

# Informal Request for Proposals

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**Departments of Community Planning and Economic  
Development (CPED) and Public Works (PW)**

**Former Kmart and New Nicollet Ave Community Engagement**

**Event #0000001899**

**Issue Date: Friday, January 28, 2022**

**Proposals Due by Thursday, March 3, 2022 at 3:00 p.m. (Minneapolis Time)**

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# REQUEST FOR PROPOSALS

## Former Kmart and New Nicollet Ave Community Engagement

### INVITATION

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Through this Request for Proposals (the “RFP”) document, the City of Minneapolis (the “City”) is seeking qualified businesses or organizations (the “Consultant Team”) to provide community engagement services as described in the Scope of Services (see Attachment B).

### PRE-PROPOSAL CONFERENCE

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A pre-proposal conference will be held virtually on **Tuesday, February 8, 2022, via Microsoft Teams at 2:00pm.** **All potential consultants are encouraged to attend this conference.** [Click here to join the meeting](#) or call 612-276-6670, Conference ID: 187 454 568#

### BACKGROUND READING

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Prior to writing a proposal in response to the RFP, thoroughly read the [Project Expectations](#) and [Public Engagement Framework](#) documents (approved by the Minneapolis City Council on December 10, 2021). Both documents provide critical background and context for the work requested in the Scope of Services (Attachment B). The *Public Engagement Framework* provides the outline of engagement for this project. The Consultant Team’s tasks will build upon this framework to plan, organize, and implement specific engagement activities and events associated with each engagement phase and synthesize learnings from the activities to improve future phases of engagement and realize the project goals.

### PROPOSAL DUE DATE and LOCATION

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Each Consultant Team must submit one (1) electronic copy of their proposal (only one per team) to the City of Minneapolis Procurement Office through the eSupplier Portal. **Submittals must be made by 3:00 pm on Thursday, March 3, 2022, Minneapolis Time. Late Proposals will not be accepted.** Please attempt log in at least one hour prior to submittal deadline to ensure you will receive technical assistance to submit your proposal.

- If you are already a City Supplier, you should have received an email containing your eSupplier User ID and Password.
- **If you do not remember your password:** click on the "Forgot Password" tile to enter your User ID and a new password will be emailed to you.
- **If you are not already a City Supplier:** click on the eSupplier link: <http://minneapolismn.gov/finance/procurement/eSupplier> and then click on the "Bidder/Payee Registration" tile to register.
- **If you need further assistance with eSupplier:** email Matt Kruger at [matt.kruger@minneapolismn.gov](mailto:matt.kruger@minneapolismn.gov), or [eprocurement@minneapolismn.gov](mailto:eprocurement@minneapolismn.gov)

### PROPOSAL FORMAT FOR SUBMISSION

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To allow for easier comparison of proposals during evaluation, proposals should contain the following sections (1-4) in the order listed below. Please include enough detail to demonstrate that you meet the evaluation criteria (see “EVALUATION OF PROPOSALS” on the following page. For video and audio responses, you will need to include a link to a cloud-based service where the audio or video file is hosted for access by the evaluation committee.

1. **Description of Providing Services** - The answers to the five questions below can be submitted **by video, audio, and/or written form.** Be sure that each answer starts with 1.1, 1.2, and so forth. Keep in mind that any of the project’s phases and/or tasks will need to be conducted following COVID-safe practices (for example: virtual, outdoor-only, masked in-person events, etc.). Accommodating for this should be integral to the work plan and planned activities.

