



**Request for Proposals**  
**Downtown Public Realm Study**  
**RFP #2122-29**

**City of Urbana, Illinois**

The City of Urbana seeks a professional consultant to develop a study of the public realm in downtown Urbana, Illinois. Urbana is a university community of approximately 40,000 residents and is part of the Champaign-Urbana urbanized area, located in Champaign County. The purpose of the study is to develop realistic, actionable measures to make public spaces in Downtown Urbana more vibrant and active. To that end, the study should include at least two parts: the first part will be a public life study to determine how people interact with Downtown in its present state; the second will be a series of implementation strategies to make Downtown more lively.

## **Background**

For the purpose of this study, Downtown Urbana is defined as the area outlined in the attached map. It is generally located three-quarters of a mile east of the University of Illinois campus, one-and-a-half miles east of Campustown, and two miles east-southeast of Downtown Champaign. “The public realm” is defined as all publicly-owned land and rights-of-way, as well as any privately-owned spaces adjoining those spaces. Generally, it can be thought of as all of the space between building facades.

In recent years, Downtown Urbana has seen a resurgence in occupancy and foot traffic, sparked by the development of a number of new niche retail and restaurants and some mixed-use development. Many buildings along Main Street have been redeveloped or rehabbed, and restaurants and retail have drawn residents and visitors back to the City’s core. Important locations in the downtown include Lincoln Square (an enclosed downtown mall); the County and Federal Courthouses; the Urbana Free Library; the Post Office and Independent Media Center; Busey Bank; Main Street, Race Street, and Broadway Avenue businesses; and the Market at the Square (a weekly farmers market that attracts thousand to downtown every weekend from May through November). In addition, the historic Hotel Royer (attached to Lincoln Square) is currently being renovated as a Hilton Tapestry-branded hotel, to be completed in 2022.

In 2012, the City completed the Downtown Urbana Plan. One of the six primary goals of the plan was to *develop engaging public spaces and streetscapes*. To help meet that goal, the City seeks qualified consultants to develop a public realm study, to address two main questions: one, *how do people engage with the public realm downtown*; and two, *how can we make the public realm better?*

The selected consultant will be expected to produce an analysis of Downtown’s public spaces including sidewalks, parking lots, parking garage, and rights-of-way; how those spaces are used; and how those spaces could be changed to encourage outdoor gathering, al fresco dining, and activation space for events such as live music, festivals, pop-up entertainment, and vendors.

## **Recent Downtown Development Activity**

The City’s incentive program emphasized its desire to attract businesses of arts and culture, restaurants, and entertainment. This desire has led to an initial resurgence of the live music and arts scene in Urbana that the City hopes to expand upon. The Covid pandemic led the City to allow businesses to use public space for private use in order to accommodate customers safely and has amplified the desire for permanent space that meets that need and more.

Renovation of the Hotel Royer, which will have a Hilton Tapestry designation, is underway with a targeted completion date in 2022. The hotel will have 128 rooms and will offer convention and event space with a plush interior design that beautifully blends historic relevance with modern comfort. This 100-year-old hotel is expected to welcome back visitors who desire to see it brought back to life and the City wants to prepare Downtown for supporting this resurgence.

Despite these successes, there is more that needs to be done to fulfill the City's goals for a vibrant and attractive downtown. The City would like the selected consultant to make recommendations in the study report of how to:

- Realize the potential of key pedestrian streets to activate Downtown
- Support outdoor gathering, eating, drinking, and live entertainment
- Connect Downtown to The Hotel Royer and Lincoln Square Mall
- Connect Downtown to Boneyard Creek and North Broadway
- Attract pedestrian activity from outside Downtown (e.g., Carle Foundation Hospital along University Avenue, U of I along Green Street) to the Downtown core

The City has invested in streetscape enhancements and other beautification measures in Downtown. The City is interested in an assessment of the effectiveness of those investments in terms of placemaking, as well as recommendations for additional or alternative placemaking investments.

### **Supporting Data**

The following studies can be used to assist in understanding the background for this requested market study. These studies are available in electronic versions on the City website at [www.city.urbana.il.us](http://www.city.urbana.il.us) under "Community Development" and "Economic Development".

