

REQUEST FOR STATEMENT OF QUALIFICATIONS (RFQ)

TOWN OF MILFORD COVID-19 ECONOMIC RECOVERY PLAN

To assure compliance with the Indiana Office of Community and Rural Affairs (OCRA) and related requirements regarding competitive negotiation of engineering services, the Town of Milford is seeking Statements of Qualifications for the provision of technical assistance services to develop a COVID-19 Economic Recovery Plan (CERP) for the identified downtown area. The CERP will serve as a strategic framework and actionable roadmap to revitalize the local economy in the aftermath of the pandemic.

I. Introduction:

The Milford COVID-19 Economic Recovery Plan aims to revitalize the local economy and enhance community well-being following the pandemic. It provides a strategic framework to foster economic growth, improve the quality of place, and promote a vibrant downtown corridor. The plan leverages community strengths and resources to support businesses and residents, fostering sustainable growth and resilience.

Goals:

1. **Stimulate Economic Growth:** Implement initiatives to strengthen local economies and support businesses, including downtown revitalization efforts and business support programs.
2. **Enhance Quality of Place:** Improve the aesthetics and functionality of public spaces within the downtown corridor, fostering a sense of place and community pride.
3. **Promote Health and Wellness:** Create a pedestrian and bicycle-friendly environment that encourages active transportation and enhances community health and well-being.
4. **Support Existing Businesses:** Provide support and resources to existing businesses within the downtown corridor, including facade improvement grants and marketing assistance.
5. **Attract Visitors and Investment:** Develop strategies to increase the visibility and attractiveness of Main Street, drawing visitors from SR 15 to the downtown corridor.
6. **Engage Stakeholders and Enhance Understanding:** Utilize high-quality visual aids and clear language to effectively engage stakeholders, ensuring easy comprehension and fostering community support throughout the planning process.

Project Tasks:

1. **Assess Downtown Needs:** Conduct a thorough assessment of economic, social, and environmental needs through stakeholder input and analysis.
2. **Develop Strategic Plan:** Collaborate to create a clear and actionable Economic Recovery Plan focusing on downtown vitality, including priority projects.
3. **Implement Downtown Streetscape Project:** Prioritize initiatives such as business facade grants, murals, public art, outdoor amenities, and pedestrian/bicycle infrastructure enhancements.
4. **Conduct SWOT Analysis:** Identify downtown's strengths, weaknesses, opportunities,

and threats to inform strategic decision-making.

5. **Identify Funding Sources:** Research and secure funding options for priority projects, leveraging grants, partnerships, and community resources
6. **Promote Walkability and Active Transportation:** Enhance pedestrian and cyclist safety and accessibility through signage, streetscape improvements, and active transportation initiatives.
7. **Enhance Community Branding:** Develop a cohesive branding strategy to showcase downtown's unique identity and attract visitors, including signage and marketing initiatives.
8. **Monitor and Evaluate:** Establish mechanisms to track progress, collect stakeholder feedback, and adjust strategies as needed to ensure successful plan implementation.

II. Scope of Services

Contractors are expected to ensure document clarity and professionalism. This entails a cover page with the plan's title, date, and contact information, alongside a clear table of contents. The executive summary should succinctly outline the plan's purpose, development process, key goals, and outcomes. Utilization of high-quality, captioned visuals is required, along with concise narratives using minimal jargon. Proper citation of sources and consistency in color, page numbers, and formatting are essential throughout the document.

The COVID-19 Economic Recovery Plan should comply with the OCRA Technical Requirements for a CERP, [Covid19 Recovery Plan Requirements 2020.pdf](#). The COVID-19 Economic Recovery Plan must include or address all of the following items and contents.

Contents to be included in the CERP:

1. Executive Summary (Include page references)

- a. Provide a concise overview of the plan's purpose, scope, and key objectives in 2-4 pages.
- b. Summarize the process to develop the plan, including public input via hearings, open houses, surveys, etc. (with page references)

2. General Background

- Provide a brief overview of the demographic, economic, and educational profile of the target area, including:
 - Key population features (such as age structure, population change, educational attainment, etc.)
 - Economic base (major employers, main industrial activity, etc.)
 - Key anchor institutions in the community/county (such as public library, hospitals/clinics, community centers, museums, public schools, etc.)
- Analyze demographic and economic data to pinpoint areas for improvement and potential opportunities.

