

SECTION I CONTRACTUAL SERVICES TERMS AND CONDITIONS

I-A PURPOSE

The purpose of this Request for Proposals (RFP) is to obtain quotations for a consultant to conduct a retail and commercial market study as well as strategies for south Lansing, MI. This RFP will be administered by the Lansing Economic Development Corporation (LEDC).

The contract awarded from this solicitation will be a lump sum/fixed price contract.

I-B ISSUING OFFICE AND CONTRACT MANAGER

This RFP is being issued by the LEDC. The LEDC is the sole point of contact with regard to all procurement and contractual matters relating to the services described herein. The LEDC is authorized to change, modify, amend, alter, clarify, etc., the specifications, terms, and conditions of this RFP and any contract(s) awarded as a result of this Request. Upon receipt of the Contract Agreement it is anticipated that the LEDC Director of South and Outer Core will act as the Contract Manager for the length of the contract and that the LEDC will act as the SOLE POINT OF CONTACT throughout the procurement process as well as the term of the contract. All communications concerning this project must be addressed to:

Ken Szymusiak
Director, South and Outer Core
Lansing Economic Development Corporation (LEDC)
401 S. Washington Square, Suite 100
Lansing, Michigan 48933

I-D PRIME CONTRACTOR RESPONSIBILITIES

The Prime Contractor will be considered to be the point of contact with regard to contractual matters, including payment of any and all charges resulting from the anticipated contract. If any part of the work is to be subcontracted, responses to this RFP must include a list of subcontractors, including firm name and address, contact person, complete description of work to be subcontracted, and descriptive information concerning the subcontractor's organizational abilities. Upon review of RFP proposals, the Prime Contractor reserves the right to approve subcontractors for this project and to require the Primary Contractor to replace subcontractors found to be unacceptable.

I-H CONTRACT INVOICING AND PAYMENT

All invoices must reflect actual work done. Specific details of invoices and payments will be agreed upon between the LEDC and the Contractor after the proposed Contract Agreement has been signed and accepted by both the Contractor and the LEDC. Rates quoted in response to this Request are firm for the duration of the proposed contract; no price increase will be permitted.

I-I ACCESS TO RECORDS

The Contractor shall maintain reasonable records, including evidence that the services actually were performed and the identity of all individuals paid for such services, and shall allow access to those records by the LEDC.

I-J INDEMNIFICATION AND CONTRACTOR'S LIABILITY INSURANCE

The Contractor shall indemnify, defend, and hold harmless the LEDC or its subsidiaries from any damages that it may sustain through the negligence of the Contractor pertaining to the performance of this contract. The Contractor shall purchase and maintain such insurance to protect the LEDC and the city of Lansing from claims that might arise out of or as a result of Contractor's operations. The Contractor will provide and maintain its own public liability, property damage, and workers compensation insurance. The insurance shall be written for not less than any limits of liability required by law, and shall include contractual liability insurance, as applicable, for the Contractor's obligation for indemnification under this contract.

I-M NON-DISCRIMINATION AND UNFAIR LABOR PRACTICES

The Contractor and its subcontractors shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment or a matter directly or indirectly related to employment because of race, color, religion, national origin, age, gender, height, weight, marital status, or handicap.

The Contractor shall not violate 1980 Public Act 278, as amended, MCL 423.231, et seq, by entering into a contract with a subcontractor, manufacturer, supplier, or employer who has been found in contempt of court by a Federal Court of Appeals on not less than three occasions involving different violations during the proceeding seven years for failure to correct an unfair labor practice as prohibited by Section 8 of Chapter 372 of the National Labor Relations Act. Violations of the law after the start of this contract may result in termination of this contract.

I-N PRICES HELD FIRM

LENGTH OF TIME PRICES ARE TO BE HELD FIRM. All rates quoted in bidder's response to this RFP will be firm for the duration of the contract. No price changes will be permitted.

I-O ACCEPTANCE OF PROPOSAL CONTENT

The contents of this document and the proposal will become contractual obligations, if a contract ensues. The following constitute the complete and exclusive statement of the agreement between the parties as it relates to this transaction:

1. Final Executed Contract
2. This RFP (including subsequent written clarification provided in response to questions raised) and any Addenda thereto

Failure of the successful bidder to meet these obligations in an acceptable and timely manner may result in cancellation of the award.

