INTRODUCTION

The City of Rochester was awarded a Federal Transit Administration (FTA) grant under the Pilot Program for Transit-Oriented Development (TOD) Program in December of 2018 to conduct a comprehensive assessment and analysis of economic development opportunity, transit-supportive land use possibilities, public realm improvement options and infrastructure that will enhance access and ridership on a planned Rochester Downtown Transit Circulator (the “Circulator”). The Circulator is a proposed 3.5-mile fixed-guideway transit project serving the core employment and business area of downtown Rochester along with major public buildings such as the Mayo Civic Center (Rochester’s primary convention and event facility) and adjacent downtown neighborhoods.

The Circulator is a key investment in achieving the City’s goal of reaching a 30% work trip / 10% non-work trip transit mode share for downtown travel. These goals were established first in the 2011 Rochester Downtown Master Plan; further supported in the 2015 Destination Medical Center Development Plan and 2018 Rochester Comprehensive Plan. Raising transit mode share from an existing level of 10-12% to 25-30% is expected to address the anticipated traffic congestion created by a substantial increase in commuters, residents, visitors and customers expected within the next 20 years.

The multi-pronged strategy planned to reduce vehicular travel in and around the downtown area includes the development of more workforce housing, an aggressive Travel Demand Management (TDM) program, and a “Park Once” parking management philosophy; all supported by the development of the Circulator and other transit system improvements.

The City of Rochester, Olmsted County, Rochester-Olmsted Council of Governments (ROCOG), and the Destination Medical Center Economic Development Agency (DMC EDA) have been active partners in the development of bus rapid transit (BRT) and will continue to work together on TOD planning.

BACKGROUND

The purpose of the Rochester Downtown Transit Circulator project is to provide a high-quality downtown transportation service for residents, commuters, businesses, patients, students, and visitors in the city to benefit from improved accessibility to downtown and its surrounding areas thus creating opportunities to repurpose high-value land currently consumed by single operator vehicles and support Rochester’s ongoing economic development initiatives. The TOD planning work detailed within this Request for Proposals (RFP) will complement existing Circulator-related projects by looking at ways to enhance ridership and utilization of the Circulator through closer integration with existing and anticipated development along the corridor.

The objective of this project is to identify strategies and actions that further support the City of Rochester and Destination Medical Center (DMC) District transportation, economic development, and livability goals by increasing the value public transportation can bring to development within downtown.
The need for this transportation investment is driven by forecasts of dramatic growth anticipated in downtown Rochester. Both the *Destination Medical Center (DMC) Development Plan* and Rochester Comprehensive Plan 2040 envision a significant increase in the number of people downtown daily over the next 20 years. Employment in and around the downtown area, currently estimated to be 40,000 people, is predicted to rise 30, to approximately 60,000 people by the year 2040. This 20-year projection also includes a doubling of the number of daily visitors such as medical patients, customers, and convention and event attendees.

As a result of this economic activity and land use vision, a 65% increase in travel demand is anticipated. Both the City of Rochester *Downtown Master Plan* and the DMC Development Plan identified the need for an aggressive increase in transit mode share capturing 23-30% of all downtown commuters on transit. Thereby providing a service that makes it possible for those who do drive into the downtown to “Park Once” and travel about the downtown to various destinations in the area; without the need to use their personal vehicle.

**Study Objective**

Develop a plan and related set of implementation strategies and performance measures that will expand the ability of the Circulator to meet a larger share of the downtown-focused goals. All of this as the transit system changes from a reliance on fixed route service to a system around a network of BRT services supported by Transit-Oriented Development (TOD) principles.

Viewing the Circulator’s potential at a holistic level to serve as a growth shaping and growth supportive investment this TOD Planning study will display how the Circulator can:

- Enhance economic development through the assessment of physical development opportunities, the type and mix of businesses that will attract customers and further investment, and how to retain and support corridor business activity;
- Facilitate multi-modal connectivity and accessibility between Circulator stations and other destinations within the area to foster more Circulator ridership;
- Encourage mixed-use development throughout the corridor to allow for synergies to develop where residents, workers and visitors in the corridor area can address more of their daily needs without the need of a personal vehicle;
- Support neighborhood revitalization and expand access to affordable housing;
- Benefit from infrastructure investment that improves access for pedestrians, bicyclists or emerging shared mobility users to transit stations and hubs or enhances the public realm along the circulator corridor;
- Capitalize on the participation and investment from the private sector. Benefit from the development of both the private and public spaces, properties and programs that enhance the attractiveness and effectiveness of the Circulator’s service.

In conjunction with on-going development of the Circulator’s design and operational planning, results of this study will aid in the successful implementation of a high-quality and high-capacity transit service as envisioned in the DMC Development Plan.
Timeline

Under the guidelines of the FTA TOD Pilot Program, a plan must be adopted within 36 months from the study contract’s execution date. However, due to the city’s desire to submit an entry letter requesting acceptance into the FTA Small Starts Program in the fall of 2020, the majority of the work including a final draft plan endorsed by Rochester City Council, must be substantially complete by September 1, 2020.

Consultant Opportunity

The City of Rochester invites qualified firms to submit proposals of work that will lead to preparation of implementation strategies to integrate the proposed transit facility with adjacent or nearby development. The purpose of this work is to stimulate economic development, promoting intentional efforts to improve accessibility and walkability, advocate for the utilization of transit services, improve access to the transit service, and supporting mixed-use development near transit stations. Tasks envisioned as elements of this project include:

- Station Area Planning including final refinement of proposed transit station locations, develop a strategy to integrate the subway & skyway systems with projects such as Discovery Walk and provide land use guidance around issues such as density, development opportunities, and potential pedestrian connection needs in the vicinity of proposed stations.
- The project will incorporate visioning and the potential development of small area land use plans along segments of the corridor. A prime area for this type of planning is the 3rd Ave SE corridor, where significant acreages of land like the Fullerton lot, the former K-Mart site, AMPI and the Seneca production facility offer significant opportunity for redevelopment.
- Consideration of opportunities to develop affordable housing near the circulator. Convenient access to the circulator service is an action that could benefit lower income households by reducing household transportation costs. Coordination with groups such as the Coalition for Rochester Area Housing would be incorporated into the work plan.
- The consultant opportunity allows for capacity to study public space needs on a corridor-wide basis including issues such as green infrastructure (stormwater & landscaping), signage, lighting and ADA accessibility. Purposefully planning for the public realm to create a signature look and feel to the corridor could help catalyze development activity, as envisioned in the DMC Development Plan and Downtown Master Plan.

