



City of Rochester, NY
Lovely A. Warren, Mayor

Request for Proposal for:

**MAIN STREET STREETSCAPE
& PEDESTRIAN WAYFINDING
ENHANCEMENTS
PHASE II
(State Street/Exchange Boulevard to St.
Paul Street/South Avenue)**

City Project No. 17316
NYSDOT P.I.N. 4CR009

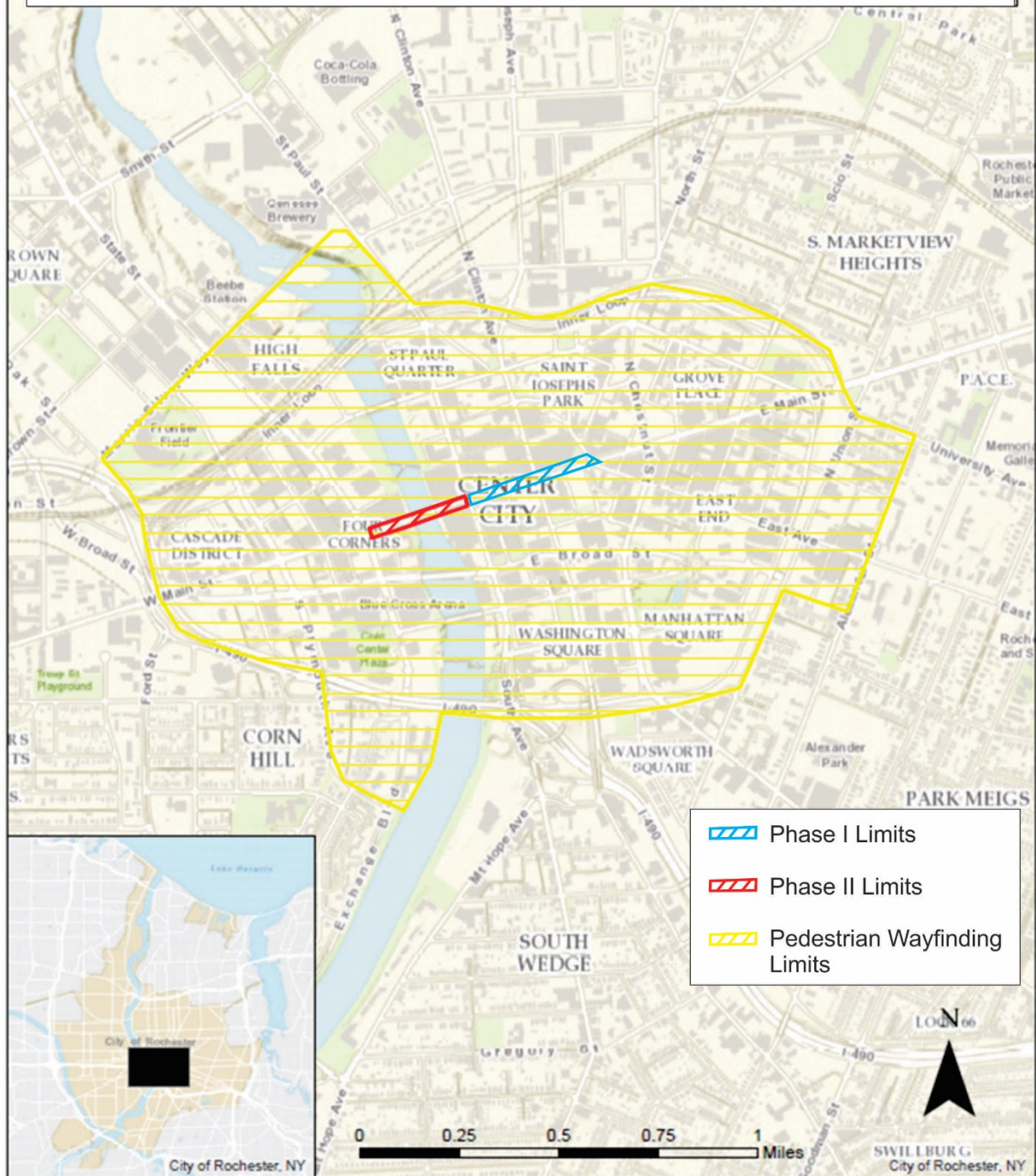
**City of Rochester, New York
Department of Environmental Services
Bureau of Architecture and Engineering Services**

