

REQUEST FOR QUALIFICATIONS

**City of Wells
Downtown Core
Economic Vision**

Sept 4, 2014

City of Wells

P.O. Box 366, Wells, NV 89835

SUBMITTAL DEADLINE:

October 7, 2014

Wells, NV - Request for Qualifications

The City of Wells is issuing this Request for Qualifications (RFQ) from qualified firms that have a strong record of successfully facilitating, assessing, designing and implementing economic revitalization. This RFQ specifically seeks the services of firms capable of facilitating a rigorous Downtown Visioning process that results in data-driven economic analysis and realistic implementation/financing strategies for our rural community. Responding firms should demonstrate appropriate experience and technical qualifications to provide the services requested.

OBJECTIVE

The City of Wells seeks qualifications from creative and experienced teams of municipal planning and redevelopment professionals to engage city stakeholders in a public process to develop a workable vision for sustainable economic development in downtown Wells.

PROJECT LOCATION

Located in Elko County, Wells lays at the Junction of I-80 & U.S. 93 in Northeastern Nevada. Approximately 50 miles east of Elko, Nevada, Wells is considered a micropolitan area of Elko. The population of 1,292 people, is strategically located between such metropolitan areas as Elko, Nevada, Twin Falls, and Boise, Idaho and Salt Lake City, Utah.

Wells was founded in 1869 by the Central Pacific Railroad as a water station due to the towns' strategic location at the headwaters of the Humboldt River. "Wells" and their use by travelers and area residents dates back thousands of years to the Western Shoshone who still live in a colony overlooking the town. Shoshone, Hudson Bay trappers, mountain men, and westbound wagon trains all replenished at the Humboldt Wells.

Today, Wells' prosperity is solidly based in the crossroads created by I-80 and U.S. 93. I-80 is a main east-west transcontinental artery with the north-south highway U.S. 93 extending from Alaska to Panama. As the regional hub for ranchers, Wells lays in the heart of the Ruby Mountains and Humboldt Range. And the area boasts world class recreational opportunities, including hunting, and fishing.

BACKGROUND

In 1985, the City of Wells experienced by-pass construction of I-80 for which significant traffic volumes decreased in the downtown area. Subsequently, businesses migrated to the freeway exits and if that

did not cripple the downtown corridor enough, in 2008 a 6.0 earthquake severely damaged the already economically limited structures. While some areas are very iconic in nature, the area portrays very limited commerce and activity. Some properties are owned by out of town entities and some are owned by elderly or limited income folks with limited means.

The City of Wells is seeking responses from qualified economic development firms to create a fiscally responsive, economic vision for the central business district and provide City redevelopment and economic consulting services. Successful candidates will demonstrate relevant experience and technical knowledge of issues effecting rural cities. The scope of work will result in the implementation of a development strategy that includes an analysis of the City of Wells' downtown redevelopment needs, its existing assets and its economic potential in order to identify those areas that would be most likely to revitalize this critical core of the City that is so closely linked to its identity.

Firms that possess the background, professional staff and capacity to begin these services on behalf of the City, should be ready to start within two weeks of the City's approval of a contract will be preferred.

Scope of Work

The proposed Scope of Work will include:

Phase 1: Complete a facilitated community visioning process (City of Wells Downtown Core Economic Vision) focusing on the 4 blocks of Sixth Street between Ruby and Wells that will include -

- meeting with area stakeholder representatives including the City Council, Chamber of Commerce, private business, and other stakeholders to gather information regarding the local economy, goals and vision of key stakeholders, and potential opportunities for redevelopment
- hold interviews and public forums to gather community input and buy-in for downtown redevelopment
- establish communication and feedback channels with community stakeholders
- develop an actionable downtown vision and economic plan with community buy-in and establish a specific set of anticipated results

Phase 2: Based on community input received during the visioning process, develop a strategic implementation plan that will include -

- analyze existing conditions and conduct an inventory of assets, infrastructure and liabilities that may impact redevelopment
- perform a market analysis and demographic assessment specific to the city core business district identifying strengths, weaknesses, opportunities, and threats

- draw on regional “best practices” and successful downtown redevelopment efforts including comparable projects outside the region
- identify funding sources and prioritize investment to implement the shared Wells Downtown Core Economic Vision

The City of Wells Downtown Core Economic Vision will include preliminary downtown concept analysis, identify potential redevelopment projects, funding sources, and a phased approach to redevelopment.