- 1.1. Describe how you will approach providing the services for the Preparation Phase for engagement, as listed in the Scope of Services (Attachment B).
  - 1.2. Describe how you will approach providing the services for Phase I, as listed in the Scope of Services (Attachment B).
  - 1.3. Describe how you will approach providing the services for Phase II, as listed in the Scope of Services (Attachment B).
2. **Budget/Fees** - The answers to the three questions below **must be submitted in written form**. Be sure that each answer starts with 2.1, 2.2, and so forth.
- 2.1. Hourly rates for individuals performing work or charges per classification of employee
  - 2.2. Cost breakdown for each of the three phases (Preparation, Phase I, and Phase II)
  - 2.3. Description of how costs were determined
3. **Team Members' Relevant Experience** The answers to the four questions below **must be submitted in written form**. Be sure that each answer starts with 3.1, 3.2, and so forth. List ALL team members' names who will perform work under the proposal, **include any and all sub-consultant(s) and partner organizations you plan to engage as subcontractors** to complete the engagement work with the diverse cultural, ethnic, and linguistic communities in the focus area. **For each person include:**
- 3.1. Their role in providing services for this contract (for example: an engagement coordinator, marketing staff, member talking to community, et cetera)
  - 3.2. Languages spoken
  - 3.3. 1-3 examples of their experience with community engagement (include project name, location, project partners, communities engaged)
  - 3.4. A description of their connection to the area and the people (residents, employees, customers, worshippers, business owners) in the area. Preferred Consultant Team(s) will have strong ties to stakeholders in the engagement focus area, be trusted members of their community, and demonstrate a comprehensive reach in the focus area
4. **Business or Organizations Relevant Experience**  
The following questions can be submitted by **video, audio, and/or written form**. For video and audio responses, you will need to include a link to a cloud-based service where the audio or video file is hosted for access by the evaluation committee.
- 4.1. Describe an example of when your business or organization approached a new community member(s) and built a trusting relationship with them.
  - 4.2. Describe examples of your business' or organization's past work with communities to (1) develop community project goals, (2) identify needs and opportunities, and (3) adapt to changes throughout an engagement process.
  - 4.3. Describe an example of your experience with government contracts, if any.
  - 4.4. Include letter(s) of agreement or support with partners, if known at time of submission.

## EVALUATION OF PROPOSALS – SELECTION OF CONSULTANT TEAM

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Proposals will be reviewed by an Evaluation Panel made up of City staff from three departments: Community Planning and Economic Development, Public Works, and Neighborhood and Community Relations. The Evaluation Panel may select a "short list" of qualified Consultant Teams who may be formally interviewed as part of the final selection, if deemed necessary by the City. Evaluations will be based on the information provided in the proposal and the following:

1. The teams' demonstrated experience in developing a robust engagement plan.
2. The teams' demonstrated experience engaging diverse stakeholder communities.
3. The teams' demonstrated relationships with the communities surrounding the site, particularly the East African, Latinx, African American, and East Asian communities.

4. The teams’ demonstrated experience adapting to changes in the project (timelines, feedback, et cetera).
5. The reasonableness of the costs and fees.
6. The demonstrated ability to complete the work within the contract period.

**SCHEDULE**

For more information about the contract phasing, refer to Exhibit B – Scope of Services.

RFP Release	Friday, January 28, 2022
Pre-Proposal Conference	Tuesday, February 8, 2022, 2:00pm
Questions on RFP Due by	Friday, February 11, 2022
Responses to Questions posted by	Tuesday, February 15, 2022
Proposals due by	Thursday, March 3, 2022
Estimated Consultant Team selection	March-April 2022
Estimated Start Date Contract	April-May 2022
Completion Date for Preparation Phase Deliverables	July 2022
Completion Date for Phase I Deliverables	March 2023
Completion Date for Phase II Deliverables	November 2023
Estimated End Date for Contract	December 2023

**CONTRACT**

The contracting parties will be the City of Minneapolis and the Consultant Team selected to provide the services as described herein. The selected proposal, along with the RFP and any counter proposal may be incorporated into a formal agreement after negotiations. It is the intent of the City to award a single contract for a term of approximately two (2) years with the option to extend the contract, on an annual basis, at the sole option of the City, for two (2) additional years. The City’s standard contract template is attached hereto as Attachment A.

**REQUESTS FOR CLARIFICATION**

Direct all questions *in writing only* to the Contract Manager: Suado Abdi, [suado.abdi@minneapolismn.gov](mailto:suado.abdi@minneapolismn.gov)

All questions are due no later than **Friday, February 11, 2022**. Responses to the questions will be posted to the event in the [eSupplier Portal – Contracting Opportunities](#) by **Tuesday, February 15, 2022**.