An important outcome of this work for the city will be the ability to point to the products of a completed study such as policies, strategies, programs or infrastructure plans when applying in the future for capital funding under the FTA Small Starts program. In the Small Starts program projects are equally rated across six criteria – two of which are economic development and land use. Factors used by FTA for rating projects relative to Land Use and Economic Development are shown in Appendix E. Successful completion of the TOD planning project would provide the ability to point to specific, targeted planning products that can be a very favorable factor in receiving a high rating on these two factors.

Federal funding obligated in fiscal year 2019 will account for a percentage of the project budget. Additional funding will come from direct and in-kind contributions from the City, Olmsted County,
ROCOG, DMC EDA, and Mayo Clinic. The consultant selected to perform this work must be mindful that in-kind contributions from local stakeholders are a part of the project budget’s local funding match and must be reflected in the work plan.

PROJECT DESCRIPTION / SCOPE OF WORK

In applying for the FTA Transit Oriented Development Pilot Program planning grant the City of Rochester prepared a preliminary work plan for the project to identify the planning work that was envisioned. The following scope of work describes key elements to be incorporated into the study. As a first step, the selected consultant will be expected to refine the scope of work based on their prior experience with similar projects and further discussions with the City aimed at refining the goals and objectives of the project including the specific tasks identified below.

Task 1.0 Project Management

The City of Rochester with assistance from the Olmsted County, ROCOG, and the DMC EDA will be the project manager for the Downtown Circulator TOD Plans.

Within 14 days of the contract’s execution date, the consultant’s project manager will prepare and submit a project management plan (PMP) to be reviewed and approved by the City. The PMP should specifically address quality assurance/quality control and document management, control and archiving. The PMP should include weekly status update meetings (via teleconference) with consultant and City project manager(s) team. Monthly technical committee meetings with stakeholder representatives from Rochester-Olmsted Planning, City Administration, City Public Works, Rochester Public Transit, DMC EDA, Mayo Clinic, and other stakeholders to be determined.

Performance measures such as number of community members engaged, in-kind dollars leveraged, and capacity built with local stakeholders, will be defined to track the outcomes of this work.

Deliverables: The consultant shall prepare the project management plan (PMP), monthly project progress reports, invoices, schedule with key milestones, contact reporting and issue tracking systems. The consultant shall also attend, prepare agendas, appropriate presentation materials and meeting summaries for all meetings.

Task 2.0 Public Engagement

Public Engagement (PE) is central to the successful development of the plans and informs all of the technical and topical components of the plan.

2a: PE Plan and Execution

Activities designed to engage people who live and work in potential station areas and along corridor alignment, property owners and business owners within the study area, visitors (or representatives of the visitor perspective), and officials (elected and appointed) with policy responsibilities related to land use, transportation or other elements of the city’s physical development. The process will include preparation and execution of a plan that articulates PE
goals, targeted audiences, input sought, and methods to engage and collect feedback with specific geographic and demographic relevance to the corridor/station areas.

The consultant will work with the City’s and DMC EDA’s Communications and Public Engagement coordinators to plan and execute approved PE activities that may include the following methods:

- Pop-up events at high-traffic locations such as businesses, libraries, or community events;
- One-on-one interviews;
- Presentations or solicitations for input at other organizations’ meetings or in classrooms (presentation to neighborhood or other organization);
- Host focus group meetings;
- Hosted informational open house meetings;
- Post information online to targeted websites and social media;
- Conduct electronic or in-person surveys.

2b: Stakeholder Engagement

A technical advisory committee will meet monthly throughout the planning process. Committee goals will be to provide advice or direction during the planning process, build capacity and knowledge among members so that they are empowered to advance plan outcomes within their agencies/organizations. In addition to the goals stated above, the members will also review deliverables, provide technical and community related advice, and gather relevant information from their organization to further the study.

Smaller focus groups may be convened around individual or groups of stations or particular issues. The market analysis task will include many small group meetings and interviews, as discussed in that task.

Deliverables: Draft and final versions of a PE plan and all public presentation materials, including but not limited to: newsletters, PowerPoint presentations and maps.

At a minimum, the consultant will:

- Prepare a draft and final report summarizing the process and strategies for public involvement.
- Track public comments and responses and provide to the City throughout the duration of the project up to and including post-completion.
- Ensure all materials are online-compatible, ADA accessible, and composed using common language and terminology.
- Prepare and provide logistical support, including associated fees, for all public meetings.
- Provide translation services when needed at public meetings and translation of some written materials for public consumption.
Task 3.0 Corridor Understanding

Coordinate with the City of Rochester, DMC EDA, and other public and private agencies to complete an Existing Conditions Analysis of transportation infrastructure, land use and redevelopment potential, community assets and character (including amenities, facilities, destinations, historic and/or cultural assets, and parks and open space). Stakeholders from the private sector such as property owners and developers will be engaged during the Market Analysis and the Affordable Housing Inventory and Analysis.

3a: Existing Conditions Analysis

The scope of this planning work includes setting station locations, therefore the Existing Conditions Analysis will be completed within one-half mile of the full corridor rather than around station locations, to collect information necessary to facilitate decision making on locations along the full length of the corridor. Mapping and information for existing and planned features will be developed for roadways; transit; bicycle infrastructure; sidewalks, trails, pedestrian subways and skyways; land use and business activity, redevelopment potential; and community assets.

