

## Council Agenda Report

**Date:** March 28, 2022  
**Prepared by:** Pat Escher, A.I.C.P., Division Manager  
**SUBJECT:** OAG/TAG Grant - Small Area Plan for Pine Street Neighborhood

**Discussion:** Request for Proposals to hire a consultant to create a Small Area Plan for the Pine Street Historic District.

As discussed at the March 14<sup>th</sup> meeting, the City was awarded a grant to prepare a Small Area Plan for the Pines Street Historic District. The next step in this process is to send out a Request for Proposals (RFP) that will provide the City a pool of consultants to choose from. Upon completion of an internal review of the RFP respondents, staff will come before Council with a recommendation for the preferred applicant. Pending Council's approval, staff will bring the consultant on board this summer for the community outreach and planning efforts.

**Fiscal Impact:** NA

**Approved by:** *David Deutsch , Acting City Manager*



**CAMBRIDGE**  
Maryland

## **REQUEST FOR PROPOSALS (RFP):**

### **PINE STREET HISTORIC DISTRICT SMALL AREA PLAN (PSNSAP) CONSULTANT**

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When it comes to making an impact, the City of Cambridge offers an unparalleled opportunity to do so in our spectacular eastern shore community. Due to the City's leadership direction and dedication to community the City of Cambridge is now seeking proposals for supportive services for its *"Pine Street Historic District Small Area Plan"*. The Small Area Plan shall provide a collaborative process to work together to improve the neighborhood and ensure a better future.

#### **Maryland's National Register Properties**

*"The Pine Street Neighborhood Historic District comprises approximately 100 acres within the city of Cambridge, county seat of Dorchester County, Maryland. Centering on the triangle created by Pine, High, and Washington Streets, the district is characterized by a variety of commercial, residential, and religious building types that reflect the development of the predominantly African American community over a period of 150 years. The district retains an exceptionally large concentration of frame duplexes or gable-front houses originally occupied by workers of the city's booming canning industry at the turn of the 20th century."*

*The Pine Street Neighborhood Historic District in Cambridge is architecturally and historically significant on several counts. Primarily an African American neighborhood, this large residential and commercial district started out as a distinctly segregated section of the city, inhabited by free black citizens of the county seat during the first quarter of the 19th century. The district is historically significant for its association with the history of the African American community of Cambridge.... The district comprises the most extensive collection of factory associated, repetitive form housing to remain on the Eastern Shore."*

The Consultant(s) for this plan will be under the leadership of the City Planner & Housing Specialist.

The Consultant(s) will be paid directly by the City for services performed. The Consultant(s) will be expected to work closely with the City's Planning Division staff, providing timely reports as agreed upon to the City Planner and Housing Specialist.

Three (3) Sealed proposals should be submitted no later than **2:00 pm, Friday, April 29, 2022** clearly marked on the outside *"Pine Street Historic District Small Area Plan"*. to:

Department of Public Works  
Attn: City Planner  
1025 Washington Ave,

Cambridge, Maryland 21613

Late proposals will not be accepted. All timely proposals will be opened and read aloud on Friday, April 29, 2022 @ 2:00 pm. Selected Consultant(s) will be scheduled for interviews May 10-12, 2022. Selection will be made by staff with a recommendation to Council on Monday, May 23, 2022 (*tentative*).

The City reserves the right to reject any and all proposals, or parts of proposals, when it is judged to be in the best interest of the City.

**A. SCOPE OF SERVICES:**

1. The consultant will develop a public outreach strategy designed to inform community stakeholders and the public about the project.
2. Conduct a series of community visioning sessions with the community, getting their input, formulating their comments, representing a draft document to community for additional comment and preparing the final document.
3. The plan shall be in accordance with or further development of previously approved plans, including Cambridge Neighborhood Revitalization Plan, Cambridge Housing Market Analysis and Needs Assessment, Pine Street Community Small Area Plan (Draft – not approve, but informational), the Comprehensive Plan and any other relevant documents.
4. The plan will identify specific land uses in various locations of the neighborhood, show view corridors, gateway features, pedestrian connections, amenity space, with the ultimate goal of providing the City direction to create overlay zones and incentivize zoning districts.

**B. DELIVERABLES:**

1. A Pine Street Historic District Small Area Plan, derived through community visioning sessions, analysis of City related documents and other relevant findings.
2. The plan will incorporate maps, diagrams and illustrations that show how the identified goals for the project will be met by the City, stakeholders, and property owners. Plan shall provide for commercial development, senior living, potential live work units, neighborhood amenities to support community revitalization, or other identified needed resources.
3. Provide a specific set of strategies to improve the neighborhood aesthetically and communally.
4. Historic preservation measures to preserve the historic values and neighborhood fabric.

