation (Land Bank). Along with general redevelopment recommendations for the area, the local partners have acquired several parcels that could benefit from a specific redevelopment plan. Once under contract, the selected CONSULTANT will receive a thorough overview of the area from the partners. Expected deliverables include:
 - *Highest and Best Use / Zoning Analysis* for all vacant and developable parcels.
 - *Parcel Assembly Strategy* pertaining to the local partners' public or non-profit-owned real estate. This analysis should include suggested general site plan possibilities (detailed architectural renderings are not expected).
 - *Creation and Implementation of a Community Planning Process* – The local partners have emphasized that community outreach and involvement is very important for this historic

area. The selected CONSULTANT will be skilled in organizing and guiding community discussions on the topics of land use, zoning, and marketing for new commercial and residential investment. A plan for holding two stakeholder meetings that involves key neighborhood organizations like the Zanesville Civic League, along with the aforementioned key local partners, should be presented within the RFP response.

- **Putnam Avenue Corridor Redevelopment Plan** – The Putnam Avenue Corridor contains some of the city’s most historic sites and is surrounded by several successful redevelopment projects, including riverfront development along Muskingum Avenue. Putnam Avenue presents a challenge of integrating various architectural styles and pockets of distressed properties into a cohesive urban infill vision. Local partners are interested in the following deliverables for the Putnam Corridor between Muskingum and Maysville Avenues, as depicted in the enclosed map:
 - *Highest and Best Use / Zoning Analysis* for all vacant and developable parcels (several owned by the partners). While the primary area of analysis is Putnam Avenue, the CONSULTANT may use discretion to expand the analysis to the general neighborhood stretching from Muskingum Ave. on the north to the Maysville Ave. intersection on the southern end of the study area.
 - *Parcel Assembly and Site Plan Strategies* regarding the partners’ parcels, tax foreclosed properties, and any private parcels currently listed for sale or lease.
 - *Streetscape and Landscaping Recommendations for the City Right-of-Way throughout the Corridor*. The initial meeting with the local partners will provide further guidance on budget ranges. Specific attention should be paid to intersections and pedestrian crossings.
 - *Marketing Recommendations* – The creation of Putnam Avenue marketing literature is not a requested deliverable, but the selected CONSULTANT should have experience guiding urban infill areas toward quality development via creative marketing or local partnership strategies.
 - *Creation and Implementation of a Community Planning Process* – A community input process should be designed and executed. Two stakeholder meetings should be hosted, with specific outreach to key organizations like the Straker Foundation and Friends of Putnam (www.friendsofputnam.org).
- **Monthly Progress Reports and Meetings** – CONSULTANT shall e-mail monthly progress reports to OMEGA’s Project Manager and shall conduct monthly progress meetings (virtual or in-person) with OMEGA and key local partners

1.4 QUESTIONS AND CLARIFICATIONS

Any questions concerning this RFP may be submitted by email on or before July 25, 2022 as follows:

Evan Scurti
Senior Development Specialist
Ohio Mid-Eastern Governments Association
escurti@omegadistrict.org

Entities are expected to raise any questions, exceptions, or additions they have concerning the RFP document or its requirements at this point in the RFP process. If an entity discovers any significant ambiguity, error, conflict, discrepancy, omission or other deficiency in this RFP, the entity should immediately notify OMEGA.

1.5 SUBMISSION REQUIREMENTS

Proposals should be limited to no more than 20 pages including references and qualifications and should include the following:

- General Approach to Meeting the Objectives within the Scope of Work
 - Schedule with Milestones
 - Total cost to complete the Scope of Work to include labor, expenses such as travel, supplies, and other miscellaneous costs needed to complete the Scope of Work.
 - Point of contact
 - Qualifications
 - Minimum of five references with contact name, phone number, e-mail address and brief description of work performed
- A. Qualifications, Experience, and Capabilities.** Describe the qualifications and capabilities of implementing the scope of services. Include qualifications associated with rural and/or Appalachian economic development project-level planning and consulting. Include knowledge and familiarity with the people and socio-economic conditions of the Appalachian Ohio region. Include project summaries of relevant projects completed.
- B. Key Staff Assigned to Project.** Include resumes of key staff assigned to this project and provide an organizational chart identifying personnel assigned to this proposal, including their roles and anticipated level of involvement. Personnel identified in the proposal must be the principal staff that will work with OMEGA and represent the majority of hours billed.
- C. Company History (if applicable).** Provide overview of company including but not limited to:
- Legal name of business
 - Identification of parent companies, subsidiaries, and affiliates
 - Years in business
 - Names, addresses, position of all persons having a financial interest in the company
 - State of formation
 - Number of employees
 - Licenses and certifications relevant to the described work

All proposals are due by **4:00 PM on August 1, 2022** by **e-mail only** to:

Evan Scurti
Senior Development Specialist
Ohio Mid-Eastern Governments Association
escurti@omegadistrict.org

Late proposals will not be accepted.

