

MARSHALLTOWN

— I O W A —

REQUEST FOR PROPOSAL DEVELOPMENT OF A PLACEMAKING PLAN FOR THE IOWA RIVER TRAIL

Responses due

Friday, April 5, 2019, at 12:00PM CST

to the following:

City of Marshalltown
Attn: City Clerk
24 N. Center St.
Marshalltown, IA 50158

I. Introduction and Background

This project will include the completion of a Placemaking master plan for the Iowa River Trail. The trail includes 34 miles throughout two counties, Hardin and Marshall, in rural Iowa. The plan will provide concept development and implementation strategies for the inclusion of public art and wayfinding signage along the trail. It will also include trail head design and many other aspects of creating a unique experience for the trail user.

“Create a Pedestrian and Bicycling Friendly Community” was identified through our community visioning process, known as IMAGINE, in 2007. Building upon local trail initiatives already underway, the Iowa River Trail project was initiated with the purchase of a former railway corridor by the Iowa Natural Heritage Foundation in 2013. The City of Marshalltown took ownership of the entire length of abandoned railway in Marshall County. On July 3, 2013, a volunteer board incorporated as a 501(c)3 called Trail Resources and Iowa Land Stewards, Inc., or TRAILS Inc., to pursue the trail development and maintenance throughout Marshall County.

The trail will foster connections within and between communities in Marshall and Hardin Counties along the 34 miles of trailway. This vastly expanded trail system will greatly enhance access to healthy recreational opportunities for residents and visitors alike. The Iowa River Trail will also increase pedestrian and bicycling access to activities of daily living. After four years of continued progress the leading organizations have begun discussing placemaking design elements for the trail. This includes public art, signage, way finding, trailhead design and connectivity throughout the public space.

II. Available Funding

This project is being funded through multiple sources, including a grant from the National Endowment for the Arts- Our Town program, the Martha-Ellen Tye Foundation, Trails Inc., Hardin County Trails Commission, and the City of Marshalltown. The maximum funding available is \$100,000.

III. Study Area

The seven communities located along the corridor of the future Iowa River Trail offer a diversity of amenities, attractions, celebrations and events, and many places for trail users to discover. With towns conveniently separated by only a few miles along the entire corridor, trail users will have many options for trips. Whether making a short trip between one or two communities to spending an entire weekend or several days exploring the whole corridor, the Iowa River Trail can become a premier trail for people of all abilities.

The communities located along the future Iowa River Rail Trail corridor include the following:

MARSHALLTOWN (Pop. 27, 552)

Marshalltown, a vibrant city located in the heart of Iowa, is the largest community along the corridor of the Iowa River Rail Trail and is the southern terminus for the trail. Marshalltown is home to several major employers; Marshalltown Community College, the Iowa Veterans Home, the Fisher Community Center Art Gallery, a number of major retail stores, several parks and trails, and a charming downtown area full of shops, restaurants and other businesses. It is the county seat of Marshall County and a

regional trade center for many of the surrounding communities. Marshalltown will feature a full complement of amenities for trail users including many lodging options, camping, a bicycle shop, food and dining, supplies, and medical facilities.

ALBION (Pop. 505)

Albion, a pleasant community located along Highway 330 which links the Des Moines metro area with Waterloo-Cedar Falls, overlooks the Iowa River valley. It is home to a newly constructed library and museum, a large community center, and the "Market Off Main", a unique store offering locally produced foods and items. Timmons Grove, a popular campground and nature preserve, is located southwest of Albion on the banks of the Iowa River. Albion is part of the Marshalltown School District. Trail amenities in Albion will include food and dining, a convenience store, and nearby camping.

LISCOMB (Pop. 301)

"Just a little street where old friends meet" describes Liscomb, a former railroad town along the Iowa River Railroad. Liscomb is part of the BCLUW (Beaman, Conrad, Liscomb, Union, Whitten) School District.

UNION (Pop. 397)

Union is located in the southeast corner of Hardin County on the bluffs of the beautiful Iowa River and is part of the Iowa River Greenbelt. While the community was historically a hub for lumber, flour and coal, today Union's primary industry is agriculture. Each summer, the community supports Tar Heel Days, which celebrates the first settlers who came from North Carolina. Union features a golf course with a restaurant and is in close proximity to two Hardin County parks along the Iowa River, including Daisy Long Park which features a campground. Union is also part of the BCLUW (Beaman, Conrad, Liscomb, Union, Whitten) School District.

