



# Chicago Metropolitan Agency for Planning

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September 20, 2012

## REQUEST FOR PROPOSALS FROM PREQUALIFIED CONSULTING FIRMS FOR SPECIFIC PROJECT G

### 95<sup>TH</sup> STREET CORRIDOR PLAN FOR VILLAGE OF OAK LAWN

The Chicago Metropolitan Agency for Planning (CMAP) is requesting proposals from the prequalified contractors to provide assistance with preparing a corridor plan for 95<sup>th</sup> Street in the Village of Oak Lawn as described in the enclosed Request for Proposals (RFP). Only contractors that were prequalified by CMAP to assist with Local Technical Assistance and Community Planning projects through RFP 088 are eligible to respond to this request.

CMAP will conduct a non-mandatory pre-bid information session on Tuesday, September 25 at 1:30 p.m. (CDT). The session will be conducted by phone, rather than in person. If interested in participating, email [yambriz@cmap.illinois.gov](mailto:yambriz@cmap.illinois.gov) requesting conference call information. An e-mail with the conference call information will be sent to all who have registered by noon on Monday, September 24. The questions and responses noted during the pre-bid discussion will be sent to all the prequalified contractors.

If your team is qualified and experienced in performing the described services, CMAP would appreciate receiving your proposal as indicated in the RFP. The deadline for receipt of submissions in response to the RFP is **3:00 p.m., Thursday, October 11, 2012.**

Thank you, and if you have any questions, please call me at (312) 386-8788.

Sincerely,

Margaret McGrath  
Grant/Contract Officer

Enclosure

## REQUEST FOR PROPOSALS FROM PREQUALIFIED CONSULTING FIRMS FOR SPECIFIC PROJECT G

### 95<sup>TH</sup> STREET CORRIDOR PLAN FOR VILLAGE OF OAK LAWN

*The Chicago Metropolitan Agency for Planning (CMAP) invites prequalified contractors to submit proposals to assist with preparing a corridor plan for 95<sup>th</sup> Street in the Village of Oak Lawn, as described in this scope of work. Please read each section carefully for information regarding the proposal and submittal instructions.*

#### SECTION 1: Background and General Information

##### **About CMAP**

The Chicago Metropolitan Agency for Planning (CMAP) is the official regional planning organization for the northeastern Illinois counties of Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will. CMAP developed and now leads the implementation of GO TO 2040, metropolitan Chicago's first comprehensive regional plan in more than 100 years. To address anticipated population growth of more than 2 million new residents, GO TO 2040 establishes coordinated strategies that help the region's 284 communities address transportation, housing, economic development, open space, the environment, and other quality-of-life issues. See [www.cmap.illinois.gov](http://www.cmap.illinois.gov) for more information.

##### **Project Background**

To advance the implementation of GO TO 2040, CMAP is providing assistance to local governments and nonprofit groups across the region to undertake planning projects that advance its principles. Assistance is provided through two programs: the primarily staff-focused Local Technical Assistance (LTA) program; and the grant-focused Community Planning program. Regardless of how it is administered, each local planning project is expected to meet local needs as well as advance the implementation of GO TO 2040.

This scope of work has been released as a follow-up to RFP 088, through which six contractors were prequalified to assist with LTA and Community Planning projects in FY 13. Prequalified contractors are not required to respond to this scope of work; they may do so at their discretion. Only the six contractors that were prequalified are eligible to respond to this scope of work. All of the language and conditions included in the formal contract signed by each prequalified firm apply to this project.

Submittals must only include subcontractors that were included in the initial proposal for prequalification. New subcontractors that were not part of the initial prequalification proposal may not be added to the team to respond to this scope of work. Hourly costs for personnel must also be identical to the hourly costs specified in the original response to RFP 088. There is no requirement for the percentage of the project that must be taken by the lead firm; this is entirely at the discretion of the contractor team. Proposals must be submitted by the firms under contract with CMAP (that is, the lead firms on the initial RFP response), even if one of their subcontractors will serve as the project manager.

