

REQUEST FOR PROPOSALS (RFP)
Neighborhood Plan / Neighborhood Revitalization Strategy Area (NRSA)
California-Kirkbride Neighborhood, Pittsburgh, PA

September 17, 2009

The California-Kirkbride Steering Committee, a partnership between California-Kirkbride Neighbors (CKN), the Northside Coalition for Fair Housing (NCFH), the City of Pittsburgh and other non-profits and businesses in the California-Kirkbride neighborhood, is seeking a qualified professional or team of professionals to perform a series of planning and design tasks related to the completion of a comprehensive neighborhood plan, land use strategy, and Neighborhood Revitalization Strategy Area (NRSA) designation for the California-Kirkbride neighborhood.

Background / Study Area

California-Kirkbride is a Pittsburgh neighborhood located north of the Ohio and Allegheny Rivers in an area known as the Northside of the City. The neighborhood borders the City neighborhoods of Central Northside to the south, Manchester to the west, Marshall-Shadeland (Brightwood) to the north, and Perry South to the east. The California-Kirkbride neighborhood is home to the Old Allegheny Rows Historic District, the Uniondale Cemetery, and the City's main post office on California Avenue. The number of crimes reported in the neighborhood has dropped by over 10% over the last year, which coincides with the introduction of constables by North Side Associates, a primary landowner in the neighborhood. Conversely, the neighborhood has a high rate of condemned and vacant properties; a well above-average rate of households headed by single mothers; a high unemployment rate; demolition of properties due to neglect and abandonment that have emptied blocks of the neighborhood and could potentially cause the de-listing of the historic district due to loss of integrity; as well as levels of poverty and crime that still exceed the City as a whole.

Due to community concern on these issues, the California-Kirkbride Steering Committee was formed to collaboratively find solutions to these problems.

As the next step of this process, the California-Kirkbride Steering Committee is seeking consultants to prepare a comprehensive neighborhood plan, including Neighborhood Revitalization Strategy Area (NRSA) designation in the City's Consolidated Plan, for the neighborhood. In this process, it is expected that:

- All planning and development activities should be driven by the community;
- Specific care will be used to solicit broad community input, to ensure that no groups within the community are excluded;
- Policies will be created for the preservation, stabilization, and demolition of blighted and condemned properties in the neighborhood;
- Strategies to reduce crime and opportunities to create a safe neighborhood be recommended;
- Recommendations for market-based opportunities that serve the needs of the community (job, retail, services, other opportunities) for businesses as well as service providers;
- Temporary solutions will be provided to combat vacancy in the neighborhood;
- Blighted and condemned structures should be prioritized for demolition to best decrease blight in the area and discourage illicit activities in vacant buildings;
- Vacant properties be prioritized by highest and best use as to which parcels should be permanent open spaces / recreation, temporary open spaces, or long-

term development sites. These priorities must be based on the financial and capacity realities of the City and the neighborhood to fund and maintain these properties, as well as market realities for development purposes;

- Opportunities for “right-sizing”, such as closing streets, removing utilities, and letting areas of vacant properties go “natural” be explored and strategies recommended;
- Strategies that are recommended for vacant properties be done in a way to minimize the opportunity for criminal activity;
- Innovative, environmentally and fiscally sustainable solutions be encouraged;
- Recommendations on how to support and transition non-traditional businesses into legal enterprises;
- Any proposed development should enhance the quality of life for residents and business owners, and should be in alignment with the existing character of the neighborhood;

Qualifications

Potential consultants will have experience in community facilitation, vacant land strategies, market analysis, land use planning, facilitation of meetings and workshops (including public outreach through electronic and face-to-face methods), job creation and development strategies (commercial and industrial), urban design, and community development. Experience working in underserved urban neighborhoods is required. Creativity and innovation in solutions is encouraged. A working knowledge of the many local groups, foundations, other funding sources for implementation items, and ability to network with the broader city and county community is essential. Familiarity with HUD’s Consolidated Plan and the Neighborhood Revitalization Strategy Area (NRSA) process is also required.