3b: Real Estate Market Analysis

A Real Estate Market Analysis will be conducted within one-half mile of the corridor to evaluate current land uses, availability, pricing, vacancy rates, rents, and market value. Findings from available GIS and property records data will be included in the analysis. The Consultant will also conduct focus groups and one-on-one interviews (in person or via telephone) with local real estate brokers, employees from the City and the DMC EDA, major property owners such as Mayo Clinic, and potential developers to ensure a thorough evaluation of potential opportunities for future real estate mixes within the station areas has been completed. Through use of data collected on community demographics and engagement, the consultant will identify TOD and joint development opportunities. Using pro-forma analyses, identify the potential gap between feasible development and available resources. Use this analysis to inform potential tools to incentivize and facilitate development.

An analysis will be conducted to identify future development and redevelopment opportunities within one-half mile along the corridor. The analysis will identify opportunities both in the short-term (2020 to 2028) and long term (2028 to 2040) years. These time frames represent pre and post transit-way development. Recommendations for joint development opportunities would also be provided.

3c: Affordable Housing Inventory and Analysis

A housing inventory and analysis will be conducted within one-half mile of the full corridor that includes the following elements:

A. Housing Mix Identify the current mix of housing types in the study area with attention to affordable housing (both legally income-restricted affordable housing and market-rate affordable housing).
- **Housing Market** Review the most recent housing market analyses and, as part of the market analysis task, update the findings with current needs in the study area. Determine if feasible to develop targets for the preservation and addition of units that are affordable for a range of incomes below the Area Median Income (AMI). If deemed appropriate, establish metrics for evaluating progress toward meeting these needs and for how the information could guide future public and private housing investments for preservation of existing housing and construction of new housing. Prioritization may include the demand for specific unit sizes, senior housing and housing affordable to 30% AMI and below.

B. **Transit-Oriented Housing Development** Recommend strategies for expanding the supply of affordable and mixed-income housing. This may include the preservation of existing affordable housing, and promotion of mixed-income development at density levels supportive of transit service within the station areas. Recommend residential types and density levels supportive of transit service within the station areas. Identify mechanisms such as reduction in parking minimums or unbundling of parking costs to improve affordability of downtown housing for residents who do not own cars.

C. **Funding** Coordinate with the Coalition for Rochester Area Housing, Rochester Community Housing Partnership and other private, public and nonprofit partners to explore funding models and opportunities to increase the supply of affordable and mixed-income housing.

Deliverables: A summary of existing conditions, both physical and policy/planning, should be created. The proposer should incorporate time into their budget and schedule to review all previous work with all participating agencies to further clarify previous studies. A Market Analysis report providing information about the entire corridor and each individual station area. The City must be given the opportunity to review and comment on resulting market analysis reports. Finally create a Housing Inventory and Analysis Report with associated maps and TOD Strategies.

**Task 4.0 Visioning**

This task will be a public process designed to decide on station character and locations. The visioning tasks include the development of goals and visions for station areas incorporating market realities, sustainable practices, existing neighborhood character, and TOD strategies for each station. Visions should help establish a common picture of a realistic future. Task 3 (Corridor Understanding) data will help inform the appropriate level, intensity, and type of development for each station vision.
4a: Visioning

For stations outside downtown Rochester, a visioning process will be conducted with public and agency stakeholders regarding station character. Likely participants include residents, neighborhood associations, landowners and business owners, the DMC EDA, the Rochester Transportation Management Association, the Rochester Planning and Zoning Commission and the Committee on Urban Design and Environment. The visioning process will identify:

D. Appropriateness of emphasizing a Walk-up versus Park & Ride station character

E. Assessment of the area around station sites in terms of its characterization as an area of future change or an area of stable investment

F. Appropriate scale of development

G. Current and future prevailing land use(s)

For stations within downtown Rochester, the visioning process will revisit and reaffirm or show cause to adjust the vision set out in 2014 DMC Development Plan, Downtown Master Plan, and 2040 Comprehensive Plan. Participants in this process will include the Mayo Clinic, DMC EDA, University of Minnesota Rochester, and landowners in the immediate vicinity of planned or potential station locations.

4b. Refinement of Station Platform Locations

Station platform locations will be reconsidered and modified as needed to account for anticipated development and redevelopment, as well as ease of access by multiple modes. The need for additional stations along the northwest and southeast segments of the transit project will be considered. At the downtown transit stations, plaza elements and St. Mary’s Place Rotary will be considered as part of these station locations as suggested in the DMC Development Plan.

Deliverables: Vision documents for each station may include digital renderings or hand drawn images of each station for public engagement use, summaries of public engagement and determinations in how the station will interact with neighborhood.

Task 5.0 Station Area Plans

Building upon work completed during the visioning process and previous planning processes, the project team will complete a series of plans to guide and define TOD and infrastructure investments in station areas. These plans will include land use and zoning changes (if needed), intensity and types of development supported by market analysis, and a clear connection to the station vision.

5a: Land Use Plans

Where appropriate, land use and development policy changes will be recommended, with the intent of promoting investment in medium to high-density mixed-use development along the corridor and especially at station locations. The City’s recent, and ongoing, changes to TOD and Infill / Redevelopment policies and ordinances will be reviewed for its applicability to the circulator
corridor station areas. Consultant should recommend modifications, as needed, to adapt the existing ordinance to the circulator corridor and station areas.

**5b: Connectivity Plan**

- **Bicycle, Bus, and Pedestrian Connections** Existing conditions for pedestrians, bus riders, and bicyclists will be analyzed along the corridor and on the primary routes that connect surrounding neighborhoods to the corridor. Impediments and missing network links to an optimally inclusive experience will be identified along with recommended improvements to the network that reduce barriers to accessing the corridor for pedestrians, bus riders, and bicyclists.

- **Accessibility** Existing barriers within the public realm will be identified that would prevent individuals with a disability from equal enjoyment of the transit project. Recommendations to mitigate or eliminate those barriers will be made to prioritize accessibility in station areas.

