



PLAN BATON ROUGE III RFP QUESTIONS AND ANSWERS (FINAL)

P. 3, SECTION 1: OVERVIEW, 1.1 Purpose & Overview – The RFP states that “[the] plan will include tactical development strategies for five sites of interest...”. Then later in SECTION 2: SCOPE OF SERVICES, 2.3 Scope of Services, Implementation Component, the RFP mentions that “the sites of interest can be identified by the consultant team from input collected from developers and stakeholders during initial stages of process”. Does the BRAF have a working list of potential candidates for these five sites of interest? If so, does the detailed map with the outline of the RFP planning area referenced in RFP Subsection 1.2 identify and delineate these potential sites of interest?

BRAF and project partners have discussed some sites of interest for potential consideration but would like to work with the consultant team in the early stages of the project to narrow them down. The riverfront area is of particular interest and priority for this effort, and at least one of the sites of interest should be along the riverfront.

P. 4, SECTION 1: OVERVIEW, 1.2 Geographic Focus – The RFP refers to a detailed map with an outline of the planning area, included in the Resource Section of the RFP. In that section, the map is listed as the first bullet, but it is not a live hyperlink. We would be grateful if the Planning Area map, or a link to the same, would be provided. As referenced above, does the detailed map with the outline of the RFP planning area identify and delineate potential sites of interest?

The map is posted with the other RFP documents on the Downtown Development District website at: <https://downtownbatonrouge.org/do-business/development/pbriii>

P. 4, Sect. 1.3 Project Team – The RFP refers to a Steering Committee, an Advisory Committee, and a Selection Committee. Assuming that specific individuals from the various groups listed (e.g., the City of Baton Rouge/City-Parish, the DDD, the Baton Rouge

Area Chamber, etc.) comprise these Committees, we would be grateful if the BRAF could list those individuals that comprise each Committee.

The Steering Committee is comprised of organizations that work directly with downtown issues such as BRAF, the City-Parish Mayor's office, the Downtown Development District, the Baton Rouge Area Chamber, Visit Baton Rouge, EBR Planning Commission, Build Baton Rouge, Forum 225, Capital Area Transit System, LA State - Division of Administration, Capital Area Finance Authority, LSU, Southern University, along with developers and property owners.

The Advisory Committee is comprised of organizations and individuals who are engaged in downtown and can provide additional input and resources including: The Walls Project, the Arts Council, the Water Institute of the Gulf, MetroMorphosis, Baton Rouge Alliance for Schools, Downtown Business Association, YMCA, Our Lady of the Lake Health, Junior League, Wilson Foundation, and more.

We will not be sharing the list of Selection Committee members.

P. 8, SECTION 2: SCOPE OF SERVICES, 2.3 Scope of Services, Public Engagement Component – We would appreciate your confirmation of the agency/ies with whom the consultant team would be working/coordinating re: the Public Engagement component – would it be the BRAF Communications team, the DDD, or the City's Public Information Office (PIO) – or perhaps a combination of them? Is there an existing website or other resources available and regularly maintained, or is this a task expected of the Consultant?

The consultant team will be working with the BRAF and DDD staff to coordinate details for the Public Engagement component.

P. 8, SECTION 2: SCOPE OF SERVICES, 2.3 Scope of Services, Final Deliverable – How many rounds of the draft work product, if any, are required? We would appreciate further information on the overall approval process for the downtown master plan (including timing/durations of specific reviews and hearings by the City/City entities). Is the Consultant expected to participate in oral presentations or additional approval process meetings? Further, who will be participating in the overall approvals process?

The consultant team is expected to propose the project timeline that best tracks their proposed approach. The consultant team will deliver a product that may undergo two rounds of reviews at a minimum by Steering Committee members. The plan is anticipated to be presented to the Downtown Development District Commission for

review and approval, then Planning Commission for review and approval, and final approval by the East Baton Rouge Metropolitan Council. The planning team is expected to have a representative team member be available to present at these meetings.

P. 9, SECTION 3: IMPORTANT DATES AND INSTRUCTIONS – What is the anticipated duration of the project (e.g., number of weeks or months from project kick-off to final approval)? (3.3 Point of Contact refers to “the timeline outlined in Section 6.4”. Is that phrase meant to reference the project timeline or to reference the RFP timeline? The RFP ends with Section 6.1; we would be grateful for your timely clarification re: these matters.)

The anticipated duration was intentionally unspecified to provide maximum flexibility to consultants to propose the timeline that best maximizes their proposed approach. However, BRAF considers a reasonable timeframe of 12 – 15 months for the overall process, including approvals. Please note that proposers should address the request for ongoing advisory services as part of the overall scope of work.

P. 10, SECTION 3: IMPORTANT DATES AND INSTRUCTIONS, 3.7 Proposal Format, iii. Experience and Work Samples – May we assume that firm descriptions for each team member firm would be provided in this section along with the relevant experience/projects?

Yes, that is correct. This section could provide an overall summary for the firm including the relevant experience, but also suggest listing the projects that demonstrate this relevant experience.

P. 10, SECTION 3: IMPORTANT DATES AND INSTRUCTIONS, 3.7 Proposal Format, iii. Experience and Work Samples – The RFP mentions that “Proposers and subconsultants should provide narrative reports with supporting visuals describing five or more comparable planning projects, along with project references and contact information.”

- Are the lead consultant as well as EACH subconsultant required to provide five narrative reports for comparable planning projects?

The prime consultant team members should provide narrative reports with supporting visuals (if applicable) describing five or more comparable planning projects, along with project references and reference contact information. In addition, the

subconsultant primary team lead should provide up to five comparable planning projects, along with project references and contact information. The other subconsultant team members do not need to submit these details, but we encourage including project examples that demonstrate their relevant experience.