**James R. McIntosh, P.E.
City Engineer**

September 5, 2017

MAIN STREET STREETESCAPE AND PEDESTRIAN WAYFINDING ENHANCEMENTS PHASE II

LOCATION MAP



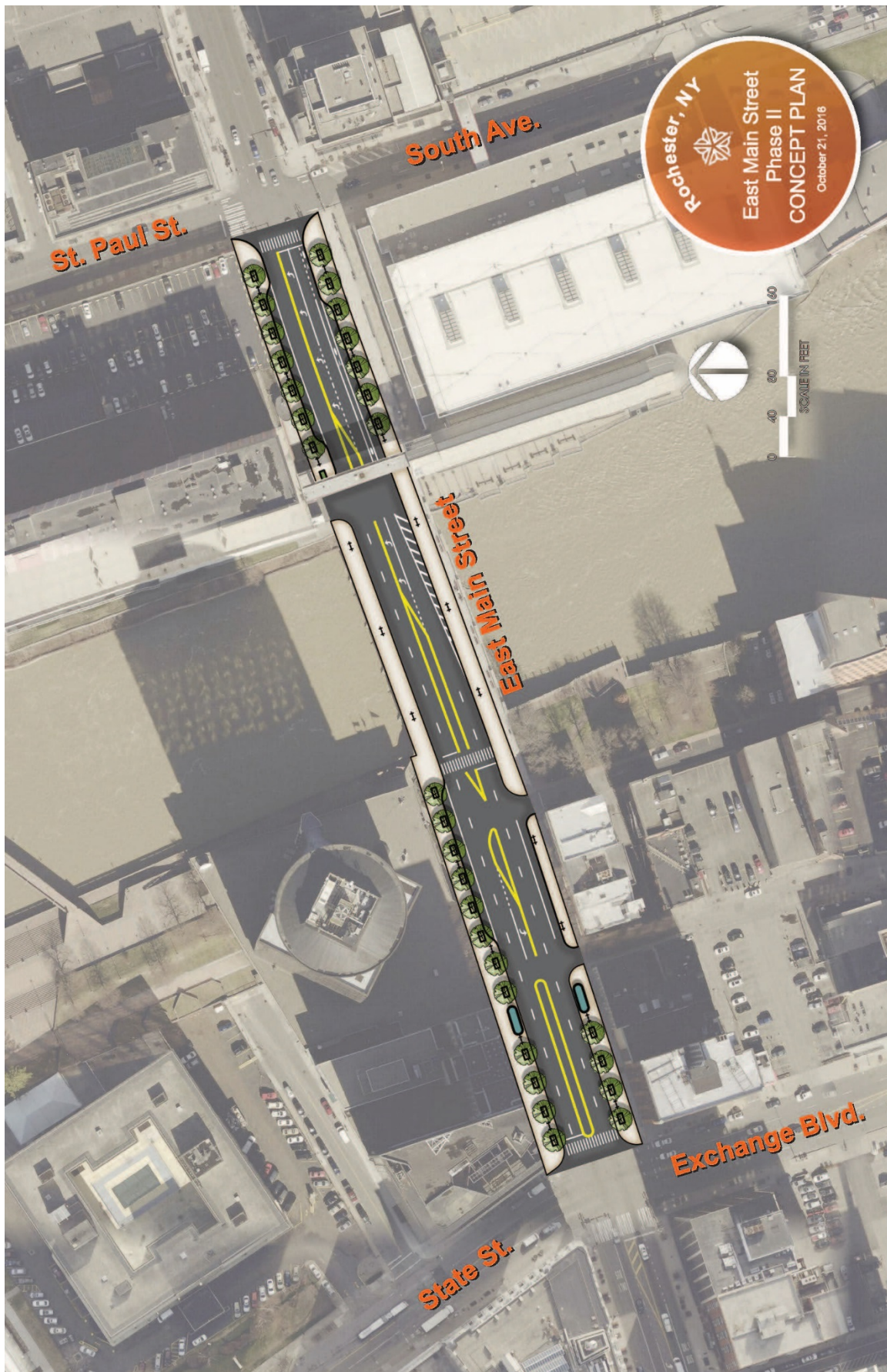


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1.0 GENERAL INFORMATION

Project Title and Location

Title: Main Street Streetscape & Pedestrian Wayfinding Enhancements Phase II (State Street/Exchange Boulevard to St. Paul Street/South Avenue)

Location: The project is located at the heart of Rochester's Center City. Streetscape improvements shall focus on extending the Phase I improvements west from St. Paul Street/South Avenue to State Street/Exchange Boulevard including the Main Street bridge over the Genesee River. The pedestrian wayfinding component of the project shall encompass the entire Center City area.