**5c: Station Area Concepts**

Building on the land use and connectivity and public realm plans, local residents and business interests, public agency staff, and other stakeholders will be engaged to develop concept alternatives for each station. Concepts will illustrate station locations, land use alternatives, future development/redevelopment sites and opportunities for joint development as identified in the Market Analysis. The concepts will support transit oriented development, multi-modal access and circulation, and promote community character. The concepts will include proposed land use mixes and minimum development densities, access and circulation diagrams that identify specific access routes and circulation patterns for each mode, as well as, facilities/infrastructure, signage, and wayfinding, and recommendations for improvements that should be in place prior to transit service beginning (i.e. day of opening recommendations).

Performance measures should be developed to track the outcomes of the Station Area Plans for long-term goal tracking. Performance measures may include: jobs/housing balance in the corridor, achievement of minimum population and employment densities in and outside of downtown, redevelopment activity, tax base growth, and housing supply by market segment.

Deliverables: Plans detailing land use, neighborhood connectivity, future concepts and performance measures should be created for each station. Each Station Plan should be written in plain language, be ADA accessible for online versions, be graphically pleasing, and utilize language tailored to each station.

**Task 6.0: Implementation Plan**

This task will compile information generated in all previous tasks to prepare final Plans for the city, focusing on (1) bridging the gap between current conditions and those anticipated for opening day of the Circulator Route (short-term timeframe), (2) the long-term (2040 projections can be defined as long-term timeframe) development potential of station areas, and (3) documented “lessons learned” from each of the tasks. A strategic plan will be developed to ensure station areas evolve into their highest and best use on opening day and beyond. This deliverable can be further defined as a “roadmap”, or a prioritization of improvements needed to get to opening day, and development into the future.
A phased implementation and feasibility strategy (i.e. property acquisition, infrastructure improvements, relocation, timing, comprehensive plan amendments and zoning, etc.) will be developed that corresponds to the preferred station area concepts. The implementation plan will include potential actions and tools for achieving desired outcomes (land assembly, write downs, TIF, etc), and recommend a proposed approach by public and private entities. This implementation strategy will outline the next steps for implementing the study results.

Performance measures should also be developed to track the long-term development of the Circulator and the effect along the corridor. Possible measures include adoption of policy changes into City documents, incorporation of infrastructure improvements into CIPs, and additional potential ridership gains from proposed development.

Deliverable: An implementation plan for the City of Rochester to follow to ensure the success of the Circulator and the development of each of its stations. The plan should include a phased approach detailing what agencies should perform each strategy and how performance measures may assist to keep the transit corridor on track for future development opportunities.

### TENTATIVE SCHEDULE

<table>
<thead>
<tr>
<th>Description</th>
<th>Start Date</th>
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<tbody>
<tr>
<td>Request for Proposals issued by City</td>
<td>June 27, 2019</td>
</tr>
<tr>
<td>Proposals due – 2:00 p.m.</td>
<td>July 29, 2019</td>
</tr>
<tr>
<td>Review RFP submissions</td>
<td>July 29 to August 9, 2019</td>
</tr>
<tr>
<td>Hold interviews for Award selection if Required</td>
<td>August 9, 2019 to August 19, 2019</td>
</tr>
<tr>
<td>Contract Award Notification</td>
<td>August 21, 2019</td>
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<tr>
<td>Refine work program and schedule</td>
<td>August 21, 2019 to September 6, 2019</td>
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<tr>
<td>Finalize Contract, and Schedule</td>
<td>September 9, 2019</td>
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<tr>
<td>Tentative Project Start</td>
<td>September 16, 2019</td>
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<tr>
<td>Project End</td>
<td>September 1, 2020</td>
</tr>
<tr>
<td>Project Closed</td>
<td>November 1, 2020</td>
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</tbody>
</table>

### GENERAL PROPOSAL CONDITIONS

1. **Format and Completeness**
   
   Each proposal shall be submitted in the requested format and provide all pertinent information, including but not limited to information relating to capability, experience, management structure and key personnel, and other information as required in this RFP.

2. **Terms and Conditions**
   
   Proposers understand that any and all parts of the submitted proposal may become part of any subsequent contract between the City and the selected proposer.
3. Costs
Any costs incurred by proposers in responding to this RFP shall be the proposer’s sole expense and will not be reimbursed by the City.

4. Interpretation
Requests for interpretation or clarification of this RFP should be made by e-mail. The City will review the request and prepare a response which will be furnished electronically to all proposers.

PROPOSAL REQUIREMENTS
The proposal must contain the following information, presented in the order shown.

- **Cover Letter**
  Please submit a Cover Letter signed by the Project Manager.

- **Executive Summary**
  Please submit an Executive Summary of not more than three pages.

- **Profile of Proposed Team**
  Please submit a profile of the proposed team including the size and organizational structure and the status and outcome of any lawsuits brought against the proposer in the past five years.

- **Project Approach**
  Description of Proposer’s Overall Approach relative to the scope of work.

- **Scope of Work Plan**
  Please submit a scope of work plan with a breakdown of the project by tasks. For each task listed, identify:
  - Specific staff to be involved, roles, and responsibilities.
  - Schedule illustrating task relationships including anticipated meetings over the duration of the schedule.

- **Budgets**
  Please submit a budget that includes:
  - Hourly budget broken down by team member, by firm, and by task.
  - Current hourly rates for staff.
  - Current overhead rates for all team member firms.
  - A 10% contingency which shall be included in the Project Budget.
• **Suggested Modifications to the Scope of Work**  
  Please submit any suggested modifications to the Scope of Work.  
  - Description of additional work tasks including description of benefits to the design process.

• **Conflict of Interest**  
  The proposer shall list past or present involvement of all projects and relationships that create or appear to create a conflict of interest. The list should indicate the name of the entity, the relationship, and a discussion of the conflict. The City of Rochester reserves the right to exclude proposers that have an organizational conflict of interest.

• **Description of Proposal Team’s Past Experience**  
  Please submit a description of proposal team’s past experience providing similar services, including:  
  - Names, titles, and addresses of contact persons.  
  - Description (history and experience) of proposal team member’s role in each project.  
  - Experience with similar type projects in scale and function.  
  - Experience working with diverse stakeholders, particularly individuals with disabilities and seniors.

