



**Downtown Development Authority  
Board of Directors Meeting  
Wednesday, March 9, 2016 3:00 p.m.  
Council Chambers, City Hall - Midland, MI**

1. Roll Call:  
Arnold, Barbeau, Bott, Brines, Kaye, Kell, Lauderbach, McGuire, Miller, Rathbun, Slezak, Staffileno, Wright
2. Approval Of The DDA Minutes From The Meeting Of January 13, 2016 Regular Meeting Of The DDA.  
  
Documents: [JAN 2016 DDA BOARD MINUTES.PDF](#)
3. Quarterly Financial Report For Month Ending December 31, 2015 - Tisdale  
  
Documents: [COPY OF DECEMBER 2015.PDF](#)
4. What's Up Downtown - Tisdale
5. 2016 Streetscape Redevelopment Committee Update
  - 5.I. Approval Of RFP  
  
Documents: [STREETSCAPE RFP REVISED 3-4-16 HIGHLIGHTED.PDF](#)
6. America In Bloom Presentation - Marcie Post, City Of Midland Recreation Manager
7. Committee Reports
  - 7.I. Budget And Finance Committee - Rathbun  
  
Documents: [BUDGET FINANCE MINUTES - JANUARY 2016.PDF](#)
    - 7.I.i. Adoption Of 2016-17 DDA Budget  
  
Documents: [15-16 DDA PROPOSED BUDGET SIMPLIFIED.PDF](#)
  - 7.II. Communications Committee - Kell  
  
Documents: [COMMUNICATIONS 02-16-16 MINUTES.PDF](#)
  - 7.III. Economic Sustainability Committee - Brines  
  
Documents: [ES AGENDA FEB 2016.PDF](#)
  - 7.IV. Executive Committee - McGuire  
*did not meet in March*
  - 7.V. Midland Downtown Business Association Report - Coyer

Documents: [MDBABOARDMINUTES01-14-16.PDF](#)

8. Public Comments Regarding Items That Are Not On This Agenda
9. New Business
10. Adjourn



## **DOWNTOWN DEVELOPMENT AUTHORITY**

### **Board of Directors Meeting**

**Wednesday, January 13, 2016 3:00 p.m.**

**Council Chambers, City Hall – Midland, MI**

Call to Order: 3:00 p.m.

Attending: Paul Barbeau, Cathy Bott, Bo Brines, Brad Kaye, Dave Kell, Jon Lauderbach, Marty McGuire, Bo Miller, Andrea Slezak, James Wright. Absent: Bobbie Arnold, Bob Rathbun, Bridgette Staffileno.

Staff Attending: Selina Tisdale

Tisdale presented for approval the DDA Board minutes from the meeting of November 11, 2016. Bott moved approval of the minutes seconded by Lauderbach. Minutes were unanimously approved.

Tisdale introduced Joshua Watters of Mr. Moustache Phone Repair, a new business recently opened in downtown Midland. Watters spoke regarding his business.

Tisdale provided a brief update on the progress of the H Residence development at Ashman and Main Street in downtown Midland. Construction progress is moving along and the development plans to return sidewalk, parking and street access to the city in June or July of this year with occupancy of the building beginning in the fall.

Tisdale presented a review of the 2015-2020 Long Range Plan and 2016 Plan of Work from the November 11, 2015 DDA Planning retreat. The board agreed that it is time to begin a streetscape redevelopment process to address paver issues, cross walk deterioration, electrical needs and other infrastructure issues while contemporizing the 20+ year old downtown streetscape. Lauderbach moved, seconded by Brines that the 2016 DDA plan of work be adopted and the DDA budget be amended to appropriate DDA fund balance funds for streetscape redevelopment planning purposes. The motion was unanimously approved.

#### Committee Reports:

- McGuire reported the budget and finance committee met in December in January to begin drafting the 2016-17 DDA proposed budget. The final budget proposal is scheduled for adoption at the March DDA board meeting.
- Kell reported that the Communications Committee met December and looked at the DDA's digital marketing campaigns and discussed the event calendar for 2016. Kell reviewed the 2015 Midnight on Main event and reported that moving the event indoors at Dow Diamond was a huge success with close to 2600 in attendance. The committee will review the event in more detail, but is pleased with the success of the new format.
- Brines reported that the Economic Sustainability Committee met in January to approve two incubator applications. They also discussed plans to research a more robust façade program to aid property owners in upgrading their facades to compliment the new streetscape efforts.

Brines moved the following, supported by Barbeau. The motion received unanimous support:

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Joshua D. Watters, Mr. Moustache's Phone Repair, 124 Townsend Street, and found all information acceptable and in order; now therefore  
RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant the Joshua D. Watters, Mr. Moustache's Phone Repair, 124 Townsend Street, incubator request and provide lease subsidy in the following amounts:  
\$500.00 /month for the first six months of the program;

\$330.00/month for the second six months of the program; and  
\$170.00/month for the last six months of the program.

Brines moved the following, supported by Wright. The motion received unanimous support:

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Jason DeShano and Kevin Murray, MIFloat, 213 Main Street, and found all information acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant the Jason DeShano and Kevin Murray, MIFloat, 213 Main Street, incubator request and provide lease subsidy in the following amounts:

\$830.00 /month for the first six months of the program;  
\$560.00/month for the second six months of the program; and  
\$275.00/month for the last six months of the program.

- McGuire reported that the Executive Committee met in January to prepare the board agenda as well as prepare for the Shopping Area Redevelopment Act (SARA) board meeting scheduled for March.
- Scott Coyer, president of the Midland Downtown Business Association, presented an update on activities of the MDBA.

