

**REQUEST FOR QUALIFICATIONS**

**FOR THE PROVISION OF PLAN 2023:  
A 10 YEAR-STRATEGIC ACTION PLAN  
FOR DOWNTOWN FORT WORTH**

Prepared by: Downtown Fort Worth, Inc,  
The City of Fort Worth and the Fort Worth Transportation Authority



RELEASE DATE: December 15, 2011  
SUBMISSION DUE DATE: 2:00 pm, January 19, 2012

## **INTRODUCTION:**

In partnership with the City of Fort Worth (the "City") and the Fort Worth Transportation Authority (The "T"), Downtown Fort Worth, Inc. ("DFWI") is pleased to invite you to submit a proposal in response to this Request for Qualifications ("RFQ") for PLAN 2023. DFWI is seeking a qualified consulting firm ("Consultant) to update the 2003 Strategic Action Plan by preparing a new 10 Year Strategic Action Plan for Downtown Fort Worth to be issued in 2013. The Consultant will be expected to provide a full range of professional services to support the development of a Strategic Action Plan, including expertise in land use planning, transportation planning, public participation, and housing and economic analysis. It is anticipated that PLAN 2023 will include a set of project-specific implementation plans and that the process will take no more than 12 months and be completed in the Spring of 2013. The Consultant may include individuals, a single firm or a team of firms to provide the necessary breadth and depth of knowledge, skills and abilities.

DFWI through Public Improvement District #1, the City, and the T have allocated \$125,000.00 for this process. The \$125,000.00 should include all costs and fees.

## **OBJECTIVE:**

Every 10 years, DFWI partners with the City and The T to update the Downtown Strategic Action Plan. The plan is actively used as a tool to prioritize and guide policy decisions and planning initiatives for the three partners. It is also incorporated into the City's comprehensive plan and implemented through a series of committees and public/private partnerships. The 2003 Strategic Action plan can be downloaded at [www.dfw.org](http://www.dfw.org).

The new Strategic Action Plan will reflect the community's vision for a livable, healthy, economically vibrant and exciting downtown for the next 10 years. The plan will build on downtown's existing natural, cultural, social and physical assets. It will provide a strong foundation for strategic actions that will shape downtown's future development, enhance connections to surrounding neighborhoods and strengthen downtown's role as the heart of the city. PLAN 2023 will serve as a benchmark for public and private decisions that affect downtown. It will be used as a tool to help make policy decisions and to promote downtown and investment.

## **About Downtown Fort Worth, Inc. (DFWI) and Downtown Fort Worth Initiatives, Inc. (DFWII)**

In the early 1980s, Fort Worth began the urban revitalization of its downtown central business district. The goal for downtown was to be a center city bustling with activity morning, noon and night, both during the work week and on weekends. To provide a private sector voice for this revitalization effort, DFWI was established by a handful of concerned property owners in December 1981.

Since its inception, DFWI has evolved into a significant advocate for progress and excellence. This membership-based organization has contributed to Downtown Fort Worth's vitality by serving as a liaison, ombudsman and information source for property owners, developers and businesses.

DFWI expanded its management role in 1986 by establishing Fort Worth Improvement District #1 (the "PID"). The PID provides enhanced services to 335 blocks within downtown Fort Worth. These services include maintenance and landscaping, promotions and marketing, research, security enhancement, transportation, planning and parking.

In 2009, the Fort Worth Public Improvement District #1 (PID) was renewed by property owners and City Council for a 20-year life. Previous renewals were on five-year cycles, keeping the PID's horizons relatively short. The new 20-year authorization allows a much more strategic perspective. See Exhibit B.

PID#14 was also created in 2009 and is managed by DFWI under contract with the city of Fort Worth. See Exhibit C.

In 1988, DFWI formed Downtown Fort Worth Initiatives, Inc. (DFWII). This 501(c)(3) nonprofit organization provides a pathway for foundation grants, philanthropic donations and other contributions to help fund charitable, educational and public-purpose downtown projects. DFWII was a central partner in the development of the 172-unit Hillside apartment community. The organization manages Burnett Park and produces the MAIN ST. Fort Worth Arts Festival, the Chesapeake Energy Parade of Lights and the Sundance Square Christmas Tree. Each year, these events bring more than 500,000 people downtown.

