

City and Borough of Wrangell, Alaska
Request for Proposals for
Waterfront Master Plan

Submittal Deadline: May 29, 2014, 2:00 p.m. Alaska Time

City and Borough of Wrangell
PO Box 531
Wrangell, Alaska 99929
www.wrangell.com/rfps
907-874-2381

Released April 30, 2014

Request for Proposals For Planning Contractor Services For a Waterfront Master Plan

Introduction:

The City and Borough of Wrangell (herein after referred to as the “Borough”) is seeking the services of a qualified Consultant to assist in the preparation of a waterfront master plan (hereafter referred to as the “Plan”). The Borough requests a detailed proposal based on the described elements from individuals or firms having experience in the areas identified in the solicitation.

Proposals will be received in the office of the Borough Clerk, City & Borough of Wrangell, PO Box 531, Wrangell, Alaska 99929, until 2:00PM, May 29 2014, then will be opened and publicly read.

Project Description:

The overall purpose of the project is the creation of a site specific Master Plan of Wrangell’s downtown waterfront and to facilitate collaboration in the preparation of the Plan. The plan is intended to promote a mix of viable social and economic opportunities in the plan area, including commercial, waterfront development, and public uses areas and identify potential pedestrian or other linkages between the waterfront corridor and the newly renovated downtown corridor. The planning process will engage a variety of planning partners, further outlined below.

The project boundary is the waterfront extending from the Marine Service Center to and including the City Dock area. The waterfront area includes and is adjacent to industrial uses (Marine Service Center and barge ramp yard area); visitor uses (Nolan Center/ Stikine Inn/ City Dock); public uses (sidewalk benches and signs, City Hall lawn, City Dock); commercial uses (City Hall/Grocery Store/charter offices/Stikine Inn).

Efforts over the last 15 years to help local businesses develop, thrive and expand in Wrangell’s slow economy have been on-going and include construction of the Nolan Center which houses the Museum, Visitor Center and Convention Center; construction of the Marine Service Center which includes a 150 ton travel lift, 40 ton trailer and in May 2014 a new 300 ton lift with associated work and storage yard area; a downtown revitalization effort that included a complete new facelift for the downtown corridor, as well as cooperative marketing opportunities, and business development efforts.

The successful Downtown Revitalization effort focused on the downtown commercial district in Wrangell from City Dock to Case Avenue in an effort to create an attractive and functional business area for the community, making it attractive to residents, visitors and cruise passengers; redirect business to this corridor as a community pride and economic tool; and to create links between the commercial businesses and the community’s cultural sites and attractions.

The Wrangell Cooperative Association (local Native tribal Council) with assistance from the Borough and Tlingit -Haida Regional Housing Authority improved their community building and surrounding land located on Front Street and is in the process of constructing a carving shed adjacent and across the street from the Nolan Center and Wrangell Museum.

The development of the Travel Lift and Marine Service Center has occurred over the last 7 years and has provided key economic growth and opportunity for the community. Millions of public and private dollars have been invested in the development and phased completion of the site, new opportunities have been identified for growth potential, and businesses are expanding services.

The last bit of undeveloped waterfront in the downtown area exists on Campbell Drive between the Nolan Center and the barge staging area adjacent to City Dock. The Borough has a Corps of Engineers fill permit (POA-1990-114-R) to fill approximately 3.4 acres of tidelands connecting the marine service center dock and the barge staging area. How to utilize this waterfront area for the benefit of the community and to minimize conflicts between existing and potential user groups is the primary focus for the waterfront master plan. Long term use of the barge staging area, improvements to the City Dock area, connectivity between the water front and the Museum and Service Center are other issues that will need to be addressed.

Project Objectives:

- Develop a community involvement plan
- Identify ideas, use conflicts, potential growth, long term and short term opportunities
- Achieve consensus as to the long term use and development of the Wrangell's waterfront
- Provide an implementation plan, with potential alternatives

Scope of Work:

The Scope of Work outlined in this RFP is intended to provide flexibility to contractors to propose the most appropriate means of completing this project in the most efficient, timely, and cost effective manner. The selected contractor will be expected to work closely and regularly with the Economic Development Director and the Harbor Master throughout the project to ensure successful completion of the project tasks on-time and within budget.

Public and partner participation will be critical to the success of this project. Unfortunately, much of the beginning of this process will occur during the summer season when many of the Stakeholders will be busy fishing or providing tourism/visitor related services. Staff foresees the general public meetings/workshops would need to wait to occur until the summer season is over. The contractor will develop a process for working with the Planning Partners identified below as well as a community involvement plan to be implemented as the development of the waterfront master plan progresses. It will identify additional participants and stakeholders than the Planning Partners listed below and include details of how the contractor will involve each group in this planning effort. Use of creative and innovative methods for generating genuine community and stakeholder involvement is encouraged.

