

**REQUEST FOR PROPOSALS  
FOR SERVICES**

RFP No. **RFP: 12-13-1010-0215-550**



*Recreational Paradise*

*of the Southwest*

**DOWNTOWN MASTER PLAN FOR REVITALIZATION**

Contracting Agency:

**City of Truth or Consequences**

**505 Sims Street**

**Truth or Consequences, New Mexico 87901**

**[www.torcnm.org](http://www.torcnm.org)**

Telephone: [ 575 ] 894 - 6673

FAX : [ 575 ] 894 - 0363

**NOTICE OF REQUEST FOR PROPOSALS**

Competitive sealed proposals for services will be received by the Contracting Agency, the **City of Truth or Consequences** for **RFP No. 12-13-1010-0215-550**.

The Contracting Agency is requesting proposals for **Downtown Master Plan for Revitalization**. The successful offeror shall provide to the City a Master Plan which examines the existing conditions and assets, analyzes the Downtown market, develops a land use plan with livability/design guidelines, designs specific redevelopment sites and projects, and identifies sustainable implementation strategies and funding sources.

Proposals will be received at **Office of the Procurement Officer, City Hall, 505 Sims Street, Truth or Consequences, New Mexico 87901** until **March 26, 2013 at 2:00 p.m.**

Copies of the Request for Proposals can be obtained in person at the office of the Procurement Officer at 505 Sims Street, Truth or Consequences, New Mexico 87901 or will be mailed upon written or telephone request at ( 575 ) 894-6673 ext. 312 or at **www.torcnm.org**.

PROCUREMENT OFFICER:

Date:

\_\_\_\_\_

2/20/13

Pat A. Wood

[ for Contracting Agency's Use Only

Newspaper: \_\_\_\_\_ Publish: \_\_\_\_\_ P.O. No. \_\_\_\_\_

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[Note: This Notice is issued pursuant to the requirements of §13-1-104 NMSA 1978 and must be published not less than 10 calendar days prior to the date set for the receipt of proposals (§13-1-113) and published in a newspaper of general circulation in the area.]

City of Truth or Consequences, New Mexico

Procurement Office  
505 Sims Street  
Truth or Consequences NM 89=7901  
(575) 894-6673  
[www.torcnm.org](http://www.torcnm.org)

REQUEST FOR PROPOSAL

DOWNTOWN MASTER PLAN FOR REVITALIZATION  
RFP 12-13-1010-0215-550

Date and Time of Opening: 03-26-13 at 2:00 p.m.

**I. INTRODUCTION**

A Downtown Master Plan defines a community's vision for Downtown and identifies priority catalytic projects to revitalize the Downtown area as determined through a dynamic community participation process. Also called a Downtown Revitalization Plan, a Metropolitan Redevelopment Area (MRA) Plan, or a Downtown Strategic Plan, the Master Plan examines existing conditions and assets, analyzes the Downtown market, develops a physical land use plan with livability/design guidelines, designs specific redevelopment sites and projects, and identifies sustainable implementation strategies and funding sources for Downtown's future physical improvements, economic uses, and regulations. When adopted by the City Commission, the Master Plan becomes a living document that guides Downtown revitalization for several years.

**II. SCOPE OF WORK**

The following tasks are identified as the Scope of Work that the planning consultant team will be requested to perform in preparing the TorC Downtown Master Plan/MRA Plan.

**A. Existing Conditions/Asset Inventory**

An inventory and mapping of existing conditions will be performed that will include, but not be limited to, existing land use, zoning, public land ownership, transportation networks and traffic volumes. The asset inventory will also identify significant cultural and historic features and buildings, opportunity sites for redevelopment, and major regional attractions.

The Inventory must also include an overview of the history and settlement of the community and identify key historical or cultural events or populations that can serve as contributing to a place-based identity for the Downtown.

A map of opportunity sites and potential revitalization projects will be developed for the Downtown area summarizing the results of the inventory.

