

CITY OF TUSCALOOSA, ALABAMA



**REQUEST FOR PROPOSALS SPECIALIZED CONSULTANT
PROFESSIONAL SERVICES
FOR
STRATEGIC PLANNING OF THE EXISTING GATEWAY CENTER**

OCA File Number: OCA-23-0572

Issued by:
City of Tuscaloosa
Office of Operations
2201 University Boulevard
Tuscaloosa, Alabama 35401

Date Issued: May 3, 2023
Deadline for Proposals: May 31, 2023

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PART 1 – OVERVIEW

The City of Tuscaloosa is requesting a proposal for **The Gateway Specialized Consultant Professional Services for Strategic Planning** of the Existing Gateway Center in Tuscaloosa.

PART 2 – THE PROJECT

The City of Tuscaloosa seeks to procure services that will help us determine programming at the Gateway by looking at market trends, gaps, and targeting particular age groups. If possible, we would like to work with the existing footprint and understand the pros and cons of the space when it comes to planning the programming and think of ways that the space could be creatively used.

The overall goal of the project is to transition the Gateway into a digital rich environment that will fully realize the buildings potential. The City hopes to accomplish this through modern day programming that can be targeted at appropriate age groups to provide digital opportunities they may not have access to otherwise.

PART 3 – GATEWAY CENTER SPECIALIZED CONSULTANT SERVICES EXPERIENCE

The City of Tuscaloosa seeks the services of a professional consulting firm to serve as the Gateway Center Specialized Consultant (“Consultant”). The successful Consultant will have experience with all services noted below and will have the knowledge, experience, and expertise to perform the services. The successful Consultant will have a proven track record of providing innovative and creative solutions. The following list of services **DOES NOT** represent all of the services requested for this strategic planning project. However, a successful response to this RFP will demonstrate that the responding firm has a successful past project track record of providing the following services:

1. Visioning
2. Feasibility Study / Market Study
3. Business Plan Development Organizational Structure / Financial Planning
4. Facility Operations Planning that includes Operations Financial Sustainability
5. Strategic Planning / Programming
6. Visitor Experience Planning / Content Strategy & Development
7. Program Design, Engineering, and Technical Specifications
8. Cost Estimating
9. Technology Components and Media Development

PART 4 – THE INTENT FOR STRATEGIC PLANNING

The intent for strategic planning is to develop a strategy for the successful evolution of the Gateway Center. Strategic planning shall include determining appropriate programming for The Gateway to allow the facility to continually evolve for the purpose of remaining relevant, vibrant, and successful into the future. A successful project will result in the delivery of, but not limited to, programming recommendations utilizing the existing building footprint, a detailed plan for achieving

desired visitor experience, and cost analysis of operations and maintenance of proposed programming and the staffing required.

PART 5 –SCOPE OF SERVICES TO BE PROVIDED

The successful Consultant must be able to perform the types of services described in this proposal upon request from the City of Tuscaloosa. The Consultant shall provide the strategic planning services as described in this “Part 5 – Strategic Planning... Services to be Provided” for the new Gateway Center.

1. Visioning
2. Feasibility Analysis / Market Study
3. Business Plan Development / Organizational Structure / Financial Planning
4. Facility Operations Planning that includes Operations Financial Sustainability
5. Strategic Planning / Programming
6. Visitor Experience Planning
7. Cost Budgeting

While the Consultant will be engaged by the City of Tuscaloosa, the Consultant must comply with all applicable state, local, and federal regulations related to the services provided to the City of Tuscaloosa. The City reserves the right, subject to negotiation and agreement, in writing, to either expand or limit the scope of services as needed.

The Consultant will be required to have sufficient personnel to complete the tasks required by this scope of services. The Consultant will complete the required tasks in a timely and efficient manner. The Consultant will be expected to enter a contract for services based upon the negotiated fee structure. See “Part 7 – Anticipated Schedule” for deadlines.

The Consultant shall perform its services in a collaborative effort with the City of Tuscaloosa, its representatives, and all other stakeholders for the purpose of developing the best solutions and ideas possible. The firm shall be an engaged partner who clearly communicates and passionately collaborates with the City of Tuscaloosa, its representatives, and all other stakeholders every step of the way. The development of the Consultant’s services and deliverables shall be based upon appropriate input from stakeholders by providing adequate communications/meetings and providing adequate time for stakeholders to review.

