

**REQUEST FOR PROPOSALS FOR PLANNING SERVICES  
FOR THE FLORIDA CORRIDOR MASTER PLAN**

**ISSUE DATE: January 13, 2023**

**PROPOSALS DUE: February 3, 2023 by 5:00 PM Central Time**  
*(Late proposals will not be accepted)*

**Point of Contact:**

Direct all questions in writing to Build Baton Rouge's  
SOLE POINT OF CONTACT for this RFP:

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Build Baton Rouge  
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*Build Baton Rouge strongly encourages the participation of certified "Minority, Women, and Emerging Small Businesses" in this contract opportunity.*

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# 1 REQUEST FOR PROPOSALS SUMMARY AND SCHEDULE

## 1.1 Request for Proposals Data and Contact Information

Proposal Title:	Florida Corridor Master Plan
RFP Coordinator:	Gretchen Siemers, VP, Planning & Policy Build Baton Rouge
Contact Information & Proposal Delivery Location:	c/o Rodney Braxton 543 Spanish Town Road Baton Rouge, LA 70802 (225) 247-4886 <a href="mailto:gsiemers@buildbatonrouge.org">gsiemers@buildbatonrouge.org</a>
Budget:	Not to exceed \$900,000

## 1.2 Summary

Build Baton Rouge, on behalf of the Cortana Corridor Economic Development District, is soliciting proposals from qualified professional firms (“Consultant”) to facilitate a planning process that culminates in the development of a comprehensive master plan (“Master Plan”) for the Florida Corridor. The Consultant shall deliver a detailed and comprehensive corridor master plan that addresses land, economic, and community development for the Corridor in relation to needs of the adjacent neighborhoods and the broader needs of metropolitan Baton Rouge. Proposals are being requested from qualified firms with considerable experience in urban planning, economic development, transportation and pedestrian circulation, sustainable design, and strategies to achieve racial and socio-economic equity. The final document should establish a community-led, long-term vision for the Florida Corridor with ambitious yet achievable implementation programs. The planning process is anticipated to be completed within eighteen (18) months of commencement.

## 1.3 Schedule of Solicitation and Contract Award Events

Solicitation for Contract Award Event	Date
Request for Proposals Issued	January 13, 2022
Pre-Proposal Meeting (Virtual)	January 20, 2023, 10:00 AM CST
Deadline for Questions and Requests for Changes	January 19, 2023, 12:00 PM CST
Proposal Due Date and Time (no later than)	February 3, 2023 by 5:00 PM CST
Finalist Interviews	Week of February 27, 2023
Notice of Intent to Award	By March 10, 2023
Contract Effective Date	On or Before April 1, 2023

*Build Baton Rouge may make a courtesy effort to contact interested parties that this schedule has changed, but interested parties are ultimately responsible for being aware of changes to this RFP by regularly checking Build Baton Rouge’s website at <https://buildbatonrouge.org/florida-corridor/>.*

## 2 BUILD BATON ROUGE AND PROJECT BACKGROUND

### 2.1 About Build Baton Rouge

Build Baton Rouge (“BBR”), officially known as the East Baton Rouge Redevelopment Authority, was created in 2007 by the Louisiana Legislature, pursuant to Louisiana Revised Statute 33:4720.151 (“Enabling Statute”), as a separate political subdivision of the state of Louisiana with East Baton Rouge Parish as its jurisdiction. BBR is granted powers to prevent and eliminate slum, blighted and distressed properties for public uses, purposes, welfare, and utility for which public money may be expended as necessary and in the public's interest (“BBR Mission”). Build Baton Rouge is governed by a five-member Board of Commissioners appointed by the Mayor-President, the Baton Rouge Area Foundation, and the Baton Rouge Area Chamber of Commerce.

The Enabling Statute authorizes BBR to create subdistricts to carry out BBR’s Mission. In 2021, the Board of Commissioners, in furtherance of BBR’s Mission, created the Cortana Corridor Economic Development District (“District”) as a separate and distinct juridical entity, granting all of the powers and authority set forth in the Enabling Statute, as well as in Revised Statute 33:9038.32, including the right to impose and collect a tax increment to finance its activities.

The District is administered by Build Baton Rouge and is governed by a five-member board of directors, three of whom are the Mayor-President’s appointees to the Build Baton Rouge Board of Commissioners and two of whom are appointed by the Councilperson representing Metropolitan Council District 6. These institutional and political stakeholders are positioned to create meaningful transformation and represent the community-at-large.

#### 2.1.1 City-Parish Profile

Baton Rouge is Louisiana’s capital city. The Baton Rouge metropolitan area is comprised of nine parishes with a total population of over 800,000. East Baton Rouge Parish, the regional anchor, is home to approximately 450,000 residents as of the 2020 census, making it the most populous parish in Louisiana. As of 2020 East Baton Rouge Parish’s racial make-up was estimated at 47% white and 47% black. Median household income was approximately \$56,000 and initial census results indicate 16.4% of individuals live in poverty. East Baton Rouge Parish contains four incorporated cities: Baton Rouge, Baker, Central, Zachary, as well as unincorporated communities. The City of Baton Rouge and East Baton Rouge Parish are governed by a consolidated government structure that features a combined Mayor-President and Metropolitan Council, commonly referred to as City-Parish government. The cities of Baker, Central and Zachary have their own separate municipal governments while falling under the Mayor-President and the Metropolitan Council in their capacity as heads of East Baton Rouge Parish.

Baton Rouge is home to Louisiana State University, Southern University, and the Baton Rouge Community College. The Port of Greater Baton Rouge is the 10<sup>th</sup>-largest in the nation. Situated directly north of downtown on the eastern banks of the Mississippi River, ExxonMobil’s Baton Rouge oil refinery is the fourth largest oil refinery in the nation and the twelfth largest in the world. It is one of many petrochemical facilities located on the river and stretching from Baton Rouge south to New Orleans.

Despite the dominance of the petrochemical industry, state government is the region's largest employer along with Louisiana State University.

### **2.1.2 The History of Racial and Spatial Stratification in Baton Rouge**

The neighborhoods north of the Corridor are predominately Black and low-income, a reflection of Baton Rouge's deeply entrenched racial and spatial stratification. The northern neighborhoods are considered Areas of Persistent Poverty and improving economic outcomes for the families living here is key to the success of the Corridor Master Plan. Crime is a reality and a reflection of the limited opportunities available.

Over the past many years there has been a growing awareness of the spatial dimensions of the city's long-standing racial divide. Growing concerns that Baton Rouge has become a "tale of two cities" are validated by the stark divergence in the quality of place, racial composition, and social value attached to neighborhoods on either side of Florida Boulevard, the corridor considered by many to be the city's "Mason-Dixon line."

According to a study by 24/7 Wall Street, Baton Rouge is the 13th most racially segregated metropolitan area in the nation. Racial segregation is the mother of sprawl, and accordingly Smart Growth America rated Baton Rouge the most sprawled out metropolitan area under one million in population and the 6th most sprawled out metropolitan area of any size. Like many American cities in the Deep South, Baton Rouge developed largely in the twentieth century and therefore after the rise of automobile and the codification of Jim Crow. These dynamics produced an urban form marked by disconnection, racial segregation and automobile dependence.