1.6 SELECTION SCHEDULE

<u>DATE</u>	<u>EVENT</u>
July 8, 2022	Issuance of the RFP
July 25, 2022	Last day for submitting inquiries
August 1, 2022	Proposals due
August 19, 2022	Notification of Selected Consultant

SECTION 2: Proposal Procedure & Entity Information

2.1 GENERAL INSTRUCTIONS AND INFORMATION

The evaluation and selection of the CONSULTANT will be based on the information submitted in the entity's proposal including relevant experience and creative approach to the scope of work. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response. Entities should respond clearly and completely in regard to all requirements. Entities must be as concise as possible with respect to presenting a clear and complete proposal.

2.2 DEVIATION AND EXCEPTIONS

Deviations and exceptions from terms, conditions, or specifications from this RFP shall be described fully on the entity's letterhead, signed, and attached to the response. In the absence of such statement, the proposal shall be accepted as in strict compliance with all terms, conditions, and specifications and the entity shall be held liable.

2.3 AFFECTIVITY OF OTHER MEDIA

This RFP is the official media governing proposal procedures. No other documents, letters, or oral instructions shall have any influence whatsoever, unless incorporated by reference herein, or unless an official AMENDMENT is made to this document by OMEGA.

SECTION 3: Non-Discrimination

No person in the United States must, on the ground of race, color, national origin, handicap, age, religion, or sex, be excluded from participation in, be denied the benefits of, or be subject to discrimination under, any program or activity receiving Federal financial assistance.

To effectuate compliance with Title VI of the Civil Rights Act of 1964 (42 U.S.C. Section 2000d *et seq.*); as amended, OMEGA is required to include the following in any solicitation or contract and these provisions will be incorporated into the contract between OMEGA and the selected consultant (CONSULTANT). The CONSULTANT will need to abide by these provisions:

1. Title VI of the Civil Rights Act of 1964 (42 U.S.C. §§ 2000d *et seq.*) and DOC implementing regulations published at 15 C.F.R. Part 8 prohibiting discrimination on the grounds of race, color, or national origin under programs or activities receiving Federal financial assistance.
2. Title IX of the Education Amendments of 1972 (20 U.S.C. §§ 1681 *et seq.*) prohibiting discrimination on the basis of sex under Federally assisted education programs or activities.
3. The Americans with Disabilities Act of 1990 (42 U.S.C. §§ 12101 *et seq.*) prohibiting discrimination on the basis of disability under programs, activities, and services provided or made available by State and local governments or instrumentalities or agencies thereto, as well as public or private entities that provide public transportation.
4. Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), and DOC implementing regulations published at 15 C.F.R. Part 8b prohibiting discrimination on the basis of handicap under any program or activity receiving or benefiting from Federal assistance. For purposes of complying with the accessibility standards set forth in 15 C.F.R. § 8b.18(c), non-federal entities must adhere to the regulations, published by the U.S. Department of Justice, implementing Title II of the Americans with Disabilities Act (ADA) (28 C.F.R. part 35; 75 FR 56164, as amended by 76 FR 13285) and Title III of the ADA (28 C.F.R. part 36; 75 FR 56164, as amended by 76 FR 13286). The revised regulations adopted new enforceable accessibility standards called the “2010 ADA Standards for Accessible Design” (2010 Standards), which replace and supersede the former Uniform Federal Accessibility Standards for new construction and alteration projects.
5. The Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101 *et seq.*), and DOC implementing regulations published at 15 C.F.R. Part 20 prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance.
6. Any other applicable non-discrimination law(s).

SECTION 4: Proposal Evaluation & Acceptance

4.1 EVALUATION AND SELECTION

All qualified proposals submitted in accordance with the terms of the RFP will be evaluated to determine the most responsive entity. A uniform selection process will be used to evaluate all proposals.

OMEGA staff will review and evaluate all proposals received in response to this Request for Proposals. OMEGA will reserve the right to include local public officials and economic development professionals in the review and interview processes. Based upon this evaluation, OMEGA staff will make a recommendation to the OMEGA Executive Board for review and approval.