##### **General Information**

As a result of responses to this RFP, CMAP plans to review submissions and conduct interviews with selected contractors it determines can best meet the requirements outlined below. Negotiations will be held as necessary to select the contractor that CMAP believes can best satisfy its requirements at rates it perceives are reasonable for the services provided. Subject to "Reservation of Rights" contained in Section 4 of the original RFP 088, it is anticipated that a firm will be selected to perform the work described on a task order, Project Authorization Order (PAO), basis. It is anticipated that the term of the PAO awarded will be for a period ending in October 2013.

## SECTION 2: Scope of Project and Procurement Details

### Project Background

The Village of Oak Lawn wishes to prepare a corridor plan for the entire extent of 95<sup>th</sup> Street in Oak Lawn, between Pulaski Road and Harlem Avenue. The priority emphasis of the corridor plan will be the stretch located between Pulaski Road and Ridgeland Avenue. Secondary emphasis should be given to the stretch located at the western end of the corridor near the interchange of 95<sup>th</sup> Street and Harlem Avenue. Recommendations for this area were recently included in the Harlem Avenue Corridor plan (see below), and should be restated and reinforced as part of the project described in this RFP, but the contractor should not expect to do any additional planning work in the area of 95<sup>th</sup> Street and Harlem Avenue.

The Village is located in southwest Cook County, with access to the Chicago region provided by Interstate 294 and the Metra Southwest Service rail line. The transportation, commercial and institutional core of the Village is 95<sup>th</sup> Street, which extends approximately four miles through the center of the community. Notable uses located on 95<sup>th</sup> Street include Advocate Christ Hospital, the only remaining Level One trauma emergency hospital serving Chicago's South Side and south suburbs; major retailers such as Home Depot, Target, Kmart and Jewel; numerous smaller, neighborhood-oriented retailers serving local residents; and Oak Lawn's Village Hall, Public Library and High School. The Oak Lawn Metra station is located at 95<sup>th</sup> Street and 52<sup>nd</sup> Avenue.

Oak Lawn has completed or participated in several studies over the last two decades related to the 95th Street corridor. In 1989 the Village completed the Heart of Oak Lawn Urban Design and Development Study, which highlighted opportunities to create a town center with mixed uses near the Village's Metra station. The Study was added to the Village's 1997 Comprehensive Plan (parts [1](#), [2](#), [3](#) and [4](#)), and led to the construction of a full Metra station in 2005.

The Village established two Tax Increment Financing (TIF) districts [for the train station area](#) and [commuter parking lot area](#) of the town center. The most recent study to examine a portion of 95<sup>th</sup> Street in Oak Lawn is the [Harlem Avenue Corridor Plan](#) which generated development concepts at the interchange of 95<sup>th</sup> and Harlem Avenue. As noted before, the contractor should not expect to perform any new planning work for this interchange. Rather, the 95<sup>th</sup> Street corridor plan should simply state that the concepts developed as part of the Harlem Avenue corridor plan continue to be priorities for the Village of Oak Lawn.

The Village saw immediate benefits from its studies. Oak Lawn established a policy of assembling land located behind commercial properties fronting on 95th Street to add parking spaces and relieve parking congestion on the street. Streetscaping investments on 95th by the Village led to increased private investment, such as the Oak Lawn Children's Museum which opened in 2009, and other new restaurants and shops.

Currently 95<sup>th</sup> Street is experiencing significant development investment from Advocate Christ Hospital. The hospital is in the midst of a \$600 million expansion that would include the construction of a twelve-story Ambulatory Pavilion and two parking garages at 95<sup>th</sup> Street and Kostner Avenue. Construction on the Pavilion began in late 2011, and construction on all phases is expected to be completed in late 2013.

The Village would now like to build on its earlier efforts and current development momentum. Oak Lawn wishes to develop and utilize a multiple activity node approach to development on the corridor, building on the particular strengths of the corridor's key anchors.

The contract for this project is expected to be approximately one year in length, beginning in November 2012 and concluding in October 2013.