Public comments regarding items that are not on this agenda - None

New Business- None

3:45 p.m. Adjourn

**NEXT DDA BOARD MEETING - Wednesday, March 9, 2016**

## DDA Operating Summary

Quarter Ended December 31, 2015

	QTD Oct '15 - Dec '15	F/Y Ended 6/30/2016		Actual as % of Budget
		YTD	Budget	
Revenues	<u>\$445,068</u>	<u>\$515,478</u>	<u>\$ 542,511</u>	95%
Expenditures				
Personal Services	33,940	79,840	221,665	36%
Supplies	33	907	1,900	48%
Other Charges	61,442	123,973	300,329	41%
Total Expenditures	<u>95,415</u>	<u>204,720</u>	<u>523,894</u>	39%
Excess of Revenues Over (Under) Expenditures	349,653	310,758	18,617	
Other Financing Sources (Uses)	<u>(16,250)</u>	<u>(27,500)</u>	<u>(50,000)</u>	55%
Excess (Deficit)	<u><u>\$333,403</u></u>	<u><u>\$283,258</u></u>	<u><u>\$(31,383)</u></u>	

**Available Funding:**

DDA	\$1,160,362
Physical Improvements Project	15,613
Downtown Art Fund	12,339
	<hr/>
	<u>\$1,188,314</u>

City of Midland

REQUEST FOR PROPOSALS (RFP)



**Downtown Midland Streetscape Redevelopment Study and  
Conceptual Engineering Design Plan**

RFP#

Proposal Due Date: March 29, 2016, At or Before 2:00 P.M.

City of Midland, Michigan

Issued By:

City of Midland Downtown Development Authority  
Midland City Hall 333 W Ellsworth Street  
Midland, Michigan 48640

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**SECTION I**  
**GENERAL INFORMATION**  
**INSTRUCTION TO BIDDERS**

**A. OBJECTIVE**

The purpose of this Request for Proposal (RFP) is to select an individual, firm or firms to provide engineering and professional consulting services for:

**Downtown Midland Streetscape Redevelopment Study and Conceptual Engineering Design Plan**

**B. QUESTIONS**

The RFP is issued by the City of Midland Downtowns Development Authority. All questions regarding this bid process or proposal content must be addressed to Selina Tisdale, Executive Director, Downtown Development Authority via email to [stisdale@midland-mi.org](mailto:stisdale@midland-mi.org).

Question deadline shall be March 22, 2016 by 3:00 pm.

**C. PROPOSAL REQUIREMENTS**

To be considered, each firm must submit a response to this RFP using the format provided in Section IV. No other distribution of proposals is to be made by the submitter.

The proposal must be signed in ink by an official authorized to bind the submitter to its provisions. Each proposal must remain valid for at least ninety days from the due date of this RFP.

**Each total submittal should not be more than 25 sheets (50 sides),** with material on two sides, not including required attachments. Proposals should not include any plastic covers, binders, or other non-recyclable materials.

**Bidders must submit two (2) copies of the Proposal fees in a separate sealed envelope.**

**D. SELECTION CRITERIA**

Responses to this RFP will be evaluated using a point system, as shown in Section IV. The evaluation will be completed by a selection committee from the City of Midland Downtown Development Authority.

At the initial evaluation, the fee proposals will not be reviewed. After initial evaluation, the City will determine top applicants, and open only those fee proposals. The City will then determine which, if any, firms will be interviewed. During the interviews, the selected firms will be given the opportunity to discuss in more detail their proposal, qualifications, past experience, and their fee proposal. The City of Midland Downtown Development Authority further reserves the right to interview the key personnel assigned by the selected consultant to this project. If the City of Midland Downtown Development Authority chooses to interview any applicants, the **interviews will be held as soon as they can be scheduled, but not earlier than the week of April 18, 2016.** Applicants will be expected to be available on these dates.

**E. CHANGES IN THE RFP**

Should any prospective proposer be in doubt as to the true meaning of any portion of this Request for Proposal, or should the proposer find any ambiguity, inconsistency, or omission therein, the Proposer shall make a written request for an official interpretation or correction. Such requests must be received by Selina Tisdale, Executive Director, City of Midland Downtown Development Authority (see contact listed above), not less than seven days prior to the final date of submittal of the proposals.

**F. ADDENDUM**

All interpretation or correction, as well as any additional RFP provisions that the City may decide to include, will be made only as an official addendum that will be posted to [www.cityofmidlandmi.gov](http://www.cityofmidlandmi.gov) and it shall be the bidder's responsibility to ensure they have received all addendums before submitting a bid. Any addendum issued by the City shall become part of the RFP and will be incorporated in the proposal.

The City will not be bound by oral responses to inquiries or written responses other than written addenda.

**G. PROPOSAL SUBMISSION**

All Proposals are due and must be delivered to the City Purchasing Officer on or before **March 29, 2016 by 2:00 pm.** (local time). Proposals submitted late or via oral, telephonic, telegraphic, electronic mail or facsimile **will not** be considered or accepted.

Each Bidder must submit one (1) original Proposal, seven (7) additional Proposal copies and two (2) copies of the Proposal Fee in a separate sealed envelope contained within the bidders sealed proposal. Proposal submitted must be clearly marked: **RFP: Downtown Midland Streetscape Redevelopment and Conceptual Engineering Design Study and then list Bidders name and address. Proposals must be addressed and delivered to:**

City of Midland  
Purchasing Officer  
333 W Ellsworth Street  
Midland MI 48640

All Proposals received on or before the Due Date will be publicly opened at 2:00 pm on March 29, 2016 and recorded immediately. No immediate decisions are rendered.

Proposals should be date/time stamped/signed at the address above in order to be considered. Normal business hours are 8:00 a.m. to 5:00 p.m. Monday through Friday.

The City will not be liable to any Bidder for any unforeseen circumstances, delivery or postal delays. Postmarking on the Due Date will not substitute for receipt of the Proposal. Each Bidder is responsible for submission of their Proposal.