In 1995, DFWI championed the creation of the Downtown Tax Increment Financing (Downtown TIF) District. The Downtown TIF is managed by DFWI through a contract with the TIF Board of Directors, is capped at \$72 million and has an annual budget of \$5 million. The TIF has leveraged and obligated \$60 million in public commitments into \$449 million in private sector investment and generated more than a \$650 million dollars in taxable value. See Exhibit C.

The term of TIF 8 (Lancaster) began on January 1, 2003 and is expected to conclude on December 31, 2024. The TIF district was created in order to promote the growth of the Lancaster Corridor after the former Interstate 30 overhead was demolished and Lancaster Avenue was repositioned as one of the “primary gateways to downtown Fort Worth and the Southside medical district.” It expands over 220 acres and is generally bounded to the west by Henderson Street, east by Calhoun Street, and the south by Interstate 30. The Lancaster TIF is administered by the City of Fort Worth.

Through the programs of DFWI, members take an active role in the management of and advocacy for the center city. Several standing committees work to fulfill the organization’s mission of creating a vibrant, healthy and attractive center in which to work, live and play.

#### **ABOUT THE T:**

The T ([www.the-t.com](http://www.the-t.com)) is a regional transportation authority of the State of Texas, created pursuant to Chapter 452, Transportation Code of Texas and confirmed by a public referendum on November 8, 1983. The T provides public transportation services within the city limits of Fort Worth and to the surrounding Tarrant County communities of Richland Hills and Blue Mound. Such services include fixed bus routes, mobility impaired transportation service (MITS), special event shuttles, carpool/vanpool services, and commuter rail service between Fort Worth and Dallas. A one-half of one percent (\$.0050) sales tax is dedicated to supporting The T's public transportation program.

#### **DOWNTOWN FORT WORTH:**

Downtown Fort Worth is approximately 1200 acres. It has a residential population of approximately 5,700. The number of private employees in 2009 was approximately 37,500, along with nearly 15,000 employees at the local, state and federal levels of government. The downtown boasts over 10,000,000 visitors a year and has 2,642 hotel rooms. In addition to being a tourist destination, it currently is home to five colleges and universities, Tarrant County College, the University of Texas at Arlington-Fort Worth Center, Texas Wesleyan University Law School, Concordia University and DeVry University and has approximately 7,800 students.

Downtown Fort Worth is home to many businesses: Sundance Square, XTO Energy, Chesapeake Energy, RadioShack, Pier One, DR Horton, and Quicksilver. In addition, downtown hosts approximately 55 trade shows and conventions at the Fort Worth Convention Center.

#### **PROJECT AREA:**

The project area for Plan 2023 is anticipated to have similar boundaries to the 2003 Strategic Action Plan: the Trinity River on the north and west, I-35 on the east and I-30 on the south (See Exhibit A). In addition, when appropriate, adjacent areas or pending developments that would impact the downtown should be incorporated in cooperation with adjoining districts and stakeholders to assure proper linkage, address conflicts and opportunities and in consideration of neighboring areas.

## SCOPE OF WORK:

The most recent Strategic Action Plan was approved in 2003 with the intent that it would be updated with a new vision for downtown Fort Worth to be adopted by City Council in 2013.

Fort Worth residents, businesses, and civic associations are actively involved in community planning and civic affairs. Downtown Fort Worth and its surrounding environs have changed since 2003. Public participation and input is expected to play an important role in the planning process for Plan 2023.

The Consultant will work under the direction of DFWI in preparing the next 10 Year Strategic Action Plan, the Consultant is expected to inform and solicit advice and direction from: (1) a Steering Committee; (2) Committee for each component of the Plan; and (3) the general public. In addition, a Technical Committee will be formed when needed to help provide the Consultant with information.