- Does “narrative reports” mean the full final deliverable document (e.g., the Final Master Plan Report) for each project? If so, may the respondents provide links to these full documents?

Narrative reports can include a summary of the project scope of work and deliverable and can also include a link to the final plan/report if applicable.

P. 11, SECTION 3: IMPORTANT DATES AND INSTRUCTIONS, 3.7 Proposal Format, v. Approach and Methodology – Per above, what is the anticipated duration of the project (e.g., number of weeks or months from project kick-off to final approval)? How many rounds of the draft work product, if any, are required? We would appreciate further information on the overall approval process for the downtown master plan (including timing/durations of specific reviews and hearings by the City/City entities).

As stated above, the anticipated duration was intentionally unspecified to provide maximum flexibility to consultants to propose the timeline that best maximizes their proposed approach. However, BRAF considers a reasonable timeframe of 12 – 15 months for the overall process, including approvals. Typically, for the Metropolitan Council review, items are introduced for hearing two weeks prior to appearing on the agenda for approval. BRAF anticipates at least two rounds of review of the final deliverable.

P. 11, SECTION 3: IMPORTANT DATES AND INSTRUCTIONS, 3.7 Proposal Format, vii. Timeline – Per above, what is the anticipated duration of the project (e.g., number of weeks or months from project kick-off to final approval)?

See answer above.

Is current and complete project base information – specifically mappings for the study area, socioeconomic and demographic data, etc. – available ?

There are available data sets and resources that the consultant team will have access to including a 2023 International Downtown Association study linked [here](#) and other compiled resources posted here: downtownbatonrouge.org/do-business. Other GIS and local databases can be found here: data-ebrgis.opendata.arcgis.com.

Has the City engaged other consultants for specific workstreams or disciplines such as traffic or civil engineers already on retainer?

No.

Regarding section iii. Experience and Work Samples, can you confirm if the proposal needs to include at least 5 comparable projects from *each firm*, or best 5 project examples total?

The prime consultant team members should provide narrative reports with supporting visuals (if applicable) describing five or more comparable planning projects, along with project references and reference contact information. In addition, the subconsultant primary team lead should provide up to five comparable planning projects, along with project references and contact information. The other subconsultant team members do not need to submit these details, but we encourage including project examples that demonstrate their relevant experience.

Is there an overall page limit for the proposal?

No.

Is ix. Certification Statement (Appendix A) required from subconsultants as well as the prime provider?

No, this is only required from the prime consultant firm.

For section iv. Project Staff & References, do you need resumes for ALL staff listed on the org chart or can we *designate key staff* and provide resumes for them?

Please include resumes of all primary consultants and key subconsultant team members listed on the org chart.

For section iv. Project Staff & References, are 3 references needed **per firm**, or **per person** listed on the org chart? Or just provide for key staff?

Please submit 3 references for the prime consultant team firm and 3 references for each subconsultant firm listed on the org chart.

On resumes, to satisfy the request for **previous employment information**, is there a time limit for how far back? Are dates of employment required?

No time limit is specified, and we recommend including employment information that demonstrates relevant experience.

Can we combine sections? (i.e. the cover letter and executive summary, or Approach and implementation plan sections)

Yes, however we prefer that the Approach and Implementation plan sections are separate.

Can we reorganize the sections listed?

Yes.

Does BRAF have a form of contract intended to use for this project or will it seek to use a consultant's contract? If the BRAF contract form will be used, can this be made available for review?

Though we are open to utilizing a contractor's form, we do, from time to time, use our Contract for Services, which incorporates a Scope of Work developed by the Contractor and approved by the Foundation as the Client – see contract here: [Baton Rouge Area Foundation Contract for Services - BLANK](#).

Has funding has been identified to catalyze implementation?

The Baton Rouge Area Foundation is submitting a grant application to the federal Reconnecting Communities Pilot Grant Program and if successful, this funding would be dedicated to designing and implementing some early implementation projects. Otherwise, there are no dedicated implementation funds, but BRAF has historically

been successful in raising public and private funds for the implementation of visionary projects and initiatives.

What are the top successes from previous Downtown plans?

This [PBR3 Background and Context](#) document provides a high level overview of accomplishments and opportunities of both Plan Baton Rouge Phases I and II.

Where have the previous plans fell short in terms of successful implementation and sustainable growth?

This [PBR3 Background and Context](#) document provides a high level overview of accomplishments and opportunities of both Plan Baton Rouge Phases I and II.

Have the five areas of focus been conceptually identified?

BRAF and project partners have discussed some sites of interest for potential consideration but would like to work with the consultant team in the early stages of the project to narrow them down. The riverfront area is of particular interest and priority for this effort, and at least one of the sites of interest should be along the riverfront.

How important is it for the plan to include tactical details (in addition to strategies) for real and perceived safety?

Very important.

Are complete survey results from the 2023 strategic planning process available for review?

You can review the 2023 strategic plan [here](#). The survey results will be made available to the consultant team who is awarded the contract.

Will any members of the successful team for this scope of work be excluded from future contracting opportunities within this development, such as designers, consultants, or developers?

No.

In the Q&A posted to the website it states “The consultant team will be working with the BRAF and DDD staff to coordinate details for the Public Engagement component”. Can you clarify if these organizations will provide support for outreach and engagement, for example by maintaining a project website or assisting with distribution of engagement materials, or should we anticipate this will be part of the consultant team scope of work?

Although the DDD and BRAF and others will activate their networks during the planning process, it will be the responsibility of the consultant to develop a comprehensive outreach strategy, execute the engagement strategies, and ensure participation from a wide range of stakeholders. If the consultant team determines that a website is needed for successful engagement, it is preferred for it to be a microsite appended to the DDD’s website.