4.2 SELECTION CRITERIA

Proposals will be evaluated and ranked based on the selection criteria outlined below. OMEGA may ask the top ranked firms, groups, or persons to interview as part of the evaluation process. After the conclusion of the evaluation process, the firms, groups, or persons will be ranked in priority order with the highest-ranking firm, group, or person being selected to negotiate a contract and scope of services with OMEGA. If a contract satisfactory to both parties cannot be negotiated, OMEGA will then enter into negotiations with the next highest ranked firm, group, or person and so on until an agreement is reached.

In the event OMEGA elects to negotiate a contract with a selected firm, group, or person, OMEGA reserves the right to negotiate such terms and conditions of the contract, including, but not limited to scope, role, price, and staffing which may be in the best interests of OMEGA. The selected firm, group, or person shall provide written proof of insurance coverage for personal injury and property damage, including comprehensive general and automobile liability and contractual liability.

OMEGA will evaluate proposals based upon the following criteria:

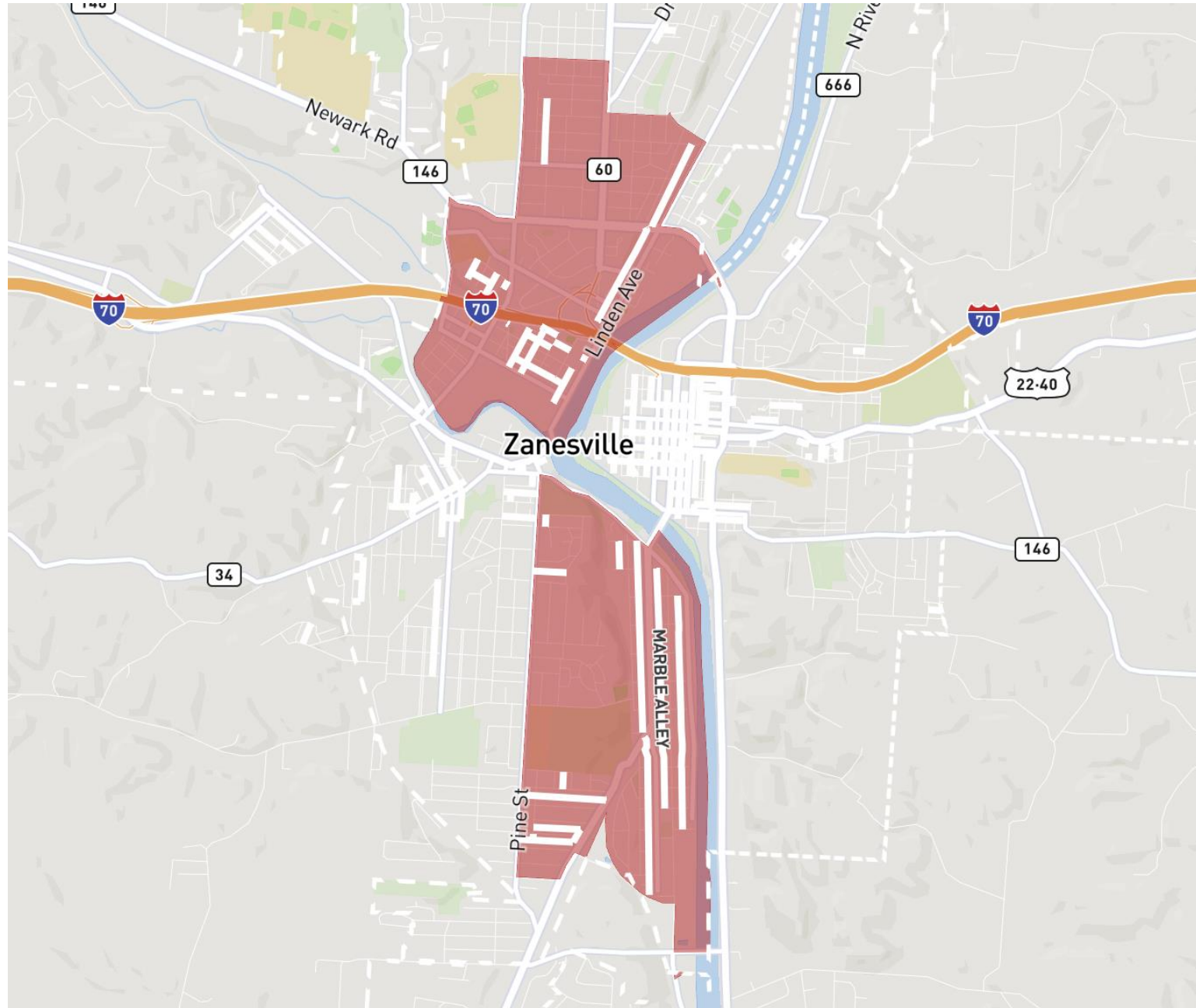
- Experience and ability to successfully complete the scope of work
- Demonstrated experience with local economic development projects, especially the facilitation of innovative development concepts in distressed Appalachian downtowns
- Familiarity with, and work experience in, Ohio's Appalachian counties
- Ability to complete Scope of Work within six-month period and within budget (up to \$75,000).

