



Request for Qualifications (RFQ)

Land Use Planner for the 24:1 Region

(Amended November 25, 2019)

Winter 2019

SUBMITTAL DUE DATE: 5:00pm CST on Friday, January 10, 2020

SUBMITTAL LOCATION: Beyond Housing
c/o Reyna Spencer
Beyond Housing
6506 Wright Way
St. Louis, MO 63121
rspencer@beyondhousing.org

Questions or information related to this request should be directed to:

Beyond Housing
c/o Reyna Spencer
Email: rspencer@beyondhousing.org
Phone: 314-533-0600

Project Description:

Beyond Housing's objective is to engage the professional services of qualified planning consultants to develop a new, detailed and lasting Master Land Use Plan for the 23 municipalities in North St. Louis County that encompass the Normandy Schools Collaborative (Appendix A). Beyond Housing is seeking a statement of qualifications from a professional consulting service team that is multi-disciplined, professionally capable, and has similar experience as requested herein, that will assist in the creation of a plan for land use that will guide economic development. The project methodology must utilize Beyond Housing's Ask-Align-Act technique and include a thorough and collaborative effort that engages a variety of stakeholders. The process will culminate in an integrated document that reflects the needs and desires of the community and helps direct future decision making as it relates to the orderly growth, revitalization, and sustainable development of the region. The purpose of this RFQ is to explore options including the qualifications, experience, recommended methodology, and cost of services.

Introduction:

About Beyond Housing

Beyond Housing (BH) is a community development organization with the mission to help entire communities become better places to live. For over 40 years, the mission of BH has been to strengthen neighborhoods, one family at a time. Our vision is to alleviate the consequences of poverty in the communities and families we serve. Beyond Housing aligns

partners and resources behind priorities identified by the community to address systemic challenges and capitalize on community assets. Using the collective impact model, we bring civic leaders, targeted nonprofits, and corporate partners together to accomplish more for their communities than they could achieve alone. Our work is place-based and collaborative, and its scope includes all the building-blocks that make up a thriving community: housing, health, education, job readiness and access, and economic development.

About 24:1

Beyond Housing focuses on the 23 municipalities served by the Normandy Schools Collaborative, an inner-ring suburb of St. Louis that has suffered decades of disinvestment and decline. The population is approximately 35,000 with an average annual household income is \$41,000 (compared to \$89,000 in St. Louis County).

The 24:1 Initiative is an innovative, place-based community development initiative, created to solve in a comprehensive yet targeted way, the serious challenges facing residents and communities within the geographic boundaries of the Normandy Schools Collaborative. Since the start of the 24:1 Initiative in 2009, Beyond Housing has built trust among municipalities and their mayors, encouraging cooperation and curtailing practices that rightly degraded the reputation of government in North County. Our approach to promoting good governance is rooted in respect for the self-determination of the communities we serve.

About Municipal Government

The 24:1 Municipal Government Partnership is a partnership of municipal leaders working collaboratively towards a common vision of strong communities, engaged families and successful children in 24:1. Beyond Housing has acted as a facilitator to expand the capacity of local municipalities and work across municipal boundaries for the betterment of the whole 24:1 area. The participating municipalities came together initially to tackle larger issues that no single municipality can tackle on their own, such as the foreclosure crisis and loss of school district accreditation. This includes efforts that leverage the collective buying power of the participating municipalities to contract for trash services, code enforcement upgrades and negotiate insurance for municipal employees as well as improve municipal services through collaboration of policing services leading to the creation of the North County Police Cooperative. The Partnership continues to focus on multiple issues and works to promote good governance and provide efficient and effective services.

About Community Engagement

Community engagement is an integral part of the Ask-Align-Act approach for Beyond Housing's 24:1 Initiative. Through a variety of engagement techniques and mixed media, staff ensure that residents are informed, that community voices drive decision-making, and that ideas about how to address community concerns come directly from community members. In Fall 2018, Beyond Housing engaged with approximately 1,150 24:1 residents utilizing intercept interviewing, phone calls, social media, and door-to-door canvassing. The purpose of this engagement was to gain a baseline understanding of residents' perceptions of the 24:1's livability and assets, and of residents' values, aspirations, concerns, and priorities, to inform strategic decision-making around community improvement efforts. The engagement

process employed the theoretical frameworks of Appreciative Inquiry and Asset-Based Community Development.

The top concern affecting residents' perceptions of the livability of their community was safety. Other factors that impacted perceptions of livability included: social/community connectivity; the degree of economic development; the amount of quality, affordable housing stock; the attractiveness of the neighborhood; the quality of community systems and institutions; and the availability of resources to better the community.

About Economic Development

Beyond Housing desires to ensure that all residents have convenient access to public spaces, transportation, and retail and personal services that are safe, desired, necessary and supportive of healthy living.