### Project Description

The objectives of the 95<sup>th</sup> Street Corridor Plan are to:

- ❖ Improve corridor aesthetics for the 95<sup>th</sup> Street corridor.

- ❖ Improve motorized and non-motorized transportation and transit opportunities for the 95<sup>th</sup> Street corridor.
- ❖ Strengthen linkages between 95<sup>th</sup> Street uses including major “big box” retailers, Advocate Christ Hospital, the Metra station, Village Hall, the Public Library and Oak Lawn High School.
- ❖ Strengthen linkages between 95<sup>th</sup> Street and adjoining residential areas that will lead to an improved pedestrian experience.
- ❖ Provide zoning recommendations to positively affect new development, reuse and infill development opportunities for the 95<sup>th</sup> Street corridor, including the integration of mixed-use development.
- ❖ Develop a set of design guidelines that will provide 95<sup>th</sup> Street property owners with guidance on the appearance of the corridor’s privately-owned structures.

The selected contractor will work under the direction of CMAP, but is expected to interact frequently with representatives of the Village through a steering committee. Contractors should expect the steering committee to meet approximately four times over the duration of the project.

Specific deliverables are included under each task below. In general, contractors should provide drafts of deliverables to CMAP and the Village at least two weeks before they will be discussed at steering committee meetings.

The contractor should include a plan for public engagement in their proposal. Among the potential public engagement activities that should be considered (though not all are required to be included in the proposal) are key person interviews, an interactive website, updates to adjacent municipalities (specifically, Evergreen Park, Chicago Ridge and Bridgeview) where impacted, and plan commission or board meetings, open houses, and public meetings. Consultants are encouraged to propose other innovative public engagement methods as well. There should be at least three public open houses and/or public workshops scheduled during the year-long process, including an initial public meeting, visioning workshop, and open house to present plan recommendations; contractors can propose additional opportunities as well but should include at least these three.

Contractors should provide a proposal that generally follows the proposed scope of work below. However, contractors should propose unique project scopes that represent the capacity and strengths of their teams.

### **Task 1. Project Initiation**

After selection, the contractor will be expected to participate in introductory project discussions with representatives from CMAP and Village of Oak Lawn staff. The purpose of the discussions will be to define the division of project responsibility, finalize matters related to the project’s scope and timeline, and to outline tasks leading to the initial public meeting.

### **Task 2. Public Outreach**

The contractor will be expected to develop and implement a public outreach plan for the project. This document specifies the contractor’s approach to gathering public input for the project, and outlines the points at which the project steering committee will be engaged for input. The public outreach plan should include, at a minimum, four steering committee meetings, three public workshops or meetings, and a presentation to the Village Board:

- An initial public meeting with residents, business and institutional stakeholders, and Village representatives, with the purpose of introducing the project to the general public.
- Four steering committee meetings designed to gather input and provide general project guidance.
- A public visioning workshop that assists in the development of a future vision for 95<sup>th</sup> Street.
- A public open house that serves as an initial public presentation of detailed plan recommendations.

- A final presentation of the corridor plan and its recommendations to the Village Board. The expected outcome of this presentation would be final approval by the Village Board and would conclude the project.

Contractors are encouraged to include additional information about the inclusion of other outreach strategies, such as media and Internet outreach, and other innovative tools.

<b>Deliverables</b>	<b>Documentation</b>
Public Outreach Plan	Memorandum detailing outreach philosophy, strategy, and approach
Meeting Summaries	Summaries of all steering committee meetings, public workshops and meetings, and other public engagement results

### **Task 3. Data Gathering and Analysis**

Early work on the corridor plan will focus on developing a thorough physical and economic understanding of the 95<sup>th</sup> Street corridor. This is expected to be completed through the gathering and analysis of relevant data that will lead to the production of an existing conditions report (an interim product) which describes current conditions on the corridor. The report should include, at a minimum:

- A description of existing conditions of 95<sup>th</sup> Street, including history and regional context.
- Summaries of previous plans.
- Adjacent area demographics.
- A general economic assessment and market analysis, including recent development trends.
- Analysis of land use and zoning, including an assessment of the effectiveness of current zoning districts on the corridor.
- Analysis of transportation and transit access and options.
- An assessment of streetscaping and visual aesthetics that contribute to the overall image and identity of the corridor. This includes but is not limited to: traffic signage; pedestrian signage; decorative signage; landscaping; street lighting; benches; sidewalk quality; and design standards of the corridor’s private realm.