4.3 RIGHTS RESERVED

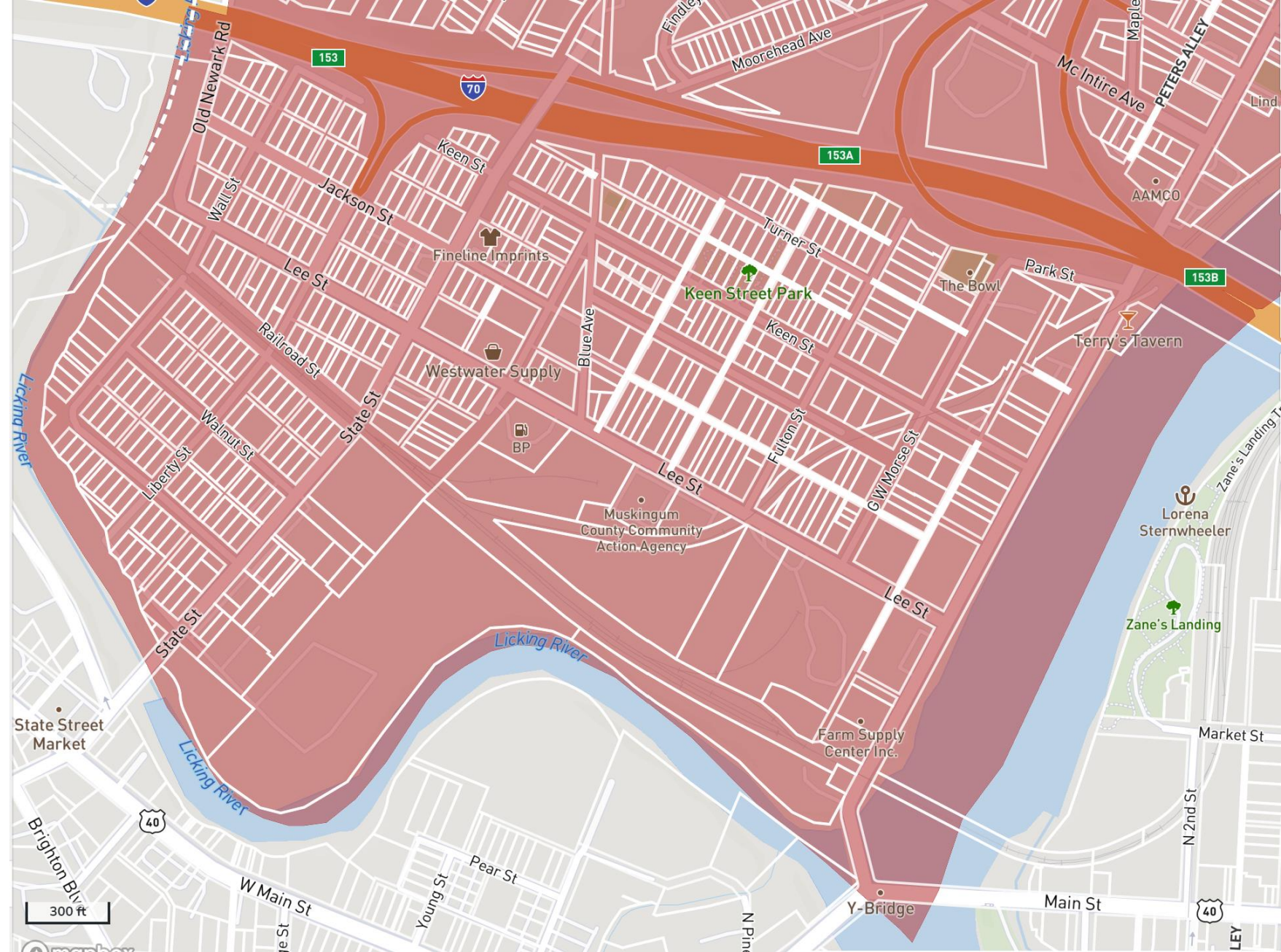
OMEGA reserves the right, in its sole discretion, to reject all submissions, reissue a subsequent RFP, terminate, restructure, or amend this procurement process at any time. Evaluation criteria contained herein shall be used in evaluating interested firms, groups, or persons for selection. OMEGA may contact any RFP respondent after receiving its submittal to seek clarification on any portion thereof. OMEGA reserves the right to request additional information from any RFP respondent if OMEGA deems such information necessary to complete an evaluation. OMEGA reserves the right to select several consultants to perform tasks under the contract. All RFP material submitted to OMEGA becomes property of OMEGA and will not be returned to the RFP respondents.