**IMPORTANT INFORMATION**

1. The Contract Manager is the only individual who can be contacted regarding the Project before proposals are submitted. The Contract Manager cannot vary the terms of the RFP.
2. The Consultant Team’s primary interface with the City will be with the Contract Manager who will act as the City’s designated representative for the Project.
3. If any addendum is issued for this RFP, it will be posted to the Event. The City reserves the right to cancel or amend the RFP at any time.
4. Some activities contracted as a result of this RFP may be funded by a Metropolitan Council Livable Communities Demonstration Account (LCDA) Pre-development Grant. For those activities the Consultant Team will be required to follow all City of Minneapolis policies and practices that pertain to that pass-through grant funding. All applicants should understand that, if awarded a contract, they will be responsible for providing detailed documentation for related payments (examples include meeting notes, sign-in sheets, receipts, contracts, invoices, purchase orders, etc.)
5. The City reserves the right to reject any Consultant Team on the basis of the proposals submitted.

# **ATTACHMENT A**

## **TERMS AND CONDITIONS**

# SAMPLE - DO NOT COMPLETE



## City of Minneapolis

### Standard Contract Form

(For Professional Services Contracts up to \$175,000)

**City Contract Number:**

**City Department responsible for the Contract:**

#### I. CONTRACT

THIS CONTRACT is made between the City of Minneapolis, a Minnesota municipal corporation and a home rule charter city, referred to as the "City" and **[vendor name]**, referred to as the "Consultant," for **[short contract description]** services to be provided under the terms of this agreement (the "Contract").

#### II. SCOPE OF SERVICES

The Consultant agrees to perform the following services for the City:

**[scope of services]**

#### III. COMPENSATION

The Consultant shall be compensated as follows:

**[compensation]**

The total compensation under this Contract for services (including reimbursable expenses) shall not exceed **[\$dollar amount]**. The Consultant shall submit itemized invoices for services rendered. The City shall have no obligation to pay any invoices received more than 120 days after the Termination Date indicated in Section IV of this Contract.

## **Expense Reimbursement**

If the City has agreed to reimburse the Consultant for "Eligible reimbursable expenses", then eligible reimbursable expenses shall only be paid upon submission of itemized invoice and approval by the Contract Manager identified in Section XVI of this Contract. The City shall only pay for "eligible reimbursable expenses". All travel must be conducted in accordance with the City's *Travel Reimbursement Conditions for Consultants*:

<https://www2.minneapolismn.gov/media/content-assets/www2-documents/government/wcms1p-096175.pdf>

**Note: The sum total for Compensation and eligible reimbursable expenses under this *Standard Contract Form* shall not exceed One Hundred Seventy-Five Thousand (\$175,000) dollars.**

## **IV. EFFECTIVE DATE AND TERMINATION DATE**

This Contract shall be in full force and effect from [start date] through [end date] unless otherwise extended by the City or terminated earlier under the Cancellation, Default and Remedies section. The duration of this Contract including amendments shall not exceed five years.

## **V. SUBSTITUTIONS AND ASSIGNMENTS**

Services by the Consultant will be performed by the following person(s):

[individual or company name]

Upon approval by the City, the Consultant may substitute other persons to perform the services. If substitution is permitted by the City, the Consultant shall provide information to the City's Contract Manager identified in the Notices section to allow proper review of the qualifications of the substituted person. No assignment of this Contract shall be permitted without the written amendment signed by the City and the Consultant.

## **VI. SUBCONTRACTING OR SUBCONSULTING**

The Consultant shall not engage in any subcontracting or sub-consulting of any part of the Scope of Services to be provided under this Contract without the written authorization of the Contract Manager identified in the Notices section hereof. Should sub-contacting or sub-consulting be permitted by the Contract Manager, the Consultant is encouraged to hire, retain or engage an "Approved



Small Business Enterprise" as that term is defined in Chapter 18A of the Minneapolis Code of Ordinances.

## **VII. CONTRACT ADMINISTRATION**

All provisions of this Contract shall be coordinated and administered by the Contract Manager identified in the Notices section.