Additional time will not be granted to a single Bidder; however, additional time may be granted to all Bidders when the City determines that circumstances warrant it.

**H. DISCLOSURES**

Under the Freedom of Information Act (Public Act 442), the City is obligated to permit review of its files, if requested by others. All information in a submitter's proposal is subject to disclosure under this provision. This act also provides for a complete disclosure of contracts and attachments thereto.

**I. TYPE OF CONTRACT**

A standard Professional Services Agreement (PSA) will be required.

**J. COST LIABILITY**

The City of Midland Downtown Development Authority assumes no responsibility or liability for costs incurred by the consultant prior to the execution of a Professional Services Agreement. The liability of the City is limited to the terms and conditions outlined in the Agreement.

**K. SCHEDULE**

<b>The following is the solicitation schedule for this procurement: Activity/Event</b>	<b>Anticipated Date</b>
<b>Proposal Due Date</b>	<b>March 29, 2016</b>
<b>Staff Review</b>	<b>March 30-April 1, 2016</b>
<b>Committee Review/Selection</b>	<b>April 11-15, 2016</b>
<b>Interview Consultants (as needed)</b>	<b>April 18-22, 2016</b>
<b>Consultant Selection/Negotiate Final Professional Services Agreement (PSA)</b>	<b>April 25-29, 2016</b>
<b>Downtown Development Authority Board Authorization of PSA</b>	<b>May 2-6, 2016</b>
<b>PSA Execution, Award and Notice to Proceed</b>	<b>May 2-6, 2016</b>

Note: The above schedule is for information purposes only and is subject to change at the City's discretion.

Proposals submitted shall define an appropriate project schedule in accordance with the requirements of the proposed work plan. The final schedule will be negotiated based on the final scope of work and work plan agreed to by the City and the selected firm.

**L. RESERVATION OF RIGHTS**

1. The City reserves the right in its sole and absolute discretion to accept or reject any or all Proposals or alternative Proposals, in whole or in part, with or without cause.
2. The City reserves the right to waive or not waive informalities or irregularities in bids or bidding procedures, and to accept or further negotiate cost, terms, or conditions of any bid determined by the City to be in the best interests of the City even though not the lowest bid.
3. The City reserves the right to request additional information from any or all Bidders.
4. The City reserves the right not to consider any Proposal which it determines to be unresponsive and deficient in any of the information requested within the RFP.
5. The City reserves the right to determine whether the scope of the project will be entirely as described in this RFP, a portion of the scope, or that a revised scope be implemented.
6. The City reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this Request for Proposals, unless clearly and specifically noted in the proposal submitted.
7. The City reserves the right to disqualify Proposals that fail to respond to any requirements outlined in the RFP, or for failure to enclose copies of the required documents outlined within the RFP.

**M. ADDITIONAL CONSTRUCTION ENGINEERING SERVICES**

At or prior to the conclusion of this contract, the City may request additional engineering services to advance the conceptual engineering design plans for Main Street to final engineering design plan status capable of being bid for construction. If requested, such services shall be negotiated between the City and consultant as additional services under the Professional Services Agreement.

## SECTION II

### BACKGROUND AND GENERAL DESCRIPTION OF SERVICES

#### **BACKGROUND:**

##### **A. LOCATION AND SETTING AND GENERAL PLAN GOAL**

The project is located within the City of Midland, Midland and Bay Counties, Michigan. The City is located in the eastern part of Midland County, extending minimally into Bay County. US Route 10 (US-10) generally runs in an east-west direction through the City and is the major highway linking the City of Midland to other Michigan cities.

The study area encompasses the extent of the Downtown Development Authority (DDA), as identified on the attached Map A. This area includes the traditional downtown business core, peripheral commercial land uses, governmental offices and minimal residential properties. US Business Route 10 (US-BR 10) runs generally along the northern limit of the DDA in the form of separate one-way traffic corridors. Between these corridors, most previously existing older housing stock has been demolished and removed. Efforts to market these properties to investors willing to construct in this downtown area are just now beginning.

Along the south side of the DDA runs the Tittabawassee River. This river is crossed by M-20 at the western extent of the DDA. The M-20 bridge is scheduled for replacement by MDOT in 2018 and 2019.

A recent change in downtown Midland has been the establishment and work of Momentum Midland, a privately funded strategic collaborative. Over the past year or so, Momentum Midland has funded and undertaken preliminary design work on several catalytic projects in downtown Midland, intended to both enhance and rejuvenate the downtown area. One such project was a redesign of Main Street running through the core of the business district. Plans generated from that process will be made available as part of the background materials for this Plan. Despite the existence of and recent production of the Momentum Midland plans, the DDA is not utilizing these plans as the basis, or starting point, for this current project.

The City's goal for this Plan is to evaluate and select design options and base conceptual engineering plans for both immediate and future street projects throughout the entire DDA area. The final plan is expected to:

- Provide conceptual engineering plans for Main Street; and
- Provide conceptual engineering plans for other streets throughout the DDA

The City has no preconceived position on the number of conceptual street designs that will form the final plan. Similarly, the City has no immediate preference for whether the conceptual plans are presented on an individual street basis or on a street hierarchical basis. What is clear is that the final plan must be able to be applied to each street within the DDA area at the time that street redevelopment and/or redesign is considered. Main Street will be the first street to which this plan will be applied, beginning in the 2017 construction season. The timing of future road projects throughout the DDA is not yet known.

Considerations to be given during the design process will include road design, sidewalk treatments, landscaping, electrical service, lighting, irrigation lines, and others. The inclusion of festival streets will need to be given consideration in the course of evaluating design options.

Community involvement in the process of designing and presenting the final Plan will be critical to the success of this project. A recent effort by Momentum Midland to relocate the existing Farmer's Market from its current riverfront location to another downtown location faced considerable public resistance before ultimately being withdrawn. A coordinated effort to involve the community throughout the process will be expected.