The LEDC further reserves the right to interview the key personnel assigned by the successful bidder to this project and to recommend reassignment of personnel deemed unsatisfactory as well as to require primary contractors to replace subcontractors who are found to be unacceptable.

SECTION II WORK STATEMENT

II-A BACKGROUND/PROBLEM STATEMENT

With approximately sixty percent of the land and population of Lansing found south of the Grand River, there is no doubt that south Lansing stands as one of the city's economic engines. This geographic area serves as home to every economic sector including highly successful retail centers (Edgewood Blvd.) and some of the region's finest industrial parks. However, even with all the success stories there are serious difficulties facing economic development for this area.

South Lansing is a prime example of poor urban planning driven by the city's expanding boundaries into surrounding townships post World War II – the 1970's. As with most development that occurred across the country during this time period, land use in south Lansing was dedicated to serving automobile traffic. For many years this style of development was highly successful and south Lansing thrived as an inner ring suburb with great amenities and new housing that could not be provided in the city's more historic neighborhoods. However, as suburbanization has continued to spread further from the city's urban core, south Lansing has been left with major commercial areas that are now experiencing vacancy rates near 30% and many buildings that are in disrepair. South Lansing looks and feels like an urban township. For example:

- major thoroughfares with fast and large traffic volumes
- incongruent signage
- uncoordinated ingress / egress strategies
- "strip mall" style developments
- a complete lack of connectivity between commercial areas and neighborhoods
- total lack of walkability
- a lack of "centerness" or sense of place / identity
- a very complex expressway interchange

Yet, in spite of the negatives of south Lansing, the community has many unique features that can serve as building blocks for a prosperous future. Found within south Lansing are some of the region's largest employers including high profile manufacturers such as Barnes Aerospace, Pratt & Whitney, and Symmetry Medical. Additionally, south Lansing is surrounded by a network of expressways which provide easy access to surrounding communities including Grand Rapids, Detroit, Jackson and Flint. South Lansing is also served by many highly organized and active neighborhood groups whom are constantly striving to improve the quality of life for residents. The area also serves as a gateway to a growing township (Delhi) and school district (Holt).

A market study of this area of the city has never been commissioned, and it is a perfect opportunity to assess the current economic indicators as well as develop a plan which will outline areas of future growth. In particular we would like to investigate the potential growth of retail, commercial office and mixed-use development along south Lansing's main corridors: Martin Luther King Jr. Blvd., Cedar St., Pennsylvania Ave, and Waverly Rd. Additionally, we feel particular attention should be paid to several distinct intersections, including: MLK Blvd & Holmes Rd., Pleasant Grove Rd. & Holmes Rd., Cedar St. & Pennsylvania Ave., and Waverly Rd. & Jolly Rd.

These intersections have unique assets that present potential for significant redevelopment projects.

In closing, we are seeking a market study that can provide a road map to a successful south Lansing retail and office market, based on concrete data including guidelines to achieving future prosperity. The complexity of this study will be gathering information, and making accurate projections for distinctly different corridors and intersections within a very broad area.

II-B OBJECTIVES

There is a need to provide a market study *and* strategic plan for south Lansing. The market study is not limited to, but must include:

- An inventory of Retail, Commercial Office, and Mixed-use Development.

Examples of questions we would like answered in this study include, but are not limited to:

- Who are south Lansing's residents?
- Who is the business community's customer base?
- How much retail and office space can south Lansing maintain? What type? Where would it be best suited?
- Are there particular retailers we should be targeting for attraction? Why? Do we have their customer?
- Do we have indicators that reflect a need for mixed-use projects? If so, where?
- Are there new market opportunities we should be searching for in this economy?
- Are there particular land use and beautification strategies which should be implemented?
- Outside of the box, a strategic plan that uniquely addresses a sprawling, yet deteriorating urban inner ring. What should we do?