3. Recovery Planning Committee (RPC)

- Summarize the RPC, including a list of the members and the entity they represent.
- Outline the committee's work in developing the plan, including a listing of meetings, summaries of public hearings, and a discussion of how consensus

was reached for the plan.

4. Recovery Vision and Key Goals

- Develop a vision of the future state and use of the area, considering:
 - Future focus (5 to 10 years) and foreseeable needs of the community
 - How the area will be used with an emphasis on economic recovery, development, and community engagement
 - Possibilities for programming to revitalize surrounding neighborhoods and attract tourists and outside businesses
 - Addressing service gaps and needs associated with the area
- Establish key goals, with measurable strategies linked to each goal, to sustain and recover the downtown business district and expand access to/outreach of the area.

5. Post Economic Contraction Conditions

- Describe the current state of the local economy following the pandemic, including:
 - Market Conditions
 - Existing Plan Conditions
 - Physical Conditions
 - Cultural/Social Conditions

6. Recovery Strategies and Implementation Options:

- Address Milford's prioritized needs:
 - Implementation of downtown streetscape projects.
 - Promotion of walkability and active transportation.
 - Enhancement of community branding and wayfinding.
- Develop key strategies and action steps to achieve the established goals, including initiatives to:
 - Stimulate economic growth
 - Enhance community resilience
 - Support small businesses
 - Promote equitable recovery
 - Foster collaboration among stakeholders
 - Support beautification and streetscape projects
 - Prioritize strategies to attract foot traffic from main roads to the downtown corridor
- Prioritize at least three (3) options for implementation, considering cost, feasibility, and potential impact.
- Briefly outline potential improvements, costs, funding sources, and partnerships for each prioritized option.

7. Economic Recovery Action Plans

- Establish a comprehensive action plan for implementing the chosen recovery strategy.
- Identify key action steps for business development, infrastructure enhancements, marketing, and program development.
- Propose a timeline for implementation and a framework for monitoring

and measuring progress.

8. Action Items

- Summarize immediate action items to be taken upon OCRA approval of the plan. These action items should have a clear implementation timeline to ensure accountability for full plan execution. Examples include:
 - Operationalizing at least one project from the plan, approved by the Town Council.
 - Identifying and pursuing external funding to support future recovery projects outlined in the plan (grants, fundraising, etc.).
 - Securing "buy-in" from building owners for participation in projects, particularly façade improvement programs, and ensuring project sustainability.

9. Appendices

- Include any relevant supporting materials or data that informs the CERP, such as:
 - Copies of public engagement materials and summaries of public input
 - Detailed data tables on demographics, economic indicators, etc.
 - Engineering drawings or architectural renderings (if applicable)
 - References and citations for all data and information used in the Plan

III. RFQ Terms and Conditions

Funding

Financial support for this contract is provided through OCRA utilizing CDBG planning grant funds. Grant support has a 10% MBE/WBE goal for all projects funded with CDBG funds.

Type of Contract

The Town of Milford will execute either a firm, fixed-price contract, or a cost-reimbursement contract for these services that is contingent on the final commitment of grant funding. The successful proposer will be required to execute a professional services contract with the Town of Milford. The Town of Milford may or may not negotiate the fee schedule with one or more offers.

Federal & State Third-Party Contract Provisions

The successful proposer must meet all of the federal and state third-party contract provisions required by OCRA for CDBG assisted grants/activities:

1. 24 CFR Part 85.36.
2. Title VI of the Civil Rights Act of 1964.
3. Conflict of Interest (24 CFR Part 570).
4. Access to records.
5. Executive Order 11246 - Equal Employment Opportunity
6. Executive Order 12138 - Women Business Enterprise Policy.
7. Architectural Barrier Act of 1968.
8. Age Discrimination Act of 1975.
9. Section 3 Clause - Housing and Urban Development Act of 1968.
10. Section 504 - Rehabilitation Act of 1973.
11. Retention and Custodial Requirements (24 CFR Part 85.42).
12. Executive Order 11063.
13. Affirmative Action Program / Plan.
14. Davis Bacon and Related Acts.