• **Disadvantaged Business Enterprise documentation**  
  All DMC public infrastructure project Bidders are required to submit evidence, with their bid documents, demonstrating compliance with and commitment to the outreach goal or, alternatively, good faith efforts towards compliance. Before the contract is awarded, the Bidder shall submit evidence of its compliance with the requirements of the plan in a form prescribed by the City. For more information, please see the Targeted Business Enterprise Utilization Plan as outlined in Appendix D.

**SUBMISSION OF PROPOSALS**

• **Comments and questions**  
  Please direct all questions and concerns (in writing, by e-mail only) as follows:  
  Jarrett Hubbard  
  Project Manager  
  201 4th Street SE, Rm 221  
  Rochester, MN 55904  
  Tel 507.328.2022
Email: jhubbard.rochestermn.gov

- **Format**
  
  Please provide an electronic version of your proposal via email or file sharing service at jhubbard@rochestermn.gov. A confirmation email indicating receipt of your proposal will be sent once received. For ease of review, proposals should contain a table of contents and should have consecutively numbered pages. Proposals should be limited to a maximum 40 pages not including cover letter, table of contents, or resumes. Font size shall be not less than 12.

- **Deadline**

  Proposals must be received by the City at the email address above by **2:00 p.m., July 29, 2019**.

**EVALUATION CRITERIA**

The evaluation of proposals will be based on qualifications, demonstrated competence, experience and technical response to the RFP. A contract will be negotiated with the firm judged to be most outstanding in meeting our overall objectives for the project. Evaluation of the proposals will consist of the factors specified below:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Overall understanding of project objectives and technical design of the proposal, scope of work, and project approach.</td>
<td>35%</td>
</tr>
<tr>
<td>Qualifications of the proposal team and key personnel.</td>
<td>30%</td>
</tr>
<tr>
<td>The availability of personnel and other resources to perform the work within the specified project schedule.</td>
<td>5%</td>
</tr>
<tr>
<td>Proposed public engagement approach and proposal team’s experience in conducting successful stakeholder engagement for similar projects.</td>
<td>20%</td>
</tr>
<tr>
<td>Creativity in the approach to the project.</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**EVALUATION OF PROPOSALS**

The City of Rochester reserves the sole right to evaluate and select the successful proposal. An Evaluation Committee will evaluate all proposals in accordance with the criteria set forth above. The City will reserve the right to invite firms to make an oral presentation to the Consultant Selection Committee.

Federal guidelines for qualifications-based competitive proposal procedures require that:

1. An offeror’s qualifications are evaluated;
2. Price be excluded as an evaluation factor;
c. Negotiations be conducted with only the most qualified offeror; and

d. Failing agreement on price, negotiations with the next most qualified offeror be conducted until a contract award can be made to the most qualified offeror whose price is fair and reasonable to the grantee.

DISADVANTAGED BUSINESS ENTERPRISE GOALS

This contract is subject to the City of Rochester’s Destination Medical Center Targeted Business Enterprise Utilization Plan which outlines goals of:

A. Workforce employment: 4% for minorities and 6% for women.

B. TB participation: 4% of the total value for each construction project.

C. VBE Preference: Up to 6 percent preference when responding to solicitations. The preference is applied only to the first $1 million of the solicitation and will not exceed $60,000.

D. SBE Preference: Eligible verified small businesses with their principal place of business in Minnesota may receive up to 6 percent preference in the evaluation of their project proposal. The preference is applied only to the first $1 million of the solicitation and will not exceed $60,000.

Attachment D is the complete City of Rochester, Minnesota Destination Medical Center Targeted Business Enterprise Utilization Plan.

ATTACHMENTS AND RESOURCE LINKS

A. Rochester Downtown Circulator Map


C. American made Steel (MN Statute 469.44 Subd.6.)

D. City of Rochester’s Destination Medical Center Targeted Business Enterprise TBE Utilization Plan (MN Statute 469.44 Subd.7.)

Note Regarding Contract: Contract documents based on AIA Document B141, Parts 1 and 2, 1997 and AIA Document A201, 1997 subject to modification by the City Attorney will used for the contract.

E. Land Use and Economic Development Rating Categories and Factors
APPENDIX A: ROCHESTER DOWNTOWN CIRCULATOR MAP
APPENDIX B: FEDERAL 3RD PARTY CONTRACT PROVISIONS  (PROFESSIONAL SERVICES/ A & E)

Please visit the following link for complete document.

https://www.tankbus.org/Portals/tankbus/Documents/FTA%20Required%20Clause%20List%202013-07-17.pdf
APPENDIX C: AMERICAN MADE STEEL (MN STATUTE 469.44 SUBD.6.)
469.44 CITY POWERS, DUTIES; AUTHORITY TO ISSUE BONDS.

Subdivision 1. Port authority powers. The city may exercise the powers of a port authority under sections 469.048 to 469.068 for the purposes of implementing the destination medical center development plan.

Subd. 2. Support to the corporation. The city must provide financial and administrative support, and office and other space, to the corporation. The city may appropriate city funds to the corporation for its work.

Subd. 3. City to issue debt. The city may issue general obligation bonds, revenue bonds, or other obligations, as it determines appropriate, to finance public infrastructure projects, as provided by chapter 475. Notwithstanding section 475.53, obligations issued under this section are not subject to the limits on net debt, regardless of their source of security or payment. Notwithstanding section 475.58 or any other law or charter provision to the contrary, issuance of obligations under the provisions of this section are not subject to approval of the electors. The city may pledge any of its revenues, including property taxes, the taxes authorized by sections 469.45 and 469.46, and state aid under section 469.47, as security for and to pay the obligations. The city must not issue obligations that are only payable from or secured by state aid under section 469.47.

Subd. 4. Local government tax base not reduced. Nothing in sections 469.40 to 469.47 reduces the tax base or affects the taxes due and payable to the city, the county, or any school district within the boundaries of the city, including without limitation, the city's general local sales tax.