The Supreme Court's 1954 decision in *Brown v. Board of Education* ended legal segregation, spurring white flight from cities in metropolitan areas across the nation. Baton Rouge staunchly resisted implementing *Brown's* mandate, and school integration unfolded slowly until the federal courts ordered forced busing in 1981. In the first year of court-ordered busing alone, the school system lost 7,000 white students. The trend would accelerate during the 1980's and 1990's. The flight from public schools sparked the second wave of inter-parish suburbanization as middle-class whites moved to the unincorporated areas in the southern part of East Baton Rouge Parish as well as northern outposts like Zachary and Central. Neighboring Ascension and Livingston Parishes also experienced rapid growth.

Baton Rouge's school desegregation lawsuit finally settled in 2003, making it one of the longest school desegregation cases in the nation. The past two decades have witnessed a constant upscaling of the neighborhoods and commercial corridors of South Baton Rouge while many of the neighborhoods and commercial corridors of North Baton Rouge have steadily declined. With the dearth of commercial amenities and attractions in North Baton Rouge, it is possible for many in Baton Rouge to live their day-to-day lives and never venture north of Florida Boulevard. This reality has given rise to a stigma associated with North Baton Rouge that undermines race relations and civic pride throughout the metropolitan area.

## 2.2 About the Study Area

Bisecting the parish, the Florida Corridor (“Corridor”) extends from the Mississippi River at River Road for approximately 12 miles to the Livingston Parish line. The west portion of the Corridor in Downtown is termed Florida Street, while the east portion is Florida Boulevard. Once a thriving retail destination, the Corridor has become emblematic of the increased polarization between the economically underserved northern part of the Parish and the prosperous south. This area is identified as a target for redevelopment, not only because of the opportunities that lie in the physical environment and economic landscape, but also because City-Parish leaders, community stakeholders and business owners, see the potential for a re-envisioning of the Corridor to unify the City.

Plagued by high vacancy rates, blight and inhospitable urban design, the Corridor is primarily a commuter thoroughfare. With an exclusively auto-oriented land use pattern, the typical building typologies include one-story commercial strip, big box and drive-through services. In addition to commercial uses, light industrial and residential uses are intermixed without a cohesive strategy. The Corridor is also home to many locally unwanted land uses, such as used tire shops and check cashing services. The western (Downtown) end of the Corridor contains more established businesses on smaller lots with little to no setbacks and considerably less blight, while the Mid-City and eastern portions of the Corridor contain larger paved lots, deteriorating signage, and many vacant and underutilized structures. To be clear, some potentially transformative uses have been developed or are currently under construction. These include a major grocery chain, a new K-8 charter school, circulation and greenspace improvements adjacent to Baton Rouge General Hospital, as well as facilities for Baton Rouge Community College (BRCC).

The intersecting streets connect the Corridor to many of the City’s neighborhoods and employment centers. Neighborhoods immediately adjacent to the Corridor include Melrose, Ardenwood, Broadmoor and Sherwood Forest. Further from the Corridor, but still functionally connected are Ardendale, Lobdell and Melrose East. Employment centers include Baton Rouge General Hospital, Bon Carré business center, various state and local government offices, BRCC, and the former Cortana Mall, which is under redevelopment into an Amazon fulfillment center.

The public right-of-way within the Corridor changes from two lanes in Downtown, to up to six traffic lanes with four turn lanes and varies in the character of its built environment. The Florida Boulevard portion is under the jurisdiction of Louisiana Department of Transportation and Development (DOTD). A major cloverleaf intersection lifts Airline Highway (U.S. 61) above the Corridor and connects the north and south of the city. The entirety of the street right-of-way is currently designed to prioritize speed of automobile travel to the exclusion of other modes of mobility. There are limited or no provisions for pedestrian or bicycle access and greenspace is mostly limited to the grassy boulevard median and the few parks and institutional uses that maintain landscaping. In addition, service roads parallel the Corridor along the eastern portion, limiting pedestrian and cyclist comfort. Overhead wires are also prevalent in many areas. Speed limits are up to 50 miles per hour. All these factors present an unsafe and unappealing aesthetic environment for residents, visitors and business owners.

While the Corridor is defined herein as traversing the City-Parish, the geographic scope of this Plan’s Study Area will be refined during the stakeholder engagement and planning process. It is the intention



that the Study Area consider the impacts on and from adjacent neighborhoods, transportation connections and districts. While the portion of the Corridor located in Downtown Baton Rouge is already under the jurisdiction of a specific plan for land use and infrastructure, particular attention should be paid to connecting the Corridor with Downtown. Further, it should be noted that the Cooperative Endeavor Agreement which outlines the projects to be funded by the tax increment in the Cortana Corridor Economic Development District, specifies that the Plan consider the intersection of Florida Boulevard and Airline Highway, as this area will be impacted by forthcoming developments within the district.