- Urbana Downtown Strategic Plan
- Urbana Comprehensive Plan
- Downtown Urbana Parking
- Boneyard Creek Master Plan
- TIF Plans and Amendments

### **Project Scope**

The goal of this market study is to complete an assessment of Downtown's public realm and to provide recommendations on how best to realign that space to better support residents, visitors, businesses, and their patrons.

Professional services shall include:

- An assessment of Downtown's current publicly owned property.
- Recommendations to effectively renovate and reuse the public space to support a vibrant Downtown.
- Steps to take for implementation.

The final report should:

- Understand dynamics of the trade area including its customers and competition.
- Demonstrate and respond to the economic importance of Downtown.
- Identify potential design improvements.

The process should involve:

- Scoping – undertake an in-person tour and analysis of Downtown including data collection.

- Meeting with staff and stakeholders – this includes City staff, Council members, and business and property owners as well as customers of Downtown establishments.
- Analysis of data collected and put into a report – the report should include all data collected, analysis, development of scenarios, and recommendations.
- Recommendations – where do we go from here and what are steps for implementation?
- Presentation to staff and public – this could involve special public meetings and/or presentation to City Council or Committee.

## **Deliverables**

The consultant will assemble the components into final documents for review. The consultant team will provide the City of Urbana an electronic version of the study in quality resolution such as Word or PDF.

## **Request for Proposals Selection Criteria**

Proposals will be received by the City of Urbana and be reviewed and evaluated by a selection team composed of City staff and selected officials. All proposals will be reviewed using the following criteria, but are not limited by the following selection criteria:

- Competence, including technical education and training, experience in the kind of project to be undertaken, availability of adequate personnel, equipment and facilities.
- Past record of professional accomplishments with similar studies.
- Ability to design an approach and work plan to meet the project requirements.
- Quotation of rates, fees or charges and other detailed cost-proposal or cost-breakdown information.

## **Minimum Requirements**

- The firm selected shall be experienced in performing the services as described in the Project Scope.
- The firm shall have substantial relevant experience and knowledge of preparing studies for communities of similar size and nature.

## **Fee Submittal**

Interested firms are required to submit a flat fee cost proposal with hourly rates for any additional services.

## **Submission of Proposals**

Firms wishing to provide professional services for this project must submit a formal, written proposal no later than **February 11, 2022, 5:00 p.m. CST**. In preparing proposals, firms should strive for comprehensive and accurate content and presentation following the general guidelines shown in this Section. The background description of the firm should address the following:

- The names and resumes of the firm's principal officers.
- The names and resumes of the staff members available for this project.

- A brief history of the growth and development of the firm.
- Examples of previous work of a similar nature showing the level of activity on and responsibility for each project.
- A statement to the effect that the firm or firms are not and have not been under contract with any group whereby a conflict of interest could ensue.
- A timeline of the proposed study schedule.
- The proposal should include a minimum of three references of similar work, complete with names and contact information. Also include, if possible, samples of the final report delivered to those references.

## **Selection Process**

We are relying on the respondents to present a reasonable timeframe to complete the project. We assume that the methodology used to collect and analyze data will dictate the project timeline.

The City will select a respondent on the basis of responsiveness of the proposal to the RFP requirements, readiness to undertake the required services, qualifications of the responding firm and principal assigned staff, relevant project experience, and willingness to execute an acceptable written contract. The City reserves the right to reject any or all proposals, and to request written clarification of proposals and supporting materials.

Interviews may be conducted with one or more responsible entities that have submitted proposals in order to clarify certain elements. The selection shall be made by a respondent review team representing relevant City staff and decision makers.

The individual and/or consulting team to be retained will be the one whose proposal is determined to be the most advantageous to the City. Depending on the review process, it is realistic to expect the project will commence in spring of 2022.

