

The Sandtown-Winchester Harlem Park Master Plan Collective

Request for Proposals

Master Plan Consultant Services

Summary

The Sandtown-Winchester Harlem Park Master Plan Collective is seeking proposals for consultant services associated with the creation of a Master Plan for the Sandtown-Winchester and Harlem Park neighborhoods in Baltimore, MD.

Background

The Sandtown-Winchester Harlem Park Master Plan Collective was formed by several community organizations uniting for the common cause of community revitalization. The collective seeks to create a Master Plan that will document the community's vision for its future. Through the creation of a Master Plan the collective seeks to facilitate and coordinate necessary neighborhood investment and to improve the community conditions surrounding health, safety, housing, transportation, economic opportunity and education.

Goal

The goal of the Master Plan is to align the neighborhoods of Sandtown-Winchester and Harlem Park to work in unison to create a vision for the communities' future that is adopted, and enforced, by the city of Baltimore with continuous transparency and community engagement. The provisions of this plan must encompass the collective's vision of future neighborhood investment and development without displacement.

Scope of Work

This Master Plan should celebrate the contributions made to the community by long-term residents, community-led nonprofits, and neighborhood leaders and build off of the strengths in the community including historic houses, historic landmarks, connections to prominent African-Americans throughout history, neighborhood parks and open spaces, and the newly designated arts district. Opportunities to connect with surrounding institutions and the MARC train should also be explored. Specifically, the work will:

1. Partner with the community to guide the central tasks of the master planning process.
2. Assist in developing a communication strategy to most effectively relay the goals of the master plan to community members and other people of influence.
3. Facilitate and record community engagement meetings and/or charrettes.
4. Through community engagement, facilitate and document a common vision for future development within the Master Plan area.
5. Map existing community assets and develop strategies for building on the community's strengths. These should include any potential partnerships with anchor institutions in the area as well as strategies for building capacity with smaller community partners that may exist.
6. In partnership with the community, identify key areas of opportunity for development and investment in the near, mid, and long-term.
7. Analyze previously drafted master plans for Sandtown-Winchester and Harlem Park to learn from and modernize those plans and coordinate with other, current, neighborhood and city plans. Review all relevant available data including but not limited to data available through city databases and other sources.
8. Recommend creative strategies for addressing financing gaps and other barriers for projects within the Master Plan area such as tax abatement programs, low-interest loans, enterprise/opportunity zones, project CORE, and other public or private programs that may be available.
9. Explore structures and strategies for community benefits agreements that could be adopted by future development partners.

10. Produce Master Plan document, graphics and other deliverables.
11. Make recommendations for marketing and implementing the completed master plan in order to have the greatest impact in the near term.

Qualifications

The Consultant must possess the requisite technical capability and professional expertise to provide the type of services required. Consultant should have demonstrated knowledge and expertise in several key planning areas, including:

1. Community Master Planning
2. Economic/Community Development
3. Innovative and Effective Community/Stakeholder Engagement
4. Public Private Partnerships and Project Financing
5. Environmental Planning and Public Health
6. Transportation Planning
7. Housing and Land Use Planning
8. Graphic Illustration and Presentation Graphics
9. Construction Cost Estimating and Implementation Planning
10. Urban Planning in Distressed and Historically Disinvested Communities

Proposal Format

Proposals should provide a clear and concise demonstration of the respondent's understanding of and ability to fulfill the scope of work. Proposals should not be elaborate or costly but should be prepared in a professional manner. Unique capabilities or advantages of the respondents should be clearly stated in the proposal.

TECHNICAL PROPOSAL

The Technical Proposal should include the following components.

1. Cover Letter - Signed by an executive with authority to commit the proposing firm, summarizing the key parts of the proposal, identifying a contact person.
2. Experience and Qualifications - A summary of the consultant and the consulting firm's qualifications and experience with regard to the Scope of Work presented in this RFP. The summary should contain:
 - a. information on comprehensive urban neighborhood planning projects of a similar nature that the consultant and/or firm has completed.
 - b. experience facilitating planning processes with a race equity lens.
 - c. knowledge of best practices in the subject areas to be included in the plan, particularly innovative and effective approaches to economic and community development that improve quality of life for existing residents, spur new investment and create job opportunities for neighborhood residents;
 - d. report writing, including graphic representations of data, maps, and photographs; and
 - e. specific experience in similarly situated neighborhoods (experience in Baltimore City or the Baltimore region, preferred but not required). (Maximum 2 pages)
3. Project Management and Key Technical Staff - Designation of a project manager and the responsibilities of key personnel. Please include resumes for the project manager and key personnel. (Limit of six key personnel and two pages per resume)
4. Execution Plan - Provide a description of the proposed activities and methodologies to accomplish the tasks as outlined above. Though technical expertise in the various areas should be available as needed, the major focus should be on assisting in the facilitation process; stimulating fresh ideas and innovative approaches among participants; consolidating, evaluating and integrating information; and writing and editing a draft and final plan. (10 page limit)

5. Schedule - Provide a proposed schedule to complete the master plan process including community engagement.
6. Budget - the project budget should be included in the proposal according to the guidelines below.
7. References - Three references of previous or current clients where the team has provided relevant consultant services. Please provide a one-paragraph description of each project and a contact name, phone number, and e-mail for each.
8. Samples – Two completed plans that the consultant helped to complete.
9. Other Information - Any other relevant information the proposer wishes to provide. (Limit 5 pages)

Evaluation

Proposals will be evaluated based on their demonstrated ability to conduct the necessary community engagement, address challenges with creative solutions, produce all necessary project deliverables and provide best value to the community. Finalists will be interviewed by a panel of community members.

Budget

Project budget shall not exceed \$45,000. Please provide an itemized budget including but not limited to the following information:

1. Specific budget for each task. Please include suggest payment milestones.
2. Please include the number of hours and costs for each staff member and overall estimated cost for each task.
3. Specify costs, if any, to be contracted out such as design and printing.
4. Direct costs should be itemized by category (e.g., travel, per diem, reproduction) for the entire project.
5. The contract type is fixed cost with partial payments based on task completion.

Issue Date: April 1st, 2020

Due Date: July 1st, 2020

Commencement Date: September 2020

Submission Procedure: We ask that all applicants submit their proposals both electronically via email AND via US mail to the addresses listed below.

Electronic submissions must be received no later than 11:59 PM on July 1st, 2020 and hard copies must be postmarked no later than July 1st, 2020.

Email:

SWHPmasterplan2019@gmail.com

U.S. Mail:

SWHP2019
P.O. Box 22293
Baltimore, MD 21203

Questions? Contact:

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