

Request for Qualifications

Date: February 27, 2023

City of Rochester Street Liaison Program RFQ



REQUEST FOR QUALIFICATIONS CITY OF ROCHESTER STREET LIAISON PROGRAM

Issued: **February 27, 2023**

Qualifications Due: **March 13, 2023**

I. Purpose.

The City of Rochester is soliciting a request for qualifications (RFQ) for a Street Liaison position (s) in each of the four (4) quadrants of the city of Rochester (Northwest, Northeast, Southwest and Southeast, Downtown).

Northwest corridors: (4) Lyell Avenue/Dewey Avenue, Lake Avenue and West Ridge Road

Northeast corridors: (4) Joseph Avenue/Portland Avenue, Hudson Avenue and Public Market Area

(1) N. Clinton (Spanish speaking Liaison)

Southwest corridors: (6) West Main Street/Chili Avenue/Jefferson Avenue/South Plymouth

Brooks Avenue/Thurston Road-Arnett Boulevard/Genesee Street

Southeast corridors: (5) S. Clinton Ave (Linden Ave to Byron)/South Avenue (Byron to Linden)

Monroe Ave/Goodman Plaza/E. Main (Goodman to Culver).

The Street Liaison will work closely with the City of Rochester's (City) Neighborhood Service Center Bureau (NSC) at accomplishing the goals and objectives established in each quadrant. The program will be funded by the Federal Community Development Block Grant Program (CDBG) and or Professional Service Agreement Funds. If additional funding is utilized from other sources, it will be noted within each respective Street Liaison agreement. The City and the Business Association in each quadrant will review qualifications and make a selection for each quadrant based on criteria stated in Section VII. In the event that the City determines the Business Association of a quadrant has a conflict of interest, the City alone will review the responses and make the selection for that quadrant based on the criteria stated in Section VII.

All materials submitted shall become the property of the City of Rochester and will be subject to the NYS Freedom of Information Law (FOIL). If any proprietary information is submitted with the qualifications, it must be clearly identified and a request to keep such information confidential must be submitted.

II. Program Description.

The Street Liaison is expected to deliver essential services to the business community within targeted commercial corridors found in their respective quadrants by providing access to information to support business growth, attracting new businesses and supporting economic development in neighborhood business corridors.

The agreements will be in effect from **July 1, 2023 through June 30, 2025.**

III. Scope of Services.

By acting as the liaison, it is expected that the Consultant maintains customer service as an important core value and commits to deliver these services with the highest level of professionalism.

Deliverables include:

- Function as a liaison between the consultant, the City of Rochester Business Development Team, NSC Administrators and neighborhood businesses.
- Meet the following annual goals:
 1. Facilitate a minimum of \$100,000 in new investment in designated business corridors.
 2. Assist in the retention of 30 jobs and creation of 20 new jobs.
 3. Submit a minimum of 10 qualified leads to the Division of Business Development.
 4. Meet goal of 80% occupancy rate in neighborhood business corridors.
 5. Attend 80% of business association meetings.
 6. Attend a minimum of four (4) quadrant meetings.
- Provide detailed reports (Attachment B) of business activities and concerns faced by businesses to City of Rochester staff by the 5th of each month.
- Work collaboratively with business associations and City of Rochester staff to attract and populate business corridors with products and services, including workshop presentations that meet the consumer needs of the local and greater community.
- Work collaboratively with other quadrant Street Liaisons and other interested citizens to share information and best practices for replication and successful business growth. Attend Street Liaison Meetings hosted by the City of Rochester, NSC office.
- Facilitate business recruitment functions that attract new businesses.
- Facilitate and promote the Shop the ROC program.
- Assist new and existing businesses with information and referral for effective permitting and compliance with regulatory requirements.

IV. Funding

The City of Rochester contract for services will be **up to \$25,000** for each quadrant. Funding will be from Community Development Block Grant funding. Amounts may be less depending upon the amount of time a Street Liaison works within their respective areas.