II-C TASKS

The following is a preliminary analysis of the major tasks involved for developing the end product of this project. The Contractor is not, however, constrained from supplementing this listing with additional steps, sub-tasks or elements deemed necessary to permit the development of alternative approaches or the application of proprietary analytical techniques.

1. The market study must include intercept surveys and focus groups to personalize the study. Also, traditional phone, business and demographic surveys. It must provide a sales gap analysis, determine the trade area and complete a competition comparison. As well as identification of business categories which should be targeted for recruitment strategies.
2. The market study must be successfully completed for the south Lansing target areas including the major commercial corridors and significant intersections outlined previously. Analysis should be focused on three primary categories: Retail, Commercial Office and Mixed-use development potential.
3. The consultant must hold a public meeting (primary audience will be business owners, neighborhood leaders, other stakeholders, as well as media) to explain why a market study is important, describe the market study process, what the goals are for the study and describe involvement and participation of the local economic development team, stakeholders and volunteers. The consultant must also hold a follow up public meeting, at the conclusion of the study (same targeted audience), and unveil the detailed results, what it specifically means to the business community and residents, as well as how the study will be implemented.
4. The consultant must provide comprehensive training to the LEDC staff on how to update and analyze the statistical information provided within the final report.
5. The market study will focus primarily on south Lansing with emphasis on the major corridors: Martin Luther King Jr. Blvd., Cedar St., Pennsylvania Ave., and Waverly Rd.; as well as the important intersections of: Martin Luther King Jr. Blvd. & Holmes Rd., Cedar St. & Pennsylvania Ave., Holmes Rd. & Pleasant Grove Rd., and Waverly Rd. & Jolly Rd.
6. The market study must be completed by September 18, 2009.
7. Once approved by the LEDC President, the consultant must issue fully completed, written market reports to Mayor Bernero, LEDC Board, and City Council. The consultant must also provide a pdf format read only format on one cd-rom.

II-D PROJECT CONTROL AND REPORTS

1. Project Control
 - A. The Contractor will carry out this project under the direction and control of the LEDC.
 - B. Although there will be continuous liaison with the Contractor team, the Contract Manager will meet with the Contractor's Project Manager for the purpose of reviewing progress and providing necessary guidance to the Contractor in solving problems which arise.
 - C. The Contractor will submit brief written monthly summaries of progress which outline the work accomplished during the reporting period; work to be accomplished during the subsequent reporting period; problems, real or anticipated, which should be brought to the attention of the Contract Manager; and notification of any significant deviation from previously agreed upon work plans.

- D. Within five (5) working days of the execution of the contract, the Contractor will submit to the Contract Manager for final approval, a work plan. This final implementation plan must include the following:
- 1) The Contractor's project organizational structure.
 - 2) The Contractor's staffing table with names and titles of personnel assigned to the project. This must be in agreement with staffing of the accepted proposal. Necessary substitutions due to change of employment status and other unforeseen circumstances may only be made with prior approval of the LEDC President.
 - 3) The project breakdown showing sub-projects, activities and tasks, and resources required and allocated to each.
 - 4) The time-phased plan in the form of a graphic display, showing each event, task, and decision point in your work plan.

2. Reports

Reports will be submitted on a monthly basis to the Contract Manager and a final report submitted two (2) weeks prior to the ending date of the contract. Information to be included in these reports will be discussed and agreed upon at the initial meeting of the Contractor and the Contract Manager following execution of the contract with subject to revisions based on the follow through process and information discussed.

SECTION III BIDDING INFORMATION

III-A PRE-BID MEETING/QUESTIONS

All questions must be submitted by March 25, 2009 and will be accepted only by e-mail to kszymusi@lansingmi.gov. All questions and answers will be shared as one document which will be posted on the Lansing EDC's website (www.lansingedc.com) on March 27, 2009 by 5:00 pm. No other contact will be allowed.

III-B PROPOSALS

To be considered, each bidder should submit a complete response to this RFP, using the format provided in Section IV. No other distribution of proposals is to be made by the bidder. The Technical Proposal should be signed in ink by an official of the bidding organization authorized to bind the bidder to its provisions. The Technical Proposal itself should include a statement as to the period during which the Technical Proposal itself remains valid. This period must be at least sixty days from the due date for responses to this RFP. However, the rates quoted in the PRICE PROPOSAL remain firm. **The price proposal must be in a separate and signed envelope.**

III-C ORAL PRESENTATION

Bidders who submit proposals may be required to make oral presentations of their proposals to the LEDC. These presentations provide an opportunity for the bidders to clarify the proposals through mutual understanding. The LEDC will schedule these presentations, if required.