Project schedule will also be a critical element. While citizen involvement and input must be provided for, an aggressive project completion schedule is desired. With community funding tentatively committed to the rebuild of Main Street, it is imperative that the Plan be completed and the conceptual engineering plans for Main Street be available to move towards final engineering as early as possible. Unless dictated otherwise by the construction schedule, the City desires being positioned to begin Main Street reconstruction at the beginning of the spring 2017 construction window.

## **B. TRANSPORTATION AGENCY COORDINATION**

Jerome Street (M-20) along the western edge of the DDA, as well as Indian Street and Buttles Street (US-BR 10) along the northern edge of the DDA, are under the jurisdiction of MDOT. All other streets in the study area, including Main Street, are under the jurisdiction of the City of Midland.

## **C. PRIOR STUDIES**

Momentum Midland has previously undertaken design studies for Main Street running through a portion of the DDA. The final plans prepared through that process will be made available to the selected consultant as part of the background materials to be reviewed before design work commences.

## **D. COMPLETE STREETS CONSIDERATION**

Midland City Council has formally adopted a Complete Streets Policy supported by state legislation enacted in Public Act 135 of 2010. All work performed as part of this Plan must consider the tenets of the Complete Streets policy which encourages transportation projects to take all road users into account.

## **GENERAL DESCRIPTION OF SERVICES**

Proposals will be accepted from qualified, professional transportation planning and engineering and civil engineering consulting firms to perform the necessary tasks to complete a streetscape redevelopment and conceptual engineering design for the redevelopment of Main Street and the other streets within the DDA.

Firms are encouraged to partner with sub-consultants as needed to assure that the Consultant's proposed Project Team includes expertise in transportation planning, civil engineering, streetscaping, road and stormwater design, and public engagement.

The Plan will include development of conceptual streetscape designs, including alternatives for the design and construction of the secondary streets in the study area. One or more preferred alternatives that will enhance vehicle and non-motorized flow, improve safety, create a functional and aesthetically pleasing downtown and utilize sustainable concepts such as low impact design ("LID"), and low energy use lighting will ultimately be selected.

**Final, selected Conceptual Engineering Plans shall be developed in sufficient detail to establish a framework to guide future improvement projects in the downtown and to create planning level cost estimates for such improvements.**

All conceptual engineering elements shall be designed in accordance with the applicable City of Midland, AASHTO, MDOT, MDEQ, ADA, and any other relevant guidelines including NACTO Urban Street Design guidelines.

## SECTION III

### SCOPE OF WORK

#### TASK 1 - COMMUNITY ENGAGEMENT AND COMMUNICATION

Community engagement will be a fundamental element of a successful proposal and planning project. Main Street is the core of the downtown business area and the balance of the study area supports and enhances this important corridor. The community engagement process should be designed to allow the general public and a variety of stakeholders to contribute to the understanding of the current challenges in the study area, develop an understanding of the transportation and engineering planning process, provide input on design alternatives, and seek consensus for the proposed alternative.

This engagement process is intended to provide the community with the appropriate information to shape options as well as to understand the pros and cons of the various options under consideration during the planning process. It should afford the community the opportunity to learn about and participate in the development of this Plan.

As this project impacts the most significant downtown corridor, as well as the balance of the DDA, a robust communication plan is needed to assure project information will be available in a timely and relevant manner. The community engagement and communications component of this process should be designed to continue throughout the duration of the project. It should enable the City to provide information to businesses, employees, commuters, residents and other interests regarding public meetings and opportunities to provide input in the planning process. The communications plan should provide ample opportunity for stakeholders to engage in the project and also learn of potential costs, benefits, and impacts of design alternatives.

Key elements of the community engagement task will include:

##### 1.1 Development of a Guiding Community Engagement Plan

The Consultant will develop a Community Engagement Plan (CEP) at the onset of the Plan effort. The CEP will define the goals and objectives of the community engagement effort, identify key stakeholders, and discuss the community engagement techniques and materials that will be used such as social media, newsletters, fact-sheets, and graphical displays. The Plan will address methods proposed for distribution of information.

##### 1.2 Stakeholder Identification

The Consultant will undertake an effort to develop an outreach program including all the appropriate stakeholders in the Plan area. The Consultant will work with City staff to establish an initial stakeholder database. It will include, among others, City staff, merchants, community groups, organizations, residents, and individuals affected by or interested in DDA development. Specific efforts will be made to involve the general public throughout the process.

##### 1.3 Public Meetings and Schedule

While City staff will be in attendance, the Consultant's community engagement specialist will conduct all community meetings. This scope assumes at least three major meetings related to key milestones: Project Introduction, Concept Design options, and Preferred Design Selection and Next Steps. Consultant's CEP shall also include other public meetings which are, in its professional judgment, needed to engage the community in Plan development.

The Consultant will also provide technical background materials, visual aids, and other on-site assistance as needed. Meetings with the general public, and other identified groups if needed, will be designed and scheduled to facilitate information exchange and listening opportunities at key intervals throughout the process. A tentative schedule for public meetings will be developed as part of the CEP. Use of roadside changeable message signs and other directed approaches are to be considered.

1.4 Plan Website

A Plan website hosted on the City’s web page will be managed by the City and utilized as one means of providing the community with information about the Plan. It may also possibly be used to solicit information on Plan issues. Consultant will be expected to provide content on a regular basis for the Executive Director to review and then have included as updates in the Plan’s website.

1.5 Progress Meetings with Steering Committee

Consultant shall establish a schedule for regular progress meetings with the Project Steering Committee. Written progress reports shall be prepared for such meetings.