## **VIII. INDEPENDENT CONSULTANT**

The Consultant and its employees shall not be an employee of the City. It is agreed that the Consultant and its employees will act as an "independent contractor" and acquire no rights to tenure, workers' compensation benefits, unemployment compensation benefits, medical and hospital benefits, sick and vacation leave, severance pay, pension benefits or other rights or benefits offered to employees of the City, its departments or agencies. The parties agree that the Consultant and its employees will not act as the agent, representative or employee of the City.

## **IX. CONSULTANT'S INSURANCE**

The Consultant shall maintain the types of insurance and limits of coverage identified in Exhibit A which is attached and made part of this Contract.

## **X. DATA PRACTICES**

The Consultant agrees to comply with the Minnesota Government Data Practices Act (the "Act") and all other applicable state and federal laws relating to government data. The requirements of Minnesota Statutes, Section 13.05, subdivision 11, apply to companies or individuals who perform a government function. The Consultant and any of Consultant's sub-consultants or sub-contractors retained to provide services under this Contract shall comply with the Act and be subject to penalty for non-compliance as though they were a governmental entity. The Consultant will immediately report to the City any requests from third parties for information relating to this Contract. The City agrees to promptly respond to inquiries from the Consultant concerning data requests. The Consultant agrees to hold the City, its officers, and employees harmless from any claims resulting from the Consultant's unlawful disclosure or use of data protected under state and federal laws, regardless of the limits of insurance coverage.

**XI. COMPLIANCE WITH THE LAW**

The Consultant agrees to abide by the requirements and regulations of The Americans with Disabilities Act of 1990 (42 U.S.C. Sections 12101-12213) (ADA), the Minnesota Human Rights Act (Minn. Stat. Ch. 363A), the Minneapolis Civil Rights Ordinance (Ch. 139), and Title VII of the Civil Rights Act of 1964 (42 U.S.C. Section 2000e). These laws deal with discrimination based on race, gender, disability, religion and with sexual harassment. In the event the Consultant has questions concerning these requirements, it should request necessary clarifications from the City. Violation of any of the above laws can lead to termination of this Contract

**XII. AUDITS**

As provided in Minnesota Statutes, Section 16C.05, subdivision 5, the Consultant agrees that the City, the State Auditor or any of their duly authorized representatives, at any time during normal business hours and as often as they may reasonably deem necessary, shall have access to and the right to examine, audit, excerpt and transcribe any books, documents, papers, records and accounting practices and procedures that are relevant and involve transactions relating to this Contract for a period of six years after the final payment is made by the City to the Consultant.

**XIII. SUCCESSORS AND ASSIGNS**

The terms and conditions contained in this Contract shall become the obligation of and the rights enure to the benefit of the parties' successors and assigns.

**XIV. LIABILITY AND INDEMNITY**

The City agrees to defend, indemnify and hold harmless the Consultant against any and all claims, liability, loss, damage or expense arising under the provisions of this Contract and caused by the negligent acts or omissions of the City or its employees.

The Consultant agrees to defend, indemnify and hold harmless the City against any and all claims, liability, loss, damage or expense arising under the provisions of this Contract and caused by the negligent acts or omissions of the Consultant or its employees, agents, subcontractors and sub-consultants.

**XV. CANCELLATION, DEFAULT AND REMEDIES**

Either party to this Contract may cancel this Contract upon thirty (30) days written notice, except in instances where the Consultant fails to fulfill its obligations under this Contract in a proper and timely manner, or otherwise violates the terms of this Contract, in which case the City has the right to terminate this Contract if the Consultant has not cured the default within seven (7) days after receipt of written notice of the default from the City.

Notwithstanding the Liability and Indemnity Section or this Cancellation, Default and Remedies Section, the Consultant shall not be relieved of liability to the City for damages sustained by the City as a result of any breach of this Contract by the Consultant. The City may, in such event, withhold payments due to the Consultant for the purpose of set-off until such time as the exact amount of damages due to the City is determined. The rights or remedies provided here shall not limit the City, in case of any default, error or omission, by the Consultant, from asserting any other right or remedy allowed by law, equity, or by statute. Nothing in this Contract shall be construed as a waiver of any right, remedy, liability limit or immunity of the City or the Consultant under law.