COMPETENCIES

The ideal consultant firm will demonstrate:

1. Downtown revitalization experience and competency including successful redevelopment projects.
2. Successful experience working in rural environments and an understanding of a range of rural issues and planning concepts.
3. Ability to deliver an implementation strategy creating incremental short term community building tactics with medium and long range strategies.
4. An understanding of traditional incremental development patterns and the capacity to effectively accomplish sustainable, resilient economic development.

EVALUATION CRITERIA

The successful candidate selected will rank the highest based on the following matrix provided below. A total of 100 points is possible.

Project Approach	25 Points
Relevant Experience	20 Points
Creativity/Innovation	20 Points
Competencies	20 Points
Public Engagement	10 Points
References	5 Points

Project Timeframe and Funding Availability

Project should begin autumn 2014 and be complete spring 2015. The project is funded by the Nevada Community Development Block Grant Program.

How to Apply

One digital copy, and 8 hard copies of all materials must be received by September 29, 2014. All submittal documents shall be addressed and submitted to the City of Wells. Any questions regarding the proposal can be directed to

Jolene Supp

Wells City Manager

525 Sixth Street

P.O. Box 366

Wells, Nevada 89835

Ph. 775-752-3355

Email: wellscityhall@frontier.com

Upon completion and submittal, all materials produced pursuant to this RFQ, and any subsequent contract, will become the sole property of the City of Wells. Any and all costs incurred by submitting firms are the sole obligation of the firms and shall not be subject to reimbursement by the city.

The City of Wells reserves the right to reject any and all qualifications submitted; to request additional information; or to begin the RFQ process anew. Once the city receives any qualifications, a panel will review and rank the firms.

Questions and requests for clarifications shall be directed to Jolene Supp at 775.752.3355 or wellscityhall@frontier.com if conversations lead to specific questions, those questions must additionally be emailed to the city manager for clarification and distribution to all interested parties. The

RFQ response must be accompanied by a cover letter stating the name and role of the primary contractor and any subcontractors. It should be signed by the officers of the primary and subcontractors with the authority to submit a RFQ response from their respective firms.

Submissions should include the following materials:

1. Cover letter

Introduce the team and summarize the firm's qualifications.

2. Team members and/or leaders

Supply resumes for each project team member. Identify the role and responsibilities of each and include any anticipated sub-consultants with the project team.

3. Project approach

Briefly describe how your team will approach the work outlined in this request for qualifications. Emphasis should be placed on creativity, public outreach and coordination amongst the various stakeholders.

4. Relevant project experience

Provide detailed descriptions of similar projects. Emphasis should be placed on work completed within the last 5 years by specific personnel proposed to work on the project. Include imagery as available.

5. Implementation and Financing Strategy

Demonstrate understanding of incremental implementation and financing competency.

6. Statement of Public Participation Schedule and Strategy

Strategy should demonstrate creativity and competency with participatory and empirical methods.

7. References

Provide 3 references for which you've completed projects in the last 5 years. Please supply their name, project role and current contact information.

Schedule for Selection Process

The following timeline for consultant selection is anticipated:

RFQ Issued	September 4, 2014
Written Questions from Consultants Due	September 22, 2014
Consultant Qualifications Due	October 7, 2014
Consultant Qualifications Reviewed	October 14, 2014
Consultant Interviews Completed	October 27, 2014
Consultant Selection	October 28, 2014
Contract Awarded	November 14, 2014
Project Completion	June 1, 2015

Consultant Interview

The Selection Committee will conduct oral interviews of the top three ranked consultants for the project. The interview provides further opportunity for the selection committee to evaluate the credentials and qualifications of the consultants, and for both parties to determine the potential to work together effectively on the project.

Proposal Selection

All are advised that no obligation or commitments are incurred by the city in soliciting these qualifications. Nor does this request commit the City to pay any cost incurred in the preparation or submission of qualifications. Nor does this obligate the City of Wells to procure a contract for any service or supply. It is brought to your attention that the City of Wells Board of Council is the only entity which can legally commit expenditures of funds in connection with any proposed contract.