Zanesville Urban Core Opportunity Zones

Zone #'s:
39119911800 and
39119912100

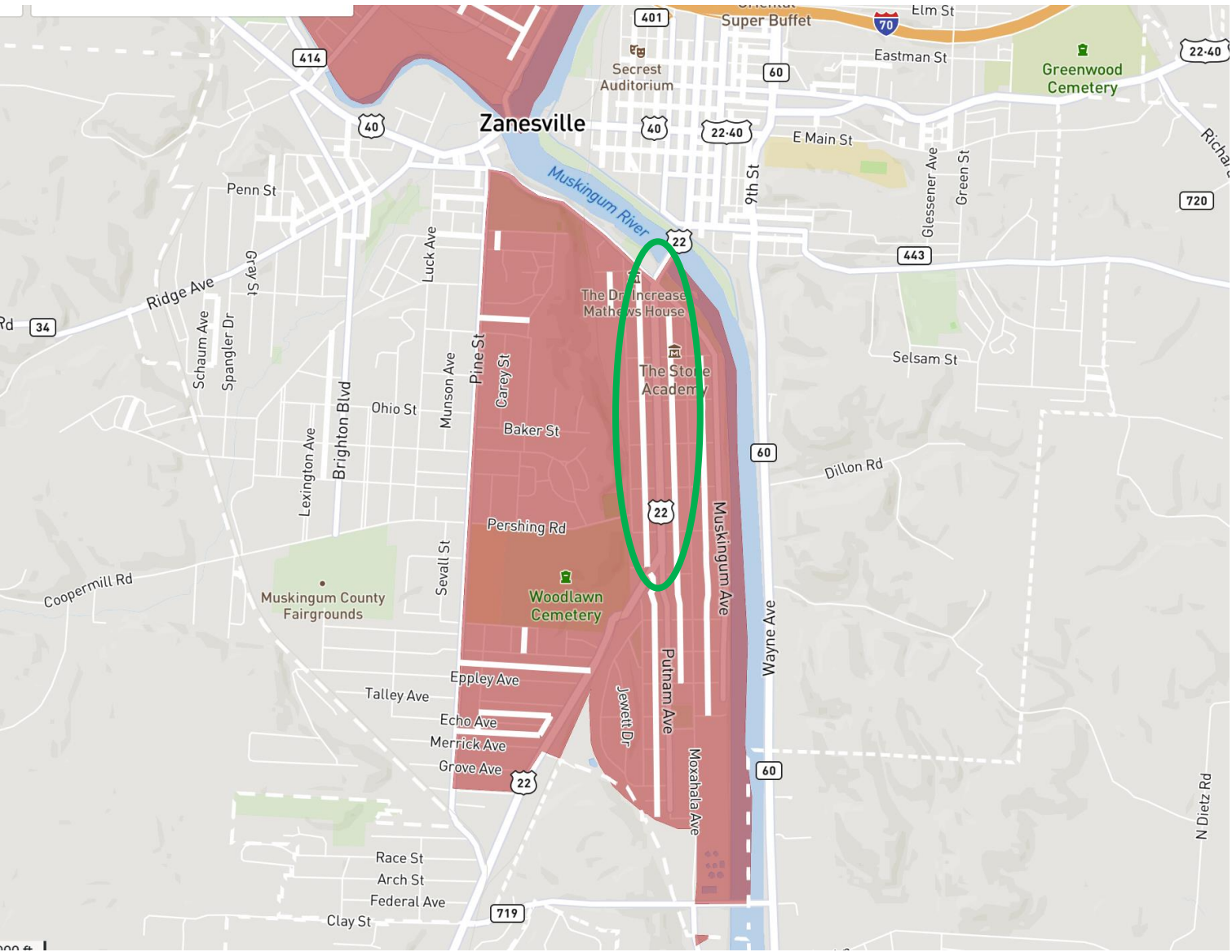


Study Area –
Approximately 100 acres
south of Interstate 70



Zone 39119911800

Putnam Ave. Corridor Study Area – Putnam Ave. between the intersections of Muskingum Ave. and US 22 / Maysville Ave.



Zone 39119912100