The City of Urbana will require that each respondent provide certain statistical data concerning employee composition on race, color, job description and compensation. This information will be reviewed by the City Human Relations Commission to determine compliance with the City's Equal Employment Opportunity ordinance. Completion and approval of the EEO and Vendor Representations and Additional Duties Form (VRAD) which is attached to this proposal is required. More information is available online at [Bids and RFPs | City of Urbana \(urbanailinois.us\)](https://www.urbanailinois.us/Bids-and-RFPs)

## **Information and Contact**

Please submit a single copy of your proposal (with costs outlined separately) emailed to both:

Kevin Garcia, Principal Planner  
 Stepheny McMahon, Economic Development Division Supervisor  
 City of Urbana  
 Community Development Services Dept.  
 400 S. Vine Street  
 Urbana, IL 61801  
 (217) 328-8269 and (217) 328-8274  
[kjgarcia@urbanailinois.us](mailto:kjgarcia@urbanailinois.us) and [slmcmahon@urbanailinois.us](mailto:slmcmahon@urbanailinois.us)

Downtown Urbana

-  Downtown Core
-  Core - Extended



**EEO Form:** Responses should include a completed EEO form available at [http://urbanaininois.us/eo-report-form-sep-2015-revision\\_1.pdf](http://urbanaininois.us/eo-report-form-sep-2015-revision_1.pdf) or included below

<p align="center"> <b>CITY OF URBANA</b>  <b>HUMAN RELATIONS DIVISION</b>  <b>400 SOUTH VINE ST.</b>  <b>URBANA, ILLINOIS 61801</b>  <b>(217) 384-2455 (phone); 328-8288 (fax)</b>  <b>hro@urbanaininois.us</b> </p>	<b>Office Use Only (09/15)</b>		
	Requested by:		Date:
	Approved by:		Date:
	Certification Date:		
	Certificate Expiration Date:		
<b>EQUAL EMPLOYMENT OPPORTUNITY (E.E.O.) WORKFORCE STATISTICS FORM</b>			
Please complete the sections below as instructed. Failure to properly complete this form may result in a delay or denial of eligibility to bid or do business with the City of Urbana.			
<b>Section I. Identification</b>			
<b>1. Company Name and Address:</b>			
Name:			
d/b/a:			
Address:			
City/State/Zip:			
Telephone Number(s) include area code:			
Check one of the following			
Corporation	<input type="checkbox"/>	Partnership	<input type="checkbox"/>
Individual Proprietorship	<input type="checkbox"/>	Limited Liability Corp.	<input type="checkbox"/>
FEI Number:		Social Security Number:	
<b>2. Name and Address of the Company's Principal Office (answer only if not the same as above)</b>			
Name:			
Address:			
City/State/Zip			
<b>3. Major activity of your company (product or service):</b>			
<b>4. Project on which your company is bidding:</b>			
<b>5. City of Urbana contact staff assigned to contract:</b>			

## SECTION II. Policies and Practices

Description of EEO Policies and Practices		YES	NO
A.	Is it the Company's policy to recruit, hire, train, upgrade, promote and discipline persons without regard to race, color, creed, class, national origin, religion, sex, age, marital status, mental and/or physical disability, personal appearance, sexual preference, family responsibilities, matriculation, political affiliation, prior arrest, conviction record, or source of income ?		
B.	Has someone been assigned to develop procedures, which will assure that the EEO policy is implemented and enforced by managerial, administrative, and supervisory personnel? If so, please indicate the name and title of the official charged with this responsibility. Name: _____ Title: _____ Telephone: _____ Email: _____		
C.	Does the company have a written Equal Employment Opportunity plan or statement? Note: If no, a copy of an E.E.O statement is enclosed. <b>You must attach an EEO Statement in order to be considered eligible to do business with the City of Urbana. Questions? (217) 384-2455 or hro@city.urbana.il.us.</b>		
D.	Has the company developed a written policy statement prohibiting Sexual Harassment? <b>You must attach a copy of your company's Sexual Harassment Policy in order to be considered eligible to do business with the City of Urbana.</b>		
E.	Have all recruitment sources been notified that the company will consider all qualified applicants without regard to race, color, creed, class, national origin, religion, sex, age, marital status, mental and/or physical disability, personal appearance, sexual orientation, family responsibilities, matriculation, political affiliation, prior arrest, conviction record, or source of income?		
F.	If advertising is used, does it specify that all qualified applicants will be considered for employment without regard to race, color, creed, class, national origin, religion, sex, age, marital status, mental and/or physical disability, personal appearance, sexual orientation, family responsibilities, matriculation, political affiliation, prior arrest, conviction record, or source of income?		
G.	Has the contractor notified all of its sub-contractors of their obligations to comply with the Equal Opportunity requirements either in writing, by inclusion in subcontracts or purchase orders?		
H.	Is the company a state certified minority/women owned business? If yes, please attach a copy of state certification.		
I.	Does the company have collective bargaining agreements with labor organizations?		
J.	If you answered yes to Question "I", have the labor organizations been notified of the company's responsibility to comply with the Equal Employment Opportunity requirements in all contracts with the City of Urbana?		
K.	Does your company perform construction, rehabilitation, alteration, conversion, demolition or repair of buildings, highways or other improvements to real property? <b>(If yes, please complete Table B.)</b>		
L.	Are you currently seeking to renew an existing or expired Urbana EEO certification? <b>(If yes, you need to complete Table C.)</b>		