**B. Market Analysis**

Market research will include the following information:

Overview of existing Downtown, municipal and regional commercial and housing market conditions;  
Overview of demographics of city and regional markets including skill base, education and disposable income;

Recent history of Downtown services and retail including types of businesses, numbers in each area and turnover rates;

Competitive related markets and nodes in same segments;

Trends driving the current market;

Regional influences impacting Downtown including Spaceport America;  
Entrepreneurs, crafts, artisans and artists;  
Eco-tourism;  
Alternative healthcare and wellness;  
Potential opportunities in repositioning the Downtown market, including underserved markets and vacant or underutilized buildings;  
Identification of gaps that could be filled by new businesses and determination of the types of skills residents may have to contribute;  
Interviews with commercial realtors to identify residential and business types that are under-supplied in Downtown;  
Determination of the types of housing projects (ownership vs. rental, single family vs. multifamily, size of units) that best meet the market needs for the area;  
Assessment of the feasibility for uses such as retail, office, housing, hotel and cultural (such as museums, arts and entertainment);  
Economic positioning of Downtown in relation to the development of the entire community including business recruitment and retention; and  
Tourism statistics.

### **C. TorC Downtown Vision and Master Plan**

The Downtown Master Planning process will involve dynamic community participation and will result in the following outcomes:

A vision for Downtown that reflects its historical context and presents opportunities and assets to serve as an inspiration for the community's future.

The preparation of an MRA Plan as per NM Redevelopment Code statutes and the determination required to designate the MRA district through municipal adoption.

The creation of a Downtown Master Plan for the area that:

Draws on and considers the pertinent elements of previous City Comprehensive Plans, Historic District designations, UNM Design, Planning and Assistance Center (DPAC) projects, design charettes, and other studies and reports as may be available.

Allocates new and future land uses and revitalization projects in the Downtown, utilizing community input and market research that will create a sustainable Downtown based on the *MainStreet 4 Point Approach*®. A sustainable Downtown encompasses the adaptive reuse of existing buildings, conserves energy, water and cultural resources, reduces greenhouse gas emissions, promotes economic development and vitality, and celebrates the cultures and traditions of the community.

Prepares a "Designation Report for a Metropolitan Redevelopment Area" that meets the criteria as per the NM Redevelopment Code statutes and ready for approval by a City Commission resolution.

Integrates the preservation and conservation of existing historic buildings and cultural properties into the planning and design of Downtown projects, and identifies the potential for dedicating new nominations of historic buildings, cultural properties, state and/or national historic registered districts.

This will require contact and coordination with NM Historic Preservation Division (HPD) staff for information related to historic buildings and districts.

Evaluates transportation/transit, traffic, and pedestrian issues related to the proposed improvements in the area for the purpose of creating a walkable, pedestrian-friendly environment through pedestrian enhancements and traffic calming measures. This will require contact and coordination with NM Department of Transportation (NMDOT) District Engineer Office and the NMDOT Planning/CSS Division staff for existing information and proposed projects in the City.

Evaluates how rehabilitation and adaptive re-use of existing buildings is impacted by city, state and national building codes.

Determines vacant, underutilized and/or available land and buildings within the plan area that could be redeveloped and recommends adaptive reuses of existing buildings or new development on vacant land.

Reviews the City Zoning Code, State and National Building Codes and other applicable codes, and recommends changes and suggestions that will provide incentives and foster implementation of the plan.

Identifies priority catalytic projects that will stimulate revitalization efforts and attract private sector reinvestment to the Downtown. Projects should include those which increase the City's job creation, economic redevelopment, livability, walkability, place-making, and serve to support and enhance its authentic and unique sense of place.

Develops Downtown Livability/Design Guidelines that consider the following character-defining elements:

Gateways and Entries

Landscaping

Plazas, Parks and Public Spaces

Streets, Historic Roads and Scenic Byways, Pathways and Connections

Public Art

Street Furniture, Pedestrian Amenities

Building Setback/Massing/Scale

Building Height

State and/or National Historic registry status

Parking and Driveways

Porches, Portals and Awnings

Signage

Materials/Color

Architectural Features

Lighting

Security

#### **D. Implementation Strategies/Priorities**

A prioritized and phased Implementation Plan will be developed, consisting of revitalization projects and strategies that MainStreet TorC and the City can follow for the successful implementation of the Plan and the long term sustainability of the Downtown. Priority catalytic projects will range from small projects that can be implemented through partnerships with the City and MainStreet TorC using local volunteers and staff, to larger projects that may require Capital Outlay or Legislative funding. Project priorities will be determined through a community-based prioritization process.