After the consultant to be involved in the strategic planning of the Gateway Center begins services, a strategy for the best approach in accomplishing strategic planning in a timely manner meeting the anticipated scheduled described in this RFP shall be developed with input from all stakeholders.

The successful Consultant for this project will be expected to participate in biweekly, or to be determined as needed, meetings with most of those meetings being virtual type or conference call type meetings.

If site visits in-person are proposed in Tuscaloosa for the development of strategic planning, costs shall be a separate reimbursable “not-to-exceed” fee for travel expenses to be used as needed and as approved by the owner.

PART 6 - DELIVERABLES

The firm must be able to provide the deliverables described in this proposal upon request from the City of Tuscaloosa.

1. Provide guidance to help determine programming at the Gateway by looking at market trends, gaps, and targeting particular age groups.
2. Provide recommendation for the appropriate programming for the Gateway Center based upon, but not limited to, the following:
 - a) Feasibility analysis and market study that includes data supporting the recommended offerings at the Gateway facility.
3. Provide a projected capital plan for programs and other typical Gateway expenditures for the continued evolution of the Gateway center into the future, such as, but not limited to, the following:
 - a) Program operating costs and revenues
4. Provide staffing recommendations for the Gateway relevant to proposed programming.
5. Provide recommended strategies to minimize maintenance and reduce operating costs.
6. Provide a scheduled plan for the implementation of the new Gateway Center programs, including financial and operational steps.
7. Provide a conceptual narrative for the intent of what the Gateway Center and its programs will be. The narrative shall describe the visitor and user experience.
8. Provide a detailed plan for achieving desired visitor and user experience at the Gateway Center.

PART 7 – ANTICIPATED SCHEDULE

1. The Gateway Center Specialized Consultant shall perform its services starting once under contract.
 - a) Preliminary findings and information shall be provided at 30%, 60%, and 90% intervals for the purpose of further developing the Gateway Center Strategic Plan.
 - b) Strategic planning services shall be completed by scheduled date agreed upon project kick-off.
2. A more defined schedule will be developed after the Gateway Center Specialized Consultant begins its services.

PART 8 – CONTENT OF PROPOSAL

Firms responding to this request for qualification should include the following content, in the following order:

- Experience
- Conflicts of Interest
- Project Understanding and Approach
- Quality Assurance and Quality Control
- Licensing and Professional Standing
- Proposed Professional Service Fees

Each of these items is discussed in more detail in the following sections:

8.1 Experience

a. **Narrative.** Please provide brief narrative about the Respondent's experience, history, ownership and primary clients served by the firm. Include a statement as to whether the firm is a Minority/Disadvantaged/Women Owned Business Enterprise (MBE/DBE/WBE).

b. **Project Team.** Please include a list of the Respondent's proposed project team and those team members' qualifications and experience.

c. **Recently Completed Projects.** Evidence of satisfactory performance of at least three (3) recently completed projects of the type indicated above. Relevant experience will be evaluated on the basis of the experience of those individuals named to the firm's project team for this project. Elements of recently completed projects are as follows:

1. Address. Contact person for reference.
2. Total Project Cost that includes a total cost for each of the following:
 - a) Total Programming Cost
 - b) Total Furnishings & Equipment Cost
3. Building Gross Square Footage
4. Description of the facility and its scope
5. Photos of the facility and programs
6. Narrative of relevant information related to the process of how the project developed from its initial conception to strategic planning and then to the determination of the final scope/design.

8.2 Conflicts of Interest

Please identify all actual or potential conflicts of interest that would prevent the Respondent from entering into a professional relationship with the City of Tuscaloosa generally, or for this project specifically. If no such conflicts exist, please include a statement to that effect.

8.3 Project Understanding and Approach

Discuss the proposed approach to completing the needed services and how your firm will coordinate the development of each of the Gateway Specialized Consultant Professional Services previously described. Include a list of key milestones for the firm and other stakeholders that need to be accomplished in order to complete strategic planning services. Firm shall provide a statement it can complete all strategic planning services within the anticipated schedule previously described.