**C. CONSULTANT'S QUALIFICATIONS:** Respondents to this RFP shall have the following qualifications:

1. Must be licensed and in good standing;
2. Must have an excellent reputation in the long-range planning community;
3. Have produced demonstrably reliable small area plans for similar projects;
4. The applicant must have excellent communication and presentations skills.

**D. INSURANCE REQUIREMENTS** For proposal purposes, proposers must submit copies of certificates of insurance for general liability and workers compensation. The successful

contractor must provide original certificates prior to commencing services, naming the City as additionally insured.

- E. FEE SCHEDULE** The proposed bid and fee schedule shall include the following items:
1. A project budget, which includes consulting costs, clerical costs, and data analysis costs. Indicate a *“not to exceed”* total cost. Any travel required by the facilitator, which is part of the normal scope of work, will be at the facilitator’s expense;
  2. A statement of the insurance carried by the facilitator and a signature by an individual authorized to bind the proposer, with a statement that the proposal is a firm offer for a 90-day period.
- F. TERM OF CONTRACT WITH THE CITY** The contract period for the successful Consultant(s) will be from date of award until either party chooses to discontinue the contract. The contract may be terminated by either party with 60 (sixty) days prior notice.
- G. EVALUATION AND AWARD PROCESS** Issuance of this RFP and receipt of proposals does not commit the City of Cambridge to award a contract. The City reserves the right to postpone receipt date, accepting or rejecting any or all proposals received in response to this RFP, or to negotiate with any of the brokers/firms submitting an RFP, or to cancel all or part of this RFP.
- H. INTERVIEWS/PRESENTATION** Firms submitting a proposal in response to this RFP may be required to give a presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way will change the original proposal submitted. Interviews are optional and may or may not be conducted.
- I. SELECTION CRITERIA**
1. Completeness of response to RFP as outlined in this solicitation;
  2. Knowledge of successful urban renewal and revitalization strategies;
  3. Knowledge of local real estate market, City of Cambridge, and Dorchester County;
  4. Track record of delivering high quality products on time and within budget;
  5. Fee schedule.
- J. RFP SUBMITTAL REQUIREMENTS** By submitting a proposal, you represent that you have thoroughly examined & become familiar with the scope of services outlined in this RFP and can achieve a positive outcome attaining all of the scope of work and deliverables as presented.

**The following information must accompany your proposal:**

1. List years in business, previous names of the firm, if any;
2. Description of your firm including size of firm, location, number and nature of the professional staff to be assigned to City of Cambridge; staff experience and training, including a brief resume for each key person listed;
3. Describe experience (minimum five years previous experience with proven effectiveness) your firm or organization has in pertinent urban renewal and community revitalization experience;

4. Experience in assisting similar size entities, including any and all services for government agencies;
5. List of at least three references where and when your firm provided similar services. Please describe your services and provide names and telephone numbers of contact persons for each reference;
6. Additional services offered through your firm;
7. Listing of any current litigation, outstanding judgments and liens;
8. Bid and fee schedule – identify any other ancillary fees that the City should anticipate;
9. Any requirements you may have to perform these services.

#### **EVALUATION CRITERIA**

All proposals will be evaluated based on the technical and professional expertise and the experience of the firm, the proposed method, and the procedures of the work and the cost of the proposal. The apparent ability of the firm to be independent and objective in performing the requested work will also be considered.

**A. Technical Expertise** The technical expertise and experience of the firm will be determined by the following factors:

1. The overall experience of the firm in conducting similar work that is to be provided to the City of Cambridge.
2. The expertise and professional level of the individuals proposed to conduct the work for City of Cambridge.
3. The clarity and completeness of the proposal and the apparent general understanding of the work to be performed.

**B. Procedure and Methods**

1. The methods and procedures proposed to be utilized to conduct the work requested as they relate to thoroughness and objectiveness will be of primary importance in evaluating proposals. This includes evaluation of the soundness of the approach relative to the techniques for collecting and analyzing data, sequence and relationships of major steps, and methods for managing the work to ensure timely and orderly completion.

**C. Cost**

1. The cost will be weighed in relation to the other proposals received and shall be evaluated relative to the number of hours of professional consulting services to be received by the City and the overall level of expertise of the specific firm's personnel proposed to do the work for the City.

NOTE: All, or selected, firms submitting proposals may be invited to give an oral presentation explaining their proposal.

#### **K. TECHNICAL ASSISTANCE / CLARIFICATION**

Any request for clarification of the information contained in this RFP must be submitted in writing via email no later than Wednesday, April 11, 2022 at 12:00 p.m. to:

Patricia Escher, City Planner

[pescher@chooescambridge.com](mailto:pescher@chooescambridge.com)

		Points Possible
1.	Respondent Information/Completeness	10
2.	Prior Experience	35
3.	Corporation/Team Personnel	35
4.	Financial Capacity	20
	TOTAL	100

To be issued: Tuesday, March 29, 2022