The contractor should expect to conduct an appropriate number of community meetings and use a variety of tools throughout the planning process, including but not limited to:

- Meetings with key stakeholder groups – These may include private, public, local, and state agencies; identified planning partners; property owners; private developers; community councils within and adjacent to the planning area; and other local businesses, business associations.
- Meetings with local decision makers – These could include meetings or work sessions with bodies such as the Borough Assembly, Port Commission, Economic Development Committee, Planning and Zoning Commission, and other key officials to gather input and guidance at key points in the planning process.
- Public meetings –Public workshops and successive meetings will be conducted as necessary.
- Communication portfolio – The printed communication portfolio may include fact sheets, workshop hand-outs, information published for interviews and public meetings. These will be developed with input from Borough Staff.
- Project website – The contractor can create a project-specific website for the Waterfront Master Planning process or develop a page(s) within Wrangell’s City website template (www.wrangell.com) and provide graphic and written materials for the website. Other methods such as Facebook, online media, and mailings should be used to communicate information about the project. The contractor will bear the cost of all mailings. The Borough can provide a mailing list to the contractor of Planning Partners and nearby landowners.
- Other tools – The contractor can use other tools to help broaden public participation.

The project’s expected outcomes include a public involvement and consensus building process, a Master Plan to guide development to support the character of Wrangell’s downtown and waterfront area, strategies for implementing the recommendations, development of designs and conceptual drawings ready to be engineer designed or implemented dependent on the design element, GIS Mapping for draft and final reports and mapping system, draft and final reports.

Planning Partners:

Community members as well as each of the organizations and businesses adjacent to the project boundary has an interest in developing an exceptional plan for the area that will minimize conflicts, provide economic opportunity and encourage public use. The following entities are located adjacent to the project boundary, but are not meant to constitute the complete list of stakeholders in the area.

Wrangell Port and Harbors is a Department of the City and Borough of Wrangell. The Harbor department manages the Marine Service Center yard area and travel lift and oversees the barge ramp and barge yard area. The City Dock is also the responsibility of the Harbor Department. The Port Commission, a 5 member elected Commission, serves in an advisory capacity to the Assembly. A Port and Harbor Master Plan was completed in 2008 to identifying priority projects of the Port Commission and Staff and development opportunities.

James and Elsie Nolan Center is a facility owned by the City and Borough of Wrangell. The Center houses the Wrangell Museum, the Visitor Center and the Convention Center. There is a 7 member Nolan Center Committee providing recommendation to staff and the Assembly on policies relating to the Center.

Bobs' IGA Grocery Store – full service grocery store.

Samson Tug and Barge and Alaska Marine Lines are the two freight companies that utilize the Borough owned barge ramp and barge yard. Samson Tug and Barge has a long term lease for a portion of the yard area.

A private individual owns the building housing the commercial businesses NAPA and Alaska Charters and Adventures/Marine Artist. The individual also owns the land on which are located three small movable structures belonging to Alaska Vistas, Breakaway Adventures, and small retail store.

City and Borough of Wrangell is the municipal entity that owns the tidelands within the project boundary and responsible for roads and sidewalks. The Borough owns the land on which City Hall is located. The Borough holds a Corps of Engineers fill permit for fill in front of Bobs' IGA and City Hall from the barge ramp to the Marine Service Center dock. The Borough Assembly is a 7 member elected Assembly.

Stikine Inn is located adjacent to City Dock on the edge of the project boundary. The Inn includes a restaurant that has an outdoor seating area, and several private businesses located within the structure.

Wrangell Convention and Visitor Bureau, as the local tourism marketing entity, has a direct interest in the waterfront development issues and links to Front Street.

Wrangell Chamber of Commerce is a membership driven organization with direct interest in the waterfront development issues and links to Front Street.

Wrangell Port Commission, as an advisory to the Assembly on all waterfront and port related issues, they are interested in how the waterfront plan will positively or negatively impact port operations and needs.

Wrangell Economic Development Committee is an advisory group to the Assembly on issues and projects related to economic development for the Borough and are interested in the Plan's potential to provide further economic development opportunities.

Wrangell Planning and Zoning Commission is responsible for the recommending land use decisions that will provide long term benefits to the Community.

Wrangell Cooperative Association is constructing a Carving Shed on Front Street, across the street from the Nolan Center.

City and Borough of Wrangell Assembly is the 7 member elected governing entity for the Borough, with a Borough Manager providing the daily Borough management.

Planning Documents:

The Wrangell Comprehensive Plan (2010) is a useful tool that addresses land uses and potential growth opportunities for the community. The growth of the Marine Services Center, the multiple uses of the project boundary area, and issues of potential concern are discussed in the Comprehensive Plan. A copy of the plan is available on line at <http://www.wrangell.com/planning/comprehensive-plan>.

Port and Harbor Master Plan (2009) was prepared for the Harbor Department to guide priority project development and harbor growth.

Submittals:

Proposals should contain, but is not necessarily limited to, the following items:

1. **Management summary.** Provide a cover letter indicating the underlying philosophy of the individual or firm in providing the service; the name and address of the person or persons to contact, and the name of the person authorized to represent the individual or firm. The letter must be signed by the person authorized to bind the individual or firm to all commitments made in the proposal.
2. **Proposal.** The proposer shall describe how the scope of work requirements will be undertaken for this project. The methodology shall be described in sufficient detail to demonstrate the proposer's familiarity with this type of project. It shall also include a proposed schedule to undertake the work items, together with an indication of major project milestones. This section should describe overall approach to include any special considerations that may be envisioned. Proposers are encouraged to think creatively and bring their unique perspective to the project.
3. **Individual/Firm education, experience and capacity.** All respondents shall provide profiles and resumes of the staff potentially to be assigned to the project, including subcontractors if any, references, illustrative examples of similar work performed, and any other information that clearly demonstrates the respondent's expertise in the areas of the RFP. Please provide three references for similar projects within the last five years.
4. **Additional data.** Provide any additional information that will aid in evaluation of the response.
5. **Cost data.** Estimate the cost of the services provided by itemized tasks as possible. The Borough has no more than \$74,000 to utilize for this project so please clearly show what you propose to do for the amount of funds bid. Identify all non-labor costs and their estimated totals including a detailed listing for any direct costs.
6. **Time Line.**
 - Public Notice Issued: April 29, 2014
 - Submittal Deadline: May 29, 2014, 2:00pm prevailing time.
 - Review of Proposals: June 2014
 - Award of Proposal: Tentatively June 24, 2014

7. Submission Information.

The proposals may be delivered electronically to the Borough Clerk (contact information listed below) with “Waterfront Master Plan Proposal, Submittal Deadline: May 29, 2014” listed in the subject line. It would still be helpful to submit at least one hard copy along with the electronic copy for proper formatting and print effects. If the electronic version is in by the deadline date, the hard copy can arrive within a week of the closure. If the document is exceedingly large, please contact the Clerk to establish an alternative means to submit the document (via dropbox or other similar system).

Proposals may also be delivered by mail to the address below. If mailed, please mail one hard copy and a one digital version, in a sealed envelope bearing the caption on the envelope, “Waterfront Master Plan Proposal, Submittal Deadline: May 29, 2014”. Please note that mail delivery by UPS or FED EX can be delayed in Anchorage or mail could be delayed due to weather, please plan accordingly. The envelope should be delivered to:

Kim Lane, Borough Clerk
Wrangell City Hall
P.O. Box 531
205 Brueger Street
Wrangell, AK 99929
907-874-2381 clerk@wrangell.com

8. Additional Submittal Information.

The Borough will not reimburse for any expenses incurred in preparing and submitting a proposal.

Selection Process:

Evaluation of the responses will be based on the following criteria:

1. Qualifications, education and experience of the individual, the firm, and assigned staff members
2. Understanding of the project and objectives
3. Methodology used to develop consensus building opportunities and plan development
4. Successful completion of similar projects
5. Availability of personnel and whatever else is necessary for achieving the goals
6. Fee Schedule
7. Other qualifications as necessary to achieve the goals described or included by reference in the solicitation

Proposals will be screened and the top candidates will be selected by an evaluation committee. The Committee, through the Economic Development Director, may request additional information for clarification to clearly evaluate proposals. The Evaluation Committee will make a final recommendation to the Borough Assembly.

Reservations:

The City & Borough of Wrangell reserves the right to reject any and/or all proposals received and to waive irregularities or informalities in any of the proposals. The City & Borough of Wrangell may request any respondent to clarify its response or to supply additional material deemed necessary to assist in the selection. The City & Borough of Wrangell may modify or otherwise alter any or all of the requirements herein. In the event of any modification, all respondents will be given an equal opportunity to modify their response in the specific area impacted.

Additional Information:

For further information regarding the Request for Proposals, contact the Economic Development Director, Carol Rushmore at P.O. Box 531, Wrangell, AK 99929;
Tel: 907-874-2381; Email: ecodev@wrangell.com