

**CULTURAL TRAIL AND COMMUNITY CONNECTIONS ROUTING, DESIGN AND BRANDING PLAN**  
**REQUEST FOR QUALIFICATIONS**

**SCOPE OF WORK**

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The Muncie Redevelopment Commission (MRC) in cooperation with the Muncie Arts and Culture Council, the City of Muncie, Ball State University and the Delaware-Muncie Metropolitan Plan Commission is seeking qualified consulting firms to develop a final routing plan for the Cultural Trail and appropriate community connections (both bike/ped route connections and sites providing community arts & culture opportunities) and a plan for branding of the Cultural Trail through design and materials. The overall mission and goals for this project are:

**Mission:**

To broaden the economic development opportunities within Muncie by connecting the city's premiere arts and cultural destinations, including Ball State University, downtown Muncie, the Minnetrista Cultural Center, and Heekin Park, through a series of inter-connected experiences which reinforce the city's heritage while providing a key recreational amenity for the community.

**Primary Goals:**

1. Enhanced **Quality of Life** for Muncie citizens.
2. A **Critical Link Providing Stronger Connectivity** between cultural, educational and neighborhood venues.
3. An **Economic Driver** for future development possibilities.
4. Stronger **Community Identity** which reinforces our city's heritage

The Trail has been envisioned as a connecting ribbon between Ball State, Muncie's Downtown and the Southside of Muncie; daisy chaining various City cultural resources and destinations. The Trail is envisioned as a multi-use trail for walkers and bikes alike. The location of the trail is also intended to spur future commercial development (restaurant, bar, housing, office, specialty retail). A preliminary route has been identified and signage was installed but can be relocated once this study/plan is complete. Copies of all mapping and other materials created to date will be provided.

The MRC invites your firm to submit a qualifications proposal to conduct a feasibility study, taking into account existing infrastructure conditions, widths, rights-of-way, and arts & culture sites, for final routing of the envisioned Cultural Trail and opportunities/suggestions for community connections. The proposal must demonstrate your firm's ability to fully execute the study taking into account other on-going and planned infrastructure projects, current trends and the cultural heritage and history of the City of Muncie. Components to be included in the response shall be: 1. Design Team; 2. Cost Estimating; 3. Design Process; 4. Funding Mechanics; 5. Branding. The cooperative partners are also interested in expanding the results and branding concepts of this study to other "theme trails" throughout the City, such as an environmental trail, neighborhood history trails, industrial heritage trails, etc. and engineering services for construction. This expansion of work may be accomplished through utilizing the services of the selected consulting firm(s) and a contract addendum.

A Steering/Selection Committee will be evaluating the proposals. An interview may or may not be a part of the evaluation. The Steering/Selection Committee may elect to execute the Study in two or three steps: First, trail routing and costing; Second, branding; Third, optional expansion of branding. Pending funding, a fourth step would be actual engineering services. The Committee may elect to award these steps independent of each other to differing firms if it so chooses.

The City has limited funds and resources to execute this vital future community vision. The blending of vision, routing, community trends and cost will be key to the success of this initiative.

## **REQUIRED INFORMATION FOR THE PROPOSAL**

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- A. Submit one (1) envelope, or package, containing six (6) copies of the proposal.
- B. The proposal should be clear and concise, not exceeding a maximum of fifteen (15) double-sided pages, all inclusive.
- C. A list of at least three clients for whom you have provided similar services. Please include a contact name, phone number, and email address (if applicable) for each reference provided.
- D. The proposal should cover the details of the firm, address the evaluation criteria set forth herein, include a detailed description of the firm's understanding of the scope of work (SOW) and detail of the firm's capabilities to perform such work.
- E. The proposal shall also identify any sub-consultant firms expected to be used under the contract. Consultants shall include substantial details regarding the qualifications of personnel for any sub-consultants that are expected to be employed under the contract.
- F. The consultant shall outline a general approach to the required tasks. The consultant shall also outline its general approach to working with the steering committee who will be providing input to the consultant during the course of the study.
- G. Include an organizational chart which clearly identifies the project manager and other key individuals assigned to this project, their function and/or responsibility, along with their level of involvement in this project.
- H. Include a chart indicating study timetable and major milestones (meetings and deliverables such as draft reports). This section shall also include a staff availability chart, detailing the availability of each staff member based on the percentage of time he/she will have to devote to this project, taking into consideration their other project commitments.
- I. The proposals will be evaluated considering the following criteria:

CRITERIA	POINTS
1. Overall qualifications and experience of the firm and the personnel to be assigned to this project.	20
2. Clarity and creativity/thoroughness of the proposal in addressing the SOW.	20
3. Adequacy and availability of resources: Evaluation of the firm's ability to complete work as proposed in the SOW.	20
4. Demonstration of an understanding of bicycle and pedestrian facility design and branding/unique design features.	30
5. Demonstration of local knowledge (projects, heritage, etc.) and work with local projects and public participation.	10
Total	100

## **REQUIRED SHIPPING INFORMATION**

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A. Submit the proposals to:

Delaware-Muncie Metropolitan Plan Commission  
100 W Main St, RM 206  
Muncie, In 47305  
Attn: Marta Moody

B. Proposals must be received no later than **3:00pm on July 7, 2014.**

C. Proposals or unsolicited revisions submitted after the specified due date and time will not be accepted and will be returned to the consultant.

## **CLARIFICATIONS & QUESTIONS PROCEDURE**

All requests for clarification and/or questions should be submitted by email to Marta Moody at [mmoody@co.delaware.in.us](mailto:mmoody@co.delaware.in.us). The responses will be provided to any prospective consultant upon request.

## **REJECTION CONDITIONS**

The Steering/Selection Committee reserves the right to reject any or all proposals received as a result of this RFP. A proposal may be rejected for one or more of the following reasons, or for any other reason deemed to be in the best interest of the MRC:

1. Failure of the consultant to adhere to one or more provisions of this RFP.
2. Failure of the consultant to submit information required by this RFP.
3. Failure of the consultant to follow generally accepted ethical and professional standards during the RFP process.

The Steering/Selection Committee reserves the right to request and consider the opinions of any previous clients relative to the qualifications, capability and performance of any consulting firms and/or sub-consultants identified in response to this request for proposals.

Once the proposals are discussed and ranked, the Steering/Selection Committee will negotiate the contract starting with the highest ranked firm. Should negotiations be unsuccessful, the task force will proceed to the second highest ranked and so on. The Steering/Selection Committee reserves the right to seek clarification of any proposal submitted and to select the proposal considered to best promote the public interest.

All proposals become the property of the MRC upon submission. The cost of preparing, submitting and presenting a proposal is the sole responsibility of the proposing consultant. The Steering/Selection Committee reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel this RFP in part or in its entirety if it is in the best interest of the MRC. This solicitation of proposals in no way obligates the MRC to award a contract.