Pre-Proposal Meeting / Questions / Request for Clarification

A pre-proposal meeting will not be conducted for this project. Please direct questions or requests for clarification to the City Project Manager (see contact information below) in writing or by email no later than **Wednesday, September 13, 2017, 4:00 P.M.** The City's response to all queries will be provided to all parties who request to be informed.

RFP Schedule and Delivery Information

Submit the bound original and four (4) bound copies of the proposal by:

4:00 P.M. on Friday, September 22, 2017 to the following:

Jeffery J. Mroczek, R.L.A. – Senior Landscape Architect
City of Rochester
Bureau of Architecture & Engineering
City Hall, 30 Church Street, Room 300B
Rochester, N.Y. 14614

Inquiries and Project Management

For project related inquiries please contact the Project Manager at:

Jeffery J. Mroczek, R.L.A. – Senior Landscape Architect
City of Rochester
Bureau of Architecture & Engineering
City Hall, 30 Church Street, Room 300B
Rochester, N.Y. 14614
(585) 428-7124
jeff.mroczek@cityofrochester.gov

For an electronic version of this proposal, please go to the following web site:

<http://www.cityofrochester.gov/bidandrfp/>

2.0 BACKGROUND

The City has received a Transportation Alternatives Program (TAP) grant for the Main Street Streetscape & Pedestrian Wayfinding Enhancement Phase II project. Utilizing the NYSDOT Region 4 Local Design Services Agreement (LDSA), the City seeks to obtain professional engineering and landscape architecture design services for the project. The project scope shall include the following: data collection & analysis; preliminary design; environmental; detailed design; advertising; bid opening and award; construction support, and; construction inspection.

The last full reconstruction of Main Street (Plymouth Avenue to Chestnut Street) occurred in the late 1980's. The 30 year old improvements are nearing the end of their functionality and their age is beginning to show. The decorative paver sidewalks have begun to fail, resulting in a significant ongoing maintenance cost to the City and adjacent property owners and posing a serious liability concern. Likewise, the corridor has outdated or inconsistent appurtenances such as pay phones, information kiosks and trash receptacles that hinder the appearance and functionality of Main Street. The curb to curb pavement width was designed to accommodate greater vehicular traffic flows than presently exist along with significant bus movement and queuing that has since been relocated to the new transit center. A lack of any curb-side parking has significantly hindered retail development along the corridor.

Center City is experiencing a surge of investment after decades of decline. Numerous redevelopment efforts are underway that will bring considerable new retail opportunities, residents, workers, hotel rooms, and scores of new visitors. The functional and aesthetic quality of Main Street is of paramount importance to our city and region's economic development and quality of life. The 30 year old streetscape does not meet the needs of a modern and energized Center City.

With the assistance of Federal, State, local and private funding the City is implementing Phase I of a reimagined Main Street between St. Paul Street / South Avenue in the west and Franklin Street / East Avenue in the east. The project will provide a re-imagined Main Street to complement the surge of public and private development taking place in Center City and to provide the physical infrastructure, amenities and aesthetic presence reflective of the region's cultural and economic heart. The project will rehabilitate the existing pedestrian, bicycle and vehicular facilities throughout the corridor.

Substantial completion of the Phase I improvements is anticipated by the end of the 2017 construction season.

3.0 PROJECT DESCRIPTION

The Main Street Streetscape & Pedestrian Wayfinding Enhancements Phase II (St. Paul Street/South Avenue to State Street/Exchange Boulevard) project will extend the improvements designed and implemented as part of the Phase I project westward to the State / Exchange intersection. The full palette of Phase I improvements shall be extended, including:

- Broom finish concrete sidewalks with permeable accent pavement;
- Benches, bicycle parking, and trash receptacles;
- Charging stations for phones and computers;
- Electrical outlets for street tree lighting and special events;
- New street trees planted in enlarged and curbed tree pits with structural soils utilized under the surrounding pavements;
- Under-plantings of shrubs and perennials for seasonal interest;
- Play elements (hopscotch, maze, bronze inlays, and lending library) integrated into the pedestrian zone;
- Salvaged and reinstalled historic markers;
- LED street lighting with banner arms, decoration brackets and GFI outlets;
- Recessed parking with handicapped accessible spaces;
- Travel lane reconfiguration to accommodate on-street bicycle facilities;
- Utility upgrades and adjustments;
- Mill and overlay of existing pavement;
- Traffic signs, signals and striping as needed.