**XVI. NOTICES**

Any notice or demand, authorized or required under this contract shall be in writing and sent by U.S. mail (receipt of which shall be deemed to have occurred five days after the notice or demand was delivered to the U.S. Postal Service) to the other party as follows:

To the consultant:

Vendor name  
Contact name  
Address  
Email, phone

To the city:

[name], Department Head

[name], Contract Manager

[address]

Phone:

Email:

## **XVII. INTELLECTUAL PROPERTY**

All "Work" as defined below, produced by the Consultant under this Contract is classified as "work for hire" and upon payment by the City to the Consultant will be the exclusive property of the City and will be surrendered to the City immediately upon completion, expiration, or cancellation of this Contract. "Work" covered includes all reports, notes, studies, photographs, designs, drawings, specifications, materials, tapes or other media and any databases established to store or retain the Work. The Consultant may retain a copy of the Work for its files in order to engage in future consultations with the City and to satisfy professional records retention standards. The Consultant represents and warrants that the Work does not and will not infringe upon any intellectual property rights of other persons or entities.

Each party acknowledges and agrees that each party is the sole and exclusive owner of all right, title, and interest in and to its services, products, software, source and object code, specifications, designs, techniques, concepts, improvements, discoveries and inventions including all intellectual property rights thereto, including without limitations any modifications, improvements, or derivative works thereof, created prior to, or independently, during the term of this Contract. This Contract does not affect the ownership of each party's pre-existing, intellectual property. Each party further acknowledges that it acquires no rights under this Contract to the other party's pre-existing intellectual property, other than any limited right explicitly granted in this Contract.

## **XVIII. BILLBOARD ADVERTISING**

Ordinance 544.120 prohibits the use of City or City-derived funds to pay for billboard advertising as a part of a City project or undertaking.

## **XIX. CONFLICT OF INTEREST/CODE OF ETHICS**

Pursuant to Section 15.250 of the City's Code of Ordinances, both the City and the Consultant are required to comply with the City's Code of Ethics. Chapter 15 of the Code of Ordinances requires City officials and the Consultant to avoid any situation that may give rise to a "conflict of interest." A "conflict of interest" will arise if the Consultant represents any other party or other client whose interests are adverse to the interests of the City.

As it applies to the Consultant, the City's Code of Ethics will also apply to the Consultant in its role as an "interested person" (as that term is defined in Section 15.280 of the Minneapolis Code of Ordinances) since Consultant has

a direct financial interest in this Contract. The City's Code of Ethics prevents "interested persons" from giving certain gifts to employees and elected officials.

## **XX. MISCELLANEOUS PROVISIONS**

1. **Severability** -- If any provision of this Contract is held invalid or unenforceable, such invalidity or unenforceability shall not affect any other provision, and this Contract shall be construed and enforced as if such provision had not been included.
2. **No Partnership of Joint Venture** - Neither the City nor the Consultant is an agent, partner or joint venturer of the other for any purpose or has the authority to bind the other.
3. **No Third-Party Beneficiaries** -- This Contract does not create any third party beneficiary rights in any individual or entity that is not a party to this Contract.
4. **Entirety of Contract** -- This Contract and the Attachments/Exhibits thereto, constitute the entire and exclusive Contract of the parties.
5. **Applicable Law** -- The laws of the State of Minnesota shall govern all interpretations of this Contract, and the appropriate venue and jurisdiction for any litigation which may arise hereunder will be in those courts located within the County of Hennepin, State of Minnesota, regardless of the place of business, residence or incorporation of the Consultant.
6. **Waiver** -- Failure to enforce any provision of this Contract does not affect the rights of the parties to enforce such provision in another circumstance. Neither does it affect the rights of the parties to enforce any other provision of this Contract at any time.
7. **Conflict and Priority** -- This Contract shall take precedence over any attachments, exhibits or terms and conditions that may be attached to this Contract. In the event that a conflict is found between the provisions in this Contract and any attachments, the terms of the Contract shall prevail.
8. **Amendments** -- Any amendments to this Contract shall be in writing and signed by both the City and the Consultant. Amendments are limited to increases in compensation (including reimbursable expenses) not to exceed \$175,000 per the Compensation Section, increases or reductions in the Scope of Services or Work, or extensions of the duration subject to the limitation in the Effective Date and Termination Date Section of this Contract.

