

## **RAIL CDC RFP - Commercial Corridor Economic Consultant 2021-2022**

Distrito Latino: Community Rooted Economic Inclusion

The enclosed Request for Proposal (RFP) is being advertised for use in submitting information that will be used to select a firm/individual with whom the Retail, Arts, Innovation, Livability Community Development Corporation (RAIL CDC) hopes to negotiate an agreement for the described services.

Proposals received after the specified deadline or submitted to the wrong location will not be considered and will be disposed of in an appropriate manner suitable to RAIL CDC. Proposals will first be reviewed to determine if minimum qualification requirements are met. Any proposals submitted that do not meet the minimum qualification requirements, as outlined below, will be disposed of in an appropriate manner, at the sole discretion of RAIL CDC, and without further review.

### **Background and Purpose**

Downtown Mesa is seeing a significant increase in private and public investments. The City Council has prioritized downtown Mesa for new developments and investment, which has led to some of the state's largest developers to initiate office and commercial development on some of the City's massive land holdings in the downtown core. Some recent development efforts include a \$100 million Arizona State University campus and more than 1100 units of different market rate and luxury apartment buildings.

All of this investment that is flowing into downtown Mesa, is less than a half mile from the Southside neighborhoods. The systemic disinvestment in this part of the city over a period of three plus decades completely shifted the demographics of this once thriving area. The Southside neighborhoods are 71% Latino and 37% foreign born, with 63% of households speaking Spanish as the primary language, a median household income of less than \$32,500 and 73% of households are renter occupied. All of this while more than \$1.27 Billion and being invested into the downtown which borders the Southside neighborhoods. This is a recipe for massive displacement if very focused efforts are not in place to make sure that the whole community is at the root of the economic gains in the area.

Over the past year, RAIL CDC has been working with businesses in the Distrito Latino on the Equitable Business Technical Assistance Program to help businesses survive the impacts the COVID-19 has had on small businesses and help them to set up a more resilient and successful business foundation. Simultaneously, RAIL CDC has been working on a number of community engagement activities and projects with a variety of partners and collaborators including LISC Phoenix, Arizona State University (Various schools), Catholic Charities CARE Campus, and various departments in the City of Mesa.

## **Scope of Work**

Identify and develop an initial inclusive economic and community strategy for redevelopment along Broadway Road in Mesa, AZ. This area has been identified by the businesses as the Distrito Latino neighborhoods and business corridors. Consultant will define the current and potential commercial market conditions as well as short and intermediate term opportunities/challenges and to recommend early action projects appropriate for the commercial corridor. Consultant will work with supportive RAIL CDC staff to educate and support the community around anti displacement strategies.

Consultant will:

- Conduct thorough interviews with the coordinating agencies and any other agencies or individuals identified through the interview process to clarify roles and responsibilities, inventory current activities of participants, determine areas of overlap, and identify gaps between the agencies.
- Complete a retail analysis/scan for the Distrito Latino service area. The analysis will focus on major business clusters and potential business clusters. A review of the analysis and recommendations will be provided by consultant.
- Provide communities with tangible tools that can spark specific economic development in target markets, engage local stakeholders and improve the corridor's readiness for other important community enhancements, such as the light rail;
- Educate residents, stakeholders, and others about the market potential of an area and what it will take to achieve that potential;
- Develop an initial draft strategic plan for anti-displacement for the commercial with tangible tools that can spark specific economic development in target markets, engage local stakeholders and improve the corridor's readiness for other important community enhancements leading towards community-rooted economic inclusion redevelopment goals.
- Refine messaging by creating a new narrative, crafting an elevator speech, designing a campaign for the business expansion and attraction program.

## **Deliverables**

Chart of roles & responsibilities  
Retail Analysis/Scan & recommendations  
Project Priority list  
Identification of early action projects  
Business retention & attraction strategy

## **Qualifications**

Consultant must be able to show ability to comply with all relevant federal regulations.

Consultant may not be excluded from Federal Procurement and document that they are neither debarred or suspended from doing business with the federal government nor delinquent in a debt to the United States. Consultant must provide their current DUNS number and SAM CAGE code. There is no registration fee for DUNS or SAM for any organization that is a (or is applying for) financial assistance recipient of the US government, including contracts, grants, and cooperative agreements.

Dunn & Bradstreet (D&B) provides a DUNS Number (a unique nine-digit identification number) for each physical location of your business. DUNS Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants. If your organization does not have a valid DUNS Number, you may request one by visiting <http://fedgov.dnb.com/webform>. Please be aware that requesting and renewing a DUNS number may take up to 30 business days.

The Commercial And Government Entity (CAGE) Code is a five-character ID number used extensively within the US Federal government and is assigned by the Department of Defense's Defence Logistics Agency (DLA). CAGE codes are automatically assigned to you as a part of your entity's registration in SAM (System for Award Management). You can register or update your entity at <https://www.sam.gov>.

### **Women & Minority Business Enterprises**

Federal regulations and Title 28 require adequate and timely consideration of minority and women business enterprises (WMBE). RAIL CDC manages its contracting and purchasing programs to prevent and resolve any claims of discrimination and is committed to expanding WMBE participation in its direct contracts and subcontracts when possible. RAIL CDC is committed to providing notification to minority and women business enterprises to the greatest extent possible.

### **Submittal Requirements**

#### **Statement of Qualifications:**

Submit qualifications including:

- cover letter
- qualifications
- proposed process
- resumes of key personnel
- references
- relevant project history.

Statement of Qualifications submission is limited to a maximum 15 pages. Any sub-consultant(s) necessary to complete the work must be included with submittal along with applicable firm information.

**Fee Proposal:** Submitted as a separate document, include complete proposal including executive summary, proposed scope of services, fee breakdown, reimbursable items and anticipated schedule. Fee proposal is limited to a maximum 3 pages. Fee proposals should be broken down and presented as a lump sum.

**Additional Submittal Requirements**

1. Name, local address, and phone number of the firm proposed for this contract.
2. The names and number of years the firm has been in business under current or previous names or additional assumed business names.
3. The name and title of the person authorized to execute a contract on behalf of the firm.
4. A statement of the current workload and availability of the firm and team members to accomplish the scope of work.
5. The caption, cause number, Court, Counsel, and general summary of any litigation pending or judgment rendered within the past 3 years against the proposer.
6. Note the extent, if any, to which the firm, association or corporation or any person in a controlling capacity associated therewith or any position involving the administration of federal, state or local funds; is currently under suspension, debarment, voluntary exclusion, or determination of eligibility by any agency; has been suspended, debarred, voluntarily excluded or determined ineligible by any agency within the past 3 years; does have a proposed debarment pending; has been indicted, convicted or has a civil judgment rendered against said person, firm, association or corporation by a court of competent jurisdiction in any matter involving fraud or misconduct with the past 3 years.

If you have any questions about the RFP, please address them in writing to: Ryan Winkle  
ryan@railcdc.org

**Submittal:**

Completed proposals may be submitted by mail or by e-mail. If submitting digitally, all documents must be in PDF format.

**Electronic Submittals:**

E-mail to: ryan@railcdc.org

**Mail to:**

RAIL CDC  
136 West Main Street, Suite 207  
Mesa, Arizona 85201

**Deadline:**

All submittals must be received by RAIL CDC by December, 31st 2021 at 5:00pm.