In addition to the Phase I elements noted above there are additional factors to be evaluated as part of the design effort, including:

Wayfinding Signage

In 2007 the City completed the Center City Signage project. This signage system directs incoming vehicular traffic to significant destinations throughout the Center City using greater than 200 color coded quadrant based signs.

Building upon the success of the vehicular wayfinding system the City completed the *Center City Pedestrian Circulation & Wayfinding Study* in 2012 (See Appendices D and E). This study set forth recommendations for the development of a new pedestrian wayfinding system to provide clear and direct orientation and connections, allowing visitors to effortlessly navigate Center City. The study developed a system of five sign types (major and minor kiosks, directional sign, midblock map, interpretive/trailblazer) complete with concept level graphics, manufacture and installation detailing, typography, destination hierarchy, sign placement, and cost estimating.

The Phase I project designed, and is installing, 10 major kiosks along the Main Street corridor between Plymouth Avenue and Gibbs Street. Utilizing the recommendations of the 2012 study and the graphics developed for the Phase I kiosks, the consultant shall provide concept and detailed design of the additional sign types (not including

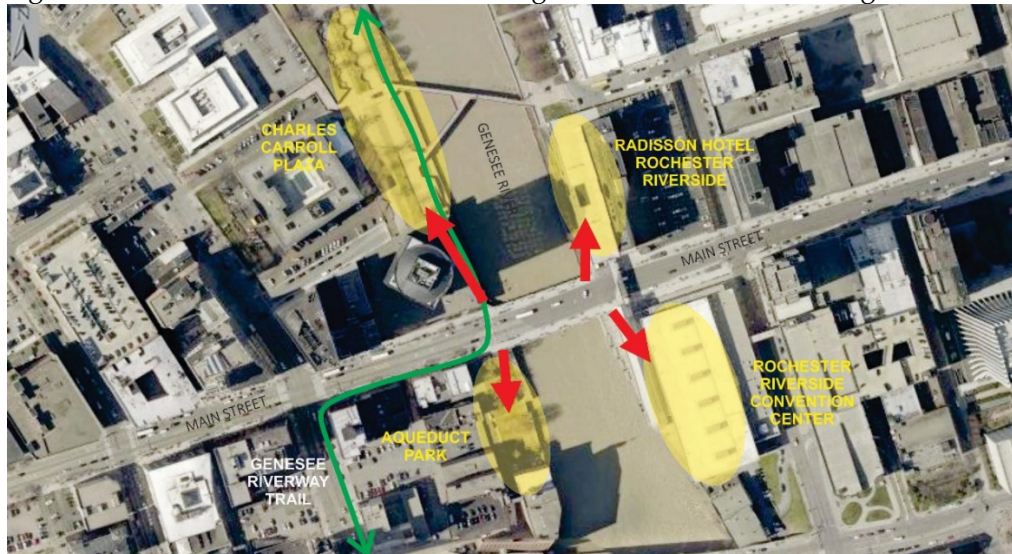
interpretive/trailblazer). Detailed design shall include specifications and details, graphic content, location mapping, message scheduling, and cost estimates. The project shall implement the remainder of the system, potentially including additional kiosks, to the extent feasible.



Center City Pedestrian Circulation & Wayfinding Study Sign Types (not including Phase I wayfinding kiosks)

Riverfront Connectivity

The Main Street Bridge spans the river at the heart of the Phase II project. In addition to providing vehicular and pedestrian access over the river it provides direct connectivity to Charles Carroll Plaza in the northwest, Radisson Hotel Rochester Riverside in the northeast, Rochester Riverside Convention Center and terrace in the southeast, and to Aqueduct Park in the southwest. Additionally, the Genesee Riverway Trail connects through downtown utilizing the crosswalk on the west end of the bridge – travelling north through Charles Carroll Plaza and south along Main Street and Exchange Boulevard.