This scope of work may be modified during contract negotiations with the Consultant. The Consultant will undertake the following tasks:

1. Develop a detailed project work plan and schedule for discussion with the Client that includes a process outline, a schedule of meetings, public outreach and involvement, a list of stakeholders, and key milestones.
2. Review and understand findings and proposals of earlier plans and studies. Emphasis shall be placed on the most recent plans and studies, including the City's Comprehensive Plan for downtown and the adjacent areas, the Downtown TIF Project Plan, the DFWI Parks and Open Space Plan and the Public Art Plan, existing and final designs for public open space projects and gateways, and the T's 2010 Strategic Plan. See Exhibit E for a list of documents.
3. Analyze data provided by DFWI, the T and the City including demographics and GIS files for the planning area as described in Exhibit A in order to define problems, opportunities and issues. Data provided will include, but is not limited to:
  - Land use and zoning
  - Historic resources
  - Economic data
  - Employee, visitor and resident demographics
  - Transportation, transit and parking
  - Open space
4. Develop a plan that shall include, but not be limited to, the following components:
  - **Vision:** Revisit the previous vision statements and, if necessary, articulate a 10 year vision for the downtown, including its relationship to adjacent areas.
  - **Housing:** Set goals, plans and programs to meet the housing needs for the current and anticipated future residents; including, but not limited to:
    - Identify regulatory improvements, potential economic incentives and quality of life improvements;
    - Recommend areas for rehabilitation of existing housing stock; and,
    - Indicate opportunities for adaptive reuse of buildings into housing.
  - **Transportation:** Identify the type, location, programs, goals and plans needed to meet the intermodal transportation needs of the downtown; including, but not limited to:
    - Vehicular, transit, air, railroad, river, non-motorized and any other mode of transportation system;
    - Movement of traffic and parking;
    - Pedestrian and bicycle systems, and
    - Pedestrian and vehicular conflicts.

- **Urban Design, Open Space & Public Art:** Identify potential projects and opportunities for improving and enhancing public and private efforts to promote recreation, tourism and a sense of community, character, and identity through Urban Design, Open Space and Public Art, including, but not limited to:
  - Collaboration with adjacent districts, including the Southside, West 7th Street, Near Southeast, and the Trinity River Vision; and
  - Identification of project priorities
- **Business Development:** Establish goals, policies, objectives, provisions and guidelines for economic growth and vitality for current and anticipated future businesses and visitors including, but not limited to:
  - Identify opportunities, strengths and weaknesses of the downtown economy and workforce;
  - Identify economic development sites for the downtown;
  - Identify potential industry clusters that should be sought, correlated to the present and projected employment needs or intrinsic potential of the area;
  - Identify regulatory improvements, potential economic incentives and quality of life improvements; and
  - Review the strengths, weaknesses and potential opportunities for the convention center as a driver of the downtown economy.
- **Retail, Arts & Entertainment:**
  - Investigate the type of retail that can help to service downtown's residential and employee populations. This includes but is not limited to such enterprises as grocery, hardware, housewares and convenience stores; and,
  - Identify regulatory improvements, potential economic incentives and quality of life improvements; and
  - Review the strengths, weaknesses and potential opportunities for additional cultural, sports, entertainment and tourism activity as a driver of the downtown economy.
- **Education:** Establish goals, policies, objectives, provisions and guidelines for educational growth and vitality for current and anticipated future residents and visitors, including, but not limited to:
  - Assessment of how the current and future of downtown's educational assets (Tarrant County College, University of Texas at Arlington –Fort Worth Center, Texas Wesleyan University School of Law, Concordia University and DeVry University) a can help to strengthen the local economy;
  - Assessment of how to leverage the presence of Nash Elementary School as an asset for downtown;
  - Evaluate need for K-12 options; and
  - Provide recommendations on how to coordinate with the educational institutions on how to support industry needs;

**Note:** DFWI and its partners are interested in the Consultants ideas for each of these categories and would consider expanding, rearranging or adding categories.

5. Develop a set of detailed recommendations for next steps and action items in each of the categories listed above.
6. Identify specific catalytic projects for short-term (1-3 years) mid-term (4-6 years) and long-term (7-10 years) implementation, including priorities, responsibilities, potential funding sources and timeframes.
7. Prepare interim reports, PowerPoint presentations, working papers, maps, photographs, and plans to convey existing conditions, opportunities, alternative solutions, etc. Such documents will be conveyed to DFWI in advance of public presentations.
8. Lead and facilitate steering committee, subcommittee and public meetings and document results and finding throughout the process.
9. Submit all original documents to the Client prepared as part of this planning effort.
10. Facilitate all meetings at the direction of the Chairman of the Steering Committee and at the direction of the Chairman of the Taskforce.
11. Prepare the draft and final reports that convey all findings, recommendations and implementation strategies discovered from the process. Deliverables shall include:

- a. Eight (8) bound copies of the Strategic Action Plan and one (1) unbound copy of the plan. The plan shall be in booklet form and consist of text, graphics, tables, charts, renderings, pictorial images and visions for proposed development, streetscapes, and landscapes. The plan is to be in black and white with selected pages in full color, 8 x 11 inches in size and include sections related to components in the Scope of Work.
- b. One (1) Adobe Acrobat (PDF) version of the Strategic Action Plan, or a set of chapters of the Plan in PDF format.
- c. One (1) set of presentation images in electronic format of all graphics, tables, charts, renderings and pictorial images. All images are to be at 300 dpi at 1005.
- d. Presentations for public, technical and steering committee meetings in Adobe Acrobat (PDF) version.

## **SUBMISSION REQUIREMENTS:**

Firm(s) wishing to provide professional services for this project must submit seven (7) of copies of a formal, written proposal to the attention of Melissa Konur, Planning Director, Downtown Fort Worth, Inc., 777 Taylor Street, Suite 100, Fort Worth, TX 76102 no later than January 19, 2012 at 2:00 p.m. Please also include an Adobe Acrobat (PDF file) version of your proposal.

1. **Cover letter:** Cover letter reflecting the understanding of the scope of work, the experience and qualifications of team members, and a brief history of the growth and development of the firm(s) not to exceed two (2) pages.
2. **Relevant Firm(s) Experience:** A listing of similar projects that have been completed by the firm(s) in the past five (5) years. The listing should include a description of each project, the location, cost, dates of performance and client's name, address, phone number and email address of a contact person. Key staff that played a role in the project should also be identified.
3. **Project Organization Chart and Individual Staff Experience:** Provide a chart reflecting the name of the project manager, as well as the key personnel including an estimate of each individual's time commitment to the project. Any proposed sub-consultants should be clearly identified on the chart. Attach the resumes of the key staff members available for this project.
4. **Client References:** Provide a minimum of three (3) client references. Indicate the contact person's name, title, organization, address, phone number and email address and the project(s). Ideally, these should be clients who retained your services for projects of similar size and scope.
5. **Project Understanding and Approach:** The proposal should briefly state the approaches and methodologies, including social and interactive media technology as part of the citizen input process and planning update process that the firm proposes to undertake in order to meet the stated scope of work. Provide a basic work plan and schedule including the number of meetings with the Steering Committee, the subcommittees and the public, including as much detail as need to describe how the required services and scope of the work will be performed.
6. **Cost/fee proposal:** Quotation of rates, fees or charges and other detailed cost-proposal or cost-breakdown for each task.

## **SELECTION CRITERIA:**

Proposals will be received, reviewed and evaluated by DFWI, the City and the T. All proposals will be reviewed using the following criteria, but are not limited by the following selection criteria:

1. Competence, experience in the kind of project to be undertaken, and availability of adequate personnel, equipment and facilities.
2. Past record of professional accomplishments and familiarity with projects of similar scope and of working with nonprofit and public agencies.
3. Project Understanding and Approach
4. Quotation of rates, fees or charges and other detailed cost-proposal or cost-breakdown for each task.

**MINIMUM REQUIREMENTS:**

1. The firm selected and subcontractors engaged shall be experienced and licensed/certified in performing the services as described in the Project Tasks.
2. The firm shall have completed other similar projects in size, scope and nature.

**ESTIMATED TIMELINE:**

Issue RFQ	Thursday, December 15
Final Questions	Thursday, December 29
Issue Addendums	Thursday, January 5
Submittals Due	Thursday, January 19
Oral Presentation/Interview	Tentative: Week of February 13
Selection	Tentative: Week of February 20

**RESERVATION OF RIGHTS:**

Issuance of the Request for Qualifications does not obligate Downtown Fort Worth Initiatives, Inc. to enter into any agreements.

**CONTACT INFORMATION:**

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Downtown Fort Worth, Inc.  
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Fort Worth, TX 76102  
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**EXHIBIT A**  
**Downtown Project Area**



Downtown Fort Worth, Inc.