Rate of Qualifications

The SOQ must include sufficient information regarding qualifications and determination that the respondent is qualified and has relevant experience. Do not include a proposed fee as this is a qualification-based selection process. Each SOQs will be reviewed for completeness and clarity according to the below criteria. Failure to submit a complete SOQ will result in disqualification for consideration by the Town. The SOQ should include the following:

1. Name and contact information of your firm, taxpayer identification number, and indication if you're a Disadvantaged Business Enterprise.
2. A description of expertise, experience, and resources directly relevant and available for the proposed project.
3. A list of similar projects previously completed.
4. A list of three (3) customer references that have used your firm for similar technical services in the past five years.
5. Resumes of professional staff members that will work on this project.

6. The name and contact information of the individual(s) to be in charge with authority to negotiate and bind the proposer contractually, and who may be the primary point of contact during the period of the project.
7. A brief summary of your firm's current workload and availability over the next 12 months.
8. A description of the scope of services as per the "Scope of Services" as previously outlined in this RFQ.
9. A project timeline/schedule to accomplish the "Scope of Services" as previously outlined in this RFQ.

Proposers may request clarification in accordance to this RFQ. If so, please email questions to the Clerk-Treasurer at town.clerk@milford-indiana.org and attention: Town of Milford COVID-19 Economic Recovery Plan RFQ. Questions must be submitted by email by 4:00 PM (EDT) May 15, 2024.

Deadline & Submission Procedures

The RFQ/Statement of Qualifications (SOQ) submitted in response to this solicitation must be delivered to the Town of Milford Town Hall at the address below by sealed envelope by 4:00 PM (EDT) by May 31, 2024. Without exception, the SOQ received after the submission deadline will not be evaluated.

Town of Milford
Attention: Town of Milford COVID-19 Economic Recovery Plan
PO Box 300, 121 S Main Street
Milford, Indiana 46542

Sealed envelopes must be clearly labeled as "Town of Milford COVID-19 Economic Recovery Plan RFQ," with the firm's name and address prominently displayed. Upon receipt, each SOQ will be date-stamped by the Town. Proposals submitted via email, fax, or verbally will not be accepted.

Each firm is required to submit five (5) hard copies and one (1) electronic copy of their SOQ in accordance with the RFQ deadline as previously stated. The electronic copy can be provided on a flash drive or made available for download in a cloud-based shared-drive system. SOQs should include all relevant supporting materials describing the firm's qualifications, unique skills, and experiences, which must be submitted along with the five (5) hard copies. The SOQ document itself should not exceed 20 pages.

