



City of Rochester, NY  
*Lovely A. Warren, Mayor*

Request for Proposal for:  
**MAIN STREET  
STREETSCAPE &  
PEDESTRIAN WAYFINDING  
ENHANCEMENT**

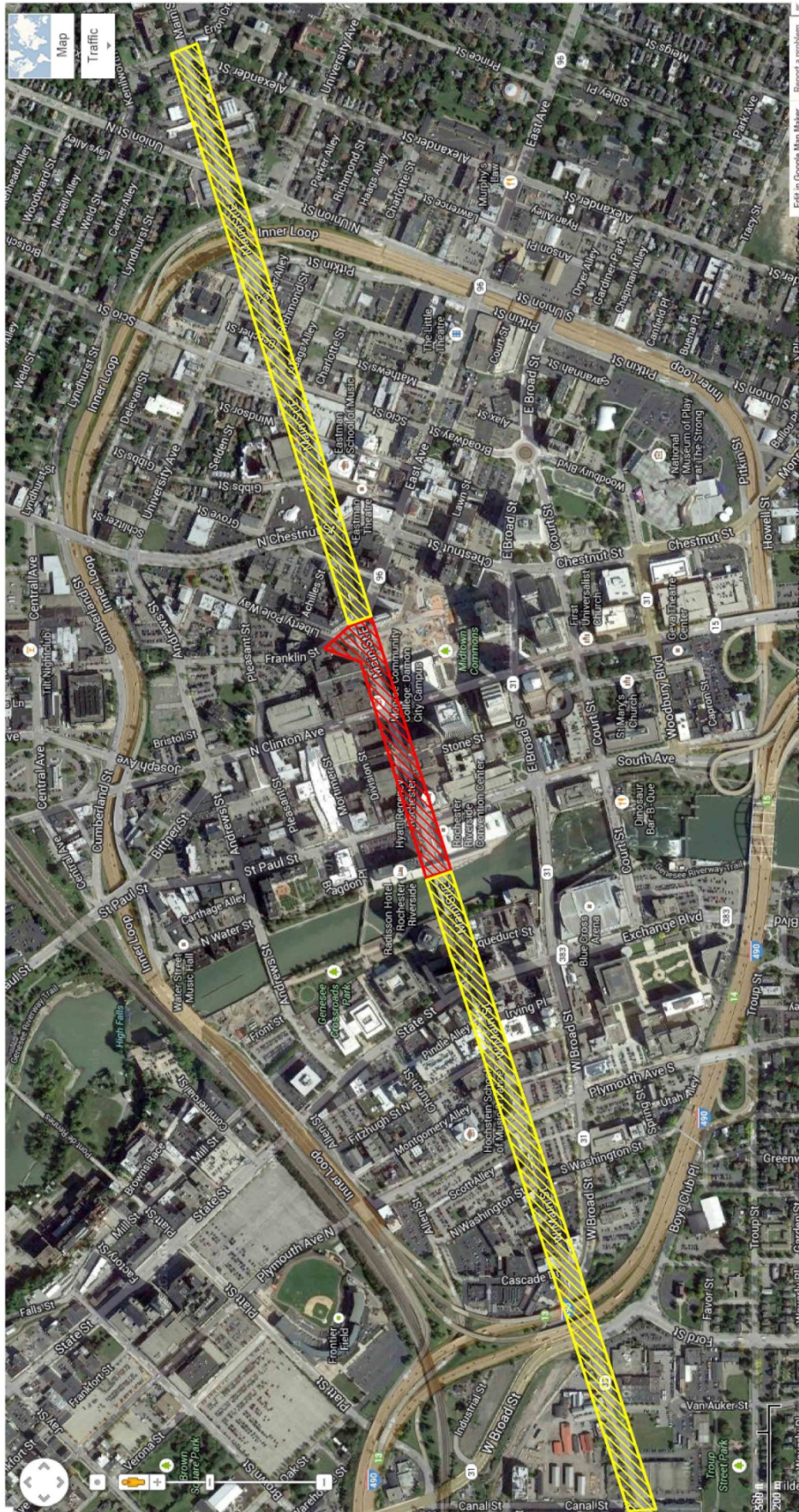
City Project No. 15323  
NYSDOT P.I.N. 4755.91

City of Rochester, New York  
Department of Environmental Services  
Bureau of Architecture and Engineering Services

James R. McIntosh, P.E.  
City Engineer

April 13, 2015

# Main Street Streetscape & Pedestrian Wayfinding Enhancement Project Project Area Map



# **Table of Contents**

- 1.0 GENERAL INFORMATION**
- 2.0 BACKGROUND**
- 3.0 PROJECT DESCRIPTION**
- 4.0 COORDINATION AND OUTREACH**
- 5.0 DRAFT SCOPE OF SERVICES**
- 6.0 FEDERAL REQUIREMENTS**
- 7.0 PROJECT SCHEDULE**
- 8.0 PROPOSAL REQUIREMENTS**
- 9.0 PROPOSAL EVALUATION AND CONSULTANT SELECTION**

## **APPENDICIES**

- A. Approved Initial Project Proposal
- B. Detailed Draft Scope of Services
- C. Center City Pedestrian Circulation & Wayfinding Study – Final  
Report
- D. Center City Pedestrian Circulation & Wayfinding Study –  
Appendices



## 1.0 GENERAL INFORMATION

### Project Title and Location

---

**Title:** Main Street Streetscape & Pedestrian Wayfinding Enhancement

**Location:** The project is located at the heart of Rochester's Center City. Streetscape improvements shall focus on that section of East Main Street between the Genesee River in the west and Franklin Street in the east, including the entirety of Liberty Pole Plaza. The pedestrian wayfinding component of the project shall expand the focus area west to Canal Street and east to Alexander Street.

### RFP Schedule and Delivery Information

---

Submit the bound original and four (4) bound copies of the proposal by:

**4:00 P.M. on Friday, May 1, 2015** to the following:

James R. McIntosh, P.E. – City Engineer  
Bureau of Architectural & Engineering Services  
City of Rochester  
City Hall, 30 Church Street, Room 300B  
Rochester, N.Y. 14614

### Inquiries and Project Management

---

For project related inquiries please contact the Project Manager at:

Jeffery J. Mroczek, R.L.A. – Landscape Architect  
Bureau of Architectural & Engineering Services  
City of Rochester  
City Hall, 30 Church Street, Room 300B  
Rochester, N.Y. 14614  
(585) 428-7124  
[mroczekj@cityofrochester.gov](mailto:mroczekj@cityofrochester.gov)

For an electronic version of this proposal please go to the following web site:  
<http://www.cityofrochester.gov/bidandrfp/>

## 2.0 BACKGROUND

The City has received a Transportation Alternatives Program (TAP) grant for the Main Street Streetscape & Pedestrian Wayfinding Enhancement project. Utilizing the NYSDOT Region 4 Local Design Services Agreement (LDSA), the City seeks to obtain professional engineering and landscape architecture design services for the project. The project scope shall include the following: data collection & analysis; preliminary design; environmental; detailed design; advertising; bid opening and award; construction support, and; construction inspection.

Currently, Center City's Main Street core is experiencing a surge of investment after decades of decline. A number of high profile redevelopment efforts are underway within the corridor, including Midtown Rising, the Sibley Building, the Hilton Garden Inn, and the Chase Tower. These projects together will bring considerable new retail opportunities to Center City, along with new residents, workers, dozens of new hotel rooms, and scores of new visitors.

Concurrently, the RTS Transit Center has recently opened two blocks north of Main Street. The Transit Center has centralized transit transfer functions thereby eliminating all of the bus stops which line Main Street between the river and Liberty Pole Plaza. This provides an ideal opportunity to rethink the streetscape and how to maximize its contribution to the ongoing revitalization of Center City.

It has been nearly 30 years since the corridor was reconstructed and its age is beginning to show. The decorative paver sidewalks have begun to fail, resulting in a significant ongoing maintenance cost to the City and adjacent property owners and posing a serious liability concern. Likewise, the corridor has outdated or inconsistent appurtenances such as pay phones, information kiosks and trash receptacles that hinder the appearance and functionality of Main Street. The curb to curb pavement width was designed to accommodate greater vehicular traffic flows than presently exist along with significant bus movement and queuing that has since been relocated to the new transit center. A lack of any curb-side parking has significantly hindered retail development along the corridor and does not meet the needs of a redeveloped and reenergized Center City.

The Main Street Streetscape & Pedestrian Wayfinding Enhancement Project is among the highest priorities for Rochester's downtown community. The functional and aesthetic quality of Main Street is of paramount importance to our city and region's economic development and quality of life. Accordingly, a consortium of downtown property owners organized by the Rochester Downtown Development Corporation, have provided financial contributions to the project.

### 3.0 PROJECT DESCRIPTION

This project seeks to provide a re-imagined Main Street to compliment the surge of public and private development taking place in the Center City and to provide the physical infrastructure, amenities and aesthetic presence reflective of the region's cultural and economic heart.

The project consists of three distinct but vitally integrated components. All three components shall be progressed through preliminary design with development of alternates, with select components carried through detailed design and construction. The components include:

#### 1. Main Street Streetscape

The new streetscape shall be designed to improve the conditions for pedestrians, enhance the aesthetic nature of the corridor, support economic development, and encourage multi-modal transportation. The consultant shall consider the following factors in the development of alternatives:

- The City enacted a Complete Streets Policy in 2011. The design of the project shall strive to meet the goals and intent of the policy. (<http://www.cityofrochester.gov/CompleteStreets/>).
- The south side of East Main Street east of South Clinton Avenue has recently been rebuilt as part of the Midtown Rising project. While the design of these improvements does not need to be reflected exactly throughout the corridor, its precedent should be considered.
- Existing trees in good health shall be maintained where practical. New trees shall be placed to enhance the user (pedestrian, bike, vehicular) experience while respecting the adjacent architecture and significant and desirable views. Structural soils shall be used where possible to ensure the long term health of the trees and structural integrity of the surrounding pavements.
- Maintenance of the existing streetscape has become a drain on the City's man-power and resources. Simplicity and ease of maintenance shall be considered for all aspects of the streetscape.
- Main Street is a four lane wide Urban Minor Arterial and on the National Highway System which carries between 10,000-16,000 vehicles per day. The consultant shall complete accident and capacity analysis, and traffic counts for the corridor. This data will be used to evaluate a revised multi-modal cross-sectional use of the corridor including: travel and turning lanes; on-street parking; bicycle facilities (shared use / dedicated / physically separated); curb placement; clutter / amenity zone, and; pedestrian zone.

- On-street parking shall be considered throughout the corridor, to provide traffic calming, support adjacent economic development, buffer the pedestrian zone from vehicular traffic, and ease pedestrian crossings. The City has developed a preliminary plan of recessed parking zones that should be considered with the above noted cross-sectional analysis.
- Existing sidewalk pavement is exhibiting significant base failure along the length of the corridor, likely due to backfill settlement in former areaways. The redesign shall include full width sidewalk replacement and base stabilization.
- Bicycle parking shall be incorporated throughout the corridor to ensure quality accommodations for the City's growing cycling community, as and where needed.
- The existing Main Street lighting, designed and installed as part of the 1987 improvements, shall be reused. Repair of the existing poles, bases and arms and updating the lighting and electrical systems to meet current standards shall be considered. The lighting may be relocated to accommodate an updated streetscape layout.
- The existing benches, trash receptacles, planters and pay phones shall be considered for reuse or replacement.
- There are currently four remaining bus shelters from the 1987 improvements that are no longer used for transit purposes. The City's Office of Innovation and Strategic Initiatives presently is soliciting proposals for the adaptive reuse of the shelters. Continued coordination with this effort will be required if the shelters are to be reused within the corridor or removed as part of the project.
- Green infrastructure practices to reduce stormwater runoff shall be considered.

## 2. Liberty Pole Plaza

The Liberty Pole Plaza was last updated as part of the 1987 Main Street Improvement project. Until the opening of the new RTS Transit Center the use of the plaza was dominated by transit patrons awaiting transfers. The plaza's use and viability during peak hours for other casual use was limited. The opening of the transit center lifted these restrictions and now the plaza can be re-established as a primary public space in our community.

The Liberty Pole and surrounding seat wall / planter, the memorial plaque and drinking fountain, and the existing row of trees along the Sibley Building shall be preserved. The plaza pavement shall be updated to reflect and compliment the new Main Street treatment. Lighting (pedestrian level, groundplane and accent) shall be considered to activate the space during evening hours and to improve the perception of safety.

### 3. Pedestrian Wayfinding

A new system of pedestrian wayfinding signage shall be installed throughout the extended corridor (Canal Street to Alexander Street). This system will replace the existing kiosks installed as part of the 1980's streetscape project.

In 2007 the City completed the Center City Signage project. This signage system directs incoming vehicular traffic to significant destinations throughout the Center City using greater than 200 color coded quadrant based signs.

Building upon the success of the vehicular wayfinding system the City sought to explore a complimentary system of pedestrian level signage. With funding through the Genesee Transportation Council's Unified Planning Work Program (UPWP) the City was able to complete the award-winning *Center City Pedestrian Circulation & Wayfinding Study* in 2012 (See Appendices C and D). This study set forth recommendations for the development of a new pedestrian wayfinding system to provide clear and direct orientation and connections, allowing visitors to effortlessly navigate Center City. The study developed a system of five sign types complete with recommended graphics, manufacture and installation detailing, typography, destination hierarchy, sign placement, and cost estimating.

As part of this project the consultant shall review the recommendations of the study and provide detailed design of the sign and graphic content for implementation along the extended corridor. This system will eventually be extended throughout the Center City.



## 4.0 COORDINATION AND OUTREACH

Commensurate with the high profile nature and visibility of the project, extensive coordination and outreach will be paramount. Coordination and outreach shall, at a minimum, include the following:

### 1. Web Presence

The consultant shall assist the City in developing a website used to both disseminate information and to receive feedback. The City will host the web site but the consultant shall assist the City in developing its layout, format, content and shall assist with updates throughout project duration.

### 2. Advisory Committee

The consultant in collaboration with the City shall establish and maintain a project Advisory Committee of various stakeholders identified by the City. At a minimum the committee shall include representatives from: Rochester Downtown Development Corporation; Main Street Business Association; NYSDOT; MCDOT; and the City. The Consultant shall conduct and lead a minimum of five (5) Advisory Committee meetings.

### 3. Stakeholder Meetings

The consultant shall meet with the City and identified project stakeholders in one-on-one or small group meetings as needed throughout the project duration to review the project and solicit feedback.

### 4. Public Meetings

There shall be a minimum of three public meetings for this project. The Consultant shall propose creative and engaging format for all meetings to both educate the attendees and solicit useful input.

Utilizing the information obtained / developed during General and Data Collection and Analysis phases, including discussions with the Advisory Committee and various Stakeholder meetings, the consultant will develop and lead a public visioning session. The visioning session will be developed in the format of a one-half to one day planning workshop that will facilitate a unified vision for the site. The format shall include both a formal presentation to introduce the project team, scope and schedule and an interactive component to solicit direct feedback from participants. The interactive component may include breakout field sessions, interactive stations, and/or small group work sessions. Immediately following the meeting, or the next work day, the design team will meet with the City and Advisory Committee to review the previous day's efforts and ideas / issues brought forth.

A second public meeting will be held after design alternatives have been developed and refined. The meeting shall be used to solicit input and feedback on the selection of a recommended design alternate to progress through Detailed Design. This meeting shall be planned and executed to capture the widest range of attendees and input possible.

A third meeting will be held during Detailed Design at the 50% complete stage or greater to share the progress on the selected alternative and to discuss the project process and schedule through construction. An open-house format shall be considered.

The Consultant shall prepare and distribute agendas, handouts, presentations and minutes for all meetings.

## 5.0 DRAFT SCOPE OF SERVICES\*

The consultant shall perform all phases of basic engineering services, consistent with the NYSDOT's Procedures for Locally Administered Federal Aid Projects, including:

Section 1	General
Section 2	Data Collection & Analysis
Section 3	Preliminary Design
Section 4	Environmental
Section 5	Right-of-Way
Section 6	Detailed Design
Section 7	Advertising, Bid Opening and Award
Section 8	Construction Support
Section 9	Construction Inspection
Section 10	Estimating & Technical Assumptions

\* See Appendix B for a more complete Draft Scope of Services.

## 6.0 FEDERAL REQUIREMENTS

### 1. DISADVANTAGED BUSINESS ENTERPRISE (DBE)

This project has a **20%** DBE utilization goal.

The Consultant must comply with NYSDOT's adopted Disadvantaged Business Enterprise (DBE) Program Plan, which reflects federal rules and regulations (see Chapter 13 of NYSDOT's Procedures for Locally Administered Federal Aid Projects). DBE prime consultants and subconsultants must be used when possible. Such steps include good faith efforts (GFEs) as defined in [49 CFR 26, Appendix A](#)<sup>1</sup> to solicit DBE firms and, when feasible, organize the project schedule and task requirements to encourage participation by DBE firms. DBE firms must perform a Commercially Useful Function (CUF) as defined in [49 CFR 26.55\(c\)](#)<sup>2</sup> a role in which a firm is responsible for the execution of a distinct element of work on a contract and carries out its responsibilities by actually performing, managing and supervising the work involved. The prime consultant has the responsibility to solicit DBEs as subconsultants or vendors for work appropriate to the subcontract. If a DBE subconsultant is unable to perform, the prime consultant must make a good faith effort to replace that subconsultant with another DBE subconsultant. Good faith efforts must be documented by the prime consultant and verified by the City. For the prime consultant and for every DBE utilized, every firm needs to enter its Affirmative Action/Equal Employment Opportunity/DBE Officer information into the Equitable Business Opportunities (EBO) reporting system NYSDOT provides on its website.

### 2. PRE-NEGOTIATION AUDIT

Pre-negotiation audits of all selected Consultants are required for all federally aided consultant contracts per [23 CFR 172.7](#).<sup>3</sup>

---

<sup>1</sup> <http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=1bdaae1bf3456467ccd7368d39f1aaa0&rqn=div9&view=text&node=49:1.0.1.1.20.6.18.6.12&idno=49>

<sup>2</sup> <http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=1bdaae1bf3456467ccd7368d39f1aaa0&rqn=div8&view=text&node=49:1.0.1.1.20.3.18.8&idno=49>

<sup>3</sup> <http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=81e444a8c067adf3b384f8379edf6414&rqn=div8&view=text&node=23:1.0.1.2.3.0.1.4&idno=23>

## 7.0 PROJECT SCHEDULE

- Solicit qualifications from Region 4 LDSA consultants Monday, April 13, 2015
- Pre-proposal meeting Monday, April 20, at 1:30 PM, City Hall, Room 300B
- Proposal Due Date Friday, May 1, 2015 at 4:00 PM
- Selection Committee Determination / Selection Week of May 11, 2015
- Scope & Fee Negotiation Week of May 18
- City Council Authorization Tuesday, June 16, 2015
- Notice To Proceed July 2015
- Design Completion June 2016
- Public Bid Process June - September 2016
- Construction Phase September 2016 – July 2017



## 8.0 PROPOSAL REQUIREMENTS

Proposals must be succinct and all pages must be numbered. ***In no case shall specified page maximums in any section be exceeded.*** Boilerplate and glossy promotional materials are discouraged; any such materials deemed necessary should be included as a separate appendix and may or may not be considered as part of the evaluation. All components of the Technical Proposal listed below shall be on 8-1/2" x 11" pages with the exception of items 3. and 4. which may be on 11"x17" pages.

The Technical Proposal shall address the following:

- 1) **Transmittal Letter** (1 page max)
- 2) **Project Assessment:** (4 single-sided pages max):  
This assessment shall demonstrate the consultant and team's:
  - Experience with similar streetscape projects and the Federal-Aid process;
  - Familiarity with the project area;
  - Understanding of the proposed project and its various tasks and proposed unique approach for all services to be provided, including all multi-disciplinary engineering & landscape architectural services;
  - Approach to public engagement and meetings, and;
  - Understanding of the proposed Draft Scope of Services with a discussion of significant alternate task proposals.
- Font size shall be limited to 10 or larger with single line spacing. Page maximum is inclusive of drawing, photos and other supportive images.
- 3) **Schedule** (1 page max):  
Provide a detailed Gantt chart schedule for completing the tasks outlined in this RFP. Key submittal and approval milestones, advisory committee meetings and, public meetings/workshops through completion of construction shall be highlighted.
- 4) **Team Organization** (1 pages max.):  
Makeup of the project team, including sub-consultants, with a detailed organizational chart. Include identification of the **key** project team members by name, field of expertise, specific responsibilities on the project and the ***estimated number of hours*** each specific individual will work on the project. No fees or wages shall be submitted with this proposal. Identify which firms are certified DBE firms and indicate estimated overall DBE participation percentage.
- 5) **Resumes:**  
Include for all **key** project team members (consultant or sub-consultant). Indicate those which were submitted with the original LDSA submittal package and those that are new.

6) **Relevant Firm Experience, Recent Clients, & Relevant Projects** (2 pages max):

Include a list of *relevant* and *related* projects including dates when work was performed and the type of work services performed. For three (3) of the listed projects include name, address, and contact information of the client contact person. Listed work shall have been completed by the proposed project personnel.

## 9.0 PROPOSAL EVALUATION AND CONSULTANT SELECTION

A selection committee will review all proposals using the below listed criteria. The committee will then select the most highly qualified firm whose proposal that, in their judgment, indicates the best opportunity for a completely successful project.

Selection Criteria:

- Project Team
  - Including management and team members (prime and sub-consultants);
- Project understanding, approach and proposal clarity
- Relevant Experience
  - Urban streetscape design
  - City projects and project area
  - Federal / LAFAP requirements and procedures
- DBE goal attainment

Your proposal SHALL NOT include any proposed design fees. The selected firm will be provided a copy of the draft agreement and will be asked, based upon that agreement, to submit three copies of the project team's initial staffing, hours, and fee schedule presented in the NYSDOT Shell iii format, which will be used as the initial basis for the negotiation of the scope. The Shell iii document will only be requested from the selected firm and will not be used as a basis of the initial selection.

If the scope and fee negotiation is initiated and a satisfactory resolution cannot be reached within a reasonable time, the City reserves the right to proceed to another firm and proceed as above. The City also reserves the right to postpone or cancel the project. The City may request to meet with the consultants at any time for further clarification of the Proposal.

The City will enter into a Professional Service Agreement with the selected consultant.