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| <p><b>Task 1 – Community Engagement and Communication Deliverables</b></p> <ol style="list-style-type: none"> <li>1. Community Engagement Plan including Stakeholder Database</li> <li>2. Content to be furnished for Plan Website on a Regular Basis</li> <li>3. Materials prepared for a minimum of Three Community Engagement Meetings</li> <li>4. Progress Reports prepared for Meetings with Project Steering Committee</li> </ol> |
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**TASK 2 – PRIOR WORK REVIEW**

Sample data to be made available to the selected Consultant includes:

- Momentum Midland Main Street Design plans
- Existing traffic data from City Engineering
- Land use and development data if required
- All previous applicable studies
- Existing data from the City’s GIS system including two foot contours, locations of City sanitary sewers, storm sewers, and water mains, 2015 aerial photography, parcel lines, etc.

PLEASE NOTE THAT THIS INFORMATION WILL ONLY BE MADE AVAILABLE TO THE CHOSEN CONSULTANT AND THAT SIGNING A NON-DISCLOSURE AGREEMENT WILL BE REQUIRED. The Consultant shall verify accuracy of any data so provided.

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| <p><b>TASK 2 - Prior Work Review and Data Collection</b></p> <ol style="list-style-type: none"> <li>1. Review of available data and supplemental information including prior design plans.</li> </ol> |
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**TASK 3 – PRELIMINARY DESIGN PLANS**

It is anticipated that the improvements outlined for all streets are to be implemented utilizing funds from a variety of funding sources. Recognizing Federal, State and local resources may ultimately be used to

implement the Plan, all efforts must be consistent with requirements of the potential funding agencies. Possible utilization of federal funds requires that this work be planned and designed consistent with the requirements for use of such funding.

Key elements of the preliminary design plans task will include:

3.1 Preparation of Preliminary Design Plans

Consultant shall prepare preliminary design plans based upon available data and supplemental information, including results of the community engagement process.

3.2 Review of Preliminary Design Plans

Consultant shall review preliminary design plans with the steering committee.

3.3 Development of Estimates of Probable Cost

Consultant shall prepare conceptual level estimates of probable cost for the preliminary design plans. While a more detailed estimate will be prepared for the chosen alternative in Task 4 (Conceptual Engineering Design), this task is intended to be utilized as part of the cost-benefit component of the evaluation of the alternatives.

3.4 Selection of Preferred Alternative

Relying on the information developed in previous tasks, the Consultant should recommend a preferred alternative. A written report outlining the basis for selecting the preferred alternative should contain sufficient detail to enable the community to understand the selection. The selected approach should respond to the needs for a multi-modal design accommodating the mobility needs for all modes. Tradeoffs, if any, need to be explicitly stated.

**TASK 3 – Preliminary Design Plans**

1. Preliminary Design Plans.
2. Review of Preliminary Design Plans with Steering Committee
3. Estimates of Probable Cost for Each Design Plan
4. Written Report and Recommendation Outlining the Basis for the Recommended Alternative.

**TASK 4 –DEVELOP CONCEPTUAL ENGINEERING DESIGN PLANS AND FINAL SUMMARY REPORT**

Conceptual Engineering Design shall be undertaken for the selected alternatives. The goals of such design plan development are:

- To demonstrate engineering feasibility of the proposed alternative
- To assess how and to what degree Complete Streets goals can be implemented
- To identify anticipated needs (if any) to acquire additional right of way to implement the preferred alternative
- To identify any public infrastructure that will need to be relocated or otherwise modified in the area of the project
- To identify significant anticipated impacts on parcels abutting any corridor, particularly identifying any parcels that will be uniquely impacted

- To provide additional detail needed to prepare a more accurate Estimate of Probable Cost for the preferred alternative to enable more accurate projections of capital improvements needed in any corridor

#### 4.1 Prepare Conceptual Engineering Design Plan for Preferred Alternative

- Plans shall be prepared on the Base Plan created in Task 3. Preferred scale is 1" = 20'. Maximum permissible scale shall be 1"=40'.
- Conceptual Engineering Design Plans shall include elements such as:
  - Cover sheet and general notes
  - Plan view with elements including, but not limited to, proposed pavement geometrics and pavement markings, traffic signal locations, locations of existing and proposed non-motorized facilities including such elements as sidewalks, crossing signals, crosswalks, pedestrian refuge islands, and bicycle lanes, and depiction of any proposed utility relocations
  - Plan view elements including landscaping, electrical supply, lighting and irrigation.
  - Early preliminary design to demonstrate how stormwater could be handled in compliance with applicable City codes and standards related to stormwater
  - Typical cross sections at key locations
  - Early preliminary profile for the proposed road centerline, boulevard and/or curb edges (if applicable) and right of way line to demonstrate feasibility of the proposed conceptual design
  - Identification on the plan view of any areas where it is anticipated that acquisition of additional permanent right of way would be necessary; plans need not identify areas where temporary grading easements might be needed as such identification assumes engineering detail beyond the scope of this task

#### 4.2 Preparation of Refined Preliminary Estimate of Cost

The Estimates of Probable Cost developed in Task 3 shall be further refined based on additional detail developed in the Conceptual Engineering Design Plan. It is understood that this estimate will represent a planning level of cost only.

#### 4.3 Preparation of Final Summary Plan Report

A Final Summary Plan Report shall be prepared to synthesize the results of the work undertaken in preparation of this Plan with emphasis on discussion of the preferred alternative. This document, along with the Conceptual Engineering Design Plan, will serve as a tool to guide capital planning and fund seeking for future improvements in the corridors. Discussion should address identified challenges to implementation of that alternative (such as need for acquiring additional right of way) and set forth the Probable Estimate of Cost.