The existing conditions report is expected to include high-quality maps, charts, and tables to support the analysis. The report should be sufficient to communicate the key issues in the corridor and support the eventual recommendations of the plan; contractors can use their discretion concerning the length and format of the document, but should describe the expected product in their proposals. The existing conditions report should be presented to the steering committee and revised based on feedback.

<b>Deliverables</b>	<b>Documentation</b>
Existing Conditions Report	Narrative, tables, charts, maps and other graphics illustrating existing conditions; identification of potential opportunities and possible constraints

### **Task 4. Plan Visioning**

The contractor will conduct a public visioning workshop with Village residents and officials, and other stakeholders, to construct a future vision for the 95<sup>th</sup> Street corridor.

After the visioning workshop, the contractor will develop a vision statement which provides general vision, goals, and objectives for the 95<sup>th</sup> Street corridor. The vision statement should be based upon data gathered and analyzed for the existing conditions report, input from public meetings and other public engagement sources, and Village officials and staff. The vision statement should not contain specific recommendations for action, but should provide general principles to be accomplished through the

project. This document should be approximately 4 pages in length, and will be included as one of the chapters of the final plan. It should be presented to the steering committee and revised based on feedback.

Deliverables	Documentation
Vision Statement	Memorandum articulating a general vision of 95 <sup>th</sup> Street corridor. Vision is supported by a set of goals and objectives whose implementation would lead to the fulfillment of the vision.

## Task 5. Plan Development

Corridor plan recommendations and concepts are expected to be crafted during the plan development phase of the planning process. The plan development phase is envisioned to include four steps:

### 5.1 Meeting with CMAP Senior Management

At the approximate mid-point of the plan’s development – after the existing conditions report is complete, but before the key recommendations memo (described below) is prepared – the contractor should meet with CMAP’s senior management to discuss the directions and expected recommendations of the plan. Contractors will be expected to walk through the major findings of the existing conditions report and indicate what key issues will be addressed in the plan. This can be done through a short memo, a set of PowerPoint slides, or other means. The materials for this meeting are not considered to be formal deliverables.

### 5.2 Recommendations Memorandum

A memo summarizing the plan’s key recommendations. Before the plan is drafted, the consulting firm should prepare a memo describing the key recommendations that are expected to be contained in the final plan. This document will be provided to the Village for review and discussion. The purpose of this deliverable is to provide the Village with a summary of key recommendations before much time is spent writing them up in detail; if there are significant problems with any elements of the plan, they should surface at this point. The memo should be approximately 4 pages in length.

### 5.3 Draft Plan

A draft plan which includes text recommendations for action, with support from graphics and maps. The exact chapters and content of the plan is not yet certain, as this will be based on the results of the existing conditions and opportunities analysis as well as the public engagement results; however, likely plan chapters include an introduction, a summary of challenges and opportunities, a statement of vision and goals, a description of recommendations, and the identification of implementation strategies. Contractors should expect that plan recommendations will be in the topical areas covered in the existing conditions report, generally including:

- Land use recommendations.
- Zoning recommendations.
- Transportation and transit access and improvement recommendations.
- General image and identity recommendations.
- Specific streetscaping recommendations, including signage, landscaping, lighting, benches and sidewalks.
- Design guideline recommendations that articulate preferred design elements governing building facades, window treatments, screening, integration of open space and possible public art.

The plan should include language concerning implementation, including descriptions of actions that should be taken within the next two years to advance its recommendations. The plan is expected to be approximately 60-80 pages in length, not counting appendices. It should be presented to the steering committee and revised based on feedback.