#### **E. Funding Sources**

The consultant will identify funding sources to implement the plan including, but not limited to, a BID, TIF, TIDD, LEDA and other state and federal sources of funding. The narrative will be based on an evaluation of the municipality's financial capacity and the best financial tool(s) to accomplish priority projects within the Downtown Master Plan. The contractor shall make an assessment of the district and determination and findings required for the City to adopt a Metropolitan Redevelopment Area (MRA) with the Downtown Master Plan.

#### **F. Community Participation Process**

The consultant will prepare the Downtown Master Plan through an intensive community process that will include, at a minimum, the following steps:

Organize and conduct regular meetings with a Steering Committee regarding the Master Plan.

Conduct and facilitate a two-day public design workshop that utilizes a dynamic planning process (e.g., a charette) to solicit and record the communities input regarding revitalization projects and programs to be included as outcomes of the Plan.

Prepare a draft Downtown Master Plan/MRA Plan, and present that Plan to the Steering Committee and participants from the public workshop. Provide an opportunity for review of the draft Plan to NM MainStreet, NM HPD, and NMDOT staff prior to any official action.

Present the Final Plan to the Steering Committee, participants from the public workshop, and City officials.

Revise the final Plan as required by NM MainStreet, other state and local agencies, and the City after their review of the final Plan. The final Downtown Master Plan/MRA Plan will be adopted by the City Commission as per the State's Redevelopment Code statute.

**G. Deliverables.**

Deliver to NM MainStreet and the City fifteen (15) final color hardcopy Plans. Provide all digital text files in MS Word, all photos as JPEGs, and all mapping files in both JPEG and ESRI ArcView, ArcGIS formats.

**H. Budget**

The funding necessary to complete this scope of work by a planning consultant is estimated to be \$70,000. The timeframe for the planning process is estimated to be approximately seven to ten months to complete, once the contract is in place.

**I. Qualifications**

The lead planner must have at a minimum three years demonstrated experience in Downtown Master Planning and the development of Downtown Master Plans/MRA Plans.

**III. PROCUREMENT**

All deliveries via express mail services should be addressed as follows:

Pat Wood, Procurement Officer

City of Truth or Consequences

505 Sims Street

Truth or Consequences NM 87901

Any inquiries or requests regarding this procurement should be submitted to the Procurement Officer in writing. Offerors may contact ONLY the Procurement Officer regarding the procurement. Inquiries and requests made to other City employees, members of the MainStreet TorC board, or City Commissioners will not be answered.

**IV. PROPOSAL/QUALIFICATIONS EVALUATION**

**Criteria and Points Value**

Proposals must address each of the following criteria. Each proposal may be awarded points up to the amount listed in parentheses. The selection committee will evaluate the proposals and may conduct interviews with applicants.

**Evidence of Understanding the Scope of Work, Site, and Existing Conditions (50 Points)**

Describe in detail an understanding of the scope of work for the project and its relationship to downtown Truth or Consequences. Include information about the project site, project administration, scheduling, budget and programmatic user requirements. The proposal should demonstrate competent knowledge of project constraints as well as any applicable discussion of possible options for design approaches or techniques. The applicant shall provide detailed information on design experience on public gathering spaces and function, public arts, etc.

**Special Design and Technical Competence of Business (15 Points)**

Experience and knowledge of the City's needs and services to be provided and the ability to provide and complete the scope of work in a timely manner required. Provide information about the firms' (and consultant(s)) specific technical experience with similar projects that demonstrate competence to successfully complete the project. Indicate the relevance of previous projects to the anticipated scope of work. Demonstrate the successful aspects of past design projects and the corresponding applications to the proposed scope of work.