Subd. 5. Project implementation before plan adoption. The city may exercise the powers under subdivision 3 with respect to any public infrastructure project commenced within the area that will be in the destination medical center development district after June 22, 2013, but before the development plan is adopted subject to approval by the corporation. Actions taken under this authority must be approved by the corporation to be credited against the local contribution required under section 469.47, subdivision 4, or to qualify for reimbursement of the city out of state aid paid under section 469.47, subdivision 3 or 5.

Subd. 6. American made steel. The city must require that a public infrastructure project use American steel products to the extent practicable. In determining whether it is practicable, the city may consider the exceptions to the requirement in Public Law 111-5, section 1605.

Subd. 7. City contracts; construction requirements. For all public infrastructure projects, the city must make every effort to hire and cause the construction manager and any subcontractors to employ women and members of minority communities. Goals for construction contracts must be established in the manner required under the city's minority and women-owned business enterprises utilization plan.

Subd. 8. Conduit bond issuance. (a) Upon the request of the corporation or the nonprofit agency, the city or its economic development authority shall issue revenue bonds or other similar obligations for a qualifying project. "Revenue bonds or other obligations" as used in this subdivision means bonds or other obligations issued under sections 469.152 to 469.165 or under chapter 462C, the interest on which is tax exempt. The city or its development authority shall use its best efforts to issue the bonds or other obligations as promptly and efficiently as possible following the request and the provision of the information and completion of the actions by the corporation or the nonprofit agency that are necessary for the issuance. Upon request of the corporation or nonprofit agency, the city or its economic development authority shall adopt methods and procedures that preserve the confidentiality of private donors or other private participants in the qualifying project, including structures and methods that do not require disclosing information on the
donors or participants to the city or its economic development authority, and shall segregate in separate accounts all funds related to a qualifying project from other city and authority funds.

(b) For purposes of this section, a "qualifying project" means a project, as that term is defined in section 469.153, or a project that would qualify for financing under chapter 462C, that:

(1) the corporation finds is consistent with and will further the goals of the development plan;

(2) is located in a medical development district; and

(3) has a commitment of private funding sources such as donations of money or in-kind contributions, other than revenues generated by the project, equal to at least ten percent of the total capital cost of the project.

Subd. 9. Public bidding exemption. (a) Notwithstanding section 469.068 or any other law to the contrary, the city need not require competitive bidding with respect to a parking facility or other public improvements constructed in conjunction with, and directly above or below, or adjacent and integrally related to, a private development financed or developed under the development plan.

(b) For purposes of this section, "city" includes the development authority established by the city.

History: 2013 c 143 art 10 s 7; 2015 c 1 s 7
APPENDIX D: CITY OF ROCHESTER’S DESTINATION MEDICAL CENTER TARGETED BUSINESS ENTERPRISE UTILIZATION PLAN (MN STATUTE 469.44 SUBD.7.)

Please visit the following link for complete document.

https://www.rochestermn.gov/home/showdocument?id=7538
CITY OF ROCHESTER, MINNESOTA DESTINATION MEDICAL CENTER TARGETED BUSINESS ENTERPRISE UTILIZATION PLAN

I. DECLARATION OF POLICY STATEMENT
It is the policy of the City of Rochester (City) to promote increased participation by qualified targeted business enterprises (TB) in all Destination Medical Center (DMC) public infrastructure project contracting.

II. OBJECTIVES
The objectives of the TB Plan are:
A. To provide businesses owned by minority, women, veterans and disabled persons an opportunity to participate in DMC public infrastructure construction and contracting.
B. To promote increased participation in workforce employment opportunities for women and minorities.
C. To provide procedures that will enable the City to fulfill DMC statutory requirements related to TB participation in DMC public infrastructure construction projects.

III. DEFINITIONS
Best Value Procurement (BVP) – A procurement process where price and other key factors can be considered in the evaluation and selection process to minimize impacts and enhance the long-term performance and value of construction.
Bidder – Any person, firm, partnership, corporation, association, or joint venture seeking to be awarded a public contract or subcontract. This term is extended to include proposers under the BVP process.
CERT – Central Certification Program administered by the City of St. Paul for small businesses, including those owned by minorities and women.
Contract – A mutually binding legal relationship or any modification thereof, obligating one party to furnish equipment or services, including construction and leases, and obligating the other party to pay for them.
Contractor – Any person, firm, partnership, corporation, association or joint venture which has been awarded a DMC public infrastructure contract.
Development Assistance Agreement – A binding document between a developer of a DMC public infrastructure project and the City, which specifies the obligations of both parties and the terms of any public assistance that may be provided.
Goal – The aspirational percentage of TB participation and workforce participation for each construction project.

Low Bidder - Any person, firm, partnership, corporation, association, or joint venture awarded a DMC related public infrastructure contract or subcontract that provides the lowest responsible and responsive bid or has been selected for award of contract through the best value procurement process.

MnUCP - Minnesota Unified Certification Program established to certify Minnesota M/WBE firms and provide a directory of contractors for transportation related projects.

M/WBE – A minority- owned or woman- owned small business enterprise certified by the MnUCP, TG/ED or CERT.

Project Developer – The entity that is undertaking a DMC public infrastructure project.

Public Infrastructure Project - "Public infrastructure project" means a project financed in part or in whole with public money in order to support a project, as identified in the DMCC development plan. A public infrastructure project may:

(1) acquire real property and other assets associated with the real property;

(2) demolish, repair, or rehabilitate buildings;

(3) remediate land and buildings as required to prepare the property for development;

(4) install, construct, or reconstruct elements of public infrastructure required to support the overall development of the destination medical center development district including, but not limited to, streets, roadways, utilities systems and related facilities, utility relocations and replacements, network and communication systems, streetscape improvements, drainage systems, sewer and water systems, subgrade structures and associated improvements, landscaping, façade construction and restoration, wayfinding and signage, and other components of community infrastructure;

(5) construct or reconstruct, and equip parking facilities and other facilities to encourage intermodal transportation and public transit;

(6) install, construct or reconstruct, furnish, and equip parks, cultural, and recreational facilities, facilities to promote tourism and hospitality, conferencing and conventions, and broadcast and related multimedia infrastructure;

(7) make related site improvements including, without limitation, excavation, earth retention, soil stabilization and correction, and site improvements to support the destination medical center development district;

(8) prepare land for private development; and

(9) construct and equip all or a portion of one or more suitable structures on land owned by the city for sale or lease to private development; provided, however, that the portion of any structure directly financed by the city as a public infrastructure project must not be sold or leased to a medical business entity.
Small Business Enterprise (SBE) – An entity certified as a small business under MnUCP, TG/ED or CERT.