GIFFORD (Unincorporated)

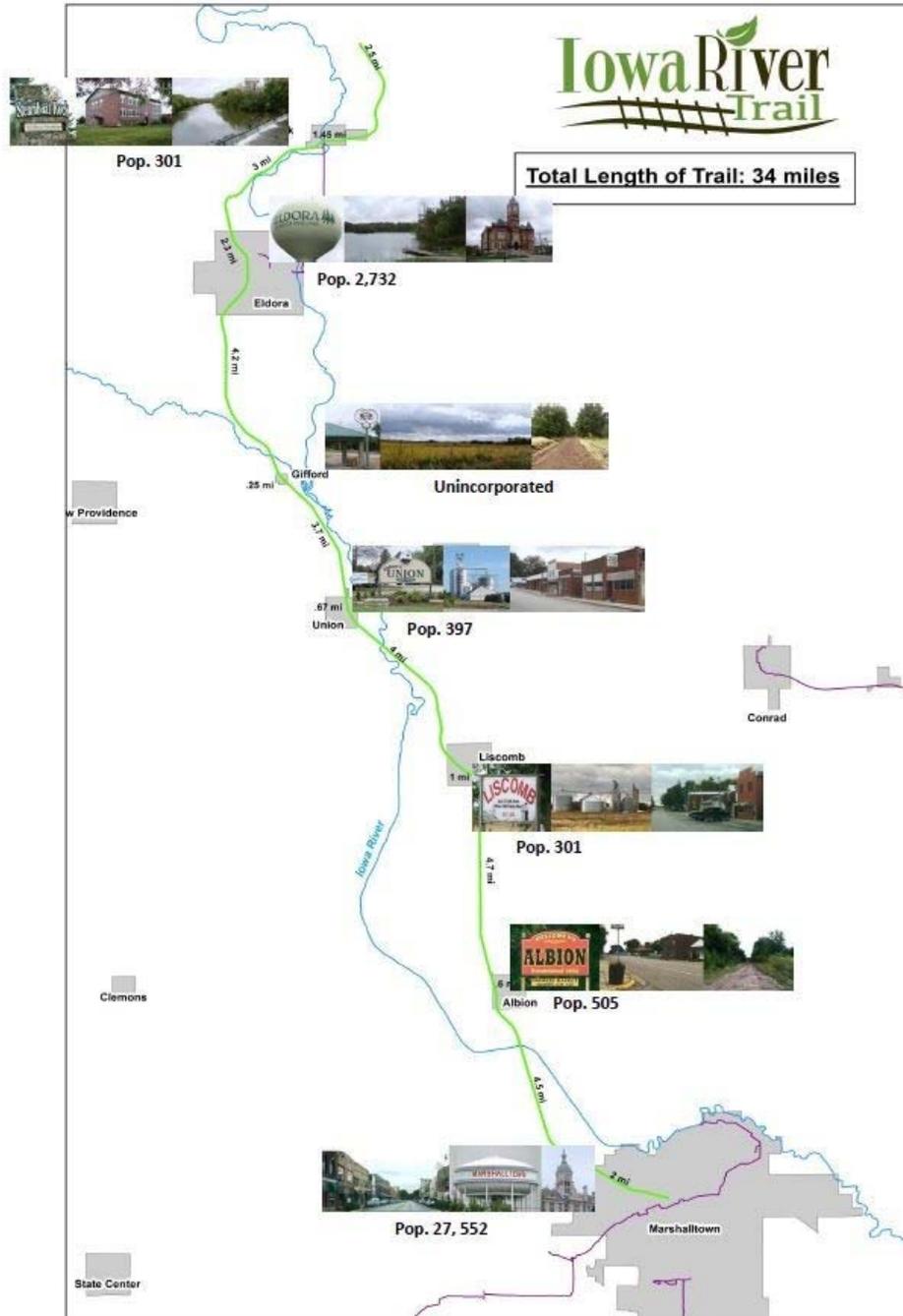
Nestled in the Iowa River valley half way between Union and Eldora is Gifford. This community was once a major railroad junction town where the north-south railroad line of the Iowa River Railroad intersected with the east-west line of the Chicago Northwestern Railroad. Today Gifford is home to several friendly residents; a couple of small businesses including a cafe and an active quarry, and a local church. Every year on the Fourth of July, Gifford draws hundreds of people from around the area for one of the largest July 4th parades in this part of Central Iowa. Trail amenities in Gifford will consist of food/dining.