#### 5.4 Final Plan

A final plan which is a modified version of the above draft plan, based on revisions from the Village, its committees, and public feedback. The Village Board will be asked to formally adopt the final plan.

<b>Deliverables</b>	<b>Documentation</b>
Recommendations Memorandum	Memorandum detailing anticipated recommendations for the 95 <sup>th</sup> Street corridor; for internal review only
Draft Plan	Detailed narrative of vision and recommendations of the 95 <sup>th</sup> Street corridor; graphics, sketches and photographs illustrating preferred design concepts; a detailed implementation strategy that specifies implementation responsibilities and potential funding sources
Final Plan	Hard copy and electronic copy of 95 <sup>th</sup> Street Corridor Plan for public release

#### Selection Process and Schedule

September 20:	Release RFP to prequalified contractors
September 25:	Non-mandatory pre-bid information session conference call
October 11:	Proposals due
October 29-November 2:	Interview finalists
Later November:	Decision and execution of Project Authorization Order (PAO)

#### Proposal Evaluation

All proposals submitted in response to this request for proposals will be analyzed for completeness and cost effectiveness. The following criteria will be used in evaluating proposals:

1. The demonstrated record of experience of the contractor as well as identified staff in providing the professional services identified in this scope of work.
2. The demonstrated ability of the contractor to meet CMAP's standards – in terms of expertise in relevant topical areas, familiarity with GO TO 2040, and ability to conduct effective public engagement and technical planning work.
3. The quality of the narrative describing the contractor's approach to the project, and the degree to which the narrative demonstrates a clear understanding of the project.
4. The quality and relevance of the examples of similar work and references for the projects.
5. Cost to CMAP, including consideration of overall project costs and per-hour costs.

All timely responses received to this scope of work will be reviewed and interviews may be conducted with selected submitters CMAP determines can best meet the above requirements. Cost will be evaluated against the other factors based upon the professional judgment of those involved in the evaluation. A committee including representatives from CMAP and the Village will make the contractor selection decision.

As applicable, hourly rates for personnel the submitter proposes to use will be requested and negotiations will be held as necessary to select the contractor that CMAP believes can best satisfy its requirements at rates it perceives are reasonable for the services provided. It is anticipated that any PAO issued as a result of this RFP will be on a task order basis.

## SECTION 3: Submittal Requirements

**Proposals must be received at CMAP on or before 3:00 p.m., October 11, 2012.**

### Submittal Requirements

Submissions should be submitted in the order presented:

1. Identify the consultant team that will be involved in this project. Clearly identify the project manager, and specify the role of subcontractors. Each individual with significant time on the project should be identified, and their roles and hours on the project should be specified, whether they work for the lead firm or a subcontractor. Contractors will not need to provide much general information about their firm, as this was already done through the prequalification process.
2. Provide a narrative describing the process that will be used to produce the deliverables identified in the scope of work. Contractors should also include a specific timetable with their narrative demonstrating how the project will be completed by the ending date listed in the proposal. Contractors should specify their approach as it relates to conducting the technical analysis necessary to produce the deliverables, engaging the public and other stakeholders, and interacting with CMAP and the Village on the management and oversight of the study.
3. Expand further on the likely contents and format of the deliverables described in Section 2. Contractors should demonstrate extensive knowledge of the elements that are expected to be included in each deliverable. Contractors should also demonstrate familiarity with relevant topical issues, including any relevant principles or recommendations from GO TO 2040.
4. Provide at least three examples of similar work that the contractor has completed. Specify the client, the date prepared, and the approximate cost for each example. Provide references for each project including individual contact name and phone number.
5. Complete the "Price Proposal Form," Attachment 1, with all proposed pricing for this project. Specify number of hours, hourly rates for relevant staff with the individuals identified, and any other expenses in the estimation of cost.

### Submittal Requirements for Proposals

Proposals must be submitted to CMAP no later than 3:00 p.m., October 11, 2012. One electronic copy of the proposal is required. Paper copies of the proposals are not required but may be submitted at the contractor's discretion. Contractors should keep in mind that their firms have already been judged to be prequalified to conduct this work, and CMAP's focus will be more on approach and cost, so graphics-heavy proposals are not necessary. Contractors are requested to format their proposals to facilitate printing on standard size paper.