Beyond Housing's commercial redevelopment work in the City of Pagedale, MO began in 2007, primarily focusing on the intersection of Page and Ferguson Avenue now known as Pagedale Town Center (Appendix B). Working closely with the City, Beyond Housing's goal has been to engage in intentional real estate development that seeks to replace a deteriorating, nondescript commercial area featuring a high proportion of vacant lots and abandoned buildings, with a business and community center for residents. Our approach has been to add businesses and services to meet the needs and desires of the community's current residents as identified through our community engagement efforts. As a result, the area now features a full-service branch of MidWest Bank Centre, a Save A Lot grocery store, a 42-unit senior living facility, the 24:1 Coffee House/Cafe, and the 24:1 Cinema. In 2015, Beyond Housing completed work on Pagedale Town Center I, a two-story, 13,000 sf office building. The ground floor houses a primary health center operated by Affinia Healthcare and a behavioral health facility operated by BJC Behavioral Health, while the upper floor is occupied by St. Louis County Children's Service Fund, a funding agency supporting behavioral health services for youth.

The commercial establishments Beyond Housing has built have exceeded volume and profit expectation. For example, the grocery store's total sales have grown as high as 9% annually, and the bank—the first bank in Pagedale—has reached balances 200% of the projections.

Building on these efforts, Beyond Housing intends to begin construction of Pagedale Town Center II in fall of 2019. An 18,000 sf, two-story building, this development will house retail and commercial tenants with a shared community kitchen on the second floor (Appendix B). The project capital is structured use significant subsidies and contributed to reduce the project debt so a significant portion of the building is affordable to community businesses and entrepreneurs.

Scope of Work:

Questions to be answered

Beyond Housing intends to undertake an exploration of consulting services to assist with our current economic development efforts. We expect the consulting services to produce a land

use plan that will help the communities in the 24:1 footprint and Beyond Housing to make sound decisions regarding future development projects which will benefit the area as a whole.

Beyond Housing will act as the facilitator of relations between the selected consultant team and local municipal governments.

Such a consultant should have demonstrated ability through past work to analyze existing community conditions and constraints; utilize public engagement to guide physical development decisions; produce a comprehensive plan for and practical design of land use.

In order to help better understand the consultant's expertise and tools to address this unique cross jurisdiction, sub-regional strategic plan please provide information regarding:

- 1) Your prior experience working with local jurisdictions and municipalities with the 24:1 area
- 2) Your prior experience working with collaborative entities or navigating multiple partners in one project
- 3) Your methods of analyzing and providing information to the community and its residents especially regarding existing community conditions
- 4) Your communication strategies to support planning and to solicit resident input and how your company can align with your understanding of Beyond Housing's approach of Ask, Align, Act
- 5) Your ability to problem solve and remain flexibility in addressing recommendations communicated by the community throughout the planning process
- 6) Your Diversity and Inclusion Plan, including success and percentages
- 7) Your experience forming inclusive redevelopment plans
- 8) A previous plan of comparable work
- 9) Your typical community engagement structure and data collection
- 10) An outline of available resources & analytical design
- 11) An example of a past project estimate vs. actual cost

This RFQ should provide insight for all the municipalities to consider your services in development of a stronger development strategy.

As a part of the project, the consultant will also assist Ken Christian, Stellar Management, LLC in mapping land usage and in writing a report summarizing your recommendations to Beyond Housing to present to the Beyond Housing Senior Leadership Team, Beyond Housing Board of Directors, and mayors in the 24:1 area.

With agreement of a contract, consultant is expected to attend all monthly mayor meetings between start of contract and end of contract date.

Please note that the contract will be for an independent consultant for the project and that Beyond Housing will provide no benefits for the consultant and all applicable payroll taxes will be incurred by the consultant.

Funding Opportunities

Beyond Housing and the 24:1 Municipal Government Partnership have engaged potential funders for initial startup cost for this project. The municipalities are also exploring other economic development incentives to cover the project costs.

Milestones:

Responses are due via mail and email by January 10, 2020 at 5:00pm CST. All dates after the deadline for qualifications are subject to change. Project milestones will be discussed following award of contract.

- Release of RFQ: November 25, 2019
- Deadline for qualifications: January 10, 2020
- In-person interviews: January 13, 2020 – January 17, 2020
- Cost proposal: January 24, 2020
- Award of Contract: January 31, 2020
- Start of Contract: March 2, 2020

Goals

The requests below are subject to change and will be finalized with the selected consultant following award of contract. During the interview process, you will be expected to address your experience with the following.