## SECTION III. Employment Information

**IMPORTANT:** Please complete the company workforce analysis on the bottom of this page. Use the number of employees as of the most recent payroll period. **You must complete this form in its entirety, as instructed and submit your organization's (1) EEO Statement and (2) Sexual Harassment Policy in order to be eligible to do business with the City of Urbana.** For detailed descriptions of the Job Classifications see attached descriptions. If minorities and females are currently under-represented in your workforce, please attach a copy of an explanation of your plan to recruit and hire qualified minorities and females.

**TABLE A – TOTAL CONTRACTOR/VENDOR WORKFORCE**

Job Categories	Overall Totals		White (Not of Hispanic Origin)		Black or African-American (Not of Hispanic Origin)		Hispanic or Latino		Asian or Pacific Islander		American Indian or Alaskan Native	
	M	F	M	F	M	F	M	F	M	F	M	F
Officials & Mgrs												
Professionals												
Technicians												
Sales Workers												
Office & Clerical												
Craft Workers (Skilled)												
Operatives (Semi-Skilled)												
Laborers (Unskilled)												
Service Workers												
<b>TOTAL</b>												
M = MALE, Column B is sum of Rows D, F, H, J and L.												
F = FEMALE, Column C is sum of Rows E, G, I, K and M.												
<b>Date of above Data:</b> _____												



## SECTION IV. Certification

By signing below, the company certifies that it has answered all of the foregoing questions truthfully to the best of its knowledge and belief and agrees that it/he/she will comply and abide by the City of Urbana's Code of Ordinances (Section 2-119).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
E-mail Address

\_\_\_\_\_  
Date

## SECTION V. Verification

Prior to submitting this form, please check the answers to the following questions to verify your completion of this form:

1. Did you fill in all of the appropriate boxes in the table in Section III, including the "TOTAL" row?

YES \_\_\_\_\_ NO \_\_\_\_\_

2. Have you enclosed your company's EEO statement?

YES \_\_\_\_\_ NO \_\_\_\_\_

3. Have you enclosed your company's Sexual Harassment policy?

YES \_\_\_\_\_ NO \_\_\_\_\_

# DEFINITIONS OF TERMS LISTED ON THE WORKFORCE STATISTICS FORM

(See previous Page)

## DESCRIPTION OF RACE/ETHNIC CATEGORIES

Race /ethnic designations as used by the Department do not denote scientific definitions of anthropological origins. For the purposes of this report, an employee may be included in the group to which he or she appears to belong, identifies with, or is regarded in the community as belonging. However, no person should be counted in more than *one* race/ethnic group. The race/ethnic categories for this report are:

**White (Not of Hispanic origin).** All persons having origins in any of the original peoples of Europe, North Africa or the Middle East.

**Black of African-American (Not of Hispanic origin).** All persons having origins in any of the Black racial groups of Africa.

**Hispanic or Latino.** All persons of Mexican, Puerto Rican, Cuban, Central of South American, or other Spanish culture or origin, regardless of race.

**Asian or Pacific Islander.** All persons having origins any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands. This area includes, for example, China, India, Japan, Korea, the Philippine Islands and Samoa.