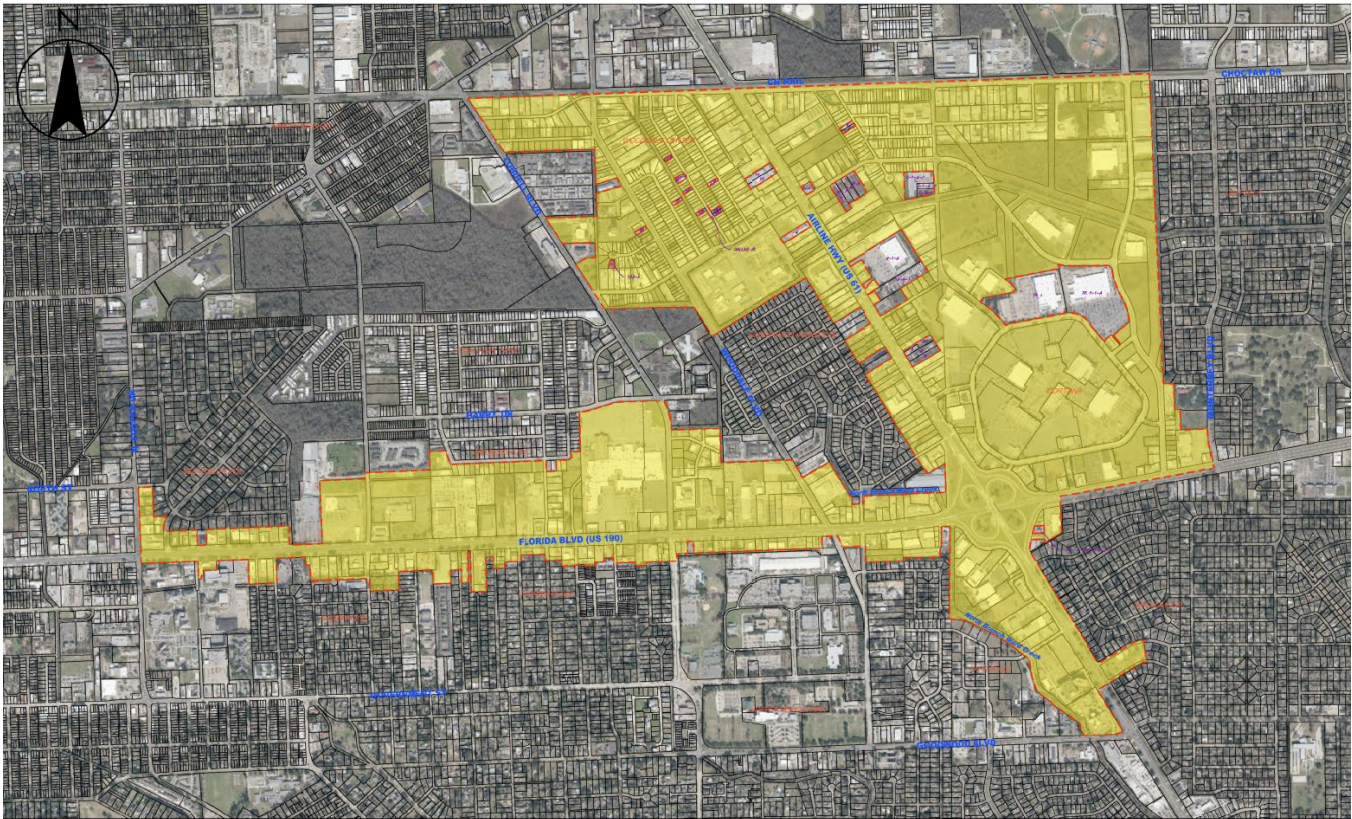


Figure 1 Map of Cortana Corridor Economic Development District

### 2.3 Project Background and Context

This Corridor Plan is part of a larger, coordinated focus on the Florida Corridor of which the City-Parish and Build Baton Rouge are just two of many institutional partners. The effort envisions a comprehensive and vibrant revitalization of the Corridor that prioritizes land uses, transportation infrastructure, and urban design that will attract and retain targeted amenities and employers, while incentivizing housing needed to accommodate both natural growth, as well as any population and demographic changes anticipated due to disaster- or climate-related relocation. This plan is proposed to address decades of decline with a renewed vision and actionable steps for implementation and funding.



### **2.3.1 Florida Corridor Concurrent Planning and Engineering Efforts**

Several planning efforts precede the preparation of this Corridor Master Plan. In 1986, Regional/Urban Design Assistance Team (R/UDAT) from MIT developed a Florida Corridor Master Plan for the City-Parish which was never implemented. The City-Parish's Comprehensive plan, FUTUREBR, was adopted in 2011 as the guiding document for the City-Parish's long-term growth, identifying Florida Boulevard as a major transportation corridor and potential Capital Improvement and Catalyst project for Mid City. FUTUREBR and related implementation programs examine the Complete Streets needs of the Corridor. In 2016, Fregonese Associates developed a Florida & Plank Corridor Study as a supplement to FUTUREBR. Related planning work included the Melrose East Community improvement plan by Build Baton Rouge (then known as the RDA), the 2005 master action plan from the Mid City Redevelopment Alliance, and 2017 AIA study of modern architecture on Florida Boulevard. Other efforts have created incremental change, but this Corridor Master Plan is the first substantial planning effort that will seek to unify concurrent planning activities and provide impactful and attainable strategies for implementation.

### **2.3.2 Cortana Corridor Economic Development District and Amazon Fulfillment Center**

In 2021, Amazon announced plans to locate a new fulfillment center in Baton Rouge. The vacant, approximately 97-acre Cortana Mall site was acquired by Amazon and was razed to build a new, \$200M, 3.8 million square-foot facility. The building is approximately 90 feet tall and a major employment center. Assisted by lawmakers at the state and local level, Amazon negotiated an approximate \$30M, 10-year tax abatement and agreed to provide at least 1,000 new jobs.

To leverage this investment, Build Baton Rouge, in partnership with the City-Parish and Baton Rouge Area Chamber (BRAC), created the District to capture the increased retail sales tax surrounding the new fulfillment center.

*According to the CCEDD bylaws, the District was created for:*

*"the development of economic development projects[...]within the district, which the acquisition, design, development and construction of various multi-phased projects designed to encourage economic development, eliminate blighted and vacant property, increase the number of hotel rooms available, generate revenues for infrastructure and other necessary capital expenditures, stimulate job creation by enhancing the feasibility of private sector projects, and catalyze development in target areas where it might not otherwise be economically feasible, primarily through focusing on projects in the areas of development, rehabilitation, infrastructure improvements, recreation and beautification."*

Specifically, the funds are assigned to four tiered levels of projects, with higher-level projects receiving priority funding. They include:

- A comprehensive master plan for the redevelopment of the Cortana Corridor EDD area, prioritizing Florida Boulevard, Airline Highway, and the intersection of the two (addressed by this RFP).
- A new community center for Metropolitan Council District 6.

- Investments in private properties that will spur redevelopment, beautification, and reinvestment on impactful sites in the Corridor, prioritizing properties that front on Florida/Airline.
- Investments in infrastructure such as sidewalks, bike lanes, street and lighting improvements and signage designed to make the Corridor more pedestrian-friendly.

### **2.3.3 MovEBR Florida Corridor Planned Improvements and CATS Bus Rapid Transit**

The MovEBR Transportation and Infrastructure Improvements Program is a parish-wide effort to improve efficiency, capacity, and safety of the roadway network. Funded by a 1/2 cent sales tax proposition, project construction and the associated tax will continue until March 31, 2049. MovEBR projects are prioritized using a rubric that includes readiness to construct, congestion relief, and complete streets goals. It's important to note that the MovEBR project consultants are responsible for coordinating multiple traffic engineering efforts planned and underway.

Of the first priority projects slated for construction is the Florida Boulevard Corridor Enhancement. This project includes access management, signalization improvements, and other mobility enhancements, such as access for pedestrians and cyclists through sidewalk connections and transit stop improvements. This project will tie into the DOTD (Department of Transportation) Safety Study from Cloud to Foster; include DOTD Pavement Rehab improvements; and coordinate with the Capital Area Transit Authority Bus Rapid Transit (BRT) Improvement Project study for Florida Boulevard. This segment incorporates the scope by reference of the Plank-Nicholson BRT Project that runs along a one-mile section of Florida Boulevard. Another MovEBR project relevant to the study area is US 61 (Airline Highway) is proposed to be widened from four to six lanes from US 190 (Florida Boulevard) to I-110.

Earlier this year, the Capital Area Transit Authority ("CATS") received a federal grant to develop a major investment study for the Florida Corridor. The Route Renovation project aims to determine the best type of service on the Corridor, within the geographic limits of 22<sup>nd</sup> Street to Airline Highway. The scope includes a feasibility study of BRT/Premium transit on Florida Boulevard; NEPA Planning/Documentation and conceptual design for new Cortana/Amazon Transit Center. CATS also recently completed a Comprehensive Operational Analysis, during which they collected and analyzed data on transit use and needs.

### **2.3.4 Mid City Medical Corridor**

The Mid City Medical Corridor project is focusing on creating meaningful connections between uses and neighborhoods at the intersection of Florida Boulevard and Acadian Throughway. The project aims to engender cohesion between three major medical uses: Baton Rouge General Hospital, the Bridge Center for Hope, and CareSouth Medical and Dental. The Baton Rouge Area Foundation has hired Urban Design Associates to conceptualize this vision, and has heard from stakeholders, analyzed the area, and is now testing concepts that prioritize greenspace and walkability. The project will include planning, development, construction, and later, operating and maintaining the Mid City Medical Corridor, which includes the general support for the health care, educational and other ancillary services within the area.