<p><b>TASK 4 – CONCEPTUAL ENGINEERING DESIGN PLAN AND FINAL SUMMARY PLAN REPORT DELIVERABLES</b></p>
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| <p>4.1 Conceptual Engineering Design Plans for the Preferred Alternative</p> <p>4.2 Final Summary Plan Report including Estimates of Probable Cost</p> |
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## SECTION IV

### MINIMUM PROPOSAL INFORMATION AND PROPOSAL EVALUATION

Respondents should organize Proposals into the following Sections:

- A. Professional Qualifications
- B. Past Involvement with Similar Projects
- C. Proposed Work Plan
- D. Fee Proposal (include in a separate sealed envelope clearly marked “Fee Proposal”)
- E. Authorized Negotiator
- F. Attachments

The following describes the elements that should be included in each of the proposal sections and the weighted point system that will be used for evaluation of the proposals. The evaluation will be completed by a selection committee, which will provide a recommendation to the Downtown Development Authority Board for contract award.

Resumes furnished per A. below, together with evidence of past involvement with similar projects per B. below should demonstrate that the proposed Consulting Team includes individuals competent in:

- Multimodal Transportation Planning
- Roadway Design
- Traffic Engineering
- Knowledge of State and Federal funding sources
- Intersection Design
- Designing Access to Major Commercial and Employment Sites
- Non-motorized Transportation Design
- Community Engagement

A. Professional Qualifications – 20 points

- State the full name and address of your organization and, if applicable, the branch office or other subordinate element that will perform, or assist in performing, the work hereunder. Indicate whether it operates as an individual, partnership, or corporation. If as a corporation, include whether it is licensed to operate in the State of Michigan.
- Include the name of executive and professional personnel by skill and qualification that will be employed in the work. Show where these personnel will be physically located during the time they are engaged in the work. Indicate which of these individuals you consider key to the successful completion of the project. Identify only individuals who will do the work on this project by name and title. Resumes and qualifications are required for all proposed project personnel, including all subconsultants. Qualifications and capabilities of any subconsultants must also be included.
- State history of the firm, in terms of length of existence, types of services provided, etc. Identify the technical details which make the firm uniquely qualified for this work.

B. Past Involvement with Similar Projects – 35 points

- The written proposal must include a list of specific experience in the project area and indicate proven ability in developing detailed designs and implementing similar projects for the firm **and** the individuals to be involved in the project. A summary of related projects with the original deadline and cost estimate versus the actual design completion date and final cost of the design is required with this section. A complete list of client references must be provided

for similar projects recently completed. It shall include the firm/agency name, address, telephone number, project title, and contact person.

C. Proposed Work Plan – 35 points

- A detailed work plan is to be presented which lists all tasks determined to be necessary to accomplish the work of this project. The work plan shall define resources needed for each task (title and individual person-hours) and the firm's staff person completing the project task. In addition, the work plan shall include a timeline schedule depicting the sequence and duration of tasks showing how the work will be organized and executed.
- The work plan shall be sufficiently detailed and clear to identify the progress milestones (i.e., when project elements, measures, and deliverables are to be completed) and the extent and timing of the City personnel involvement. Additional project elements suggested by the Proposer are to be included in the work plan and identified as Proposer suggested elements.
- The work plan must identify information the Proposer will need from City staff in order to complete the project. Include estimated time and resource commitment from City staff.
- The work plan shall include any other information that the Proposer believes to be pertinent but not specifically asked for elsewhere.
- Also include in the work plan all proposed steps, if any, to expedite completion of the project. This will be given due consideration during evaluation of proposals.
- In the scoring for this section, consultants shall be evaluated on the clarity, thoroughness, and content of their responses to the above items.

D. Fee Proposal - 10 points

- **Fee quotations shall be submitted in a separate, sealed, envelope** as part of the proposal. Fee quotations are to include the names, title, hourly rates, overhead factors, and any other details, including hours of effort for each team member by task, and sub-task, by which the overall and project element costs have been derived. The fee quotation is to relate in detail to each item of the proposed work plan. Consultants shall be capable of justifying the details of the fee proposal relative to personnel costs, overhead, how the overhead rate is derived, material and time. The cost proposal should be realistic in showing the hours necessary to provide a quality product.
- The fee proposed must include the total estimated cost for the Plan when it is 100% complete. This total may be adjusted after negotiations with the City and prior to signing a formal contract, if justified.

E. Authorized Negotiator

- Include the name, phone number, and e-mail address of persons(s) in your organization authorized to negotiate the Scope of Work with the City.

G. Proposal Evaluation

- The Selection Committee will evaluate each proposal by the above described criteria and point system (A through C, based on 90 points) to select a short list of firms for further consideration. Fee proposals will then be opened for those proposals making the short list and each proposal re-scored to include the fee (10 points). A proposal with all the requested information does not guarantee the proposing firm to be a candidate for an interview. The Committee may contact references to verify material submitted by the Proposers.

H. Interview

The Committee then will schedule the interviews with selected firms if necessary. The selected firms will be given the opportunity to discuss in more detail their qualifications, past experience, proposed work plan and fee proposal. The interview must include the Project Team members expected to complete a majority of work on the project, but no more than 6 members total. The interview shall consist of a presentation of up to thirty-five (35) minutes by the Proposer, including the person who will be the project manager on this Contract, followed by approximately forty-five (45) minutes of questions and answers. Audiovisual aids may be used during the oral interviews. The oral interviews may be recorded on tape by the Evaluation Team.

I. Final Scoring

The firms interviewed will then be re-evaluated by the above criteria (A through D), and adjustments to scoring will be made as appropriate. After evaluation of the proposals, further negotiation with the selected firm may be pursued leading to the award of a contract by the Downtown Development Authority Board, if suitable proposals are received.

The City reserves the right to not consider any proposal which is determined to be unresponsive and deficient in any of the information requested for evaluation. The City also reserves the right to waive the interview process and evaluate the consultants based on their proposals and fee schedules alone.

The City will determine whether the final scope of the project to be negotiated will be entirely as described in this Request for Proposal, a portion of the scope, or a revised scope.