Main Street Bridge Riverfront Connectivity

The City DES Architecture Division is presently preparing the design of improvements to Charles Carroll Plaza and the Convention Center Terrace. While both projects' primary goal is to repair underlying structural deficiencies, each space desires to implement

surface level improvement to provide enhanced park and public spaces with improved public access, utility, amenity, and riverfront access.

The Consultant shall coordinate efforts with the City DES Architecture Division Project Managers, and consider Aqueduct Park and the Radisson Hotel, to ensure maximum connectivity to and from Main Street



Charles Carroll Plaza Conceptual Entrance from Main Street

RGRTA Bus Shelters

There are two existing bus shelters in the project corridor that remain from the late 1980s project. The shelters are expensive to maintain, are nearing the end of their functional life, and do not compliment the aesthetic of the contemporary streetscape design. The Consultant shall explore the alternatives of repair and upgrade versus removal and replacement of the shelters.

The Consultant shall explore the costs and feasibility of removal and replacement of the shelters with a more contemporary structure that compliments the streetscape aesthetic. RGRTA's College Town shelters (manufactured by Brasco International) are a benchmark in terms of aesthetic, functionality and amenity. The shelters include features such as bike racks, seating and lean rails, lighting, trash receptacles, video surveillance, heat, and digital signage displaying messaging and real-time RTS arrival data. Coordination with and buy-in from RGRTA shall be critical.



Existing 1988 Era Bus Shelter



College Town Shelter

4.0 DRAFT SCOPE OF SERVICES*

The consultant shall perform all phases of basic engineering services, consistent with the NYSDOT's Procedures for Locally Administered Federal Aid Projects, including:

Section 1	General
Section 2	Data Collection & Analysis
Section 3	Preliminary Design
Section 4	Environmental
Section 5	Right-of-Way
Section 6	Detailed Design
Section 7	Advertising, Bid Opening and Award
Section 8	Construction Support
Section 9	Construction Inspection
Section 10	Estimating & Technical Assumptions

- * A Draft Scope of Services is provided for assistance with preparation of Proposals. A final scope of services shall be developed in conjunction with the selected consultant.

5.0 FEDERAL REQUIREMENTS

1. DISADVANTAGED BUSINESS ENTERPRISE (DBE)

This project has a 20% DBE utilization goal.

The Consultant must comply with NYSDOT's adopted Disadvantaged Business Enterprise (DBE) Program Plan, which reflects federal rules and regulations (see Chapter 13 of NYSDOT's Procedures for Locally Administered Federal Aid Projects). DBE prime consultants and subconsultants must be used when possible. Such steps include good faith efforts (GFEs) as defined in [49 CFR 26, Appendix A](#)¹ to solicit DBE firms and, when feasible, organize the project schedule and task requirements to encourage participation by DBE firms. DBE firms must perform a Commercially Useful Function (CUF) as defined in [49 CFR 26.55\(c\)](#)² a role in which a firm is responsible for the execution of a distinct element of work on a contract and carries out its responsibilities by actually performing, managing and supervising the work involved. The prime consultant has the responsibility to solicit DBEs as subconsultants or vendors for work appropriate to the subcontract. If a DBE subconsultant is unable to perform, the prime consultant must make a good faith effort to replace that subconsultant with another DBE subconsultant. Good faith efforts must be documented by the prime consultant and verified by the City. For the prime consultant and for every DBE utilized, every firm needs to enter its Affirmative Action/Equal Employment Opportunity/DBE Officer information into the Equitable Business Opportunities (EBO) reporting system NYSDOT provides on its website.

Prime consultant and sub-consultants are required to report contract payment data for Locally Administered Federal Aid Projects in NYSDOT's EBO software. Sub-consultants (DBEs) must enter the date(s) they received payments from the prime consultant.