8.4 Quality Assurance and Quality Control

a. The proposal should describe how the Respondent will provide quality assurance (“QA”) and quality control (“QC”) for the project. Identify the individuals that will be involved in QA/QC services. If your firm has a structured QA/QC program, briefly describe the program and how it will be applied to the project.

b. Respondent shall discuss the firm’s approach/method of designing to budget.

8.5 Licensing and Professional Standing

a. Please include a brief statement confirming that the Respondent is legally authorized to do business in Alabama and in the City of Tuscaloosa, and that all staff assigned to perform services for the project are licensed or certified to perform such services in Alabama.

b. In addition, please include a statement confirming that the Respondent is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation by any state or federal department or agency.

c. Finally, for the five year period preceding submission of the response for this RFP the Respondent shall please identify:

(1) All contracts terminated (in whole or in part) to which the Respondent firm was a party-for convenience or default, by either the Respondent firm or by another party to the contract with the Respondent, including:

- contract value
- description of work
- project owner and contract number and/or name and telephone number for a representative of the project owner

(2) All claims made against the Respondent arising out of the Respondent’s professional services; and

(3) All litigation (including any arbitration or mediation proceedings) to which the Respondent has been a party.¹ If no contracts have been terminated, or if the Respondent has not been a party to any claims or litigation, please include a statement to that effect.

8.6 Proposed Professional Service Fees

Provide fee(s) for the strategic planning professional services to be provided. Proposed fees shall be itemized per the following list:

1. Fee for strategic planning for professional services
2. Fee for travel expenses shall be a reimbursable “not-to-exceed” fee to be used as needed and as approved by the owner.

PART 9 – INSTRUCTIONS FOR PROPOSAL

Before submitting a response to this RFP, the Respondent should carefully review the entire RFP and be familiar with its contents. The Respondent firm’s submission shall be considered evidence that the Respondent has fully studied the RFP and is familiar with the general conditions to be encountered in performing the services requested.

9.1 Format of Proposals

Proposals shall be 8.5” x 11” in size. General brochure type information is to be kept to a minimum, and the proposal shall be a maximum of 16 one-sided pages or 8 two-sided pages. Proposals may be written in either Times New Roman or Calibri font, and the font size must be 12-point or larger.

9.2 Submissions

Respondent must submit the proposal electronically. Electronic submissions should be made in Portable Document Format (PDF) file format. The proposal may only be submitted by email. The proposal should be submitted to:

Brittney Fox, Special Projects Coordinator with Construction, Facilities, and Grounds (CFG)
City of Tuscaloosa
bfox@tuscaloosa.com
205-737-2192

Electronic submissions made via email only, in Portable Document Format (PDF) file format and submissions must be received by the City before 5:00 p.m. Central Daylight Time on May 31, 2023.

¹ The disclosure of terminated contracts, claims, or litigation will not automatically disqualify a Respondent from consideration. The Selection Committee will review any matter disclosed, and make an independent determination as to whether the matter should disqualify the Respondent from consideration.

The Respondent's email should reference "RFP For Gateway Center Consultant Professional Services For Strategic Planning A New Gateway Center". The Respondent is responsible for obtaining confirmation that the City of Tuscaloosa received the Respondent's proposal.

9.3 Additional Items Related to submissions by Respondent Firms

a. Submission rejection/costs

By issuing this RFP, the City of Tuscaloosa does not commit to entering into a contract, to paying any costs incurred in the preparation of a submission, proposal, or to procuring or contracting for services. The City of Tuscaloosa reserves the right to cancel this RFP in whole or in part, to reject any and/or all submissions and proposals, to accept the submission and proposal it considers the most favorable to the City of Tuscaloosa interests in its sole discretion, and to waive irregularities or informalities in any submissions/proposals or in the submission procedures. The City of Tuscaloosa reserves the right to reject the proposal and issue a new RFP, at its sole discretion. All submissions and proposals and other materials submitted in response to this RFP will become property of the City of Tuscaloosa.

b. Contract and Insurance Requirements

The City of Tuscaloosa has standard contract and insurance requirements for professional services contracts and is unable to make substantial changes to the requirements for the contract to be used for this project. The laws of the State of Alabama shall govern the contract executed between the successful Consultant and the City of Tuscaloosa, as well as any interpretations or constructions thereof. Further, the place of performance and transaction of business shall be deemed to be in the City of Tuscaloosa, Alabama, and in the event of litigation, the exclusive venue and place of jurisdiction shall be in Tuscaloosa County, Alabama.

c. Requests for Additional Information

The City of Tuscaloosa reserves the right to request additional information from Respondents to clarify the submissions.