### **2.3.5 Downtown Development District**

The Downtown Development District works to initiate, incubate and support partnerships that develop and enhance the Downtown Baton Rouge, using community-driven master plans and economic incentives to aid private-sector and nonprofit philanthropic organizations. The DDD's 2011 Master Plan envisions a mixed use development on Florida Street on the site of the existing post office. This year, the DDD completed an overpass lighting concept plan to help activate the areas under the interstate and provide a cohesive gateway into downtown via Florida Boulevard and elsewhere.

### **2.3.6 Planning and Zoning Framework**

FUTUREBR, the City-Parish Comprehensive Plan adopted in 2011 and amended in 2018, is the guiding document for the City-Parish's long-term growth. Since adoption, the City-Parish has been working to implement many of the plan's key strategies and recommendations. In 2023, the Planning Commission initiated an update to the Comprehensive Plan, which will incorporate recent changes and advancements toward plan goals, such as city-wide transit network improvements and stormwater mitigation. The plan will include a revised Transit Vision for the Parish, and updates to many of the plan elements.

The Framework of FUTUREBR provides for the creation of Small Area Plans. When a community, neighborhood or corridor has defining characteristics or a unique vision, a Small Area Plan can be the appropriate planning tool. As a supplement to the Comprehensive Plan, a Small Area Plan serves to guide decisions about the physical development of a given community or district. These plans allow for specific, local application of the more broad-based policies contained in the Comprehensive Plan, with focus areas on development aspects that may not be under the purview of the City-Parish, such as private property investment, transit, and partnerships with nonprofit organizations. Therefore, it is incumbent upon the sponsoring agency to ensure the long-term implementation of the Small Area Plan is a priority for the life of the plan.

There is also a zoning overlay at the intersection of Florida Boulevard and Oak Villa adopted in 2006. These overlay districts were created with the intention to unify the Corridor's look and feel. After these overlay districts were adopted, FUTUREBR recommended using the design-level templates as a standard moving forward.

## **2.4 Master Plan Development Process**

As the administrator of the District, Build Baton Rouge works at the direction of the CCEDD Board of Directors to engage qualified professionals and identified stakeholders to establish the Corridor Master Plan and bring development projects to fruition. To that end, BBR will facilitate communication with the CCEDD Board of Directors while the Plan is under development, through adoption of the final Plan upon completion. After CCEDD Board adoption, the Plan will be submitted to the Planning Commission for inclusion in FUTUREBR as a Small Area Plan and subsequently adopted by the Metropolitan Council as City-Parish policy.

As broad-based community and political support is critical to the success of the Corridor Plan from initial visioning to implementation, the Plan development process includes the creation and facilitation of an

Advisory Committee. The Advisory Committee makeup will be determined through a stakeholder analysis process at the front-end of the project timeline. At a minimum, the Advisory Committee must include or aim to include representation from the following:

- CCEDD Board of Directors
- District Stakeholders
- City-Parish Government administration
- Planning Commission of the City-Parish
- Representatives of community organizations such as civic and neighborhood groups and organizations, and
- Other interested parties.

The FUTUREBR Small Area Plan framework calls for the following additional representation:

- Metropolitan Council person or appointee
- Merchant Associations, and
- Professional Community (real estate developers, architects, landscape architects, engineers).

## 3 WORK REQUIREMENTS

### 3.1 Scope, Tasks and Work Products

This Corridor Plan will develop a set of context-sensitive corridor concepts, strategies, and actionable steps to help transform the study area into a multi-modal corridor with hospitable urban design for all-ages and abilities. The Plan will center equity and incentivize development and redevelopment opportunities that help close the racial wealth-gap, provide stronger community connectivity, and improve access to economic opportunities, housing choice at varying levels of affordability, and jobs. Strategies should be both visionary and grounded in market feasibility. Key to the success of the plan is coordination with future public right-of-way improvements and transportation initiatives, and leveraging these as well as future funding from the TIF district to create meaningful change. The impacts from and to new catalytic developments, such as the Amazon Fulfillment Center, must be examined. Economic and community development concepts and strategies must be provided to encourage stimulation of pedestrian activity and transit ridership, with private-realm interventions of varying scales at catalyst sites to be determined through the planning process.

The geographic scope of the project will be refined through the planning process. The movement of people between the Mississippi river to the Parish-line should be considered, however the areas for physical interventions related to streetscape, land use, urban design, etc. should be defined through the planning process with consideration that the District recommended prioritizing the areas surrounding the intersection of Florida Boulevard and Arline Highway.

Work products should be tailored to the intention that the plan will be a long-range “living” document, amended as needed from time to time, as a strategic plan for the District, as well as adopted as a part of the FUTUREBR Comprehensive Plan. A successful plan provides quantitative and qualitative data to tell

a compelling story to investors, funding agencies and philanthropic partners about how meaningful change will occur in this critical corridor and, as a result, the broader City-Parish.

The Consultant will perform the following tasks and activities and provide the deliverables listed below:

### **3.1.1 PROJECT MANAGEMENT**

The Consultant will manage the work outlined in this scope to ensure efficient and effective use of the team, as well as the time and resources of Build Baton Rouge. Consultant will communicate effectively, coordinate internally and externally as needed, and proactively address any roadblocks to ensure timely progress on the work. For purposes of this scope, Build Baton Rouge will serve as the liaison between the Consultant and the CCEDD Board of Directors. The Consultant and the Public Engagement subconsultant will serve as project liaison to stakeholders, including the Advisory Committee, elected officials, partner entities and the public, unless otherwise directed. The Consultant team's project manager will serve as liaison between team members and Build Baton Rouge. Twice-monthly project management meetings and quarterly reporting will be facilitated by Build Baton Rouge and communicated to the CCEDD Board of Directors.

#### **PROJECT MANAGEMENT DELIVERABLES:**

- Detailed schedule indicating compliance with the 18-month completion timeframe and all required Task items;
- Monthly invoices with cumulative budget;
- Quarterly detailed progress reports and budget tracking;
- Copies of sub-consultant contracts;
- Meeting notes; and
- Report at twice-monthly project meetings.

### **3.1.2 PUBLIC AND STAKEHOLDER OUTREACH**

The Consultant will work with Build Baton Rouge through an inclusive approach to public and stakeholder involvement that culminates in a collective vision for the Corridor. Consultant will develop an Engagement Plan to include a stakeholder analysis, milestones and schedule for public outreach, and steps for obtaining meaningful feedback from institutional partners, community members and the private sector development community. The Engagement Plan includes the selection of the Advisory Committee and must be inclusive and utilize innovative public participation efforts. A variety of effective approaches must be included to ensure engagement with and participation by a broad and deep cross-section of the community. As the engagement strategy evolves throughout the Plan development process, the Engagement Plan should be updated by the Consultant. A key component of the Engagement Plan will be the long-term strategy for maintaining engagement and support for the Corridor Plan across a short- and long-term implementation timeline.

The Consultant is responsible for conducting the tasks as outlined in the Engagement Plan, some of which shall include, but not be limited to, the following:

- Advisory Committee Meetings (Minimum of Five)

The Advisory Committee is expected to meet a minimum of five (5) times to coincide with the project kick-off and each task of the planning process outlined in this scope.