ELDORA (Pop. 2,732)

The county seat of Hardin County is Eldora, which is a prosperous community home to the historic Hardin County Courthouse and downtown square which has been recently revitalized. Eldora features a new aquatic center, several restaurants, retail shops and unique businesses, a renovated movie theater, several major employers and is home to the South Hardin High School. Adjacent to Eldora across the Iowa River is Pine Lake State Park, one of Central Iowa's most popular state areas offering camping, fishing, paddle sports, hiking and a host of other outdoor recreation opportunities. Plans call for a paved trail through Pine Lake State Park connecting Eldora and Steamboat Rock, which will complete a several mile loop.

STEAMBOAT ROCK (Pop. 310)

Steamboat Rock, the "Valley of Friendliness", is a picturesque community nestled in the beautiful Iowa River greenbelt and is the current northern terminus of the Iowa River Trail. The Steamboat Rock school building is a converted school now serving as a multipurpose facility hosting a number of community events, shops and a restaurant. Between Memorial Day and Labor Day, the Steamboat Rock Boat Club serves breakfast every Sunday morning drawing people from a wide area. Steamboat Rock is part of the AGWSR (Ackley-Geneva-Wellsburg-Steamboat Rock) School District. Trail amenities in Steamboat Rock will include food/dining, a convenience store and camping.



IV. Scope of Work

The following Scope of Work is provided as a guide for areas that are priorities to be addressed in the Placemaking Master Plan.

1. Catalyst Project Concept Development – A Placemaking Master Plan for the Iowa River Trail will give Trails Inc. and all communities and counties along the Iowa River Trail a guidebook for placemaking. The Iowa River Trail should have a feeling of connectivity from community to community, but highlight the individual communities on the trail and their unique qualities. The plan should also identify areas along the Iowa River Trail which could be potential project areas with unique and innovative designs.
 - a) Signage and Aesthetics – A consistent sign aesthetic which can be customized for each community along the trail.
 - b) Bridges – Identify signature bridges in order to draw attention to the trail to promote local economic development and encourage people to ride the full length of the trail.
 - c) Trailhead and Amenity Development – Will offer dedicated locations for users to have direct access to the trail, rest along their route and discover local amenities.
 - d) Public Art – Recommend areas which would be the best opportunity for public art installations.
2. Implementation Funding – Identify incentives and financing options available, which can be used in the implementation phase.

V. Submission Requirements

Those intending to respond to the City of Marshalltown Request for Proposal are required to submit the following items in order to be considered:

1. Cover Letter - Include the name and address of the project manager who will direct the work for the firm.
2. Introduction to the Consultant Firms(s) - The following information shall be included for all firms included in the submittal.
 - a. Firm name and business address, including telephone number and email contact.
 - b. History of the firm.
 - c. Identify the state in which the firm was organized or incorporated.
 - d. Type of ownership, and name and location of parent company and subsidiaries, if any.
 - e. Number of full-time employees. Part-time employees or consultants routinely engaged by the Respondent may be included if clearly identified as such.
3. Qualifications and Experience of the Consultant Firm(s) - Describe recent experience relevant to this project with emphasis placed on projects managed by the key personnel to be assigned to this project. Submit at least three references with names, addresses

and phone numbers of those familiar with the consultant's ability, experience and reliability in the performance and management of projects of a similar nature.

4. Qualifications and Experience of Key Staff - Identify key individuals to be assigned to this project and include the function and/or responsibility of each identified individual. Experience summaries of these key individuals must be provided with emphasis on previous experience in similar roles on comparable projects.
5. Project Understanding/Methodology - This should demonstrate the firm's understanding of the nature of the work and approach to be taken. This should include addressing project objectives, scope of work, the proposed approach, and any other pertinent elements. Creative alternative approaches are encouraged.
6. Public Engagement Plan - Describe your plan to engage the public throughout the communities along the trail in the planning process. Outline how you will work with the Steering Committee as well as communicate to the general public.
7. Proposed Timeline- Provide a proposed timeline which the firm believes they can accomplish the scope of work, including milestone dates. The NEA grant is scheduled to end July 31, 2019 but it may be extended if needed.
8. Proposed Fee - Provide proposed fee based on the stated Scope of Work, which includes all reimbursable items like mileage and printing. Once the desired consultant has been identified, the City reserves the right to negotiate the final fee.
9. Compliance with Federal funding – This project is partially funded with Federal funding. Describe your firm(s) experience working on grant funding projects and complying with Federal reporting requirements.