- Land use master plan highlighting concentrated development areas, including an analysis of growth potential involving: housing, transportation, commercial office, industrial, and retail development, open space and infill development/redevelopment, etc.
- Current housing study and market study
- Vacant property and available property map and asset assessment
- Consideration of historical and cultural content in developable areas
- Environmental assessments with cost and location considerations for directing future development
- Recommendations for housing development – location, type, etc. – to support place-making efforts, density, walkability, sense of community, etc.
- Land use plan, map, and supporting language and documents
- Corridor and concentration plans
- Consideration of the local transportation system

Budget:

The budget range for this project is \$150,000 - \$250,000.

Response Checklist:

- Cover page – Company name, address, contact name, telephone number and email
- Experience and expertise – General qualifications
- Experience and expertise – Minimum of two (2) references
- Experience and expertise – Personnel summary (key staff qualifications, experience, and resumes)

- Method of performance (written project-specific narrative that describes the manner in which the Respondent proposes to satisfy the Scope of Work requirements and meet the established Goals)
- Description of experience in working with the public sector and elected officials
- Example of similar project(s)
- Responses to all the questions to be answered above
- Pricing page (rates, including billing rates for key staff and subconsultants, and proposed overhead percentages)
- Signature and certification

Please use 8 ½ x 11 paper and no less than 12-point font.

Qualification will be postmarked or hand-delivered by close of business (5:00pm) on Friday, January 10, 2020 to Reyna Spencer, Director of Government Affairs. Five bound copies must be provided. The proposer will also send an electronic copy emailed to rspencer@beyondhousing.org.

Please note that Beyond Housing (BH) values expertise and local knowledge of the St. Louis region. BH is fully committed to Diversity, Inclusion, and Equity throughout our organization and culture.

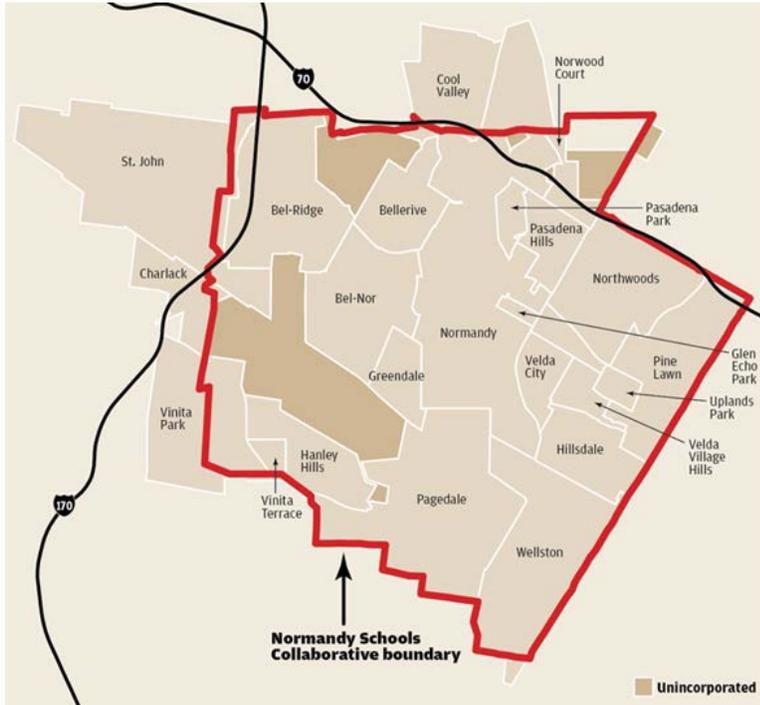
Beyond Housing shall follow the spirit and intent of all federal, state and local employment law and is committed to equal employment opportunity. Each person is evaluated on the basis of personal skill and merit. Beyond Housing's policy regarding equal employment opportunity applies to all aspects of employment, including recruitment, hiring, job assignments, promotions, working conditions, scheduling, benefits, wage and salary administration, disciplinary action, termination, and social, educational and recreational programs.

Selection:

Beyond Housing will review responses to the RFQ and assess the merits of the qualifications of the applicant. Beyond Housing will reach out to consultants with questions and will seek to arrange interviews if and as necessary.

This RFQ does not commit Beyond Housing to select a consultant, to pay any costs incurred in the preparation of this request, or to produce or contract for services. Beyond Housing reserves the right to accept or reject any or all RFQs received as a result of this request, or to modify or cancel in part or in its entirety the RFQ if it is determined the best interest of the organization to do so.

Appendix A



Bellerive, Bel-Nor, Beverly Hills, Bel-Ridge, Charlack, Cool Valley, Glen Echo Park, Greendale, Hanley Hills, Hillsdale, Normandy, Northwoods, Norwood Court, Pagedale, Pasadena Hills, Pasadena Park, Pine Lawn, St. John, Uplands Park, Velda City, Velda Village Hills, Vinita Park, and Wellston

Appendix B