2. PRE-NEGOTIATION AUDIT

Pre-negotiation audits of all selected Consultants are required for all federally aided consultant contracts per [23 CFR 172.7](#).³

¹ <http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=1bdaae1bf3456467ccd7368d39f1aaa0&rgn=div9&view=text&node=49:1.0.1.1.20.6.18.6.12&idno=49>

² <http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=1bdaae1bf3456467ccd7368d39f1aaa0&rgn=div8&view=text&node=49:1.0.1.1.20.3.18.8&idno=49>

³ <http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=81e444a8c067adf3b384f8379edf6414&rgn=div8&view=text&node=23:1.0.1.2.3.0.1.4&idno=23>

6.0 PROJECT SCHEDULE

- LDSA RFP Issued Tuesday, September 5, 2017
- Questions / Requests for Clarification Due* Wednesday, September 13, 4:00 PM
- Questions / Clarification Response Issued* Friday, September 15
- Proposal Due Date Friday, September 22, 4:00 PM
- Selection Committee Determination / Selection Week of October 2-6
- Scope & Fee Negotiation Week of October 9-13
- City Council Authorization Tuesday, November 14
- Notice To Proceed December 2017
- Letting Date March 2019
- Construction Completion November 2019

*Note: A pre-proposal meeting will not be conducted for this project. Please direct questions or requests for clarification to the City Project Manager in writing or by email no later than **Wednesday, September 13, 2017, 4:00 P.M.** The City's response to all queries will be provided to all parties who request to be informed.

7.0 PROPOSAL REQUIREMENTS

Proposals must be succinct and all pages must be numbered. **In no case shall specified page maximums in any section be exceeded.** Boilerplate and glossy promotional materials are discouraged; any such materials deemed necessary should be included as a separate appendix and may or may not be considered as part of the evaluation. All components of the Technical Proposal listed below shall be on 8-1/2" x 11" pages with the exception of items 3. and 4. which may be on 11"x17" pages.

The Technical Proposal shall address the following:

- 1) **Transmittal Letter** (1 page max)
- 2) **Project Assessment:** (4 single-sided pages max):
This assessment shall demonstrate the consultant and team's:
 - Experience with similar streetscape projects and the Federal-Aid process;
 - Familiarity with the project area;
 - Understanding of the proposed project and its various tasks and proposed unique approach for all services to be provided, including all multi-disciplinary engineering & landscape architectural services;
 - Approach to public engagement and meetings, and;
 - Understanding of the proposed Draft Scope of Services with a discussion of significant alternate task proposals.
- 3) **Schedule** (1 page max):
Provide a detailed Gantt chart schedule for completing the tasks outlined in this RFP. Key submittal and approval milestones, advisory committee meetings and, public meetings through completion of construction shall be highlighted.
- 4) **Team Organization** (1 pages max.):
Makeup of the project team, including sub-consultants, with a detailed organizational chart. Include identification of the **key** project team members by name, field of expertise, specific responsibilities on the project and the **estimated number of hours** each specific individual will work on the project. No fees or wages shall be submitted with this proposal. Identify which firms are certified DBE firms and indicate estimated overall DBE participation percentage.
- 5) **Resumes:**
Include for all **key** project team members (consultant or sub-consultant) not included in the original LDSA submittal.
- 6) **Relevant Firm Experience, Recent Clients, & Relevant Projects** (2 pages max):
Include a list of **relevant** and **related** projects including dates when work was performed and the type of work services performed. For three (3) of the listed projects include name, address, and contact information of the client contact person. Listed work shall have been completed by the proposed project personnel.

8.0 PROPOSAL EVALUATION AND CONSULTANT SELECTION

A selection committee will review all proposals using the below listed criteria. The committee will then select the most highly qualified firm whose proposal that, in their judgment, indicates the best opportunity for a completely successful project.

Selection Criteria:

- Project Team
 - Including management and team members (prime and sub-consultants);
- Project understanding, approach and proposal clarity
- Relevant Experience
 - Urban streetscape design
 - City projects and project area
 - Federal / LAFAP requirements and procedures
- DBE goal attainment

Your proposal SHALL NOT include any proposed design fees. The selected firm will be provided a copy of the draft agreement and will be asked, based upon that agreement, to submit three copies of the project team's initial staffing, hours, and fee schedule presented in the NYSDOT Shell iii format, which will be used as the initial basis for the negotiation of the scope. The Shell iii document will only be requested from the selected firm and will not be used as a basis of the initial selection.

If the scope and fee negotiation is initiated and a satisfactory resolution cannot be reached within a reasonable time, the City reserves the right to proceed to another firm and proceed as above. The City also reserves the right to postpone or cancel the project. The City may request to meet with the consultants at any time for further clarification of the Proposal.

The City will enter into a Professional Service Agreement with the selected consultant.