**Capability and Capacity of Firm (15 Points)**

Provide information about the business that demonstrates the ability to provide sufficient professional competence, meet time schedules, accommodate cost considerations and project administration requirements. Indicate the relationship of the work in this RFP to the firm's other current projects. Indicate proposed work schedules and milestones, with completion method and strategies. Indicate key project team members and their specific rolls, experience and background. Demonstrate or indicate project team organization and working relationships. Other items could include references from clients, financial institutions and insurance carriers.

**Past Record of Performance (10 Points)**

References for similar types of Professional services provided by firm and consultants for governmental agencies or private industry. List references for similar scope of work. Include name, address, telephone number, and a brief description of the project, and if completed on time.

**Design Work Provided by New Mexico Business (5 Points)**

It is in the State's best interest to support in-state business. Indicate the volume of work to be produced in New Mexico by a New Mexico firm or firms. Identify any out-of-state consultant(s) or business relationships that will be involved on the project and the extent of services to be provided by that firm or firms.

**Proximity to or Familiarity with the Area in Which the Project is Located (5 Points)**

Demonstrate the firm's ability to respond quickly to administration of the project. Indicate previous knowledge or experience regarding the project location, and any current work or associated consultants who could enhance the firm's ability to provide timely responses or special expertise to project needs.

**V. RESPONSE FORMAT AND ORGANIZATION****A. NUMBER OF COPIES**

Offerors shall deliver seven (7) identical copies of their proposal to the location specified in Section I, on or before the closing date and time for receipt of proposals.

**B. PROPOSAL FORMAT**

All proposals must be produced on standard 8 1/2" x 11" paper (larger paper is permissible for charts, spreadsheets, etc.), portrait orientation, and placed within a left hand bound binder. Proposals are limited to 40 (forty) pages not including covers or Letter of Transmittal.

**1. Proposal Organization**

The proposal must be organized in the following format and must contain, as a minimum, all listed items in the sequence indicated.

- a) Letter of Transmittal.
- b) Table of Contents.
- c) Proposal Summary.
- d) Cost
- e) Campaign contribution Disclosure Form

## **2. Letter of Transmittal**

A letter of transmittal must accompany each proposal. The letter of transmittal MUST:

- a) identify the submitting organization;
- b) identify the name and title of the person authorized by the organizations to contractually obligate the organization;
- c) identify the name, title and telephone number of the person authorized to negotiate the contract on behalf of the organization;
- d) identify the names, titles and telephone numbers of the persons to be contacted for clarification;
- e) be signed by the person authorized to contractually obligate the organization;
- f) acknowledge receipt of any and all amendments to this RFP;
- g) social security number or federal tax identification number

## **3. Experience and References**

Provide the name, address and telephone number of three references similar in size to the City. State in general terms types of services provided for each of the referenced so that the City may inquire with the reference if the services were satisfactorily prepared. The City of Truth or Consequences shall not be used as a reference.



## CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to Chapter 81, Laws of 2006, any prospective contractor seeking to enter into a contract with any state agency or local public body must file this form with that state agency or local public body. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

THIS FORM MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

“**Applicable public official**” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

“**Campaign Contribution**” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official’s behalf for the purpose of electing the official to either statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“**Contract**” means any agreement for the procurement of items of tangible personal property, services, professional services, or construction.

“**Family member**” means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law.

“**Pendency of the procurement process**” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“**Person**” means any corporation, partnership, individual, joint venture, association or any other private legal entity.

“**Prospective contractor**” means a person who is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person qualifies for a sole source or a small purchase contract.

“**Representative of a prospective contractor**” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

DISCLOSURE OF CONTRIBUTIONS:

Contribution Made By: \_\_\_\_\_

Relation to Prospective Contractor: \_\_\_\_\_

Name of Applicable Public Official: \_\_\_\_\_

Date Contribution(s) Made: \_\_\_\_\_

Amount(s) of Contribution(s) \_\_\_\_\_

Nature of Contribution(s) \_\_\_\_\_

Purpose of Contribution(s) \_\_\_\_\_

(The above fields are unlimited in size)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title (position)

**--OR--**

**NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE** to an applicable public official by me, a family member or representative.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title (position)