III-D ECONOMY OF PREPARATION

Each proposal should be prepared simply and economically, providing a straightforward, concise description of the bidder's ability to meet the requirements of the RFP. Emphasis should be on completeness and clarity of content.

III-E SELECTION CRITERIA

Responses to this RFP will be evaluated based upon a two-step selection process. The first step is an evaluation of which bids are satisfactory to meet the requirements of the RFP. Bids will be graded on three criteria for this purpose.

1. Step I - Criteria for Satisfactory Bids
 - A. Proposal Content - The proposal should describe how the Contractor plans to address the objectives and tasks outlined in this RFP.
 - B. Capability and Qualifications - The written proposal should indicate the ability of the Contractor to meet the terms of the RFP, especially the time constraints, quality, and recency of projects similar to that described in the RFP.
 - C. Qualified Personnel - The written proposal should indicate the competence of personnel whom the bidder intends to assign to the project including education and

experience, with particular reference to experience on projects similar to that described in the RFP and qualifications of bidder's Project Manager and the Manager's dedicated management time as well as that of other key personnel working on this project.

2. **Step II - Selection and Award**

- A. Only those proposals that have determined satisfactorily meet the requirements described in the RFP will be considered for evaluation in Step II.
- B. Based on what is in the best interest of the LEDC, the contract will be awarded considering price, value, and quality of the bids that were approved in Step I.

III-F INDEPENDENT PRICE DETERMINATION

- 1. Each person signing the proposal certifies that she/he:
 - A. Is the person in the bidder's organization responsible within that organization for the decision as to the prices being offered in the proposal and has not participated (and will not participate) in any action contrary to 1.A., B. and C above; or
 - B. Is not the person in the bidder's organization responsible within that organization for the decision as to the prices being offered in the proposal but has been authorized, in writing, to act as agent for the persons responsible for such decision in certifying that such persons have not participated (and will not participate) in any action contrary to 1.A., B. and C above.
 - C. Right of Refusal: The LEDC reserves the right to reject any and all proposals, or any part thereof, or to waive any informality or defect in any proposal if it is in the best interest of the LEDC. All proposals, plans and other documents submitted shall become the property of the LEDC. Responses to this RFP are considered public information and are subject to discovery under the Freedom of Information Act.

III-G CHANGES IN THE RFP

Changes made to the RFP as the result of responses made to questions or concerns raised through correspondence will be put in writing to each vendor.

III-H SEALED BID RECEIPT

SEALED BID PROPOSALS MUST BE RECEIVED AND TIME-STAMPED IN THE LEDC OFFICE ON APRIL 17, 2009 by 5:00 PM. BIDDERS ARE RESPONSIBLE FOR TIMELY RECEIPT OF THEIR PROPOSAL. PROPOSALS WHICH ARE RECEIVED AFTER THE SPECIFIED DUE DATE AND TIME CANNOT BE CONSIDERED. PROPOSAL AND PRICE QUOTE MUST BE CONTAINED IN SEPARATE, SEALED ENVELOPES.

SECTION IV INFORMATION REQUIRED FROM BIDDERS

Bidder's proposal is to be submitted in the format outlined below. Each section of the proposal should be clearly identified with appropriate headings:

IV-A BUSINESS ORGANIZATION

State the full name and address of your organization and, if applicable, the branch office or other subordinate element that will perform, or assist in performing, the work hereunder. Indicate whether it operates as an individual, partnership, or corporation; if as a corporation, include the state in which it is incorporated. If appropriate, state whether it is licensed to operate in the state of Michigan. List all subcontractors; include firm name and address, contact person and a complete description of work to be subcontracted. Include descriptive information concerning subcontractor's organization and abilities.

IV-B STATEMENT OF THE PROBLEM

State in succinct terms your understanding of the problem(s) presented by this RFP.

