



## **Request for Proposals Public Engagement and Outreach Services**

### **INTRODUCTION:**

Waterfront Park is seeking a qualified consultant to support the organization in facilitating public engagement and outreach related to Waterfront Park Phase IV, the 22-acre westward park expansion between 10<sup>th</sup> and 14<sup>th</sup> Streets along the Ohio River.

The goals of the public engagement and outreach are to help educate and inform the community about Waterfront Park Phase IV and identify the needs and expectations of the community as they relate to Waterfront Park Phase IV, particularly those in Louisville's nine west end neighborhoods. The information gathered will be used to assist Waterfront Park when planning the amenities, design features, and future programming in the park expansion.

This Request for Proposals (RFP) is both being advertised and forwarded to select consultants who have been involved with or expressed interest in these issues in the past. Interested consultants should submit a detailed scope of work, summary of qualifications, resumes of key personnel assigned to this project, and a summary of recent related experiences by **3:00 PM EST on January 2nd, 2022**.

Up to three consultants may be selected to attend an interview with a panel to discuss your proposal and your approach to the project. Selected consultants will be notified no later than **January 13, 2023** if they are to be interviewed.

For the interview, you should include the key personnel that will be assigned and committed to working with Waterfront Park on the project. A copy of Waterfront Park's standard professional services contract is provided as an attachment to this packet. Waterfront Park anticipates awarding a one-year contract.

### **SCOPE OF WORK:**

Public involvement is extremely important to Waterfront Park and informs our decision-making processes. The successful consultant will propose a one-year public engagement and outreach strategy which addresses the following items and how the consultant plans to implement each in coordination with Waterfront Park staff. The goal is to participate in an average of two neighborhood and community events per month over the course of the year, in addition to individual and small group meetings with key community stakeholders.

- Strategy and methodology for citizen, participant, and stakeholder involvement (e.g. proposed outreach targets, process and methods of outreach, outreach tools and anticipated schedule);
- Organizing and facilitating meetings, listening sessions, and participation in planned events with community members, organizations, and key stakeholders, including preparation of materials for such meetings and events;
- Well-organized and directed activities, techniques and formats that will ensure that a positive, open, and proactive public participation process is achieved;
- Written records and summaries of the results of all public process and communication strategies;
- Online public involvement tools and data;
- Monthly updates and coordination meetings with Waterfront Park staff.

**FINAL DELIVERABLES:**

At the end of the contract period, the consultant shall provide to Waterfront Park a summary of the public engagement and outreach conducted during the term of the agreement along with a summary of key takeaways in the following formats:

- One electronic copy
- One (1) unbound hard copy

**REQUEST FOR PROPOSAL ELEMENTS:**

1. Provide a cover letter with a statement to your qualifications that should contain consultant’s name, business address, telephone; email address/Web site address, and related types of services you or your firm is qualified to perform.
2. Provide a list of personnel that will be assigned to the project, including their resumes and prior related work experiences.
3. Provide a list of not less than 2 nor more than 5 similar projects completed, and names and phone numbers of references for similar projects.
4. Provide a detailed scope of work that clearly and specifically illustrates the tasks that you will be completing and accomplishing during the process.
5. Provide an estimated timeline.
6. Provide a breakdown of costs for your detailed scope of work and provide the “not to exceed” final total project cost for the work.

**CONDITIONS OF PROPOSAL SUBMITTAL:**

1. The proposal shall not exceed twelve (12) pages.
2. A duly authorized official of the consultant or proposing firm must sign the proposal.
3. The total project cost quoted within your proposal must be firm for a period of ninety (90) days following the opening of the proposal.
4. All costs, including travel expenses, incurred in the preparation of this proposal shall be borne solely by the proposing consultant or firm.

5. Waterfront Park reserves the right to reject all proposals or any part thereof. The right is reserved to waive any formalities or information contained in any proposal, and to award the proposal to the most responsive and responsible firm as deemed in the best interest of Waterfront Park.
6. All proposals and examples of previous work shall become the property of Waterfront Park.

### **EVALUATION CRITERIA:**

An evaluation team consisting of the Executive Director of Waterfront Park, one or more members of the Board of Directors of the Waterfront Development Corporation, and one or more members of the Board of Directors of Friends of the Waterfront will evaluate and short-list the proposals against the following criteria:

1. Degree to which the proposal meets or exceeds the requirements of the Request for Proposals.
2. Experience and qualifications of the firm and/or the principal.
3. Quality, clarity, and understanding of the detailed scope of work outlined by consultant that clearly and specifically illustrates the tasks that will be completed and accomplished to reach and develop the final deliverables.
4. Demonstrated ability to lead equitable process with diverse participation.
5. Creativity and innovation.
6. Experience and demonstrated success in neighborhood organizing.
7. Consultant's proposed fee based on the services to be provided including all expenses.
8. Consultant's knowledge of and demonstrated connection to west end neighborhoods.
9. Consultant's approach to the project timeline as it relates to their proposed tasks and scope of work outlined within their submitted proposal.
10. For short-listed applicants only, results of reference checks and past performance for other clients.