**American Indian or Alaskan Native.** All persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

## DESCRIPTION OF JOB CATEGORIES

Each employee should be counted in only one job category. Select the category containing the jobs most similar to that performed by the employee. The jobs listed in each category are intended to provide an example, not a complete list, of all job titles falling into that category.

**Officials and managers.** Occupations requiring administrative and managerial personnel who set broad policies, exercise overall responsibility for execution of these policies, and direct individual departments or special phases of firm's operations. Includes: officials, executives, middle management, plant managers, department managers, and superintendents, salaried supervisors who are members of management, purchasing agents and buyers, railroad conductors and yard masters, ship captains, mates and other officers farm operators and managers, and kindred workers.

**Professionals.** Occupations requiring either college graduation or experience of such kind and amount as to provide a comparable background. Includes: accountants and auditors, airplane pilots and navigators, architects, artists, chemists, designers, dietitians, editors, engineers, layers, librarians, mathematicians, natural scientist, registered professional nurses, personnel and labor relations specialist, physical scientist, physicians, social scientist, teachers, surveyors and kindred workers.

**Technicians.** Occupations requiring a combination of basic scientific knowledge and manual skill which can be obtained through 2 years of post high school education, such as is offered in many technical institutes and union colleges, or through equivalent on-the-job training. Include: computer programmers, drafters, engineering aides, junior engineers, mathematical aides, licensed, practical or vocational nurses, photographers, radio operators, scientific assistants, technical illustrators, technicians (medical, dental, electronic, physical science), and kindred workers.

**Sales.** Occupations engaging wholly or primarily in direct selling. Includes: advertising agents and sales workers, insurance agents and brokers, real estate agents, and brokers, stock and bond sales workers, demonstrators, sales workers and sales clerks, grocery clerks, and cashiers/checkers, and kindred workers.

**Office and clerical.** Includes all clerical-type work regardless of level of difficulty, where the activities are predominantly non manual though some manual work not directly involved with altering or transporting the products is included. Includes: bookkeepers, collectors (bills and accounts), messengers and office helpers, office machine operators (including computer), shipping and receiving clerks, stenographers, typists and secretaries, telegraph and telephone operators, legal assistants, and kindred workers.

**Craft workers (skilled).** Manual workers of relatively high skill level having a thorough and comprehensive knowledge of the processes involved in their work. Exercise considerable independent judgment and usually receive an extensive period of training. Includes: the building trades, hourly paid supervisors and lead operators who are not members of occupations, compositors and typesetters, electricians, engravers, painters (construction and maintenance), motion picture projectionists, pattern and model makers, stationary hand painters, coaters, bakers, decorating occupations, and kindred workers.

**Operatives (semiskilled).** Workers who operate machine or processing equipment or perform other factory-type duties of intermediate skill level which can be mastered in a few weeks and require only limited training. Includes: apprentices (auto service and stitchers, dryers, furnace workers, heaters, laundry and dry cleaning operatives, milliners, mine operatives and laborers, motor operators, oilers and greasers (except auto), painters (manufactured articles), photographic process workers, truck and tractor drivers, knitting, looping, taping and weaving machine operators, welders and flame cutters, electrical and electronic equipment assemblers, butchers and meatcutters, inspectors, testers and graders, handpackers and packagers, and kindred workers.

**Laborers (unskilled).** Workers in manual occupations which generally require no special training who perform elementary duties that may be learned in a few days and require the application of little or no independent judgment. Includes: garage laborers, car washers and greasers, groundskeepers and gardeners, farmworkers, stevedores, wood choppers, laborers performing lifting, digging, mixing, loading and pulling operation and kindred workers.

**Service workers.** Workers in both protective and nonprotective service occupations. Includes: Attendants (hospital and other institutions, professional and personal service, including nurses aides, and orderlies), barbers, charworkers and cleaners, cooks, counter and fountain workers, elevator operators, firefighters and fire protection, guards, doorkeepers, stewards, janitors, police officers and detectives, porters, waiters and waitresses, amusement and recreation facilities attendants, guides, ushers, public transportation attendants, and kindred workers.