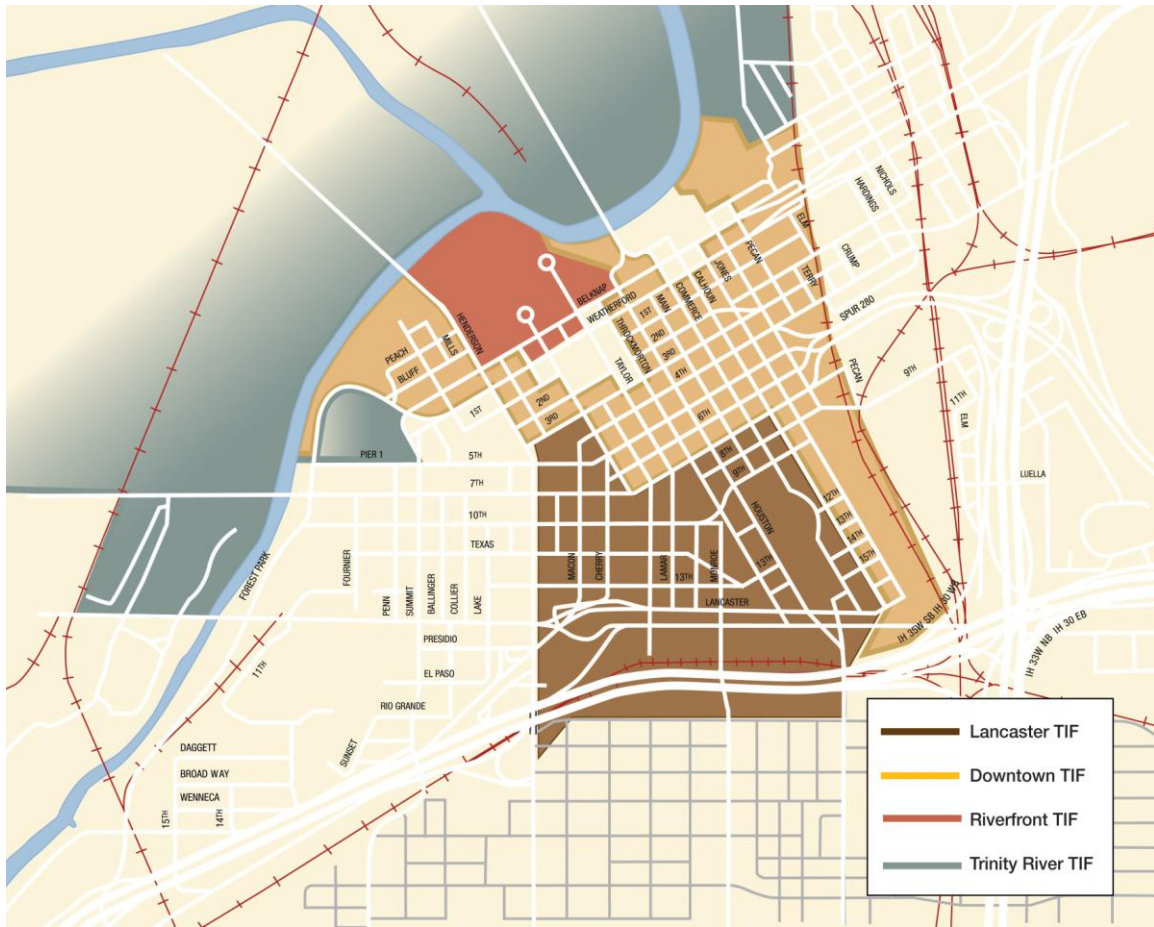
**EXHIBIT C**  
**PID #14**

PID #14



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# EXHIBIT D Downtown TIFs



Downtown Fort Worth, Inc.

## Exhibit E Resources

### General Plans and Data

- 2003 Strategic Action Plan [www.dfw.org/what-we-do/publications](http://www.dfw.org/what-we-do/publications)
- State of Downtown [www.dfw.org/what-we-do/publications](http://www.dfw.org/what-we-do/publications)
- Annual Report [www.dfw.org/what-we-do/publications](http://www.dfw.org/what-we-do/publications)
- Comprehensive Plan <http://fortworthtexas.gov/comprehensiveplan/?id=53556>
- Urban Village Locations <http://fortworthtexas.gov/planninganddevelopment/urbanvillages/>
- Bike Fort Worth Plan <http://fortworthtexas.gov/bikefw/>
- T's 2010 Strategic Plan <http://www.the-t.com/StrategicPlan/tabid/253/Default.aspx>