### **GENERAL REQUIREMENTS OF THE SUCCESSFUL PROPOSING CONSULTANT:**

1. Successful proposing firm shall enter into contract with Waterfront Park that will be prepared by the Jefferson County Attorney's Office.
2. Successful proposing consultant or firm shall be prohibited from assigning or subcontracting the whole or any part of the contract without prior written consent of Waterfront Park.
3. Work should be completed according to the proposed timeline unless modifications are agreed to in writing by Waterfront Park.

## INSTRUCTIONS TO PROPOSERS

### 1.1 Introduction

The Louisville/Jefferson County Metro Government (“Metro Government”) is now accepting Proposals on behalf of Waterfront Development Corporation for public engagement and outreach services.

Waterfront Development Corporation finds that a purchase through competitive negotiation is necessary because specifications cannot be made sufficiently specific to permit an award on the basis of either the lowest bid price or the lowest evaluated bid price.

Waterfront Development Corporation may conduct written or oral discussions with all responsible proposers who submit Proposals determined in writing to be reasonably susceptible of being selected for award, except as otherwise provided by law. Where Waterfront Development Corporation can clearly demonstrate and document from the existence of adequate competition or accurate prior cost experience with the particular supply, service or construction item, Waterfront Development Corporation may make an award on the basis of the original submitted Proposals.

### 1.2 Considerations Prior to Submitting a Proposal

#### 1.2.1 Revenue Commission

If you are a Waterfront Development Corporation vendor or you are doing business in Metro Louisville, you should already be registered with the Revenue Commission and have all of your required taxes paid. If you become the successful Proposer, you must be properly registered with the Revenue Commission and have all of your required taxes paid prior to the award of a contract.

You must provide your Revenue Commission Number on the Proposer Information and Proposal Signature Document, unless you do not yet have one. Contact the Louisville Metro Revenue Commission at (502) 574-4860 for information related to obtaining an account number or verifying current compliance.

#### 1.2.2 Human Relations Commission

There are two affirmative action requests that apply to Waterfront Development Corporation Contracts: a) Affirmative Action in Employment and b) Affirmative Action in the subcontracting of Minority, Female and Handicapped-owned businesses.

##### 1.2.2.1 Affirmative Action in Employment

**1.2.2.1.1** The Louisville Metro Human Relations Commission (“HRC”) is required determine whether contractors’ employment policies assure employment opportunities are available to all citizens without regard to race, color, religion, national origin, marital status, handicap, sex, sexual orientation or gender identity, or age.

- 1.2.2.1.2 To make this determination, the HRC will make an inquiry of the successful Proposer pursuant to Louisville Metro Ordinances Section 37.27.
- 1.2.2.1.3 If you are contacted by Waterfront Development Corporation staff notifying of award, and you have not already been “HRC Prequalified” by the Metro Government Purchasing Division, you will need to contact the HRC at 502-574-3631 for information and assistance on procedures to follow in becoming approved and qualified.
- 1.2.2.1.4 Proposer acknowledges that the resulting Agreement from this RFP is subject to Louisville/Jefferson County Metro Government Ordinances §37.25-§37.36 and failure to comply with the terms of those Ordinances will be cause for suspension, termination or cancellation of a contract executed hereunder, or rejection of Proposer’s Proposal.

**1.2.2.2 Affirmative Action in Subcontracting**

- 1.2.2.2.1 Generally, either a Proposer will use subcontractors or it will do all the work itself.
- 1.2.2.2.2 **If Not Using Subcontractors**, you must complete and sign Form GFE-1, which is included with this Proposal in the HRC’s “Good Faith Efforts Requirements” document, to indicate work will be self-performed.

**Failure to include a completed Form GFE-1 with your proposal will cause the proposal to be rejected and deemed nonresponsive.**

- 1.2.2.2.3 **If Using Subcontractors**, you must follow the instructions and complete the forms in the “Good Faith Efforts Requirements” document included with this Proposal. This includes but is not limited to making the required good faith effort, as that term is defined in the document.

**1.3 Proposal Submittal Requirements**

1.3.1 All Proposals must be signed by a duly authorized officer, agent or employee of the Bidder (See the “Request for Proposal Signature Page” document). Bidder promises that the individual signing the Proposal document for the Bidder has the authority to bind the Bidder.

1.3.2 Sealed Proposals will be accepted until 3:00 p.m. on January 2nd, 2022. Louisville Metro Government uses a web-based portal for accepting and evaluating proposals digitally (<https://louisvilleky.bonfirehub.com/portal>). Documents may be uploaded at any time during the open period. We strongly recommend that you allow sufficient time to complete uploading, submit and finalize your submission before the closing deadline.

If you have any technical questions related to your submission, please contact Bonfire at [Support@GoBonfire.com](mailto:Support@GoBonfire.com).

You can also visit their help forum at <https://bonfirehub.zendesk.com/hc>.

1.3.3 Proposals cannot be submitted through the portal after 3:00 p.m. on January 2nd, 2022.

1.3.4 Any inquiries about this RFP shall be addressed in writing on the Bonfire portal.

1.3.5 Proposal prices shall be firm for a minimum of ninety (90) days after the Proposal

closing date.

1.3.6 Waterfront Development Corporation shall not be responsible for any cost incurred by the Proposer in the preparation of its Proposal.

1.3.7 If the award is divided among or between vendors, written notification will be given to each vendor of the specific items covered on their respective contracts.