VI. Evaluation Criteria

The City of Marshalltown will evaluate each proposal fairly and impartially utilizing the following criteria. An evaluation committee consisting of steering committee members and City staff will be utilized to evaluate all proposals received.

1. Qualifications of the firm and personnel (including any subcontractors) to be assigned to this project (15 points)
2. Similar projects completed by the firm (10 points)
3. Overall project understanding (15 points)
4. Clarity of the proposal and creativity/thoroughness in addressing the tasks required (25 points)
5. Public Engagement Plan (20 points)
6. Time needed to complete the study (10 points)

7. Completeness of submitted proposal with all elements required by the RFP (5 points)

VII. Timeline and Submittal Information

The City has set the following timeline and process for this Request for Proposal

- Friday, March 15, 2019: Issue Request for Proposal
- Monday, March 25, 2019, At 12PM: Deadline for Questions
- Friday, April 5, 2019 at 12PM: Proposals Due
- April 15th – 17th, 2019: Interviews with Finalists
- Monday, April 22, 2019: Recommendation to City Council

All questions related to this request for proposal must be submitted in writing via e-mail to Jessica Kinser no later than 12PM on Monday, March 25, 2019.

Proposals must be sealed and submitted in hard copy no later than 12PM on Friday, April 5, 2019, to the following:

City of Marshalltown
Attn: City Clerk
24 N. Center St.
Marshalltown, IA 50158

Proposals must reference “RFP for IRT Placemaking Plan” on the exterior of the sealed bid. Any proposal received after due date and time will not be considered.

One printed copy and an electronic version (pdf format) of the proposal shall be included in the sealed bid on a USB drive or CD.

Prior to the final selection, Vendors may be required to submit additional information regarding the Vendor’s qualifications and experience that the City may deem necessary to further evaluate the proposal’s qualifications.

The City shall not reimburse Vendors for any costs associated with the preparation and submittal of any proposal, or for any travel and/or per diem costs that are incurred.

The City reserves the right to reject any or all proposals and waive any irregularities. The City also reserves the right to choose the proposal that is deemed in the best interest of the City based on any or all criteria, etc. In addition, the City reserves the right to negotiate any or all items and terms of proposal.

A proposal may not be withdrawn before the expiration of sixty (60) days from the proposal due date.

VIII. General Terms and Conditions

- a. Contract: Any award of a contract resulting from this RFP will be made only by written authorization from City of Marshalltown upon approval by the City of

Marshalltown City Council. The contract between City of Marshalltown and the Vendor shall consist of (1) the Request for Proposal (RFP) and any amendments thereto and (2) the proposal submitted by the Vendor in response to the RFP. In the event of a conflict in language between these two documents, the provisions and requirements set forth and/or referenced in the RFP shall govern. The City also reserves the right to clarify any contractual relationship in writing with the concurrence of the Vendor, and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the Vendor's proposal. In all other matters not affected by the written clarifications, if any, the RFP shall govern. The City reserves the right to amend the contract to include and Federal requirements specifically associated with the funding allocation and program compliance.

- b. Compliance with Laws: In connection with the furnishing of supplies or performance of work under the contract, the Vendor agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and State laws, regulations, and executive orders to the extent that the same may be applicable, and further agrees to insert the foregoing provision in all subcontracts awarded hereunder.
- c. Incurred Expenses: This RFP does not commit the City to award a contract, nor shall the City be responsible for any cost or expense that may be incurred by the Vendor in preparing and submitting the proposal called for in this RFP, or any cost or expense incurred by the Vendor prior to the execution of a contract agreement.
- d. Insurance: The successful bidder must provide the City a certificate of insurance with the following coverage limits and maintain said coverages at all times during the term of a Contract. The City shall be names as an additional insured under the liability policy required above.
 - Comprehensive General Liability \$1,000,000 per occurrence/\$2,000,000 aggregate
 - Worker's Compensation as required by law
 - Professional Liability for Errors and Omissions \$2,000,000
- e. Independent Contractor: Nothing contained in this RFP is intended or should be construed as creating the relationship of co-partners or joint ventures within the City. The Contractor shall remain an independent contractor, and all employees of the Contractor or its subcontractors shall remain the employees of the Contractor or subcontractor and shall not become the employees of the City.
- f. Nondiscrimination: All Contractors agree that during the life of the contract, the Contractor shall not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, marital status, disability, sexual orientation, age, religion, or status with regard to public assistance, and shall intend a similar provision in all subcontracts entered into for the performance thereof.