- At-Large Public Events (Minimum of Five)

Public open houses or other events identified by the Consultant team to increase engagement will be held at key points during the planning process pursuant to the approved schedule to gain the perspective of area residents, businesses and other entities or specific groups recommended by Build Baton Rouge, the CCEDD Board, or the Advisory Committee. Methods should include at least one socially-distant or asynchronous opportunity and, when possible, online methods for engagement. As part of the visioning process, at least one hands-on public charrette (virtual and/or in-person) should be included to engage the community on design expectations and desires.

- Targeted Outreach

Outreach will be conducted to ensure vulnerable populations are represented in the planning efforts. Vulnerable populations are defined as low-income, global-majority, senior, school-aged, people with disabilities, zero-car households, populations with limited English proficiency, and other groups as deemed necessary. Outreach materials may need to be translated into Spanish and other languages as needed. Targeted outreach may be used to elicit feedback from elected officials, property owners, businesses within the study area, developers and other groups or populations as deemed necessary.

- Project Website and Other Marketing Materials

The Consultant shall be responsible for working with Build Baton Rouge to provide content for a public project webpage. The Consultant is responsible for the development of outreach materials and tools, including an interactive map in a format supported by our existing technology. All public facing materials should be submitted to the Build Baton Rouge for review and approval before being released.

#### PUBLIC AND STAKEHOLDER OUTREACH DELIVERABLES:

- Engagement Plan with proposed milestones and public meeting schedule.
- Identification and engagement of Advisory Committee members.
- Surveys, questionnaires, comment cards, letters, and any other materials with associated feedback/results.
- Meeting materials, sign-in sheets, exhibits, etc.
- Meeting summaries of each meeting in Microsoft Word format within five (5) business days of the meeting date.
- Content and periodic updates for project webpage hosted by Build Baton Rouge.
- Content for media and social media opportunities.



- Interactive map on Building Blocks (Tolemi) platform to include phases, catalyst sites, relevant partner projects, etc.

### **3.1.3 DISCOVERY, EXSTING/BASELINE CONDITIONS, AND NEEDS ASSESSMENT**

The Consultant will collect any data necessary to evaluate existing transportation, land use, market, and environmental (natural, built, human) conditions within the vicinity of the Corridor. There are several plans, studies, policies, and projects that must be synthesized, including but not limited to Mid-City Medical Corridor, Bus Rapid/Premium Transit feasibility, MovEBR improvements, Public Works Blight Survey, Complete Streets ordinance, and the Amazon Fulfillment Center plans.

The data collection will pay particular detail to transportation related items such as pedestrian, transit, bicycle facilities, streetscapes, and street sections, as the physical, policy and program recommendations hinge upon how people move along the length of the Corridor. Other conditions critical to evaluate are traffic operations, parking, safety, land use market trends, existing built form/building types, housing availability and needs (including the needs of unhoused persons), blight and infill development sites, public safety, adaptive reuse/historic preservation opportunities, public spaces, and existing opportunities for economic and community development. Report should include current programs or interventions that are improving quality of life and quality of place. Summarize public perception and related barriers to investment. Existing weekday AM and PM peak hour operating conditions along the Corridor and at intersections should be analyzed using microsimulation software. ArcGIS Urban/City Engine should be used to model potential development and fiscal impacts based on existing land use policy. Specific information that should be examined and evaluated as part of the plan includes, but is not limited to:

- Corridor baseline and no-build travel demand modeling, to include Amazon Fulfillment Center impacts;
- Driveway and access assessment;
- Street grid connectivity and barriers analysis;
- Pedestrian, bicycle, transit and vehicle safety analysis, including crash data;
- Intersection and traffic signal analysis;
- Roadway design and loading (including curb space management);
- Sidewalk inventory;
- Fiscal impact analysis for public expenditure versus revenue based on land use changes
- Market assessment for development feasibility;
- Housing needs assessment;
- Analysis of regulatory framework and related political barriers to investment and quality of place;
- Drainage and flooding concerns along the Corridor;
- Growth scenarios and susceptibility to change analysis, considering potential for climate-related migration;
- Urban heat islands and tree canopy survey;

- Economic mobility considerations;
- Identification of any potential cultural or historic resources;
- Geographic disparity or special equity analysis to identify statistical correlations between demographics, community access, and infrastructure.

#### DISCOVERY, EXSTING/BASELINE CONDITIONS, AND NEEDS ASSESSMENT DELIVERABLES

- Existing Conditions and Needs Assessment Report, with relevant data in Microsoft Excel format
- Microsimulation - Baseline and No-Build
- Arc/GIS Urban Model

#### **3.1.4 Corridor Concept Plan**

The Concept Plan shall synthesize the stakeholder outreach and create a vision and set of goals for the Plan, along with proposed strategies for meeting those goals. The concept will identify relevant design standards, projects, and policies to maximize the Corridor’s economic and functional performance, multi-modal transportation network, and supportive land uses. If implemented, the concept plan will enhance mobility, connectivity, safety, economic development, sustainability, and various multimodal travel options. The Corridor concept should define a preferred cross-section (section) compatible with the MovEBR improvements from 22<sup>nd</sup> to Airline, community needs, and desired economic and land use performance in target areas. The concept should ensure that there is sufficient right-of-way to develop and construct the Corridor as a walkable multi-modal facility. The concepts should include safe pedestrian connection to the Transit Center at Amazon within ¼ mile, along with other major nodes, as identified. The concept plan should influence and inform related infrastructure and planning initiatives to the extent practicable, but should not conflict with or duplicate efforts.

The concept should also include economic development and land use strategies for redevelopment, revitalization, and creation of existing and new mixed-use nodes at appropriate scales along the Corridor. The Corridor’s concept should include a mix of housing types, neighborhood retail/office/services, and appropriately scaled walkable urban development types to serve the needs of the community and properly utilize and leverage the local and regional transportation investments in the area. Key to the success of the Corridor plan will be strategies to address blight and disinvestment that consider the racial and socioeconomic disparities in wealth and access to capital. The development concepts for the Corridor should positively benefit the tax base of the TIF, as well as job growth for residents.

The Corridor concept should also define:

- Proposed cross-sections by context (including any new construction, rebuilds, and retrofits);
- Improvements to the pedestrian and bicycle realm, appropriate sidewalks and bikeways, streetscapes, pedestrian crossings, intersection improvements, public plazas or parks, public art, signals and other supportive infrastructure. The multi-modal corridor concept plan should stimulate development of successful vibrant small business districts and denser mixed-use urban villages. The plan should facilitate safe and comfortable travel to schools and community gathering places for all ages;

- Strategies for parking/curb management, including on-street and other arrangements behind buildings to enhance pedestrian friendliness and sense of place;
- Street grid connections and redundancy to provide appropriate trip usage on and adjacent to the Corridor and include alternative routes to access parcels;
- Mitigation recommendations for truck traffic impacts related to the Amazon Fulfillment Center;
- Potential drainage and water filtration components found in low-impact development and green streets; and elements to reduce and mitigate urban heat island.

#### CONCEPT PLAN DELIVERABLES

- Concept Plan report with Vision Plan and Goals summary, geographic focus areas, and proposed urban design, transit, land use and economic development strategies;
- Planning Level Cross-Sections for intersecting corridors at key nodes and street Grid Connectivity map;
- Corridor Transportation Microsimulation and ArcGIS Urban/City Engine Models.