Schedule of Activities for the RFQ

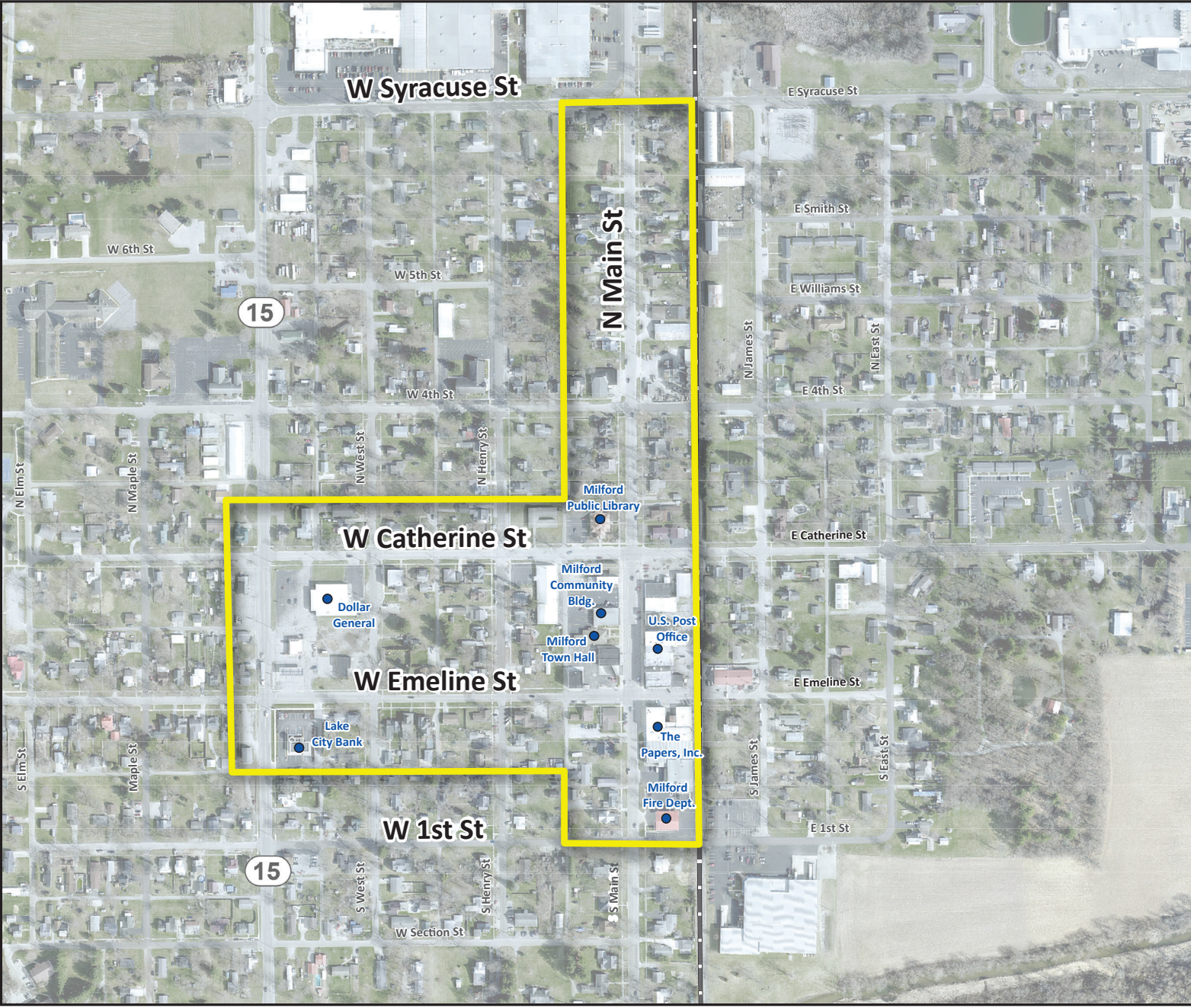
RFQ Published:	May 1, 2024	<i>*The date for issuing the notice of award and signing contracts is tentative and contingent upon the Town of Milford receiving confirmation of the award for this project from the Indiana Office of Community and Rural Affairs (OCRA).</i>
Submit Statement of Qualifications:	May 31, 2024	
Evaluation of Proposals and Short Listing of Firms:	June 3 – 7, 2024	
Select Firm:	June 10, 2024	
*Issue Notice of Award/Sign Contracts:	July 8, 2024	

Evaluation Criteria for Award of Contract

An evaluation committee will review and rank all SOQs based on the criteria outlined below. The review and ranking will be done individually and without consultation with other members of the evaluation committee. Each SOQ will be reviewed for completeness and clarity according to the below criteria.

1. Firm's history and resource capabilities to perform required services. (0-10 pts)
2. Evaluation of assigned personnel. (0-10 pts)
3. Related experience in similar-type projects. (0-10 pts)
4. Firm's capacity and current workload to perform the work. (0-10 pts)
5. Familiarity with local experience and results. (0-10 pts)
6. Ability to relate to the project. (0-10 pts)
7. Analysis of narrative statement. (0-10 pts)
8. Reference check. (0-10 pts)



During the evaluation period, the Town reserves the right to reject any and/or all responses, and reserves the right to interview some or all of the proposing firms. The Town of Milford is an Equal Opportunity Employer. Firms who submitted a SOQ will be notified regarding the award. The contract is scheduled to be awarded prior to the release of funds but no work on the project can begin until all contracts and service agreements are signed.

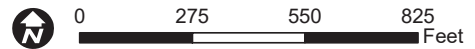


Town of Milford

CERP Planning Area

Legend

-  Downtown Planning Area
-  NS Railroad



Coordinate grid is based on Indiana East State Plane Coordinate System 1983 North American Datum.

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