Subcontractor – Any named person, firm, partnership, corporation, association, or joint venture identified in a public contract that supplies any work, labor, services, supplies, equipment, materials, or any combination of the foregoing under contract with the Contractor.

TB – Targeted Business - Economically Disadvantaged Small Business Enterprise with majority ownership held by minority, women, veterans, or disabled persons.

TG/ED – Targeted Group / Economically Disadvantaged Small Business Program administered by the Materials Management Division of the Minnesota Department of Administration.

Veteran-Owned Business - A small veteran-owned business (VBE) is a firm certified as a Service-Disabled Veteran Owned Small Business (SDVOSB) or a Veteran Owned Small Business (VOSB) by the United States Department of Veteran Affairs. Each VBE also must be a Minnesota-based business.

IV. ADMINISTRATION OF THE TB PROGRAM
The City Administrator or his designee shall direct implementation of this program. The City may contract with other governmental or nongovernmental persons or entities to administer the program on behalf of the City.

V. GOALS
The following goals for workforce participation, TB contracting and VBE and SBE preferences represent current targets and may be adjusted to meet changing business conditions or specific project needs.

A. Workforce employment: 4% for minorities and 6% for women.
B. TB participation: 4% of the total value for each construction project.
C. VBE Preference: Up to 6 percent preference when responding to solicitations. The preference is applied only to the first $1 million of the solicitation and will not exceed $60,000.
D. SBE Preference: Eligible verified small businesses with their principal place of business in Minnesota may receive up to 6 percent preference in the evaluation of their project proposal. The preference is applied only to the first $1 million of the solicitation and will not exceed $60,000.

VI. CERTIFICATION
Directories to facilitate identifying TBs with stated capabilities relative to general contracting, procurement, and professional service requirements are available under MnUCP, TG/ED or CERT.
VII. DMC CONTRACT BID REQUIREMENTS

A. Evidence of compliance with bid documents.
All DMC public infrastructure project Bidders are required to submit evidence to the Project Developer, with their bid documents, demonstrating compliance with and commitment to the outreach goal or, alternatively, good faith efforts towards compliance. Before the contract is awarded, the Bidder shall submit evidence of its compliance with the requirements of the plan in a form prescribed by the City.

B. Commitment to goal.
Before a contract is awarded, the selected bidder on a DMC related public infrastructure project contract must submit evidence to the Project Developer, such as letters of intent to contract, that it has or will enter into binding contracts with certified subcontractors whose contract dollar amounts meet or exceed the levels of participation established, or have documented that they have engaged in good faith efforts as required under Section IX of the Plan.

If a VBE preference is being applied in a solicitation, the solicitation document will include language and a form relative to the preference. Eligible VBE small businesses should complete the VBE Preference Form, and include any required documentation. Only eligible, verified, VBE small businesses that provide the required documentation will be given the preference.

If a SBE preference is being applied in a solicitation, the solicitation document will include language and a form relative to the preference. Eligible SBEs should complete the SBE Preference Form, and include any required documentation. Only eligible, verified, SBEs that provide the required documentation will be given the preference.
VIII. TB PROGRAM MONITORING AND THE USE OF VOLUNTARY GOALS

A. General Program Monitoring

In order to monitor the implementation of the City’s plan to provide TBs an opportunity to participate in a DMC public infrastructure project construction, participation at each stage of the contracting process will be documented and reported by the Contractor on forms prescribed by the City. This will include such efforts as: The number of solicitations sent to TBs; The number of bids submitted by TBs; The number of contracts and subcontracts awarded to TBs; and The value of contracts and subcontracts awarded to TBs.

The degree of participation by TB contractors and TB suppliers in contracts awarded will be calculated as follows:

1. When a TB participates in a contract, count only the value of the work actually performed by the TB toward the TB Goal.
   (a) Count the entire amount of that portion of a contract that is performed by the TB’s own forces. Include the cost of supplies and materials obtained by the TB for the work of the contract, including supplies purchased or equipment leased by the TB (except supplies and equipment the TB Subcontractor purchases or leases from the Construction Manager or its affiliate).
   (b) Count the entire amount of fees or commissions charged by a TB firm for providing a bona fide service, such as professional, technical, consultant, or managerial services, or for providing bonds or insurance specifically required for the contract, toward TB Goal, provided the fee is reasonable and not excessive as compared with fees customarily allowed for similar services.
   (c) When a TB subcontracts part of the work of its contract to another firm, the value of the subcontracted work may be counted toward Targeted Business goals only if the TB’s Subcontractor is itself a Targeted Business. Work that a TB subcontracts to a non–Targeted Business firm does not count toward TB Goal.

2. A Targeted Business certified as a supplier may perform both the supplier role and broker role under the same contract. Items purchased directly and solely by the Targeted Business supplier from the manufacturer will be counted at the supplier value of 60%. Items purchased directly and solely by the Targeted Business supplier from another supplier or wholesaler will only count at the broker rate of 5%.
C. Job Site Monitoring
1. On forms prescribed by the City, Contractors will complete monthly employment utilization reports to allow monitoring of targeted workforce employment performance.
2. These utilization reports must be completed by all Contractors. General Contractors and construction managers will collect employment data from subcontractors.