#### **3.1.5 RECOMMENDATIONS, IMPLEMENTATION STRATEGIES, PHASING, AND FINAL PLAN**

The Consultant shall create immediate, short, medium, and long-term projects, and policy recommendations that are tailored to the needs of the stakeholder/implementing entities in the study area. Timeframes for the recommendations and implementation strategies are defined as:

- Immediate: 1 Year or Less
- Short-Term: 2–4 years. An estimate of the TIF funds should be programmed for capitalizable projects along the Corridor to be implemented before 2026.
- Medium-Term: 5–10 years
- Long-Term: 11 years or more

Recommendations and Implementation Strategies shall include, but shall not be limited to:

- Maps, renderings, and drawings of proposed improvements and concepts in the right-of-way and on private property;
- Master thoroughfare plan with recommended mobility management solutions to include traffic flow;
- Recommended planning-level roadway cross-sections/schematics, including fiber conduit and other smart cities components, right-of-way needs mapping;
- Policy recommendations from the concept plan that have been refined and that address the goals identified through the visioning and planning process, including persistent racial and economic inequities, climate change risk and financial sustainability of the District
- Proposed changes to local and regional planning documents, and amendments to the Unified Development Code;
- Project Phasing Plan (including interim solutions) with timelines;

- Description of financial tools and partnerships needed for Implementation;
- Project-level concepts for catalytic sites, including design, entitlements, site assembly, targeted users, and public-private financing structures;
- Cost estimates and funding sources for proposed improvements (separated by implementer);
- Final fiscal impact analyses with projected return on investment comparing a no-change scenario to full implementation of the Corridor Plan;
- Equity impact assessment to evaluate how the Plan will contribute to wealth-building, access to a diverse range of housing types at varying affordability levels, and provide services, amenities and job opportunities for communities of color.

## RECOMMENDATIONS, IMPLEMENTATION STRATEGIES, PHASING, AND FINAL PLAN DELIVERABLES

- Final Report ;
- Project List with phasing, costs, funding sources, implementation partners, descriptions, limits
- Final cross-sections with R-O-W needs;
- Three-five (3-5) Catalytic Sites proforma and marketing documents (RFI/RFQ);
- Final version of publicly accessible interactive map on Tolemi platform and any updates to ArcGIS Urban/City Engine Models;
- Proposed language for revision to Unified Development Code including Florida Urban Design Overlay District;
- Grantwriting appendix with case statement, logic models, and metrics with linked data for ongoing monitoring of plan outcomes.

### 3.2 Disciplines Required

A multitude of professional disciplines will be necessary to achieve the above stated project goals and objectives. Given the multi-disciplinary nature of the project, a planning or urban design lead firm is recommended to coordinate the overall planning effort. Teams are expected to incorporate their varied experience in urban design, land use planning, development economics, bike/ped networking, traffic engineering, public engagement, transit operations, racial and economic equity, social justice advocacy, and ecological and environmental resiliency planning.

Additionally, because the Corridor is highly complex from a stakeholder and transportation engineering perspective, it is required that the Consultant retain, at minimum, a subconsultant for Stakeholder Engagement and Local Transportation Engineering Coordination, respectively.

#### 3.2.1 Stakeholder Engagement Subconsultant

The Corridor Master Plan calls for a robust visioning process and engagement plan that is locally-driven and integrated into the multiple concurrent planning and community efforts occurring in the vicinity of the Corridor. The Consultant's Stakeholder Engagement subconsultant must have experience leading large planning efforts in communities similar to Baton Rouge and bringing diverse community,

institutional and elected stakeholders to the table to discuss their differing interests, values and goals for the future of the City-Parish. The consultant will have experience with the International Association of Public Participation (IAP2) foundations, planning and techniques; experience facilitating workshops and focus groups; as well as other strategies aimed at capturing widespread public input. The subconsultant will 1) develop and manage a comprehensive Stakeholder Engagement Plan which includes assisting with the establishment of the Advisory Committee, and 2) lead an inclusive, community-driven visioning process in tandem with the Consultant that will help inform the goals of the Corridor Master Plan.

### **3.2.2 Transportation Engineering Coordination Subconsultant**

It is expected that the team include a visionary transportation planner to lead the circulation strategy; however, because of the concurrent engineering and enhancement projects planned and underway on the Corridor, the Consultant is required to include on the team a local engineering firm with experience working on public right-of-way design on ongoing MovEBR projects on the Florida Corridor. The transportation engineering consultant will gain significant technical knowledge regarding the ongoing and planned Corridor projects to ensure a solution that is responsive, not duplicative, of the efforts on the Corridor. The transportation engineering subconsultant is expected to review all proposed streetscape changes for consistency with designs currently underway.

## **4 SUBMITTAL REQUIREMENTS AND EVALUATION CRITERIA**

Applicants shall submit twelve (12) printed, identical copies of a thoughtful, clear and well-organized package that demonstrates the required Evaluation Criteria and includes the following items:

### **4.1 Statement of Interest**

Provide a statement of interest for the project. The letter, written on the lead applicant firm's letterhead, shall cite the individual who will be the primary point of contact to Build Baton Rouge for matters relating to the proposal and shall be signed by an individual with the authority to commit the firm to the project. The letter shall include a narrative description of the strengths brought by each team component. The letter should also include full contact information (name, address, phone, email).

### **4.2 Experience and Expertise**

Include qualifications and experience of only those team members who will be assigned to the project. Provide acknowledgement of team members with Disadvantage Business Enterprise (DBE) and/or Women and Minority Business Enterprise (WMBE) certification, where applicable. Points will be awarded for minority firm participation. Provide resumes that note the experience and expertise of the principals and key professional members of the consultant team that will be involved in the project. Highlight their experience with similar projects and specific planning issues relevant to this project. Provide the number of years members have worked with the lead firm and/or other years of experience.

### 4.3 Project Team Organizational Chart

Outline roles of the lead firm and each consultant firm or individual. Describe the proposed project assignments and system/structure of authority and communication for principals and key professional members of the lead firm and sub-consultant(s). Indicate the estimated percent of time these individuals will be involved in the project. Consultant teams submitting proposals should be composed of experts from multiple disciplines, capable of integrating all elements of a comprehensive corridor master plan.

### 4.4 Representative Projects

List a maximum of three (3) projects performed by the lead firm that are most similar and relevant to this project completed within the last five (5) years. List the projects in priority order, beginning with the most relevant project. Include at least one project that has been or is being implemented. Provide the following information for each project listed:

- Summary of the proposed project start dates and end dates and the actual start and end dates, with reasons for extensions if any;
- Summary of the proposed project budget and the actual project budget with reasons for increases if any; and
- Current stage of implementation.

Enclosure of a comparable master plan created by the lead applicant firm(s) that has been implemented is encouraged, but not required. The sample plan may be submitted on a USB flash drive.

### 4.5 References

Provide references for the projects listed in response to the Representative Projects section. The references shall include: owner's name, owner's representative who served as the day-to-day liaison during planning, design, and implementation of the project, and the owner representative's current phone number.