9. **Counterparts** -- This Contract may be executed in counterparts, each of which shall be deemed to be an original and all of which, taken together, shall constitute one and the same agreement.

The parties being in agreement have caused this Contract to be signed as follows:

**FOR THE CONSULTANT:**

Signature:

Title:

Date:

*By signing this Contract, I represent that I have the authority to enter into and bind the Consultant to this Contract.*

**FOR THE CITY:**

Signature:

Title:

Date:

*By signing this Contract, I represent that I have the authority to enter into and bind the City to this Contract.*

## Exhibit A

### Standard Agreement Insurance Form

The following are the insurance requirements for the Consultant and any subcontractor or sub-consultant. Without written evidence of insurance coverage from each subcontractor or sub-consultant, the Consultant will either provide insurance coverage for the subcontractor(s) or sub-consultant(s) or assume full liability for their acts and omissions. Please fill in a-e. Consultant shall **check one box under each insurance area and sign at the bottom**. Please note: **No changes or additions can be made to this form** other than indicating self-insurance status (if applicable, also attach a letter that outlines self-insurance coverage).

- a) 1. **Worker's Compensation Insurance** that meets the statutory obligations with Employer's Liability limits of at least \$100,000 each accident, \$500,000 disease policy limit, and \$100,000 disease each employee.
- Attached is certificate evidencing above insurance coverage in force as of the Contract start date.
  - MN Statute Chapter 176 does not apply because Consultant has no employees and will not have any during the life of the Contract.
2. **Workers Compensation Insurance for non-employees** providing services under this Contract (i.e., subcontractors). Consultants are assuming full Workers Compensation coverage for uninsured sub-contractors.
- Attached is certificate evidencing Workers Compensation insurance coverage in force as of the Contract start date (either umbrella coverage by Consultant or separate coverage by non-employees).
  - Non-employees such as subcontractors will not provide any services under this Contract.
- b) **Commercial General Liability Insurance.** The policy shall be on an "occurrence" basis, shall include contractual liability coverage and provide coverage limits at least equal to \$2,000,000 per claim and \$2,000,000 aggregate. The City shall be named an "additional insured" on Consultant's policy and shall be indicated on the ACORD declaration form.
- Attached is certificate evidencing above insurance coverage in force as of the Contract start date.
- c) **Commercial Automobile Liability insurance** covering all owned, non-owned and hired automobiles at coverage limits at least equal to \$1,000,000 per claim and \$2,000,000 aggregate for all claims arising from the same occurrence.



- Attached is certificate evidencing above insurance coverage in force as of the Contract start date.
  - Consultant's personal auto liability insurance coverage addresses the risk. Attached is a letter from insurance agent stating that personal automobile insurance policy covers business usage of all automobile(s) that will be used during the life of this Contract.
  - Consultant will not drive any automobiles while performing services under this Contract.
- d) **Professional Liability Insurance** providing coverage for the claims that arise from the errors of Consultant or its sub-consultants, omissions of Consultant or its sub-consultants, failure to render a professional service by Consultant or its sub-consultants, or the negligent rendering of the professional service by Consultant or its sub-consultants at coverage limits at least equal to \$1,000,000 per claim and \$2,000,000 for all claims that arise during the coverage period. The insurance policy must provide the protection stated for two (2) years after completion of work.
- Attached is certificate evidencing above insurance coverage in force as of the Contract start date.
  - The Consultant is not providing services under this Contract which would enable the Consultant to obtain professional liability insurance. To the extent that Consultant otherwise fails to obtain professional liability insurance, the Consultant agrees to assume full responsibility for any and all damages that occur as a result of Consultant's or its sub-consultant's negligent acts, errors or omissions.
- e) **Network Security and Privacy Liability Insurance** providing coverage for the claims that arise from the disclosure of private data and security breaches at coverage limits at least equal to \$1,000,000 per claim. The insurance policy must provide the protection stated for three (3) years after completion of work. **(Only applies if Consultant is handling, receiving or producing City data and information.)**
- Attached is certificate evidencing above insurance coverage in force as of the Contract start date.
  - Consultants providing service under this Contract who do not carry computer security and privacy liability insurance agree to assume full responsibility for any and all damages that occur as a result of Consultant's negligent acts, errors or omissions.

