



CITY OF TAMPA, FLORIDA - RFQ  
c/o Contract Administration Department  
306 East Jackson Street #280A4N  
Tampa, