



**Request for City Council Committee Action
From the Department of Community Planning & Economic Development**

DATE: 1/19/06

TO: Council Member Gary Schiff
Chair, Zoning and Planning Committee

REFERRAL TO: Council Member Paul Ostrow
Chair, Ways and Means/Budget Committee

SUBJECT: Authorize issuance of RFP for development of the West
Broadway Alive! Master plan

RECOMMENDATION: Authorize release of RFP for consultant services for
development of the West Broadway Alive! Land use plan,
contingent upon approval by the PRC.

PREVIOUS DIRECTIVES: N/A

Prepared/
Presented in Committee by: Tom Leighton, Principal Planner 612-673-3853

Approved by Barbara Sporlein, Director,
CPED Planning Division _____

<p>Financial Impact (Check those that apply)</p> <p><input checked="" type="checkbox"/> No financial impact - or - Action is within current department budget. (If checked, go directly to Background/Supporting Information)</p> <p><input type="checkbox"/> Action requires an appropriation increase to the Capital Budget</p> <p><input type="checkbox"/> Action requires an appropriation increase to the Operating Budget</p> <p><input type="checkbox"/> Action provides increased revenue for appropriation increase</p> <p><input type="checkbox"/> Action requires use of contingency or reserves</p> <p><input type="checkbox"/> Other financial impact (Explain):</p> <p><input type="checkbox"/> Request provided to the Budget Office when provided to the Committee Coordinator</p>

<p>Community Impact</p> <p><u>Ward:</u> 3, 4, 5</p> <p><u>Neighborhood Notification:</u> Jordan, Hawthorne, Near North, Willard-Hay</p>
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City Goals:

Maintain the physical infrastructure to ensure a healthy, vital and safe City.
Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.
Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth.

Comprehensive Plan:

The land use planning effort will be conducted within the framework of "The Minneapolis Plan."

Zoning Code:

Living Wage/Job Linkage:

Other

BACKGROUND/SUPPORTING INFORMATION

West Broadway has historically been the most significant commercial and cultural destination in north Minneapolis. Although much reduced from its boom years, it remains the main street of north Minneapolis.

Hennepin County is undertaking a planning study called Penn-Broadway Transit Oriented Development Plan. Its primary focus is on proposed redevelopment patterns for the blocks at or near the Penn-Broadway intersection. Because of this, the WBA plan need not create development concepts for the Penn-Broadway node. The WBA plan document will incorporate the work of the Penn-Broadway Transit Oriented Development Plan so that policy guidance related to West Broadway may all be found in one document. The WBA Plan will take a corridor long perspective for the other topic areas in the scope of services. Communication materials related to the scope of each of these planning processes is attached to this document.

PROJECT GOAL AND OBJECTIVE

The purpose of the West Broadway Alive! (WBA) plan and planning process is to lay the groundwork for the revitalization of West Broadway as a recognized and cherished place and the activated center of commercial and community activity in north Minneapolis. The plan document must establish guidance for future development and public realm improvements, and offer a roadmap for revitalization by naming near-term priority actions to be undertaken around which the energy and resources of stakeholders can be focused.

PROJECT AREA

The geographic scope of the WBA Plan includes property within a block of West Broadway from the Mississippi River to the western City limits. It will extend further as appropriate to include property within a ¼ mile radius from the major transit nodes at Penn Avenue, Emerson/Fremont Avenues, and Lyndale Avenue.

The attached Request for Proposals for a West Broadway Alive! plan is being presented for approval for distribution, contingent upon its approval by the Permanent Review Committee.

Request for Proposals

For consultant services to the City of Minneapolis to prepare a Master Plan for West Broadway Avenue within a budget not to exceed \$130,000

West Broadway has historically been the most significant commercial and cultural destination in north Minneapolis. Although much reduced from its boom years, it remains the main street of north Minneapolis. The purpose of the West Broadway Alive! (WBA) plan and planning process is to lay the groundwork for the revitalization of West Broadway as a recognized and cherished place and the activated center of commercial and community activity in north Minneapolis. The plan document must establish guidance for future development and public realm improvements, and offer a roadmap for revitalization by naming near-term priority actions to be undertaken around which the energy and resources of stakeholders can be focused.

The process itself has a special obligation to reach a community that may not respond well to a traditional community engagement process. Furthermore, it must be structured so as to activate and empower the community and potential organizational partners to devote energy and resources toward the implementation of the plan.

Project Area

The geographic scope of the WBA Plan includes property within a block of West Broadway from the Mississippi River to the western City limits. It will extend further as appropriate to include property within a ¼ mile radius from the major transit nodes at Penn Avenue, Emerson/Fremont Avenues, and Lyndale Avenue. See Attachment B, project area map.

Hennepin County is undertaking a planning study called the Penn-Broadway Transit Oriented Development Plan. Its primary focus is on proposed redevelopment patterns for the blocks at or near the Penn-Broadway intersection. Because of this, the WBA plan need not create development concepts for the Penn-Broadway node. The WBA plan document will incorporate the work of the Penn-Broadway Transit Oriented Development Plan so that policy guidance related to West Broadway may all be found in one document. The WBA Plan will take a corridor long perspective for the other topic areas in the scope of services. Communication materials related to the scope of each of these planning processes is attached to this document.

Scope of Services, Outline Format

The tangible result of the WBA planning process will be a plan document that incorporates the elements described below. These plan elements are restated in narrative format after that to provide a more complete understanding of expectations.

1. Vision and Fundamental Principles

- a. Vision statement
- b. Fundamental principles

2. Survey of Existing Conditions

- a. Historical context
- b. Current comprehensive plan (The Minneapolis Plan) land use designations, policies, and implementation steps that apply to study area
- c. Past and concurrent planning efforts in the study area, including a summary of recommendations from recent planning efforts
- d. Demographic overview of population and employment
- e. Survey of existing property attributes such as land use, zoning, property value, building floor area, number of units, occupancy, homestead status, and condition
- f. Traffic and pedestrian movement, parking availability and use, transit use
- g. Market data and analysis adequate to support recommendations concerning land use and development guidelines, to evaluate the general feasibility of development concepts, and to support recommended business and economic development strategies.

3. Land Use

- a. Locations for housing, industrial, commercial and mixed use development
- b. Green linkages or open space
- c. Future land use map in comprehensive plan compatible format
- d. Modifications to comprehensive plan designations
- e. Boundaries of West Broadway related comprehensive plan features
- f. Concept for continuation of Van White Memorial Boulevard and the alignment of West Broadway through the Hawthorne Crossings area.

4. Transportation, Transit and Parking

- a. Street layout concept between Girard and the Mississippi River
- b. Street and sidewalk dimensional guidelines
- c. Parking analysis and recommendations
- d. Traffic calming strategies
- e. Streetscape concepts for West Broadway and possible “Van White extension”

5. Housing

- a. Overall housing goals
- b. Identification of housing opportunity sites
- c. Employer-housing relationships

6. Economic/Business Development

- a. Proposed economic/business development strategies
- b. Marketing and branding
- c. Organizational recommendations

7. Development guidelines

- a. Development intensity
- b. Site characteristics including recommended landscaping and fencing standards
- c. Building characteristics

8. Development Concepts for Case Study and Opportunity Sites

- a. Site specific development concepts illustrating possible site layout, land use, development intensity, and parking
- b. Concept level pro formas

9. Livability—Public Safety and Aesthetics

- a. CPTED scan of West Broadway corridor
- b. Public safety strategy
- c. Viewshed, gateway and greening opportunities
- d. Public art plan

10. District Focus: Hawthorne Crossings/Historic Storefronts District

- a. Synthesis of recommendations from the above substantive headings for the revitalization of this key district, including:
- b. Exploration of expanded public space
- c. Recommendations for activating space by programming it as a focus for north Minneapolis events
- d. Branding/Marketing
- e. Traffic calming
- f. Aesthetic improvements
- g. Organizational recommendations
- h. Parking recommendations

11. District Focus: Lyndale/Freeway/River District

- a. Synthesis of recommendations from the above substantive headings for the improvement of this key district, including:
- b. Redevelopment priorities
- c. Traffic calming
- d. Branding/Marketing
- e. Aesthetic improvements

12. Revitalization Plan

- a. Implementation plan overview including identification of key challenges
- b. Fiscal and social impact analyses
- c. Five year action agenda, including:
- d. Lead entities
- e. Key partners
- f. Financial resources
- g. Timeline/phasing

Scope of Services, Narrative Format

1. Vision and Fundamental Principles

The vision element will capture the essence of the community's overarching objective with respect to West Broadway in a succinct vision statement. It will also call out the most fundamental principles that will guide revitalization activity.

2. Survey of Existing Conditions

A plan for West Broadway must be based on a good understanding of existing conditions. This encompasses an understanding of the West Broadway community including its demographic and employment characteristics, and property attributes such as land use, zoning, property value, building floor area, number of housing units and occupancy, affordability, homestead status, and building condition. Data would be compiled on the movement of vehicles, bikes and pedestrians, and the availability and use of public transit. Market data and analysis will be important in order to support recommendations related to land use, development guidelines, branding and marketing, and to evaluate the general feasibility of development concepts. It will be important to understand the historical context, as well as the existing plan basis in terms of the city's comprehensive plan and other recent planning and goal setting exercises.

3. Land Use

The land use plan will detail the proposed future land use of the West Broadway area. It will include a map of proposed future land use and accompanying descriptive text. It will include a land use map in a format that is suitable for incorporation into the city's comprehensive plan.

The land use plan will consider appropriate locations for commercial, residential, industrial and mixed use development, as well as open space and green linkages. The land use plan would set the stage for a future analysis of the zoning of property between Girard Avenue and the Mississippi River.

Changes to comprehensive plan features may be proposed as part of this analysis. These may include changes to the designation of certain features as well as changes to the extent of features.

West of Girard Avenue, the land use plan will build on the rezoning study done by the City of Minneapolis in 2003. At the Penn Broadway business node, the land use plan will build on and incorporate the work done through the Penn-West Broadway Transit Oriented Development Plan.

4. Transportation, Transit and Parking

The TT&P analysis will examine existing conditions and propose strategies and designs that address specific transportation issues that arise through the planning process. In geographic terms, the emphasis would generally be on the area from Girard to the Mississippi River because West Broadway has just been reconstructed from Girard Avenue to the western city limits. Anticipated issues include consideration of street layout, as well as right of way cross sections and dimensional modifications at key locations. Recommended changes might be implemented at such time as the east half of the street is reconstructed. Proposed right of way cross sectional diagrams from the north

building wall to the south building wall at key locations allows the proper siting of new structures and the preservation of adequate sidewalk width. Proposed alterations to rights of way would be based on considerations of street functionality, aesthetic character, and ability to the right of way support viable and active business, pedestrian and residential environments.

Other anticipated areas of inquiry include a parking analysis for the business districts east of Girard Avenue that considers the availability, demand, ownership and management of nearby parking. Traffic calming strategies should be proposed to make it easier for pedestrians to cross West Broadway at key locations. A streetscape design for West Broadway east of Girard should emerge through the process that is compatible with the streetscape already implemented east of Girard. Aesthetic improvements to the I-94 bridge structure and its signage will be considered, as will enhancements to Emerson Avenue that would extend certain streetscape elements of Van White Memorial Boulevard to West Broadway.

Work done as part of the Penn-West Broadway Transit Oriented Development Plan would be incorporated into this section. The principles, analysis and recommendations of the Access Minneapolis plan will also inform the recommendations of this section of the report.

5. Housing

Growing the household base along and near West Broadway is supported by city policy and will have multiple benefits including increasing the market for West Broadway business establishments, supporting high quality transit service, and improving public safety along the avenue. The housing element of the WBA plan will identify opportunity locations for new housing. It should engage process participants in a deeper understanding of the complex dynamic between community preferences for housing types—in terms of density, ownership vs. rental housing, affordable vs market rate housing—and the market and financing constraints that govern what is do-able. The housing element may propose realistic goals for overall housing growth as well as for the desired overall mix of ownership, rental, market rate and affordable housing. It may identify anticipated challenges to reaching goals and propose actions that might address these challenges.

The housing element will also take into consideration the needs of major area employers for workforce and employee housing, and explore options for strengthening work-housing relationships.

The housing element will build on the recent work of the Corridor Housing Initiative project on West Broadway.

6. Economic/Business Development

This plan element will utilize market analysis methodologies to understand the existing and potential commercial retail and services market on Broadway. It will evaluate the existing organizational capacity of the business community. Based on these findings and an understanding of best practices nationwide, it will recommend a targeted set of priority strategies for activating the business environment and job base on West Broadway. These may include mechanisms for supporting the growth of existing small business or the establishment of new business ventures, marketing and branding approaches, recruitment of businesses in key product or service niches, and organizational capacity building.

The economic/business development element of the plan can make use of and build on a West Broadway market analysis, funded by Northway Trust, which is nearing completion. Moreover, it must relate closely to broader north Minneapolis business development initiatives that are being sponsored by Northway Trust, north Minneapolis neighborhoods, and the Northside Partnership Initiative.

7. Development Guidelines

The development guidelines section of the study would describe desired characteristics of private development elements in the West Broadway area. It would recommend appropriate scale of development at different locations, and desirable characteristics of development with respect to such aspects as site layout, landscaping, fencing, height, scale, massing, fenestration, and lighting.

Development guidelines would be presented utilizing both illustrative and text formats.

8. Development Concepts for Case Study and Opportunity Sites

The site analysis would identify properties along West Broadway that are judged to be illustrative of issues common to redevelopment along West Broadway or are expected locations for near term or catalytic redevelopment. For each selected site, one or more development concepts would be created that proposes site layout, land use, development intensity, and parking. Development concepts may suggest general types or characteristics of housing or businesses that would be suitable for the site. Concept level development pro formas will be derived for each site. Around a dozen opportunity sites are anticipated.

Public workshops that explore site specific development concepts will explicitly consider city goals and policies, development feasibility, and community preferences to arrive at concepts that can be supported from multiple perspectives.

West Broadway sites that were explored as part of the Corridor Housing Initiative may be included in the set of opportunity sites, but would be the subject of abbreviated analysis because of the prior work that was done.

9. Livability—Public Safety and Aesthetics

Public safety and the management of antisocial behavior affect the comfort level of the West Broadway environment. This plan element will include an overall Crime Prevention Through Environmental Design (CPTED) scan of the corridor, and make recommendations for improving both the safety of the corridor and the perception of safety through modifications to the physical environment. It will also recommend practices and organizational approaches to managing criminal and disruptive behavior. It will incorporate and build upon the public safety strategy that is being developed concurrently by CPED, the Minneapolis Police Department, and the West Broadway Business Association.

The aesthetic quality of West Broadway also bears on the livability of the corridor. This plan element will identify important viewsheds along Broadway, opportunities for greening the corridor, proposed gateway elements, and public art opportunities. It will propose a menu of fencing and landscaping materials and patterns that could be utilized by the private sector as properties are upgraded through the City's site plan review process or for other reasons. These should be

compatible with design elements at the Bus Rapid Transit stations at Penn, Emerson, and Lyndale Avenues. The use of common materials and design can contribute to a sense of continuity and assist in branding the West Broadway corridor. These recommendations would build on the work of previous exercises with a public art and aesthetics focus, including the West Broadway Gateway Project, and the work of Juxtaposition Arts toward the creation of a public art plan for West Broadway.

10. District Focus: Hawthorne Crossings/Historic Storefront District

The Hawthorne Crossings/historic storefront district between Bryant and Emerson Avenues has been significantly modified through the development of the Hawthorne Crossings shopping center, but nevertheless includes several contiguous blocks of historic storefront buildings that recall the role of West Broadway as the “Main Street” of north Minneapolis. While redevelopment has disrupted this pattern it adds commercial floor area and parking to the business district. Currently a mix of architectural styles, this commercial node has fundamental elements that lend itself to its re-creation as a town square that can serve again as a commercial and community heart of North Minneapolis.

This plan element will bring together work completed under all of the above topical headings to consider and propose a holistic strategy for remaking this urban space so that it can play a leading role in the revitalization of West Broadway. Proposed strategies might encompass street alignment modifications and traffic calming measures, streetscape improvements, area parking strategies, provision and suggested programming of functional community space (including an enhanced BRT station amenity), branding and marketing of the district, façade upgrades, and public art. It may propose roles for existing or new organizational entities related to ownership and management of area parking, collective marketing and leasing, and business development.

11. District Focus: Lyndale/Freeway/River District

The functionality and aesthetic character of West Broadway between Bryant Avenue and the Mississippi River has a significant impact on the ability of West Broadway businesses to attract a wider market that includes new residential developments along the Mississippi and new and existing households in northeast Minneapolis. This plan element will bring together work completed under all of the above topical headings to consider and propose a holistic strategy for improving the functionality of this district for new and existing development, and to reduce the psychological distance between the river and the Hawthorne Crossings/Historic Storefront District. Proposed strategies might encompass street alignment modifications and traffic calming measures, streetscape improvements along West Broadway and the I-94 bridge, redevelopment of key properties, façade upgrades, and public art.

This plan element will draw from the analysis and recommendations of the West Broadway Gateway Project.

12. Five Year Revitalization Plan

Bringing renewed vitality to West Broadway will require a revitalization plan that is ambitious but not unrealistic. The revitalization plan should identify key challenges to the realization of important goals, and explore and identify financial resources and key partnerships that might serve to overcome these barriers. The case for action and investment of resources should be supported by a general analysis of the fiscal and social benefits of plan implementation.

The central element of the revitalization plan will be the identification of a limited set of key strategies that can serve as a focal point for near term action by West Broadway stakeholders and partners. The identified strategies would be a) of highest priority, b) attainable over a five year period and, c) taken together, expected to have a catalytic effect on the perception and functionality of West Broadway as a place to live, work and shop—opening the door to additional market-based commercial and development activity. Anticipated priority strategies include the redevelopment of key properties, streetscape improvements, branding and marketing, and regulatory modifications.

The revitalization plan will explore and propose lead entity(s), key partners, sources of funding, and timeline for each of the prioritized actions. Potential resources for accomplishing objectives are expected to be identified throughout the process, but will be enhanced through explicit analysis and investigation of the most promising sources of public, community, private, and philanthropic support. Focused sessions with city development staff, private and non-profit developers, and potential private sector partners will inform this plan element and help to orient research and analysis. This plan element will benefit from and build upon existing organizational relationships with entities such as the Northside Partnership Initiative and the Northway Foundation.

Given that implementation of the WBA Plan will require the collaborative energies and focused attention of multiple parties (including the West Broadway residential and business communities, public sector policy makers and staff, private and nonprofit developers, private corporations, and philanthropic organizations), it is imperative that the planning process itself is structured to facilitate broad-based ownership of the plan and its proposed outcomes. One of the critical tasks in this regard will be to establish and strengthen key relationships and partnerships through the planning process, and to encourage the emergence of plan champions in multiple sectors.

Product Expectations—West Broadway Alive!

The completion and production of a plan document is the tangible outcome of this process. The WBA plan document should document existing conditions, the planning process, analysis and findings, and make recommendations relative to each of the elements in the scope of services. The document should include text and graphics as appropriate. For readability few if any pages should be entirely text. Twenty five hard copies of the plan should be produced, along with 100 CD copies. Additional requirements concerning the plan document and other deliverables are noted in Appendix A of the RFP.

Process Expectations—Public Engagement, Communication and Outreach

A successful West Broadway planning process will require excellent communication and outreach. Multiple community engagement approaches are essential in a community where traditional methods of outreach may not reach everyone. The ultimate success of this work will be measured by the extent to which it tangible results to the West Broadway environment. Given this, it is imperative that the WBA plan when finished represents a community consensus, that the community grows through the process in its embrace of West Broadway as North Minneapolis’s main street, and that it is energized and empowered to devote ongoing time and energy to championing the revitalization of West Broadway over time. “Community” in this context is considered to include neighborhood residents (both homeowners and renters), property owners, and business owners and managers.

A successful process as defined in the preceding paragraph is also dependent upon the engagement of organizations that have an existing or natural affiliation with the West Broadway community, and that can partner with the city and community in achieving the implementation objectives. These include private companies and foundations that may consider investing financial or expertise-related resources in the implementation of the plan.

A WBA Steering Committee is being formed to provide process guidance and assist with communication and community outreach.

Public sector staff w/ relevant technical expertise are also being identified and will be available as needed through the course of the WBA process.

A contract with a third party is being established to provide communication and outreach services. These services do not need to be included in proposals responding to this RFP. They include:

- Strategize w/ city staff and the consultant team on communications and public engagement strategies and tactics
- Co-draft, edit, format and distribute communications materials for distribution, for web or bulletin board posting, and/or for advertising through print, radio or television based media.
- Establish or enhance existing grassroots networks of outreach that can be employed through this process.
- Document communication and outreach measures taken throughout the process, and levels of attendance at meetings and events.

Project Process and Schedule

Respondents to this request for proposal should propose a process timeline and schedule for completion of the WBA process and plan document.

- Public engagement events should be highlighted and described, along with their anticipated topics, objectives/products, and intended audiences.
- Delivery dates should be proposed for plan elements and the most important intermediate products.
- A minimum of five public meetings are to be advertised broadly as open to all. These should include a kick-off meeting to be conducted within two months of contract execution, and a public presentation of final recommendations.
- Because certain plan topics require specialized technical analysis and review, and present unique opportunities for community/partner engagement, consideration should be given to tailoring process tracks for them. This could involve subcommittees of the WBA Steering Committee, and/or holding topic-specific events/sessions w/ specialized reviewers or focus groups as appropriate. Analysis, findings and recommendations would be brought back into the general process flow at the appropriate time.
- Special consideration should be given concerning how to engage difficult-to-reach communities, and business owners/managers.

- The WBA Steering Committee will meet approximately monthly over the course of the project. These will include meetings prior to each public meeting/event to review the proposed agenda, methodologies, and materials.
- Appropriate points of connection with technical advisers should be proposed.
- Services and products related to this request for proposal are to be completed within 12 months of the contract award date.

Management Structure

Staff from the Planning Division of the Community Planning and Economic Development (CPED) Department will manage this project. The consultant is expected to meet regularly and as requested with City staff during the course of the study. These meetings are in addition to meetings with the WBA Steering Committee. The consultant will discuss proposed methodologies with and gain approval from City staff prior to performing the study tasks. All written, graphic, display, and presentation materials to be made available to the public are to be provided to City staff for review no less than one week prior to their use or distribution. Materials and proposed agendas for steering committee meetings are to be made available for staff review no less than 3 working days prior to steering committee meeting days.

All sections of the plan document must be reviewed by the city project manager before being considered a final draft. The final draft of the plan is subject to a formal 45 day public comment period prior to being considered for adoption by the City Planning Commission and City Council.

Proposal Content

Responses to this Request for Proposals shall include:

- **Cover Page**
Utilize a cover page that includes the following information:
 1. Consultant's name and mailing address
 2. Consultant's current legal status: corporation, partnership, sole proprietor, etc.
 3. Federal ID number or Social Security Number
 4. State ID number
 5. Contact person's name, title, phone number, fax number and e-mail address
 6. Signature of authorized corporate officer for each entity proposing as a partnership or team
- **Approach to Project**
Provide a conceptual summary of the proposed approach to the project. Provide a more detailed work plan and schedule that includes process steps as well as delivery dates for intermediate and final plan elements. Identify proposed objectives and methodologies to be utilized for plan elements and community engagement events.
- **Experience and References**
Provide background on all firms and subcontractors. Include information related to each firm's organization, size, capacity, and experience relevant to the WBA scope of services. Include examples of projects completed for other public sector clients that show competency

in topics and methodologies relevant to the WBA scope of services. Experience with projects that resulted in the revitalization of an under-functioning commercial area is of particular interest. Provide references related to projects that are similar in size and scope to this project, and that may be contacted by the city project manager.

- **Certified Businesses**
Identify whether proposing firms are certified in the City of Minneapolis Small and Underutilized Business Program, or are a certified DBE (Disadvantaged Business Enterprise) contractor.
- **Conflict of Interest**
Indicate whether the firm's activities, assets or representation of other clients could potentially pose, or be perceived as posing, a conflict of interest with providing services for the City of Minneapolis with respect to the provision of a plan for West Broadway as described in this request for proposals.
- **Personnel**
Identify specific personnel from all firms who will be assigned to the project, their roles, and the number of hours each will spend. This list should be organized to show personnel and time commitments in relation to the activities outlined in the Scope of Services. Role descriptions should include identification of individuals that will serve as primary contact persons for overall project oversight, contract administration, day to day project management, and billings. Provide resumes for all assigned staff. .
- **Cost of Services and Insurance Coverage**
Indicate proposed cost of services organized by firm, by personnel, and by projected hours assigned to tasks and deliverables. Show how these costs are determined based on hourly charges for employees and anticipated direct costs. Submit an example of the firm's actual billing format.
- **Insurance Coverage**
Provide proof of insurance coverage.
- **Format**
Ten paper copies and 30 CD copies (pdf format) of the proposal are required. Proposals must be on standard 8 ½" by 11" paper. Proposals and supporting documentation must be submitted in a sealed envelope labeled "West Broadway Alive!" Faxed proposals will not be accepted. Respondents may choose to provide additional sets if and when invited to do so for presentation purposes. Submissions will not be returned.

Proposal Review Schedule

Proposals shall be delivered to CPED on or before:

4:30 p.m. Central Standard Time, March 13, 2006, and delivered to:

**West Broadway Alive!
Contract Services, Department of CPED**

**Crown Roller Mill, Suite 200
105 Fifth Avenue South
Minneapolis, MN 55401**

Proposals received after the deadline will not be accepted. It is neither CPED's responsibility nor practice to acknowledge receipt of any proposal. It is the responder's responsibility to ensure that a proposal is received in a timely manner.

Prospective responders may direct questions and requests for additional information in written form only to Thomas Leighton, CPED Planning Division, no later than February 27, 2006, utilizing the following contact information. Questions will be answered in writing and posted on the CPED website (www.ci.minneapolis.mn.us/cped). The department contact cannot vary the terms of the RFP.

Thomas Leighton
Principal Planner
Department of Community Planning and Economic Development
Planning Division
350 South 5th Street, Room 210
Minneapolis, MN 55415
thomas.leighton@ci.minneapolis.mn.us

All proposals received within the stated deadline and that include the required elements will be reviewed by city staff and the WBA Steering Committee. One or more consultants (or consultant teams) may be asked to make a presentation to the steering committee after proposal submission. One consultant (or consultant team) will be selected to provide the services described in this RFP. The entire selection process is expected to take no more than three weeks.

The Minneapolis Department of Community Planning and Economic Development reserves the right to modify or issue amendments to this Request for Proposals. If questions result in the modification of this RFP, the written modification will be distributed to known proposers, or anyone who has in writing indicated an interest in proposing.

Evaluation Criteria

Criteria used in the evaluation of the proposals will include, but are not limited to, the following:

- | |
|---|
| <ul style="list-style-type: none">• Quality, completeness, and clarity of proposal |
| <ul style="list-style-type: none">• Demonstrated understanding of the project scope• Proposed methodological approaches to plan and process elements• Demonstrated qualifications, technical expertise and experience of firms and personnel relevant to plan and process elements• Proposed organization and management of project• Ability to communicate findings, ideas, concepts, and policies through a combination of written and graphic mediums• Demonstration of capacity to successfully complete the project |

- | |
|---|
| <ul style="list-style-type: none">• Itemization and allocation of staff resources in relation to the tasks outlined in the project scope• Review of references• Cost to provide the requested services and deliverables |
|---|

CPED reserves the right to reject any and all proposals. Note that cost is only one of several evaluation criteria, and the proposal with the lowest cost estimate may not be selected.

Request for Proposal General Requirements

The General Requirements are terms and conditions that the City expects all of its Contractors to meet. By proposing the Proposer agrees to be bound by these requirements unless otherwise noted in the Proposal. The Proposer may suggest alternative language to any section. Some negotiation is possible to accommodate Proposer's suggestions.

1 City's Rights

The City reserves the right to reject any or all proposals or parts of proposals, to accept part or all of proposals on the basis of considerations other than lowest cost, and to create a project of lesser or greater expense and reimbursement than described in this Request for Proposal, or the respondent's reply based on the component prices submitted.

2 Interest of Members of City

The Contractor agrees that no member of the governing body, officer, employee or agent of the City shall have any interest, financial or otherwise, direct or indirect, in the Contract.

3 Equal Opportunity Statement

Contractor agrees to comply with the provisions of all applicable federal, state and City of Minneapolis statutes, ordinances and regulations pertaining to civil rights and nondiscrimination including, without limitation, Minnesota Statutes, Section 181.59 and Chapter 363, and Minneapolis Code of Ordinances, Chapter 139, incorporated herein by reference.

4 Non-Discrimination

The Contractor will not discriminate against any employee or applicant for employment because of race, color, creed, religion, ancestry, sex, national origin, affection preference, disability, age, marital status or status with regard to public assistance or as a disabled veteran or veteran of the Vietnam era. Such prohibition against discrimination shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation and selection for training, including apprenticeship.

The Contractor shall agree to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the City, setting forth this nondiscrimination clause. In addition, the Vendor shall, in all solicitations or advertisements for employees placed by or on behalf of the Vendor, state that all qualified applicants will receive consideration for employment without regard to race, creed, religion, ancestry, sex, national origin, affectional preference, disability, age, marital status or status with regard to public assistance or status as disabled veteran or veteran of the Vietnam era, and comply in all other aspects with the requirements the Minneapolis Code of Ordinances, Chapter 139.

5 Insurance

Insurance secured by the Contractor shall be issued by insurance companies acceptable to the City and admitted in Minnesota. The insurance specified may be in a policy or

policies of insurance, primary or excess. Such insurance shall be in force on the date of execution of the Contract and shall remain continuously in force for the duration of the Contract. The Contractor and its sub-Contractors shall secure and maintain the following insurance:

- a) Workers Compensation insurance that meets the statutory obligations with Coverage B- Employers Liability limits of at least \$100,000 each accident, \$500,000 disease - policy limit and \$100,000 disease each employee.
- b) Commercial General Liability insurance with limits of at least \$1,000,000 general aggregate, \$1,000,000 products - completed operations \$1,000,000 personal and advertising injury, 50,000 each occurrence fire damage and \$5,000 medical expense any one person. The policy shall be on an "occurrence" basis, shall include Contractual liability coverage and the City shall be named an additional insured.
- c) Commercial Automobile Liability insurance covering all owned, non-owned and hired automobiles with limits of at least \$500,000 per accident.
- d) Professional Liability Insurance or Errors & Omissions insurance providing coverage for 1) the claims that arise from the errors or omissions of the Contractor or its sub-Contractors and 2) the negligence or failure to render a professional service by the Contractor or its sub-Contractors. The insurance policy should provide coverage in the amount of \$1,000,000 each occurrence and \$1,000,000 annual aggregate. The insurance policy must provide the protection stated for two years after completion of the work.

Acceptance of the insurance by the City shall not relieve, limit or decrease the liability of the Contractor. Any policy deductibles or retention shall be the responsibility of the Contractor. The Contractor shall control any special or unusual hazards and be responsible for any damages that result from those hazards. The City does not represent that the insurance requirements are sufficient to protect the Contractor's interest or provide adequate coverage. Evidence of coverage is to be provided on a City-approved Insurance Certificate. A thirty (30) day written notice is required if the policy is canceled, not renewed or materially changed. The Contractor shall require any of its subcontractors, if sub-Contracting is allowable under this contract, to comply with these provisions.

6 Transfer of Interest

The Contractor shall not assign any interest in the Contract, and shall not transfer any interest in the same either by assignment or novation without the prior written approval of the City, provided, however, that claims for money due or to income due to the Contractor may be assigned to a bank, trust company or other financial institution, or to a Trustee in Bankruptcy without such approval. Notice to any such assignment or transfer shall be furnished to the City. The Contractor shall not subcontract any services under this Contract without prior approval of the City Department Contract Manager designated herein.

7 Compliance Requirements

All Contractors hired by the City of Minneapolis are required to abide by the regulations of the Americans with Disabilities Act of 1990 (ADA) which prohibits discrimination against individuals with disabilities. The Contractor will not discriminate against any

employee or applicant for employment because of their disability and will take affirmative action to ensure that all employment practices are free from such discrimination. Such employment practices include but are not limited to the following: hiring, promotion, demotion, transfer, recruitment or recruitment advertising, layoff, discharge, compensation and fringe benefits, classification, referral and training. The ADA also requires Contractors associated with the City of Minneapolis to provide qualified applicants and employees with disabilities with reasonable accommodation that does not impose undue hardship. Contractors also agree to post in a conspicuous place, accessible to employees and applicants, notices of their policy on non-discrimination. The above requirements also apply to the Minnesota Human Rights Act, Minn. Stat. C. 363.

In the event of the Contractor's noncompliance with the non-discrimination clauses of this Contract, this Contract may be canceled, terminated, or suspended, in whole or part, and the Contractor may be declared ineligible by the Minneapolis City Council from any further participation in City Contracts in addition to other remedies as provided by law.

8 General Compliance

The Contractor agrees to comply with all applicable Federal, State and local laws and regulations governing funds provided under this Contract.

9 Performance Monitoring

The City will monitor the performance of the Contractor against goals and performance standards required herein. Substandard performance as determined by the City will constitute non-compliance with this Contract. If action to correct such substandard performance is not taken by the Contractor within a reasonable period of time after being notified by the City, Contract termination procedures will be initiated. All work submitted by Contractor shall be subject to the approval and acceptance by the City Department Contract Manager designated herein. The City Department Contract Manager designated herein shall review each portion of the work when certified as complete and submitted by the Contractor and shall inform the Contractor of any apparent deficiencies, defects, or incomplete work, at any stage of the project.

10 Independent Contractor

Nothing contained in this Contract is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. The Contractor shall at all times remain an independent Contractor with respect to the services to be performed under this Contract. Any and all employees of Contractor or other persons engaged in the performance of any work or services required by Contractor under this Contract shall be considered employees or sub-Contractors of the Contractor only and not of the City; and any and all claims that might arise, including Worker's Compensation claims under the Worker's Compensation Act of the State of Minnesota or any other state, on behalf of said employees or other persons while so engaged in any of the work or services provided to be rendered herein, shall be the sole obligation and responsibility of Contractor.

11 Hold Harmless

The Contractor agrees to defend, indemnify and hold harmless the City, its officers and employees, from any liabilities, claims, damages, costs, judgments, and expenses, including attorney's fees, resulting directly or indirectly from an act or omission of the Contractor, its employees, its agents, or employees of subcontractors, in the performance of the services provided by this Contract or by reason of the failure of the Contractor to fully perform, in any respect, any of its obligations under this Contract. If a Contractor is a self-insured agency of the State of Minnesota, the terms and conditions of Minnesota Statute 3.732 et seq. shall apply with respect to liability bonding, insurance and liability limits. The provisions of Minnesota Statutes Chapter 466 shall apply to other political subdivisions of the State of Minnesota.

12 Accounting Standards

The Contractor agrees to maintain the necessary source documentation and enforce sufficient internal controls as dictated by generally accepted accounting practices to properly account for expenses incurred under this Contract.

13 Retention of Records

The Contractor shall retain all records pertinent to expenditures incurred under this Contract for a period of six years after the resolution of all audit findings, with the exception that such records shall be kept for a period of ten years after both the terms of a monitoring agreement have been fulfilled and all audit findings have been resolved for abatement programs. Records for non-expendable property acquired with funds under this Contract shall be retained for six years after final disposition of such property.

14 Data Practices

The Contractor agrees to comply with the Minnesota Government Data Practices Act and all other applicable state and federal laws relating to data privacy or confidentiality. The Contractor must immediately report to the City any requests from third parties for information relating to this Contract. The City agrees to promptly respond to inquiries from the Contractor concerning data requests. The Contractor agrees to hold the City, its officers, and employees harmless from any claims resulting from the Contractor's unlawful disclosure or use of data protected under state and federal laws.

All Proposals shall be treated as non-public information until the Proposals are opened for review by the City. At that time, the names of the responders become public data. All other data is private or non-public until the City has completed negotiating the Contract with the selected vendor. At that time, the Proposals and their contents become public data under the provisions of the Minnesota Government Data Practices Act, Minn. Stat. C. 13 and as such are open to public review.

15 Inspection of Records

All Contractor records with respect to any matters covered by this Contract shall be made available to the City or its designees at any time during normal business hours, as often as the City deems necessary, to audit, examine, and make excerpts or transcripts of all relevant data.

16 Living Wage Policy

All Contractor employees will be paid at least a living wage. The definition of a Living Wage is at a minimum 110 percent of the current year federal poverty level for a family of four as provided by the federal Department of Health & Human Services for a Contractor that does not supply employer-paid health insurance and 100 percent for a Contractor that does supply employer-paid health insurance.

17 Applicable Law

The laws of the State of Minnesota shall govern all interpretations of this Contract, and the appropriate venue and jurisdiction for any litigation which may arise hereunder will be in those courts located within the County of Hennepin, State of Minnesota, regardless of the place of business, residence or incorporation of the Contractor.

18 Conflict and Priority

In the event that a conflict is found between provisions in this Contract, the Contractor's Proposal or the City's Request for Proposals, the provisions in the following rank order shall take precedence: 1) Contract; 2) Proposal; and last 3) Request for Proposals.

19 Travel

If travel by the Contractor is allowable and approved for this Contract, then Contractor travel expenses must be reimbursed in accordance with the Contractor Travel Reimbursement Conditions, available from the City.

20 Ownership of Materials

All finished or unfinished documents, data, studies, surveys, maps, models, photographs, reports or other materials resulting from this Contract shall become the property of the City upon final approval of the final report or upon request by the City at any time before then. The City may use, extend, or enlarge any document produced under this Contract without the consent, permission of, or further compensation to the Contractor.

21 Billboard Advertising

Through Ordinance 109.470, City and City-derived funds are prohibited from use to pay for billboard advertising as a part of a City project or undertaking.

22 Conflict of Interest/Code of Ethics

By signing this Contract, the Contractor agrees that it will not represent any other party or other client which may create a conflict of interest in its representation with the City. If the Contractor is unclear if a conflict of interest exists, the Contractor will immediately contact the City department Contract manager and ask for an interpretation.

Contractor agrees to be bound by the City's Code of Ethics, Minneapolis Code of Ordinances, Chapter 15. Contractor certifies that to the best of its knowledge all City employees and officers participating in this Contract have also complied with that Ordinance. It is agreed by the Parties that any violation of the Code of Ethics constitutes grounds for the City to void this Contract. All questions relative to this section shall be referred to the City and shall be promptly answered.

23 Termination

The City may cancel this Contract for any reason without cause upon thirty (30) days written notice, except that if either party fails to fulfill its obligations under the Contract in a proper and timely manner, or otherwise violates the terms of this Contract, the other party shall have the right to terminate this Contract, if the default has not been cured after a ten (10) days written notice has been provided. If termination shall be without cause, the City shall pay Contractor all compensation earned to the date of termination. If the termination shall be for breach of this Contract by Contractor, the City shall pay Contractor all compensation earned prior to the date of termination minus any damages and costs incurred by the City as a result of the breach. If the Contract is canceled or terminated, all finished or unfinished documents, data, studies, surveys, maps, models, photographs, reports or other materials prepared by the Contractor under this Contract shall, at the option of the City, become the property of the City, and the Contractor shall be entitled to receive just and equitable compensation for any satisfactory work completed on such documents or materials prior to the termination.

Notwithstanding the above, the Contractor shall not be relieved of liability to the City for damages sustained by the City as a result of any breach of this Contract by the Contractor. The City may, in such event, withhold payments due to the Contractor for the purpose of set-off until such time as the exact amount of damages due to the City is determined. The rights or remedies provided for herein shall not limit the City, in case of any default by the Contractor, from asserting any other right or remedy allowed by law, equity, or by statute.

24 Intellectual Property

The City owns all rights, title, and interest in all of the intellectual property rights, including copyrights, patents, trade secrets, trademarks, and service marks in any Work created, in progress, produced or completed and paid by this Contract. Work covered includes inventions, improvements, discoveries, databases, computer programs, reports, notes, studies, photographs, negatives, designs, drawings, specifications, materials, tapes, or other media.

All Work under this Contract will be the exclusive property of the City and will be surrendered to the City immediately upon completion, expiration, or cancellation of this Contract. The Contractor represents and warrants that the Work does not and will not infringe upon any intellectual property rights of other persons or entities.

25 Equal Benefits Ordinance

Minneapolis Code of Ordinances, Section 18.200, relating to equal benefits for domestic partners, applies to each Contractor and subcontractor with 21 or more employees that enters into a "Contract", as defined by the ordinance, that exceeds \$100,000. The categories to which the ordinance applies are personal services; the sale or purchase of supplies, materials, equipment or the rental thereof; and the construction, alteration, repair or maintenance of personal property. The categories to which the ordinance does not apply include real property and development Contracts.

Please be aware that if a "Contract", as defined by the ordinance, initially does not exceed \$100,000, but is later modified so the Contract does exceed \$100,000, the ordinance will then apply to the Contract. A complete text of the ordinance is available at: <http://www.ci.minneapolis.mn.us/citywork/city-coordinator/finance/purchasing/domestic.html>. It is the Contractor's and subcontractor's

responsibility to review and understand the requirements and applicability of this ordinance.

26 Small & Underutilized Business Program (SUBP) Requirements

The Proposer must comply with the Small & Underutilized Business Enterprise Program (SUBP), as outlined in Minneapolis City Ordinance Chapter 423 (the "(SUBP Ordinance)"). The SUBP Ordinance applies to any construction/development project, or part thereof, in excess of one hundred thousand dollars (\$100,000), and any Contract for the provision of goods and services in excess of fifty thousand dollars (\$50,000). In accordance with the terms and conditions of this Contract, the rules and regulations as promulgated by the manager of the SUBP, and the SUBP Ordinance, the Proposers must complete and submit as a part of their proposal the "Contractor Participation Form."

Each Proposer, including Proposers that are Women Business Enterprise (WBE) and/or Minority Business Enterprise (MBE) must complete and submit with its proposal the "Contractor Participation Form. Proposers that are W/MBEs are encouraged to further Contract with certified W/MBEs for procurement of goods, services and materials.

Failure to complete and/or submit the "Contractor Participation Form," with the proposal and provide written documentation of the Proposer's efforts or activities to meet the goals as described below, may be grounds for rejecting a proposal as non-responsive.

If established participation levels are not met, the City of Minneapolis will make the final determination as to whether the Proposer made sufficient good faith efforts to achieve the established goals.

The activities listed below must be included and documented in the proposal submitted to establish 'good faith effort' as required by the statute [Ch.423]. Whether or not the Proposer

- Advertised (or posted notices) in general circulation, community newspapers, and with service organizations such as Urban League, Summit Academy OIC, MDCR, MPHA, MEDA, NAMC, and Women Venture concerning the subcontracting and employment opportunities;
- Utilized the services of women and minority Contractor organizations, community organizations, recruitment resources, and business assistance agencies to provide assistance identifying and recruiting women-owned and minority-owned firms. Such service organizations include Urban League, Summit Academy OIC, Minneapolis Department of Civil Rights, Minneapolis Public Housing Authority, MEDA, NAMC, and Women Venture;
- Provided written notice to a reasonable number of certified W/MBE firms that have the capability to perform the work of the Contract that their interest in the Contract is being solicited;
- Followed up initial solicitations of interest by Contracting certified W/MBE firms to determine with certainty whether the W/MBE firms were interested;
- Selected portions of the work to be performed by certified W/MBE firms in order to increase the likelihood that W/MBE goals may be met;

- Provided interested certified W/MBE firms with adequate information about the plans, specifications and requirements of the Contract in a timely manner to assist them in responding to a solicitation;
- Negotiated in good faith with interested certified W/MBE firms, not rejecting the firms as unqualified without sound reason(s) based on a thorough investigation of their capabilities;
- Other actions, not listed above, intended to secure participation of women and minority employees, and participation of certified W/MBE firms.

The Proposer shall, utilizing the “Contractor Participation Form”, make and document every reasonable effort to include qualified and available certified small businesses, including companies owned by women and minority persons, as part of their proposal. A list of certified small businesses can be obtained on the Central Certification Program web site at www.govcontracts.org.

Proposers who fail to submit the “Contractor Participation Form” may be deemed non-responsive and their proposal may be rejected.

The SUBP goals for this project are __% WBE and __% MBE.

(requested from Civil Rights Department representative 1/10/06)

Any inquiries relating to the participation goals for small and underutilized businesses should be directed to the City of Minneapolis Civil Rights Department, SUBP Unit, 239 City Hall, 350 South 5th Street, Minneapolis, Minnesota 55415, (612-673-2112).

CONTRACTOR PARTICIPATION FORM

CITY OF MINNEAPOLIS

WOMEN, MINORITY AND SMALL BUSINESS UTILIZATION PLAN

PROPOSER'S NAME:

ADDRESS:

TELEPHONE NUMBER:

CONTACT NAME:

PROJECT NAME:

RFP NUMBER:

Each proposal shall be accompanied with this document. Proposers who fail to submit this document may be deemed non-responsive and their proposal may be rejected.

1. What percent of the base proposal for this project will be supplied by certified Women and Minority Businesses? MBE _____% WBE _____%

Using the matrix below list the name of each certified women and minority business to be utilized on this project, the type of work to be performed and the proposed dollar amount of their Contract. Using the categories below, please document the following information:

Date of Contact	Name of Women or Minority Business	Certification (WBE/MBE)	Person Contacted	Reason for Contact	Type of Work or Supplies	Contract/ Purchase Amount Result

This page may be photo copied for additional documentation of efforts.

2. List the steps the Proposer will take to insure that certified Women and Minority Businesses will be given an opportunity to participate on this project.

3. During the performance of this project, will the Proposer join with the City to support training programs or other efforts designed to help certified Women and Minority Businesses? _____ Yes _____ No

ATTACHMENT A

Guidelines for Graphic and Data Deliverables for CPED Planning Contracts

Quantities

The vendor must provide to CPED Planning the quantities for each item as specified in the contract on the agreed upon date.

Delivery

The vendor must deliver to CPED Planning at Room 210 City Hall, Minneapolis MN 55415-1385, all deliverables in the contract.

Original Materials

All original materials provided to the contractor for the purpose of executing the contract and preparing deliverables shall be returned at the conclusion of the contract, on the deliverables date, or as needed by CPED Planning. This includes documents, data, photographs, maps, illustrations, and like items in either paper or digital form.

Graphic Materials

All graphic materials -- paper, photographic, digital, or other creative/production materials -- created by the vendor during the process of fulfilling the contract shall be delivered to CPED Planning on the deliverables date or by an agreed upon date thereafter in their native and/or pdf formats as specified by the CPED planning staff. This includes all intermediate and final communication and presentation materials such as preliminary reports, print publications, presentations (physical or electronic), or other products as specified in the deliverables part of the contract.

Data Materials

All data collected or generated in the process of executing the contract shall be delivered to CPED Planning on the deliverables date or by an agreed upon date thereafter. Any agreement to alter the deliverable date must be executed in writing.

Repurposing

The contractor understands that any materials or research prepared in the process of executing the contract as well as any deliverable item may be reused or repurposed by CPED Planning as deemed useful.

Media Formats for Electronic Exchange of Information and Data

CPED Planning exchanges data in PC format on the following types of media:

CD-ROM.

E-mail attachments not to exceed 5 Meg per e-mail.

Files may be compressed if necessary using a format agreed upon with CPED staff.

File Formats for Electronic Exchange of Information and Data

The following application formats are the standards for exchange of information in electronic format.

Version compatibility must be verified with CPED contract manager.

- Word processing; Microsoft Word DOC file
- Spreadsheet; Microsoft Excel XLS file
- Database; Microsoft Access MDB file
- Presentation; Microsoft PowerPoint PPT file
- Vector illustrations and illustrative maps; Corel Draw CDR file or Adobe Illustrator AIS file
- Raster illustrations; Adobe Photoshop
- Maps; ArcInfo/ArcView
- Desktop Publishing; Adobe PageMaker P65 file
- Portable documents; Adobe Acrobat PDF file.
- Technical drawings (CAD) such as site plans, working drawings, etc. should be in AutoCad format

Physical Format of Print Media Deliverables

The Department keeps publications in formats that are easy to mail, shelf, and file (see *Dimensions* in the *Reproduction Method* section.) The contractor must ensure that additional copies may be easily reproduced through photocopy or other affordable processes. We reserve the right to edit. Contractor must check spelling and grammar usage. No final product may be printed without sign-off from authorized Department representative.

Page Layout, Type Selection, etc.

No particular standard is required for page layout or type face. However, product must be designed for legibility and reading speed and comfort. Clearly conveyed graphic and textual information is a higher priority than information condensed onto fewer pages.

In general, images and graphics must be understandable when produced in grayscale printing or when photocopied. Contractors shall work with CPED Planning to determine the number of categories of information that will be displayed in maps, charts, and other representations of categorical information.

Pages from finished documents are frequently photocopied. In order to maintain identification, the following information shall appear on each page. The information may be divided among the header, the footer, or a floating footer:

- Name of the document
- Authorizing organization; for example, Minneapolis CPED – Planning Division
- Publication date or revision date
- Draft or version number, if applicable
- Page number

Contractors should limit or eliminate the use of foldouts, inserts, pockets, blow-ins, etc.

Reproduction Method

Where quantities permit and cost justifies, an overrun of offset printed publications is preferable to exact count or underruns of digital printing (especially for documents containing color). Consult with CPED Planning for reproduction options on short runs and preliminary documents.

Publications printed to meet contract requirements should conform to the following specifications. If an alternative format is required to best present the material, contractor must obtain approval from CPED Planning.

- Quantity: will be established during contract design or by determination of needs during contract period.
- Dimensions: 8.5" X 11"
- Orientation: Vertical
- Binding: staple (corner or side), saddle stitch, perfect, wire (spiral or finger), plasticoil, loose leaf, or GBC are acceptable types of bindings. Plastic comb, plastic channel, and metal slide bindings are NOT generally acceptable. CPED Planning will approve the type of binding depending on the specific needs of the project, number of pages, and cost considerations.
- Cover options: self-cover in standard cover weights, card stock, plastic sheet, plastic laminate, loose-leaf binder with clear front and spine with printed inserts, loose-leaf binder with screen printed art.
- Text stock: 70 # white offset is preferred for readability and reduced show-through.

Format of Digital Media Deliverables

Final products shall be delivered in their native applications (see above for options), as well as PDF format. PDF format documents shall be submitted in both screen format (75 DPI) and printable format (600 DPI).

PDF files prepared at 75 DPI should not be larger than five (5) Megabytes each. If needed, the files may be saved by chapter and linked to a Table of Contents file.

Recycling

We encourage contractors to prepare reports that are readily recyclable.

ATTACHMENT B

Project Area Map

ATTACHMENT C

Planning and Design Activities in 2006

West Broadway Alive!

A master plan for West Broadway Avenue that will serve as a guide for future land use and development along West Broadway. It will propose public realm improvements, such as streetscaping and public art, and business-oriented strategies for strengthening the commercial nodes. The study will conclude by proposing a five year revitalization strategy that identifies a limited set of high-impact, priority actions that would catalyze additional market-based improvements to the Avenue.

The West Broadway Alive study will be managed by City of Minneapolis staff with extensive community involvement. A project steering committee is currently being assembled, with a kickoff in the first quarter of 2006. The planning process is expected to take a year.

Penn-West Broadway Transit Oriented Development Plan

A study of potential development patterns in the Penn Broadway commercial district. This plan will look at the street system and development opportunities in the vicinity of the future Penn Broadway BRT stations. Scenarios will be explored with the community for potential new development in the area. The recommendations of the Penn Broadway BRT Study will be incorporated into West Broadway Alive.

The Penn Broadway BRT Study is being managed by Hennepin County staff. A community advisory committee will provide guidance to the process, which will kick off in December and be concluded around June, 2006.

West Broadway Station Area Enhancement Study

A design exercise to improve the aesthetic character of the proposed West Broadway BRT stations at Penn Avenue, Emerson/Fremont Avenues, and Lyndale Avenue. Elements such as paving, fencing, landscaping and public art will be introduced or enhanced. This work is being managed by City staff with the support of Metro Transit. There will be opportunities for the community to provide input on proposed designs. This work will begin in January and conclude in June, 2006.