### 4.6 Proposed Timeline

Provide a project schedule that illustrates key project milestones for accomplishing the work in the proposed scope of work within the 18-month timeline. Additionally, state the lead firm's and/or team's present workload and capacity to undertake and manage the project.

### 4.7 Cost Proposal

Include a cost proposal, indicating the estimated percent of time consultants will be involved in the project and acknowledge the not to exceed \$900,000 budget. Max 10% contingency up to \$1M may be allowed on a case-by-case base with appropriate cost justification.

### 4.8 Contract Deliverables

The final deliverables should include, but are not limited to:



- Ten (25) hard copies of the master plan
- One (1) digital copy of the master plan in MS Word, Adobe InDesign or other common editable format
- All data appendices, diagrams and maps in an appropriate, machine-readable medium (GIS, AutoCAD, Excel, etc.)
- One (1) unbound master plan for purposes of reproduction, if necessary
- High resolution digital image files

#### **4.9 Proposal-Based Selection Process**

Professional services are procured in accordance with Federal and Louisiana State law and regulations. Selection of the most advantageous respondent will be made on the basis of demonstrated competence and qualifications, as well as cost, determined by Build Baton Rouge, based upon the proposal submitted in response to this RFP, any supplement requested by Build Baton Rouge, and any subsequent meetings with finalists.

#### **4.10 Evaluation of Proposals**

On behalf of the District, Build Baton Rouge will organize the Selection Panel, comprised of approximately 10 members, whose process will be facilitated by Build Baton Rouge. The Selection Panel will review and score all responsive submittals and create a “short list” of recommendations from that process. The short-listed firms will then be invited to give oral presentations to the Selection Panel. The Selection Panel will then score each presenting firm based on its qualifications and presentation. The highest scoring presenting firm will be presented as the Selection Panel’s final recommendation to the Cortana Corridor Economic Development District Board of Directors. Upon receiving responses to this RFP, Build Baton Rouge may, in its sole discretion, elect to proceed in any of the following, or possibly other, directions:

- Build Baton Rouge may opt to select a single team, without going to a second round “short list” process, and negotiate the terms of a transaction with that team.
- Build Baton Rouge may opt to reject any or all proposals.
- Build Baton Rouge reserves the right to accept or deny specific team members and may require the lead firm to re-select team members based on the Selection Panel recommendation.
- Build Baton Rouge reserves the right to negotiate with one or more teams during the selection process to refine a team’s concept.
- Build Baton Rouge reserves the right to recommend that two or more teams consider forming a partnership, if in Build Baton Rouge’s judgment such a partnership would be conducive to achieving Build Baton Rouge’s goals for this project.

***Please note: all responses to this RFP are public records and may be reviewed by any member of the public.***

### 4.11 Evaluation Criteria

Build Baton Rouge reserves the right to accept or reject proposals that do not contain all elements and information requested in this document.

The Selection Panel will evaluate submissions based on the below criteria and the required Submission Requirements numbered 1-9 in this document. An award will be made to the responsible firm whose proposal is best suited to the requirements set forth herein. Consultants should demonstrate knowledge and experience in the following areas, which will be scored accordingly:

1. Basic knowledge of the City of Baton Rouge and East Baton Rouge Parish, familiarity of neighborhood and local growth/decline issues, as well as an understanding of current plans for Build Baton Rouge, City of Baton Rouge and East Baton Rouge Parish	<b>10 points max.</b>
2. Experience in working with or on projects addressing issues related to dis-invested communities, equitable redevelopment, urban blight, low-income populations, racial and economic inequities and minority business development	<b>10 points max.</b>
3. Experience in creating similar types of planning projects that utilize data to inform recommendations	<b>10 points max.</b>
4. Experience with planning and urban design strategies such as transit-oriented development, multimodal land use/ transportation integration policy development, complete streets, smart growth principles, ecologically sustainable or resilient development	<b>15 points max.</b>
5. Expertise in public-private financing necessary for redevelopment and infrastructure improvements	<b>10 points max.</b>
6. Proposed planning methodology and schedule for completion	<b>20 points max.</b>
7. Proposed approach to ensuring meaningful and sustainable stakeholder engagement	<b>5 points max.</b>
8. Level of DBE and/or WMBE participation	<b>10 points max.</b>
9. Cost estimate within allowable budget, competitive with industry standards, and provides greatest value to Build Baton Rouge in terms of service and qualifications	<b>10 points max.</b>
<b>Total Points Possible</b>	<b>100 points</b>

### 4.12 Post Selection

Upon notification of selection, the successful respondent is required to execute and deliver a contract within two weeks of notification. If the successful respondent is unwilling or unable to execute the agreement as required by the RFP, or if CCEDD in its sole discretion determines that negotiations during the contract negotiation phase are not progressing in a satisfactory and timely manner, CCEDD reserves the right to terminate negotiations with the selected Proposer. Should this occur, Build Baton Rouge

would then either work with the second ranked team, re-release the project for bid, or decide to not pursue the project further.

## 5 CONDITIONS OF THIS RFP

### 5.1 Reservation of Rights

The CCEDD Board, in its sole discretion, reserves the right to modify any matter contained in this RFP; cancel or suspend this RFP or to reject any or all proposals received in response to this RFP; decide whether a proposal does or does not substantially comply with the submittal requirements and procedures described in this RFP; waive minor informalities of any proposal; obtain clarification or additional information to properly evaluate a proposal; obtain references regarding any Proposer's past performance from any source; and negotiate a contract with the successful Proposer. Neither issuance of this RFP nor evaluation of any proposal(s) obligates the CCEDD to award a contract from this RFP.

### 5.2 Pre-Proposal Meeting

A pre-proposal virtual meeting for this RFP will be held on January 20, 2023 at 10:00 a.m. CST. Attendance is recommended but not required. To participate in the virtual meeting, please email RFP Coordinator, Gretchen Siemers at [gsiemers@buildbatonrouge.org](mailto:gsiemers@buildbatonrouge.org) for details. This RFP, the project and CCEDD's procurement and contract process will be explained in the call. Attendees will also be given the opportunity to ask questions to Build Baton Rouge to help clarify the CCEDD's project expectations. Verbal comments or responses given by Build Baton Rouge staff are not binding and will not serve to modify any portion of this RFP unless later confirmed in a written addendum to this RFP. Build Baton Rouge may request that particularly detailed or technical questions, or those that require additional consideration and research, be submitted in writing.

### 5.3 Questions and Requests for Changes to this RFP

All questions related to this RFP and requests for changes to any matter contained in this RFP must be submitted in writing via email to the RFP Coordinator, no later than 12:00 PM CST on January 19, 2023. All material clarifications and changes to any matter contained in this RFP will be issued in the form of a written addendum to this RFP. Up to the date and time proposals are due, it is the responsibility of all parties interested in this RFP to refer frequently to Build Baton Rouge's website (<https://buildbatonrouge.org/florida-corridor/>) to check for any addenda that have been issued. Build Baton Rouge may make a courtesy effort to notify interested parties that an addendum has been issued for this RFP; however, interested parties are ultimately responsible for being aware of addenda issued by Build Baton Rouge and modifying their proposal accordingly.