Scope of Work

The California-Kirkbride Steering Committee will be responsible for guiding the project through to completion. The consultant will be expected to meet with the committee prior to the start of work and on a regular basis throughout the planning process. The consultant will conduct the following project activities on behalf of the California-Kirkbride Steering Committee:

- 1) *Review of existing reports and data:* The consultant should review and become familiar with all information and data provided through the Department of City Planning, as well as other reports and studies previously done for California-Kirkbride. This includes the *Brighton Place Study* (2009), *Strategies for the Reuse of Vacant Land: Herron Avenue and Brighton Road* (2007), *California-Kirkbride Neighborhood Architectural Analysis* (2002), *Northside Properties Redevelopment: Project Concept and Feasibility Report* (2000), *Calbride Place Redevelopment Feasibility Plan* (1994), as well as outcomes from the prior neighborhood planning process led by California-Kirkbride Neighbors and the Department of City Planning which occurred in 2002-03.
- 2) *Facilitation of community process:* The consultant will facilitate at least three community meetings and develop a process with the Steering Committee to engage neighborhood residents and stakeholders in the planning process. At a minimum, the meetings shall include:
 - An introductory meeting, which will be the first opportunity for the neighborhood at large to hear about the planning process, and to give ideas and feed back to

the planning committee. Based on this meeting, the consultant will confirm/identify a set of preliminary community priorities, which will be discussed at the community event(s) or other meetings (see next bulleted item);

- A community event or other meetings as structured by the Steering Committee and Consultant. This will be an opportunity for neighborhood residents to review the information that was presented at the introductory meeting, and then spend the time working on recommendations.
- Presentation of a draft of the Neighborhood Plan and NRSA at a meeting which includes all of the participants who attended the introductory meeting and the community event(s);
- Additional meeting(s) to be scheduled if necessary.

3) *Development of draft and final documents:* The consultant, in consultation with the California-Kirkbride Steering Committee, will produce a draft Neighborhood Plan and document for a Neighborhood Revitalization Strategy Area (NRSA) to be presented for comment at one of the community meetings. The NRSA shall be designed according to HUD's guidelines, and shall include the following components:

- Neighborhood and Demographic Criteria;
- Community Consultation;
- Assessment;
- Economic Empowerment; and
- Performance Measures;

The Plan will include:

- The findings from the community workshop;
- An outline of community goals and priorities;
- An overall vision for the direction of future physical and social development;
- A conceptual land use plan for the neighborhood, including a zoning plan for Map Pittsburgh;
- The NRSA document.
- An action plan to address (may also include other items, based on the outcomes of the community meetings):
 - ⇒ How to address vacant lots and buildings in the neighborhood;
 - ⇒ Livability issues (infrastructure, safety, recreation, transportation, etc.);
 - ⇒ Funding sources, programs, and responsible parties for plan implementation.

Relevant comments from the community and the City on the draft Plan should be incorporated into a final document, which will be provided to the neighborhood groups and the City in electronic and print formats (At least 5 copies each).

- 4) *Identification of potential funding sources:* The consultant will identify potential funding sources for implementation of the action plan, providing detail on specific programs and contacts on these funding sources.
- 5) *Inclusion of NRSA into City's Consolidated Plan:* The consultant will assist the Steering Committee in providing documentation for and the process of incorporating the NRSA into the City of Pittsburgh's Consolidated Plan.

Budget and Funding

The anticipated budget for this project is \$30,000. The City's Department of City Planning will be available for assistance throughout this process, including tasks such as: support for organizing and facilitating community meetings and providing GIS data for mapping. In addition, the following data and information is available through the Department of City Planning: current land use, census and demographic information, public facilities, transportation routes and facilities, and previous reports and studies that have been produced about California-Kirkbride. This includes land use data collection during the Map Pittsburgh process for the neighborhood, as well as data collected for the Sector / Neighborhood Asset Profile (SNAP) for the neighborhood.

Submission Requirements

Proposals should include:

- A brief letter of interest, outlining the consultant's relevant work experience, areas of expertise, and availability for the project;
- At least one sample of a work product which accomplishes tasks similar to what this RFP is seeking;
- References;
- An identification of personnel who will be assigned to this project, including title, hourly rate, and prior experience.
- An overview of how the proposed Scope of Work will be accomplished within the established budget;
- A detailed project budget;
- A project schedule and timeline not to exceed eight months, including a potential Consolidated Plan amendment process.

To facilitate the review process, 5 copies of the proposal should be submitted no later than **4 p.m. on Friday, October 16** to:

Tonya Avery
Northside Coalition for Fair Housing
1821 Brighton Road
Pittsburgh, PA 15212
412-321-5527
tonya@northsidetenants.org

Postmark will not meet deadline.

Anticipated Schedule:

- Friday, October 16, 2009 – Proposals due to Northside Coalition for Fair Housing
- Last Week of October 2009 – Short list of consultants selected
- 2nd week of November 2009 – Consultant interviews
- 3rd week of November 2009 – Consultant selected
- November - December 2009 – Contract executed
- January - May 2010– Planning study in process
- June-July 2010 – review of Planning study drafts with Steering Committee
- July 2010 – Completion of planning study
- August-September 2010 – Consolidated Plan amendment process