*Revised- 12/2016*

# ATTACHMENT B

## SCOPE OF SERVICES

This document outlines a **general** description of the project. The contents of this document are considered representative of the project as a whole, but not a full description of everything that will be asked of a Consultant Team.

### PROJECT BACKGROUND

From 1920 through 1950, the Lake Street corridor running east-to-west across south Minneapolis was a bustling commercial district. During the post-war period, many white south Minneapolis residents were able to access public and private resources to move to the suburbs, while communities of color were not. That white flight resulted in increased vacancy of commercial buildings as stores closed or relocated. In 1972, the City purchased two full city blocks, a total of 10 acres, between what is now the Midtown Greenway rail trench, Lake St, 1st Ave, and Blaisdell Ave in the interest of revitalizing the area. The City sold the property four years later to a real estate owner who leased several properties across the country for Kmart stores. The City knowingly made the decision to close the street, before selling to the real estate investor, because one of Kmart’s requirements for opening there included closing Nicollet Ave and constructing a large surface parking lot in front of the building. It did not take long before the City realized the mistake. Thirteen years after selling, in 1989, the City Council approved the formation of a Nicollet-Lake Task Force to examine reopening Nicollet Ave at Lake St and again redeveloping the intersection. In 2020, the City of Minneapolis regained control of the site and is now embarking on redeveloping that same 10-acre site and re-connecting Nicollet Ave.

Important project description and background information is in the [Public Engagement Framework](#), approved by Minneapolis City Council on December 10, 2021. The *Public Engagement Framework* provides the outline of engagement for this project. **The Consultant Team will build upon this framework to plan, organize, and implement specific engagement activities and events associated with three phases and synthesize learnings from the activities to improve future phases of engagement and realize the project goals.**

### SCHEDULE



Engagement for this portion of the project is structured into three phases, described below. However, these descriptions are meant to be flexible. Engagement for this project will be an iterative process, with the strategy and methods of engagement likely changing to adapt to City and stakeholder needs throughout all the phases. For this reason -- and because of the size of this large and complex project -- the intensity of engagement work will likely ebb and flow throughout the project.

In addition, please note that any of these phases and/or tasks will need to be conducted following COVID-safe practices (for example: virtual, outdoor-only, masked in-person events, etc) and flexibility is required.

Preparation	2-3 months	May – June/July 2022
Phase I	8-9 months	July/Aug - Feb/March 2023
Phase II	9-10 months	March/April 2023 - Dec 2023

## TASKS & DELIVERABLES

### PREPARATION: Develop a detailed Public Engagement Plan

Prior to engagement kick-off, the Consultant Team will work closely with City staff to build out the *Public Engagement Framework* by developing a Public Engagement Plan with specific engagement strategies and activities for Phase I and Phase II of the engagement.

The Public Engagement Plan will be a deliverable from the Consultant Team. The detailed Public Engagement Plan will include:

- The number and types of dynamic engagement events and activities for the tasks in phases I and II. Dynamic engagement events and activities can include (but are not limited to) incorporating art or artist-led activities, neighborhood walks/bike rides, temporary demonstration projects, partnering with community-based organizations, or other events that will encourage community members to participate in the project engagement.
- How you plan to conduct COVID-safe engagement events that will allow for meaningful interaction
- How you plan to create welcoming spaces for community members to be part of community conversations.
- How information will be distributed in multiple languages and how events will cater to participants who do not speak English as a first language.
- Staffing strategies for events
- Marketing strategies to raise awareness around events
- Developing a process for 1) analyzing the effectiveness of the engagement process and 2) synthesizing the learnings after each event

The Public Engagement Plan and the specific engagement activities that it contains should prioritize the following key principles:

- Center under- and un-represented communities and those impacted by the disconnection of Nicollet over decades
- Neither seek nor assume a singular position from “the community”
- Work to dismantle the inequities that prevent local knowledge from improving municipal plans

The community engagement that stems from the Public Engagement Plan must seek to understand the public’s experiences and needs related to housing, shopping, recreation/gathering, and transportation in the engagement focus area. The Consultant Team will use their cultural competence and expertise in marketing and communication to develop activities that gather meaningful information on these topics. In addition, the engagement strategies and messaging must remain consistent with the [Project Expectations](#) document, building trust between stakeholders and the City, and receiving authentic feedback.