V. Eligibility.

To be eligible to be considered as a Liaison, applicants shall:

- A) Be a legally established organization and be in good standing with the City of Rochester.

- B) Have a minimum of **5 years'** experience in working with businesses and assisting with their growth and development.
- C) Submit qualifications for their own agency. Qualifications for a collaborative effort which involves two or more agencies will not be accepted.
- D) Respondents shall submit proof of insurance for at least \$1 million for general liability, with a copy of a policy endorsement naming the City of Rochester, 30 Church Street, Rochester, New York 14614 as additional insured. Additionally proof of workers' compensation and disability insurance is required.
- E) Provide a cost allocation plan which details how Community Development Block Grant funding will be assigned. This will include detail salaries, fringe benefits and overhead, etc. If indirect cost are being requested, an indirect cost plan is required.
- F) Adhere to federal regulations at 24 CFR part 84 or 85 concerning administrative requirements and adhere to all applicable CDBG circulars.
- G) Comply with the City of Rochester's subrecipient agreement (attached).
- H) The City will enter into agreements for this program only with organizations that are in compliance with federal regulations.

VI. Requirements.

Qualifications submitted shall include the following:

- A) Statement of organizational capacity and experience (attach resumes, organizational papers & description; insurance documentation [General liability, workers compensation and disability insurance], and program description).
- B) References and/or description of experience with similar projects.
- C) Cost proposal that shall include the salary, fringe and indirect costs associated with the personnel to be paid by Community Development Block Grant funds.
- D) Approach and methods to carry out the work.
- E) Staffing plan with resume(s) of those conducting the work.
- F) Statement of how consultant will maintain confidentiality of private information received as a Street Liaison.

VII. Reporting.

- A) Report business corridor accomplishments and provide outcomes monthly to NSC Administrators regarding tasks coordinated within their offices.

- B) Provide copy of the list of businesses and organizations contacted, along with leads provided to Business Development (name and company overview, etc.).
- C) Details of businesses contacted and attracted to business corridors to reach goal of 80% occupancy rates.
- D) Names and addresses of businesses provided with information and support for effective permitting and compliance with regulatory requirements and business development opportunities.

VIII. Selection Process.

Each submission of qualifications will be evaluated by the City with input from the Business Association of each quadrant. The selection of a consultant is within the City’s sole discretion and will be based on the following criteria:

| Criteria Description | MAXIMUM SCORE | PROPOSAL SCORE |
|---|----------------------|-----------------------|
| Completeness and Quality of Proposal | 20 | |
| Statement of organizational capacity and experience (Including resumes, organizational papers & description; insurance documentation [General liability , workers compensation and disability insurance], and program description). Also, please provide references and/or description of experiences with similar project. | 30 | |
| Cost proposal. | 15 | |
| Approach and methods to carry out the work. | 20 | |
| Staffing plan with resume(s) of those conducting the work. | 10 | |
| Statement of how consultant will maintain confidentiality of private information received as a Street Manager. | 5 | |

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|---|--------------------------|---------------|
| Reviewers Name: Organization Name: | MAXIMUM SCORE 100 | TOTAL: |
|---|--------------------------|---------------|

IX. Deadline/Submission Requirements.

Three (3) Hard copy responses of the qualifications are due no later than **Monday, March 13, 2023 at 4:00 p.m.** to:

Daisy Algarin
Director, Bureau of Neighborhood Service Center
30 Church St., Room 221B
585-428-7711
Rochester, NY 14614

Decisions will be made on choosing consultants within seven (7) days of the submission deadline. The City reserves the right not to choose a consultant.

The City of Rochester reserves the right to alter all aforementioned deadlines as necessary. The City may request additional information, amend (upon notification to all vendors) and/or withdraw the RFQ for any reason. The City shall have no liability for any costs incurred by organizations in preparing their qualifications.

All questions concerning this RFQ shall be referred to only Daisy Algarin, through email at the following address: Daisy.Algarin@Cityofrochester.gov.