Proposals must be submitted by the 3:00 p.m. October 11 deadline using one of the following means:

Proposals may be submitted by email. Emails should be sent to Margaret McGrath at [mmcgrath@cmap.illinois.gov](mailto:mmcgrath@cmap.illinois.gov).

If submitting by email, contractors must write "PROPOSAL RESPONSE to RFP 088 SPECIFIC PROJECT G" on the subject line. Contractors should limit the file size of their proposals to ensure that they can be transmitted by email. (CMAP's e-mail exchange server limit is 10 MB for attachments.) Contractors may also use other methods such as file transfer services like Drop Box or website links to transmit if necessary.

Proposals may be submitted by mail or hand delivery. Contractors may submit their proposals to CMAP on CD or USB device (such as a flash drive) in a sealed package or envelope. Files on a CD or USB device should not exceed 30 megabytes. To minimize document size, consider compressing images or exporting GIS maps as a jpg into the document before saving as a pdf.

Any materials transmitted by mail must be in a sealed package or envelope. The applicant's organization name and address shall appear in the upper left corner of the package. Submissions may be delivered to CMAP in person or sent (by U.S. Postal Service or other reliable means) to the following address:

Chicago Metropolitan Agency for Planning  
Attn: Grant/Contract Officer  
Response to RFP No.088 Specific Project G  
233 S. Wacker Drive, Suite 800  
Chicago, IL 60606

There will be no public opening for this RFP. Late submissions will be rejected and returned unopened.

Questions may be referred to Margaret McGrath, (312) 386-8788 or Email: [mmcgrath@cmap.illinois.gov](mailto:mmcgrath@cmap.illinois.gov).

**Attachment 1: Price Proposal Form**

In response to Chicago Metropolitan Agency for Planning (CMAP) Request for Proposal for Specific Project G dated September 20, 2012, the undersigned, as an individual(s) with the authority to bind the Proposer, understands and agrees to the specifications, terms, conditions and provisions of the RFP and prices proposed below unless otherwise modified by mutual agreement of the parties. It is also agreed that the proposal submitted in response to the RFP is valid for ninety (90) calendar days from the proposal due date.

Please enter pricing into the following matrixes. Please provide additional specifics where possible. Rates for all staff that may work on the project, including subcontractors, must be included. If price structure is variable by which of the firm’s employees are assigned, specify the employee billing level and the cost per hour for this level. All costs must be included.

Attach additional sheets if necessary. For ease of entry, feel free to copy and paste the tables into an Excel spreadsheet; insert lines as necessary.

**Primary Firm (please include name)** \_\_\_\_\_

	Hourly Rates	Number of Hours	Total Cost
Staff Level 1			
Staff Level 2			
Staff Level 3			
Staff Level 4			
Travel and other fixed expenses (please describe)			
<b>TOTAL</b>			

**Subcontractor (please enter name)** \_\_\_\_\_

	Hourly Rates	Number of Hours	Total Cost
Staff Level 1			
Staff Level 2			
Staff Level 3			
Staff Level 4			
Travel and other fixed expenses (please describe)			
<b>TOTAL</b>			

**Subcontractor (please enter name)** \_\_\_\_\_

	Hourly Rates	Number of Hours	Total Cost
Staff Level 1			
Staff Level 2			
Staff Level 3			
Staff Level 4			
Travel and other fixed expenses (please describe)			
<b>TOTAL</b>			

**Project Total** \_\_\_\_\_

Acknowledgement of Receipt of Addenda if any:  
Received  
 (If none received, write “NONE.”)

Addendum Number      Date

\_\_\_\_\_  
 \_\_\_\_\_

If awarded the project , the undersigned hereby agrees to sign the Project Authorization Order (PAO) and to furnish the necessary certificates if any.

Proposer's Authorized  
Signatory (Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Date: \_\_\_\_\_