

**Request for Proposals (RFP)  
For Community Based Design Process  
Reading Terminal Market**

**INTRODUCTION:** The Reading Terminal Market is planning new streetscaping on the 1100 block of Filbert Street. This initiative is supported by ArtPlace America, which invests in creative placemaking projects in which the arts play a central role in planning and development. Multiple stakeholders, including people who both live and work in the community, will create a design vision and public space management plan to transform the bleak underpass that connects the Market with a multi-modal transit hub into a welcoming outdoor space that integrates the arts. The goal of the project is to create a realistic, achievable plan with broad-based support to transform a dark, unappealing block into a vibrant, hospitable public space linking some of Center City Philadelphia's most important public places. The year-long project will also include developing and testing early interventions. Theresa Rose, the contracted arts curator, will serve as a member of the core project team, participate in stakeholder meetings as appropriate, serve as the primary liaison to the arts community, participate in public meetings and review draft plans for project design.

**TARGET AREA:** The work will center on the 1100 block of Filbert Street.

**DEADLINE FOR SUBMISSIONS:** Submissions should be received no later than 4:00 p.m. December 4, 2015.

**TIMELINE:** The project is expected to be completed by December 31, 2016

**BUDGET:** We anticipate project cost in the \$45,000-\$50,000 range.

**PRIMARY WORK PRODUCT/DELIVERABLES** This contract will result in a design vision, conceptual and schematic drawings and space management plan, as well as the identification and testing of early interventions, centered on the 1100 block of Filbert Street in downtown Philadelphia.

**1. INITIAL REVIEW AND ANALYSIS**

- a. **Interviews.** The Consultant will interview appropriate stakeholders involved with the project. These interviews will include groups and individuals including elected officials, nonprofit organization leaders, property owners, neighborhood representatives, local design professionals, developers, artists, business organizations, and municipal staff.

- b. **Site Analysis.** The Consultant will become familiar with the physical details of the 1100 block of Filbert Street and surrounding area and the historic patterns of urbanism and architecture in the surrounding region.
  
- c. **Website.** The Consultant will provide information for the Reading Terminal Market's website. As officials deem appropriate, the Consultant will provide materials including text, photographs, maps, renderings, and other images for the web site. This material will describe the Consultant's credentials and help explain the project's process.

## 2. PARTICIPATORY DESIGN PROCESS

- a. **Generate necessary background maps.** The consultant will provide all necessary base map information that will be used to produce the maps that will be used during the preparation of the design documents.
- b. **Public Workshops and/or Design Charrettes.** The Consultant will organize and lead design workshops and/or one or more full planning charrettes to engage the community, gather ideas and goals, and formulate implementation strategies. The Consultant will tailor the workshop or charrette to obtain maximum community input so as to produce the best possible design vision and space management plan. Throughout the process, the Consultant will work with the arts curator and the core team to ensure that the integration of the arts in the space redesign is a core principal of the design process. At the conclusion of the workshop(s) and/or charrettes, the Consultant will present the work generated to-date. Plans, renderings, and concepts for early interventions that reflect ideas articulated in the workshops will be publicly presented and further feedback solicited from the community.

### RECOMMENDED FORMAT FOR SUBMITTALS:

1. **DESCRIPTION OF APPROACH:** Up to two pages describing the Consultant's typical approach to projects similar to this one, including the nature of the public process and intended extent of public involvement.
2. **TEAM EXPERTISE:** Brief description of general qualifications, the multi-disciplinary nature of the team assembled for this project, specific evidence of relevant experience and a listing of key personnel that would be available to work on this project. We anticipate that this will include:
  - a. Professional and support positions and number of personnel in each position.
  - b. An organizational chart, including resumes of all personnel who would be committed to this project. Provide specific information as to their experience on projects similar to this one. For the project manager and project architects identified as part of the project team, provide the name and phone number of two (three, four, your call) clients with whom the architect has worked on a similar building project.
  - c. Professional consultants outside your firm whom you propose would provide services not available in your firm. Provide specific information documenting their work on similar projects.

3. **COMPARABLE PROJECTS:** Summary of projects in progress or completed, with the following information for each project:
  - a. Reference name, with current contact information
  - b. Nature of public involvement in project
  - c. Client type (clarifying role of private sector client, if any)
  - d. Was the vision plan created as part of this process, or done separately?
  - e. Size and scale of geographic area
  - f. Type of project
  
4. **FEES:**
  - a. Provide information on your preliminary fee structure based on the scope indicated above, including anticipated reimbursable costs.
  - b. Submit a schedule of hourly rates by employee classification, including terms and rates of overtime for additional work if requested.

#### **EVALUATION OF SUBMITTALS:**

Consultants responding to this RFP must demonstrate the following:

- Experience in managing participatory design projects;
- Experience in building community consensus;
- Strong graphic skills;
- Strong skills in written and oral communication;
- Experience in identifying, evaluating, defining and explaining the essential qualities of community design and character.
- Experience integrating the arts into placemaking projects

The Reading Terminal Market will evaluate all submittals to determine which Consultants have the experience and qualifications that are most suited for this project. The Market may request personal interviews with the highest-ranked Consultants or may request one or more prospective Consultants to submit detailed proposals, which may include the following:

1. Detailed description of the methodology being proposed.
  
2. Work program detailing:
  - Tasks to be performed.
  - When each will be completed (timeline).
  - Tentative allocation of person days by task.
  - Schedule of work products.
  
3. Methods the Consultant proposes to use to manage the project and communicate with the Reading Terminal Market and the identified

stakeholders as to project progress, reviews, and conduct of public meetings.

4. Identification of key personnel to be assigned to the project and their roles, with resumes of all key personnel.
5. Hourly rates (inclusive of overhead and profit) for personnel or personnel categories.
6. Data expected to be provided by the Reading Terminal Market.

