



# Chicago Metropolitan Agency for Planning

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February 15, 2013

## REQUEST FOR PROPOSALS FROM PREQUALIFIED CONSULTING FIRMS FOR SPECIFIC PROJECT **I.1**

### UPDATE OF TOWN CENTER CONCEPT AND DESIGN GUIDELINES FOR VILLAGE OF OLYMPIA FIELDS

The Chicago Metropolitan Agency for Planning (CMAP) is requesting proposals from the prequalified contractors to provide assistance with preparing an Update of Town Center Concept and Design Guidelines for the Village of Olympia Fields 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.

Initially this RFP was released on October 26, 2012 with a scope of services to provide zoning revisions. During the non-mandatory pre-bid information session held on Tuesday, October 30, questions asked by the consultants participating in the pre-bid regarding which village approved plan would the zoning changes be based on, it became apparent that the Village would need to approve a land use plan before zoning amendments could be pursued. We have amended the original RFP changing the scope to an update of a subarea plan with some market analysis. We are reissuing the RFP as RFP Specific Project **I.1** with considerable revisions to Section 2 Scope of Project and revised procurement details that highlight these changes.

CMAP will conduct a non-mandatory pre-bid information session on Wednesday, February 20 at 10:30 a.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 Tuesday, February 19. 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., March 8, 2013**.

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 I.1**

**UPDATE OF TOWN CENTER CONCEPT AND DESIGN GUIDELINES  
FOR VILLAGE OF OLYMPIA FIELDS**

*The Chicago Metropolitan Agency for Planning (CMAP) invites prequalified contractors to submit proposals to assist with preparing an Update of Town Center Concept and Design Guidelines for the Village of Olympia Fields, 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 January 2014.

## SECTION 2: Scope of Project and Procurement Details

### Project Background

The Village of Olympia Fields, in partnership with CMAP, wishes to update the Village's Town Center Concept and Design Guidelines. The Village is located in south Cook County, east of Interstate 57 and south of Vollmer Road. The Olympia Fields Country Club and Metra Electric Line bisect the community into east and west sides and provide transit access via two stations at 203<sup>rd</sup> Street and 211<sup>th</sup> Street. The vast majority of land in Olympia Fields is residential, including several historic mid-century modern and prairie style homes that were built to support the country club. Village population is relatively high income compared to neighboring municipalities.

The selected consultant will update the [Olympia Fields Town Center Concept and Design Guidelines](#) (PDF 3MB), a subarea plan developed in 2000 for the area surrounding the 203<sup>rd</sup> Street Metra Station. This step is necessary to inform a future update to the Village's zoning ordinance and amend an existing Planned Unit Development (PUD). These future projects are not part of this RFP.

In 2011, Olympia Fields participated in a *Homes for a Changing Region* planning project with three neighboring municipalities. The plan (linked [here](#)) recommended strategies focused on encouraging new housing types and associated amenities that attract young professionals, developing housing options for seniors, focusing development on the Village's two Metra station areas, rezoning those station areas and using mixed-use development to diversify the Village's economic base. In June, the Village also participated in an EPA-sponsored workshop focused on recommending strategies for sustainable development. A memorandum, produced as an outcome of that workshop and based on data analysis and consultation with Village officials and residents, recommended that the Village rezone its Planned Unit Development (PUD) areas and review existing design guidelines for development in Metra station areas.

The contractor should expect to develop an update to the existing Olympia Fields Town Center Concept and Design Guidelines. The plan is expected to recommend the creation of new zoning districts and standards (although regulatory language is not expected to be developed) and will include revised design guidelines to promote high quality compact and/or mixed use development in the station area.

The contract for this project is expected to be approximately nine months in length, beginning in May 2013 and ending in January 2014.

### Project Description

This scope of work seeks to update the [Olympia Fields Town Center Concept and Design Guidelines](#) (PDF 3MB), a subarea plan developed in 2000 for the area surrounding the 203<sup>rd</sup> Street Metra Station. The consultant will develop land use and design recommendations based on the outcomes of the *Homes for a Changing Region* plan (linked [here](#)), and findings from the EPA's [Building Blocks for Sustainable Development workshop](#). The objective of this update will be to inform subsequent amendments to Village zoning ordinance and, in particular, its Planned Unit Development district, however, these subsequent amendments to the Village zoning ordinance are not part of this RFP. Contractors will *not* be expected to update the wetland mitigation summary, which is included as an attachment to the document linked above.

The consultant will also be expected to conduct a market analysis for the study area to determine the general trends, supply, demand, and potential for future commercial and residential land uses, since the existing plan was developed before the recession. The purpose of the analysis will be to understand what types and intensities of land uses are feasible in the current market. The market analysis may be provided as a separate document, as part of a larger interim deliverable, or as part of the final deliverable – this is at the contractor's discretion.

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. Sufficient time for

presentations to the Village Board of Trustees and revisions based on feedback should be built into the proposal.

The contractor should include a plan for public engagement in their proposal. Public engagement is critical for the success of the project, particularly since significant change may be envisioned for the study area. Overall, contractors should be specific in their public engagement proposals in terms of what activities are most appropriate for this project. At a minimum, there should be one public kick-off meeting, one open house, and one public hearing during the approval process.

Interim deliverables – such as market analysis reports, memos summarizing recommendations for changes, or others – may be produced at the contractor’s discretion. In their proposals, contractors should clearly identify any interim deliverables to be produced through this project.

The final deliverable should update the following sections of the [Olympia Fields Town Center Concept and Design Guidelines](#) (PDF 3MB):

- Town Center Plan – The existing plan consists almost entirely of an introduction, site definition and land use map. The update is expected to include a narrative treatment of land uses sufficient to inform any necessary amendments to the Village’s zoning ordinance. The site definition will also be expanded to the following borders: Vollmer Road (north), the Illinois Central Railroad/Metra Electric Line (east), 203<sup>rd</sup> Street (south) and Kedzie Avenue (west).
- Design Guidelines – Consultants will be expected to undertake a thorough review of existing guidelines. Where necessary, consultants should update these guidelines to reflect changes in land uses recommended in the town center plan update.

Contractors should provide an approach that accomplishes the objectives above. The final deliverable of this process is an updated subarea plan for the Village that includes the changes referenced above.

### **Selection Process and Schedule**

February 15:	Release RFP to prequalified contractors
February 20:	Non-mandatory pre-bid information session conference call
March 8:	Proposals due
March 28-29:	Interview finalists
Early April:	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 stakeholder engagement and technical zoning 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 appropriateness of the public engagement process and interim deliverables specified in the proposal.
5. The quality and relevance of the examples of similar work and references for the projects.
6. 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., March 8, 2013.**

### 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 role defined, 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 final deliverable identified in the scope of work, as well as any interim deliverables proposed by the contractor. 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 necessary technical analysis, 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 approach to the three objectives described in Section 2. Contractors should demonstrate extensive knowledge of the regulatory issues related to each objective. 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, 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., March 8, 2013. 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. March 8 deadline using one of the following means:

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

If submitting by email, contractors must write "PROPOSAL RESPONSE to RFP 088 SPECIFIC PROJECT I.1" 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 larger files if they are over the 10 MB limit.

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 I.1  
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 I.1 dated February 15, 2013, 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: \_\_\_\_\_