**DDA Budget and Finance Committee Meeting**  
**Wednesday, January 11, 2016, 10:00 a.m.**  
**MINUTES**

**Location: Conference Room B – Midland City Hall**

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Committee Members in Attendance: Rathbun (Chair), Brines, Kaye, Kell, McGuire

Committee Members Absent: None

Staff: Selina Tisdale, Stephanie Richardson, Reid Duford, Margret Maday

Rathbun moved approval of the minutes from the January 7, 2015 Budget and Finance Committee meeting, McGuire seconded. Minutes were approved by those in attendance.

Tisdale reviewed updates to the 2016-17 DDA Proposed budget. Some numbers are still fluctuating. Committee agreed that budget should be as close to a zero dollar balance as possible so the following projects should be put on hold and reintroduced into the budget as the final numbers become more apparent and reaching the goal of a zero dollar balance: part-time administrative assistant position for DDA; with regard to the new streetscape project, \$6,000 allocation for street lighting maintenance and; with regard to a new streetscape project potential for 2017 growing year, \$7,000 for tree trimming. With those adjustments in mind, the committee is prepared for the proposed budget to be presented for adoption at the March DDA board meeting.

Adjourned: 10:25 a.m.

**DDA 2016-17 BUDGET, \*PROPOSED BUDGET\* March 2016**

Account Description	2014-15 Actual	Budgeted 2015-16	2015-16 Estimated	PROPOSED 2016-17	Notes
<b>REVENUE</b>					
Property Taxes Property Taxes	\$19,473	\$19,332	\$19,332	\$19,332	2 mill tax paid by DT prop owners
Captured Taxes - TIFA	\$439,291	\$502,719	\$502,719	\$489,771	revenue from the Tax Increment Financing
Captured Taxes - expanded district	\$30,185	\$32,541	\$35,359	\$33,446	revenue from the expanded district
Intergovernmental Transfer	\$11,392	\$10,000	\$10,000	\$10,000	
Interest	\$886	\$1,000	\$800	\$800	
Trust and Agency Fund	\$16,500	\$16,500	\$16,500	\$16,500	SARA transfer from The SARA board increased its office staff support by
Misc Revenues	\$9,789	\$0	\$0	\$0	Event revenue, sponsors, etc.
Contribution - Outside Sources	\$17,928	\$5,000	\$9,175	\$5,000	
<b>REVENUE TOTALS</b>	<b>\$545,444</b>	<b>\$587,092</b>	<b>\$593,885</b>	<b>\$574,849</b>	
<b>EXPENDITURES</b>					
<b>TOTAL Personal Services - Total</b>	\$174,855	\$221,665	\$221,665	\$176,127	s/w/b, events coord, adm asst, hort., other depts
<b>Supplies - Total</b>	\$1,599	\$1,900	\$1,800	\$1,800	
<b>Other Services and Charges</b>	\$272,356	\$300,329	\$302,069	\$295,395	see detail below
<b>Capital Outlay</b>	\$0	\$0	\$0	\$0	due to an inability to find cost savings in either the
<b>EXPENDITURE TOTALS</b>	<b>\$448,810</b>	<b>\$523,894</b>	<b>\$525,534</b>	<b>\$473,322</b>	
<b>Excess Rev Over (Under) Expenditures</b>	\$96,634	\$ 63,198	\$ 68,351	\$ 101,527	
Transfers Parking Fund	\$45,000	\$45,000	\$45,000	\$45,000	management of pkg fund
Transfers to Special Acct. Fund	\$5,000	\$5,000	\$5,000	\$5,000	MoM Support
Total Other Financing Sources	\$50,000	\$50,000	\$50,000	\$50,000	
Total DDA Expenditures	\$498,810	\$573,894	\$575,534	\$523,322	
Excess of Rev & Other Sources Over (Under)	\$46,634	<b>\$13,198</b>	<b>\$18,351</b>	<b>\$51,527</b>	
<b>Fund Balance - Beginning of year</b>	\$830,471	\$877,105	\$877,105	\$895,456	
<b>Fund Balance - End of year (Adjusted)</b>	\$877,105	\$890,303	\$895,456	\$946,983	

<b>Proposed 2016-17</b>	
<b>Other Services &amp; Charges Detail:</b>	\$295,395
Marketing	\$57,268
Strategic Planning Services	\$3,200
Repairs, Maintenance, Landscaping	\$28,900
Repairs, Maintenance, Streetscape	\$40,000
Incubator Program	\$15,000
Internal Service Charges, utilities	\$64,946
Ex Dir Salary	\$76,075
Ed, Training, Misc	\$1,600
Internal Service Charges, misc.	\$8,406



## DDA Communications Committee

## MINUTES

Tuesday, February 2016, at 11:00 a.m.

Location: Conference Room B

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**Members Present:** Dave Kell (chair),

Cathy Bott, Marty McGuire, Bridgette Staffileno

**Members Absent:** Bobbie Arnold

Tisdale presented the Midland Daily News digital campaign proposal, which was the more cost-effective proposal for 2016. Committee indicated they'd like to receive reports on the effectiveness of each campaign, monthly minimum and a quarterly meeting with MDN staff. Tisdale will arrange for MDN to attend the April communications meeting.

Committee discussed events for 2016. Introduction of a new spring event (Carnivale) will not be feasible for 2016. Emphasis should be placed on planning the fall event, which Kell indicated he wanted to chair.

Tisdale is pursuing Empty Pockets or The Sinclairs for a Riverdays Afterglow band.

Discussion was held on the fall event. Targeting the dates of Saturday Oct. 1 or 8. Will check with Morning Rotary to see if there is a partner opportunity with their October Fest event and for them to be the beverage hosts. The event will be targeted for a 1 p.m. until 8 p.m. time frame with beer tent all day, pumpkin-fest type events for kids (including dunking for apples, donut eating contests) and families through 4 p.m., outdoor music, and more mature games like pumpkin bowling, corn hole tournaments, maybe the human foosball game.