### 5.4 Preparation Costs

Proposers responding to this RFP do so at their own expense, and Build Baton Rouge will not reimburse any expenses incurred by proposers in the preparation or submission of a proposal to this RFP; including

costs associated with any meeting, demonstration, interview, or subsequent negotiations that may be requested or required.

## **5.5 Restrictions on Communications**

Proposers must not communicate with members of the Selection Panel, CCEDD Board of Directors, Build Baton Rouge Board of Commissioners, or any Build Baton Rouge employee not specifically named in this RFP, except upon invitation by Build Baton Rouge in a formal interview by the RFP Coordinator. Doing so may be cause for proposal rejection. Build Baton Rouge will not hold “one-on-one” meetings with any interested party during the RFP process outside of a formal interview.

## **5.6 Section Headings**

The section headings and titles used in this RFP are for convenience only and in no way modify the scope or intent of any provision contained in this RFP.

## **5.7 Information Submitted**

It is the sole responsibility of each Proposer to submit information related to the submittal requirements contained in this RFP and Build Baton Rouge is under no obligation to request additional information if it is not included within your proposal. However, Build Baton Rouge may (a) request proposers submit additional information during the proposal evaluation period; or (b) overlook, correct, or require a Proposer to correct any obvious clerical or mathematical error(s) in their proposal.

## **5.8 Proposer Offer, Withdrawal, and Modification**

By submitting a proposal in response to this RFP, each Proposer agrees their proposal is a binding offer to perform the work described in this RFP for a period of ninety (90) calendar days from the date proposals are due. This period may be extended upon the mutual agreement between Build Baton Rouge and a Proposer. Proposals may be withdrawn or modified prior to the proposal due date and time by submitting a written request to the Solicitation Coordinator for this RFP. Proposals may not be withdrawn or modified after the proposal due date and time unless Build Baton Rouge agrees to the withdrawal or modification in writing.

## **5.9 Determination of Responsibility**

In determining whether a Proposer meets the applicable standards of responsibility to perform the work described in this RFP, Build Baton Rouge may investigate the references, financial stability, credit history, and past performance of any Proposer, including service(s) provided to Build Baton Rouge, with respect to the Proposer’s successful performance on other projects; compliance with contractual specifications and obligations; completion or delivery of a project on schedule and within budget; its lawful payment of suppliers, subcontractors, and employees; and other factors described. Build Baton Rouge reserves the right to use any information or reference that may be discovered.

## 5.10 Serial Negotiations

After Build Baton Rouge has issued its Notice of Intent to Award and resolved all protests, Build Baton Rouge reserves the right to enter into limited negotiations with the apparent successful Proposer to finalize the pricing, performance schedule, statement of work, and other matters pertinent to the work. If Build Baton Rouge, in its sole discretion, determines that such negotiations have reached an impasse, Build Baton Rouge reserves the right to terminate negotiations with that apparent successful Proposer and commence negotiations with the next highest-ranked responsive Proposer. This process may continue until an agreement is reached and the Contract is executed or Build Baton Rouge/CCEDD cancels this RFP.

## 6 EXHIBIT A: PROJECT RESOURCE LIBRARY

Consultant should review and consider the recommendations from the below existing plans and resources. These documents should be used as reference points throughout the inclusive and participatory planning process.

- **FUTUREBR Comprehensive Plan and Strategic Implementation Plan:** <https://www.brla.gov/662/FUTUREBR>
- **Unified Development Code:** <https://www.brla.gov/706/Unified-Development-Code>
- **Florida Boulevard-Plank Road Corridor Study:** <https://howellplace.com/wp-content/uploads/2017/01/FloridaPlank-Final-Web.pdf>
- **BRAF City Stats:** <http://www.brcitystats.org/>
- **Plank-Nicholson BRT** <https://movebr.brla.gov/form/baton-rouge-bus-rapid-transit-project-page>
- **MovEBR Florida Boulevard Enhancement Segment 2:** <https://movebr.brla.gov/form/florida-boulevard-corridor-enhancement-segment-2-project-page>
- **Complete Streets Toolkit:** <https://www.cpex.org/stac-complete-streets-toolkit/>
- **Baton Rouge Bike Ped Master Plan:** <https://www.brla.gov/2467/Pedestrian-Bicycle-Master-Plan>
- **Capital Region Planning Commission Bike-Ped Plan:** [https://static1.squarespace.com/static/54cbd54fe4b047a0380cae54/t/60918fa42b37075987215d2e/1620152232586/CRBPP\\_Advisory\\_Group\\_Meeting+1+FINAL.pdf](https://static1.squarespace.com/static/54cbd54fe4b047a0380cae54/t/60918fa42b37075987215d2e/1620152232586/CRBPP_Advisory_Group_Meeting+1+FINAL.pdf)
- **CATS Premium Service Transit Feasibility Scope:** <https://buildbatonrouge.org/wp-content/uploads/2023/01/CATS-Premium-Service-Transit-Feasibility-Study-Scope.pdf>
- **CATS Comprehensive Operational Assessment Summary:** [https://buildbatonrouge.org/wp-content/uploads/2023/01/CATS\\_COA\\_FinalExecSummary-2.pdf](https://buildbatonrouge.org/wp-content/uploads/2023/01/CATS_COA_FinalExecSummary-2.pdf)
- **Amazon-Cortana Traffic Impact Study:** <https://buildbatonrouge.org/wp-content/uploads/2023/01/Cortana-Mall-TIS-2021-01-19.pdf>
- **Downtown Development District Interstate Lighting Concept Plan:** [https://buildbatonrouge.org/wp-content/uploads/2023/01/DDD\\_Interstate-Lighting-concept-design-package.pdf](https://buildbatonrouge.org/wp-content/uploads/2023/01/DDD_Interstate-Lighting-concept-design-package.pdf)
- **Florida Design Overlay Map:** <https://buildbatonrouge.org/wp-content/uploads/2023/01/Florida-Design-Overlay-Map.pdf>
- **Small Area Plan Guidelines:** <https://buildbatonrouge.org/wp-content/uploads/2023/01/Small-Area-Plan-Guidelines-PDF.pdf>
- **Build Baton Rouge resolution creating Cortana Corridor EDD:** [https://buildbatonrouge.org/wp-content/uploads/2023/01/4833-5269-9118-v.2-BBR-Resolution-creating-Florida-Blvd-EDD\\_Executed.pdf](https://buildbatonrouge.org/wp-content/uploads/2023/01/4833-5269-9118-v.2-BBR-Resolution-creating-Florida-Blvd-EDD_Executed.pdf)



- **Business Report article “Proposed Florida Boulevard Taxing District...”:** [https://buildbatonrouge.org/wp-content/uploads/2023/01/BusinessReport\\_Proposed-Florida-Boulevard-taxing-district-going-before-Metro-Council.pdf](https://buildbatonrouge.org/wp-content/uploads/2023/01/BusinessReport_Proposed-Florida-Boulevard-taxing-district-going-before-Metro-Council.pdf)
- **Business Report article “Thirty Years Later...”:** [https://buildbatonrouge.org/wp-content/uploads/2023/01/BusinessReport\\_Thirty-years-later-Florida-Boulevard-is-still-a-no-mans-land.pdf](https://buildbatonrouge.org/wp-content/uploads/2023/01/BusinessReport_Thirty-years-later-Florida-Boulevard-is-still-a-no-mans-land.pdf)