9.4 Public Records

Each Respondent is hereby informed that all responses to this RFP may become public records which are potentially subject to disclosure under the Alabama Open Records Act and other public records laws.

Unless otherwise compelled by a court order, the City of Tuscaloosa will not disclose any submissions while the City conducts its deliberative process in accordance with the procedures identified in this RFP. However, after the City either awards an agreement to a firm, or after the City rejects all submissions, each submission from Respondents may become subject to the public

disclosure requirements of the Alabama Open Records Act (Ala. Code § 36-12-40) or other public records laws, unless there is a legal exception to public disclosure.

If a Respondent believes that any portion of its proposal is subject to a legal exception to public disclosure, the Respondent shall: (1) clearly mark the relevant portions of its proposal “Confidential”; (2) upon request from the City of Tuscaloosa, identify the legal basis for exception from disclosure; and (3) defend, indemnify, and hold harmless the City of Tuscaloosa regarding any claim by any third party for the public disclosure of the “Confidential” portion of the qualifications submittal.

PART 10 – INQUIRES

The City will accept inquiries on the contents and requirements of the RFP in electronic form only. Inquiries may only be submitted by email. Inquiries should be submitted to:

Brittney Fox, Special Projects Coordinator with Construction, Facilities, and Grounds (CFG)
City of Tuscaloosa
bfox@tuscaloosa.com
205-737-2192

Inquiries can be submitted regarding this RFP until May 24th at 5:00 p.m. Central Daylight Time, after which time no further inquiries will be addressed by the City.

If the City chooses to respond to an inquiry, the City will do so in writing, in the form of an addendum to this RFP. The addendum will be sent to all recipients of the RFP and will be posted to the City’s website at www.tuscaloosa.com/bids.

Each addendum issued by the City shall become part of this RFP and responses shall include any work or requirements described in the addendum. No addendum will be issued or posted less than 72 hours before the deadline for submission of responses to this RFP.

PART 11 – EVALUATION PROCEDURE

The City of Tuscaloosa will use a Selection Committee of qualified members for the evaluation of the submission. The qualifications of the responding firm will be reviewed and evaluated for the firm to be selected to perform the professional services, subject to negotiation of fair and reasonable compensation.

The Selection Committee will review the submission submitted in response to this RFP, and evaluate the submission based on Firm Experience, Project Understanding and Approach, Quality Assurance and Quality Control, Minority-or Woman-Owned Business, Firm Location, Compliance with RFP, and Conflicts of Interest.

After review and evaluation of the submissions, the Selection Committee may select one or more Respondents for interviews. However, the Selection Committee is not required to conduct interviews. The Selection Committee may determine that interviews are not necessary for the selection process, and such decision is within the sole discretion of the Selection Committee.

When the Selection Committee concludes its work, it will make a recommendation to the City of Tuscaloosa, and request authority to begin negotiating an agreement, including final scope of work and fees for services, with the Respondent firm.

Upon approval by the City of Tuscaloosa, the City will begin contract negotiations with the Respondent. If the negotiations are unsuccessful, or if an agreement cannot be reached within a reasonable time, as determined by the City, then the City will terminate negotiations with the firm and will request authority from the City to begin negotiations with another firm. Any compensation discussed with one Respondent firm will not be disclosed or discussed with any other Respondent firm.

Upon the conclusion of negotiations, the Respondent firm will enter into an agreement with the City of Tuscaloosa. The agreement shall not be in force until it is approved by the City. The City cannot pay for any work or services performed prior to the approval of the City and the issuance of a notice to proceed.

Please note, this RFP does not guarantee that the City of Tuscaloosa will make any contract award. The City of Tuscaloosa reserves the right to modify, amend, or withdraw this RFP, in whole or in part, at any time and for any reason, in its sole discretion. The City of Tuscaloosa also reserves the right to reject all submissions, in its sole discretion.

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