IV-C MANAGEMENT SUMMARY

1. Narrative

Include a narrative summary description of the proposed effort and of the product(s) that will be delivered. If any support is to be provided by a subcontractor, said subcontractors are to indicate their capability and willingness to carry out the work. In addition, the information requested should be provided for each potential subcontractor.

2. Technical Work Plans

Provide a technical plan for accomplishing the work. Indicate the number of person-hours allocated each task. Include a Project Evaluation Review Technique (PERT)-type display, time related, showing each event, task, and decision point in your work plan.

3. Prior Experience

Indicate here prior experience of your firm which you consider relevant to the successful accomplishment of the project defined by this Request For Proposals. Include sufficient detail to demonstrate the relevance of such experience.

Proposals submitted should include, in this section, descriptions of qualifying experience to include project descriptions, costs, and starting and completion dates of projects successfully completed. Also, include the name, address, and phone number of the responsible official of the client organization who may be contacted.

4. Project Staffing

The contracting agents must be able to staff a project team which possesses talent and expertise in the field of market studies. Include the number of executive and professional personnel by skill and qualification that will be employed in the work. Show where these personnel will be physically located during the time they are engaged in the work. Indicate which of these individuals you consider key to the successful completion of the study or project. Identify key individuals by name and title. Indicate the amount of dedicated management time for the bidders' Project Manager and other key individuals. Resumes of qualifications should be supplied for proposed project personnel.

5. Subcontractors

List here all subcontractors; include firm name and address, contact person and complete description of work to be subcontracted. Include descriptive information concerning subcontractor's organization and abilities.

IV-D ADDITIONAL INFORMATION AND COMMENTS

Include any other information that is believed to be pertinent but not specifically asked for elsewhere.

IV-E PRICE PROPOSAL

1. LENGTH OF TIME PRICES ARE TO BE HELD FIRM. All rates quoted in bidder's response to this RFP will be firm for the duration of the contract. No price changes will be permitted.
2. Provide the cost/rate/price information required below for all firms/persons named in your technical proposal to demonstrate the reasonableness of your price proposal.
 - A. Pricing for lump sum/fixed price contracts
 - 1) Staffing Costs. Itemize so as to show the following for each category of personnel with a different rate per hour:
 - a. Category; e.g., project manager, senior analyst, etc.;
 - b. Estimated hours;
 - c. Rate per hour;
 - d. Total cost for each category and for all staffing needs.
 - 2) Cost of Supplies and Materials. Itemize.
 - 3) Other Direct Costs. Itemize.
 - 4) General and Administrative Burden or Overhead. Indicate percentage and total.

5) Transportation Costs. Show travel costs and per diem separately.

6) Total Price Bid for Project.

3. Independent Price Determination. Include a statement substantially as follows:

IV-F PROPOSAL SUBMITTAL

Submit **three (3)** copies of your Technical Proposal and **three (3)** copies of your separately sealed Price Proposal in accordance with the following instructions:

1. SEALED BIDS (PROPOSALS) MUST BE RECEIVED AT THE LEDC OFFICE NO LATER THAN APRIL 17, 2009 by 5:00 PM. PROPOSALS WHICH ARE RECEIVED AFTER THE SPECIFIED DUE DATE AND TIME CANNOT BE CONSIDERED.
2. NOTIFICATION OF THE SELECTED PROPOSAL WILL BE SENT ON MAY 1, 2009.

BIDDERS ARE RESPONSIBLE FOR ASSURING THAT THE FOLLOWING IDENTIFYING INFORMATION APPEARS ON THE OUTSIDE OF THE ENVELOPE: "Sealed Bid" notation, company or organization name, date due, and time due. If a delivery service is used which prohibits such markings on their envelope or package, this information must be placed on the outside of an interior envelope or package.

The address for proposals submitted by CONTRACT CARRIER, COURIER DELIVERY, or PERSONAL DELIVERY, or U.S. POSTAL SERVICE is:

Ken Szymusiak
Director, South and Outer Core
Lansing Economic Development Corporation (LEDC)
401 S. Washington Square, Suite 100
Lansing, Michigan 48933