### PHASE I: Implement Public Engagement Plan - Launch & Listen

Phase I, Launch and Listen, is focused on creating open dialogues with community members where City staff and the Consultant Team ask questions and listen. The goal of Phase I is to learn from communities within the engagement focus area and translate those learnings into the project’s *Characteristics of Success*, which will

guide future engagement. That engagement will inform the final recommendations for the redevelopment and the new block of Nicollet Ave.

Community Dialogues will serve as a key engagement component to understanding the communities' priorities, the most significant challenges that need to be solved, and the most significant positive outcomes needed on this site. The dialogues could take the form of in-person focus groups, standing community meetings, online discussion forums, discussion topics on existing community meeting agendas, informal conversations on the sidewalk, online surveys, and more. This task will also seek to refine strategies for how to engage communities in an inclusive and meaningful way and will build awareness of the project through targeted marketing strategies in the focus area.

**The final deliverable of this phase from the Consultant Team is the *Characteristics of Success* document. It will guide both the subsequent engagement activities and the redevelopment work moving forward. The *Characteristics of Success* will provide City staff, elected officials, and the public with a prioritized set of principles to strive for and will try to answer the question: What is most important to accomplish at the Former Kmart and New Nicollet site?**

Consultant Team responsibilities for this phase will include:

- Making connections and building relationships with community leaders
- Designing engagement activities
- Creating materials for engagement activities
- Identifying critical questions to be asked of participants
- Organizing event logistics, such as securing venues, and procuring and transporting needed supplies
- Staffing events in partnership with City staff – conversations will be led by City staff (as face of project) but consultant team will support the conversations by gathering feedback (ex: note taking, et cetera)
- Working with engaged community to market events
- Synthesize feedback from activities into the *Characteristics of Success* document

## **PHASE II: Implement Public Engagement Plan - Public Space Plan & New Nicollet Ave Layout Plan**

Phase II of engagement will inform the development of plans for the site's public realm and concept designs for the new block of Nicollet Ave.

Phase II will culminate with City Council approval of two documents:

1. *Public Space Plan*, which will guide the location and design of future public spaces on the site, creating a cohesive network that would also function as a framework for future development
2. *Nicollet Avenue Layout Plan*, an illustrative drawing that shows the location of the basic elements of the street (for example: sidewalks, boulevards, locations for transit stops, and travel lanes) and how they will connect with the surrounding transportation networks

City staff will hire technical consultants (well-versed in architecture, landscape architecture, urban design, and engineering) to design the initial public space concepts and create the final Public Space Plan and Nicollet Avenue Layout Plan. The engagement Consultant Team hired as part of this scope will work with this technical team to design and implement the engagement activities that inform those plans.

The engagement activities will include Design Workshops. These may take a variety of formats that present materials and gather feedback regarding the design and programming of public spaces and the new block of Nicollet Ave. Stakeholder communities within the focus area as well as the general public will be engaged. Based on the feedback received during the Design Workshops, the technical consultants (with guidance from City staff) will design several different options for the Public Space Plan and for the Layout Plan.

The Consultant Team responsibilities for this task:

- Working with project team to design dynamic engagement activities, including Design Workshops
- Working with project team to create materials for engagement activities
- Working with project team to identify critical questions to be asked of participants
- Organizing event logistics, such as securing venues and procuring and transporting needed supplies
- Staffing events (in partnership with City staff and technical consultants)
- Working with the engaged community to market events for good turnout
- Synthesize feedback from activities

## ENGAGEMENT FOCUS AREA

Engagement will focus on responding to the needs and desires of residents, workers, and regular visitors to this area, as those most affected by change from the projects. Specifically, within the area extending ½-mile west to Lyndale Ave, ½-mile south to 34th St, ½-mile to the east to Portland Ave, and ½-mile to the north to 26th St.