Staffileno will chair the Jingle Run and target the event for the first night of Winter Village.

The city is interested in coordinating a new branding campaign for the community and the DDA will be at the table, but not lead the effort, as it is on their plan of work for 2016 as well. Discussed a list of representatives that should be included in discussions. Midland Area Marketing Partnership has also expressed interest in being a part. Tisdale will move forward with pulling a meeting together.

Meeting adjourned 12:30 p.m.

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### 2015 Plan of Work DDA Communications / Social Interaction

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#### **Goal 3: Represent DDA interests in Riverfront Development activities**

*Metric:* DDA is a regular participant in Riverfront planning

Action: Identify opportunities and roles for the DDA to be the voice for the downtown businesses in riverfront development activities

Action: Investigate Riverfront façade improvement

#### **Goal 4: Develop and integrate attractive linkages within the district**

*Metric:* By 2020, a minimum of one initiative/linkage has been implemented

Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation and aesthetics.



## DDA Economic Sustainability Committee

### MINUTES

Wednesday, February 24, 2016 at 3:00 p.m.

Location: City Hall Conference Room B

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**Committee Members Present:** Brines (Chair), Barbeau, Lauderbach, Miller, Slezak, Wright

**Committee Members Absent:** None

**Staff:** Selina Tisdale

The committee received an update on the 2016 Streetscape Redevelopment Committee's progress.

Tisdale updated the committee on the status of the Pish Posh incubator default and the announced closing of Inertia Snow and Skateboard and their incubator status. Held a discussion on the continued effectiveness of the Downtown Midland Incubator Program and determined it was still effective despite recent defaults to the program. Committee discussed getting the Michigan Small Business Development Center into a more robust partnership. The owners of CherryBerry are currently attempting to sell the business as is. Tisdale will contact the owners to let them know the status of their Incubator agreement and as long as the business remains under a similar business plan, a transfer of the incubator agreement will be needed in order to honor the agreement. The UPS Store downtown has closed. They had completed their three-year incubator agreement in 2013.

Tisdale updated the committee on the status of various business inquiries and business status in the district.

The committee discussed the façade program and models from other communities. The committee is interested in pursuing a Façade Easement Program whereby the downtown works with a property owner to provide attractive funding assistance in exchange for an easement-agreement, architectural and design assistance and input for façade renovations. Members felt foundations would be interested in supporting for this type of an approach. Tisdale will work to draft program guidelines in this vein for pursuit of potential funding.

Meeting adjourned: 4:00 pm



## **MDBA Board Meeting Minutes January 14, 2016 8 a.m. ~ Pizza Sam's**

Call to order 8:00 am

Attending: Marc Belgiorno, Scott Coyer, Lauri Ireland, Nicole VanSchagen, Ann Ward, Joanne Wessel, Chris Whitted, Gus Wojda Absent: Blain Anderson, Sara Eastman, Mark O'Brien, Mary Shudark

Minutes from the December 10, 2015 were presented for approval. Ward moved approval, seconded by Wessel. Minutes were approved by all those in attendance.

Wessel reviewed the November 2015 MDBA Treasurers Report. Whitted moved approval of the report, seconded by VanSchagen. Treasurer's report was approved by all those in attendance.

Wessel presented some adjustments that needed to be made to the 2015-16 MDBA budget including: adding \$500 for discretionary boosts of downtown Midland Facebook posts; adding \$500 for the downtown Wish List event and; adding \$1,000 for the Dr. Seuss event. Ward moved that the budget adjustments be adopted, seconded by Whitted. Motion was approved by all those in attendance.

Wessel presented a request to close the Chemical Bank checking account that holds a balance of \$1,473.00 and is no longer used and move those funds into the MDBA account held at the city. Coyer moved support of this request, seconded by Ward. Motion was approved by all those in attendance.

Coyer presented the resignation of Sara Eastman from the MDBA board. Whitted moved acceptance of the resignation, seconded by Wessel. Motion was approved by all those in attendance. The MDBA Chair can make the mid-term appointment for a resigning member. The committee discussed possible names for filling the position.

The board received a presentation from Ron Radamacher, web developer, author and speaker with michiganbackroads.com. After receiving the discussion Wessel moved, seconded by Ward that the MDBA enter into a three-year agreement for the Terrific Towns program for \$900. Motion was approved by all those in attendance.

Ireland discussed the new events added by the MDBA this year including the My Wish List / Hot Chocolate event and the Dr. Seuss reading event. Discussion took place on moving sidewalk sales off the Fourth of July holiday week and to the Riverdays week of July 14-16. This will be discussed by the group at the All Businesses meeting. Holiday Open House weekend will be Nov. 11-13.

Tisdale, Wessel, Coyer and Todd met to begin developing the proposed 2016-17 budget. More work needs to take place, planning to present a draft at the February meeting. Tisdale will get some realistic cost estimates from Anderson (B+B) on the costs of a solid and impactful shop/dine marketing campaign.

Tisdale reviewed the MDBA terms that would be expiring in June 2016. These include: Mary Shudark, Marc Belgiorno, Mark O'Brien and Ann Ward. Board members with expiring terms are asked to contact Tisdale or Coyer with interest in continuing on the board. A nominating committee must be appointed by April.

Tisdale reviewed that the SARA recommendation will go before the DDA/SARA board on March 9, followed by City Council review and approval in April and May.

The Legacy Award discussion was tabled until February.

Reviewed the proposed agenda for the All Businesses meeting scheduled for January 27.

Meeting adjourned: 9:30 a.m.

**NEXT MEETINGS:**

MDBA Board Meeting: Thursday, February 11, 8 a.m., Pizza Sam's

MDBA All Businesses Meeting, Wednesday, March 23 – 8 a.m., Pizza Sam's