### Urban Design

#### *Parks and Open Space*

- DFWI Parks and Open Space Plan [www.dfw.org/what-we-do/publications](http://www.dfw.org/what-we-do/publications)
- DFWI Public Art Plan [www.dfw.org/what-we-do/publications](http://www.dfw.org/what-we-do/publications)
- Al Hayne Triangle Conceptual Plans [www.dfw.org/what-we-offer/attractions/parks/122-Al-Hayne-Memorial-Park](http://www.dfw.org/what-we-offer/attractions/parks/122-Al-Hayne-Memorial-Park)
- Water Gardens Improvements [www.dfw.org/what-we-offer/attractions/parks/126-Fort-Worth-Water-Gardens](http://www.dfw.org/what-we-offer/attractions/parks/126-Fort-Worth-Water-Gardens)
- General Worth Square Improvements/  
JFK Tribute [www.dfw.org/what-we-do/projects/jfk](http://www.dfw.org/what-we-do/projects/jfk)
- Heritage Park Strategy [www.dfw.org/what-we-offer/attractions/parks/129-Heritage-Park](http://www.dfw.org/what-we-offer/attractions/parks/129-Heritage-Park)
- Gateways Conceptual Plans [www.dfw.org/what-we-do/projects/gateway](http://www.dfw.org/what-we-do/projects/gateway)

#### *Streetscape Plans*

- Lancaster Avenue Median Design [www.dfw.org/what-we-do/projects/3rd-street](http://www.dfw.org/what-we-do/projects/3rd-street)
- 3<sup>rd</sup> Street Streetscape-Concept [www.dfw.org/what-we-do/projects/3rd-street](http://www.dfw.org/what-we-do/projects/3rd-street)
- Hemphill/Lamar Connector
- Commerce at 12<sup>th</sup> Street
- Commerce between 3<sup>rd</sup> and Belknap
- East Belknap Street

#### *Design Guidelines*

- Downtown <http://fortworthtexas.gov/planninganddevelopment/boards/ddrb/>
- Trinity Uptown <http://fortworthtexas.gov/planninganddevelopment/design.aspx?id=12598>

### Transportation-Related Studies/Plans

- Molly the Trolley <http://www.dfw.org/transportation/molly-the-trolley>
- Streetcar Study <http://fortworthtexas.gov/streetcar/>
- Commuter Rail <http://www.the-t.com/CommuterRails/TRE/tabid/208>
- Tower 55 Railroad  
Intersection Plans <http://www.nctcog.org/trans/spd/freightrail/tower55>
- TEX Regional  
Rail Corridor Plans <http://www.the-t.com/CommuterRails/SWToNERail/tabid/211>
- Chisolm Trail Parkway [http://www.txdot.gov/project\\_information/projects/fort\\_worth/southwest\\_parkway](http://www.txdot.gov/project_information/projects/fort_worth/southwest_parkway)
- Wayfinding
- Walk Fort Worth Pedestrian Master Plan (in progress)
- Bridge Reconstruction
  - West 7<sup>th</sup> Street <http://fortworthtexas.gov/SeventhStreetBridge/?id=76922>
  - North Main Street

### Real Estate Project/Economic Development Tools

- TIF District Plans
  - Downtown: <http://www.dfw.org/what-we-do/tif-overview>
  - Lancaster: <http://fortworthtexas.gov/hed/tif/8/>

- Trinity River Vision <http://fortworthtexas.gov/hed/tif/9/>
  - Southside/Medical <http://fortworthtexas.gov/hed/tif/4/>
- Convention Center Expansion
- T&P Warehouse Adaptive Reuse
- US Post Office/Facilities Master Plan
- Lancaster Mixed-Use Project
- Tarrant County College Downtown Fort Worth Campus (TCCD) Plans
- Tarrant County Capital Plan
- Sundance Square Central Plaza and Buildings Plans
- City Place Plans

**Influence Zones/Adjacent Areas**

- Fort Worth South <http://fortworthsouth.org/>
- Trinity River Vision <http://www.trinityrivervision.org/Home.aspx>
- West 7<sup>th</sup> Street Corridor
- Streams and Valleys <http://streamsandvalleys.org/fw-trinity-river/>