IX. PROCEDURES TO ENSURE THAT CONTRACTORS MAKE GOOD FAITH EFFORTS TO PROVIDE EQUAL OPPORTUNITY TO TBS IN DMC PUBLIC INFRASTRUCTURE CONSTRUCTION PROJECTS
A. Documentation of Good Faith Efforts
For construction contracts, bidders shall submit documentation to the Project Developer that they have made sufficient good faith efforts to provide equal opportunity for TBs certified with MnUCP, TG/ED or CERT to participate in subcontracting and significant material supplier opportunities available under the contract. During bid review, the Project Developer will make a determination of TB compliance.
All contracts between the Project Developer and a Contractor shall contain provisions to the effect that failure by the Contractor to adequately document good faith efforts to subcontract with TBs shall subject the Project Developer, if an entity other than the City, to enforcement remedies as defined under the terms of the Development Assistance Agreement.

B. Mandatory Acts of Good Faith Effort
1. Using the source lists provided by MnUCP, TG/ED or CERT the bidder, including those certified as TBs, shall solicit sub-bids and quotes from TBs with reasonable advance notice to ensure that TBs will have an adequate opportunity to respond. In soliciting sub-bids and quotes, the bidder shall furnish at least the following information:
   a. Bidder’s name, mailing address, email address and telephone number;
   b. Project location and description;
   c. Work to be subcontracted or materials purchased, including a specific description of the work involved;
   d. Location and availability of plans, drawings and specifications for review;
   e. The identity and contact information of the bidders’ contracting representative; and
   f. Location, date and time when sub-bids and quotes must be received by the bidder.
2. A bidder will consider all sub-bids and quotes received from TBs, not rejecting TBs as unqualified without sound reasons based on a thorough understanding of their capabilities. If a subcontract is not awarded to a TB, the bidder must document why.

C. Other Good Faith Effort Considerations

In determining whether the Contractor selected for the award has made good faith efforts, the Project Developer will evaluate all efforts made by the Contractor and will determine compliance and results of these efforts. The Project Developer will take into account any or all of the following:

1. Whether the Contractor attended any pre-solicitation or pre-bid meetings that were scheduled;
2. Whether the Contractor advertised in general circulation, trade association, and minority-focused media concerning the subcontracting opportunities;
3. Whether the Contractor provided written notice to a reasonable number of specific TBs that their interest in the contract was being solicited in sufficient time to allow the TBs to participate effectively;
4. Whether the Contractor followed up initial solicitations of interest by contacting TGBs to determine with certainty whether the TBs were interested;
5. Whether the Contractor selected portions of the work to be performed by TBs in order to increase the likelihood of meeting TB goals (including, where appropriate, breaking down contracts into economically feasible units to facilitate TB participation);
6. Whether the Contractor provided interested TBs with adequate information about the plans, specifications, and requirements of the contract;
7. Whether the Contractor negotiated in good faith with interested TBs, not rejecting TBs as unqualified without sound reasons based on a thorough investigation of their capabilities.

D. Determination of Program Compliance

1. Upon receipt of the TB documentation from the selected bidder, the Project Developer shall review the documentation and make initial determination as to whether or not the selected bidder is in compliance with the TB Plan.
2. Each Project Developer will monitor and document the project for compliance to the TB Plan provisions for the life of the contract.
3. The Project Developer, if an entity other than the City, shall make a determination on the adequacy of the good faith efforts and compliance with the TB and provide a certification of compliance to the City, which may be reviewed from time to time by the City.

F. City Review of Good Faith Effort Documentation and Program Compliance

All DMC public infrastructure contracts and certifications will be subject to periodic review by the City. For public infrastructure projects not undertaken by the City as the Project Developer, a finding by the
City that any of the information submitted is inaccurate, false or incomplete, will constitute grounds for a finding of an Event of Default under the terms of a Development Assistance Agreement. In the event that the inaccurate, false or incomplete information is such a severe violation of the intent of the TB Plan as determined by the City Council, then the City may choose to bar the Project Developer from future Public Infrastructure Projects for a time set by the City Council.
# Table 4. Economic Development Effects Criterion Subfactors

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<th>Subfactors</th>
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<tr>
<td><strong>I. TRANSIT-SUPPORTIVE PLANS AND POLICIES</strong></td>
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| a. Growth Management | • Concentration of development around established activity centers and regional transit.  
• Land conservation and management |
| b. Transit-Supportive Corridor Policies | • Plans and policies to increase corridor and station area development.  
• Plans and policies to enhance transit-friendly character of corridor and station area development.  
• Plans to improve pedestrian facilities, including facilities for persons with disabilities.  
• Parking policies. |
| c. Supportive Zoning Regulations Near Transit Stations | • Zoning ordinances that support increased development density in transit station areas.  
• Zoning ordinances that enhance transit-oriented character of station area development and pedestrian access.  
• Zoning allowances for reduced parking and traffic mitigation. |
| d. Tools to Implement Transit-Supportive Plans and Policies | • Outreach to government agencies and the community in support of transit-supportive planning.  
• Regulatory and financial incentives to promote transit-supportive development.  
• Efforts to engage the development community in station area planning and transit-supportive development. |
| **II. PERFORMANCE AND IMPACTS OF POLICIES** | |
| a. Performance of Transit-Supportive Plans and Policies | • Demonstrated cases of development affected by transit-supportive policies.  
• Station area development proposals and status. |
| b. Potential Impact of Transit Investment on Regional Development | • Adaptability of station area land for development.  
• Corridor economic environment. |
| **III. TOOLS TO MAINTAIN OR INCREASE SHARE OF AFFORDABLE HOUSING** | |
| a. Tools to Maintain or Increase Share of Affordable Housing | • Evaluation of corridor-specific affordable housing needs and supply.  
• Plans and policies to preserve and increase affordable housing in region and/or corridor.  
• Adopted financing tools and strategies targeted to preserving and increasing affordable housing in the region and/or corridor.  
• Evidence of developer activity to preserve and increase affordable housing in the corridor.  
• Extent to which plans and policies account for long-term affordability and needs of very- and extremely-low income households in the corridor. |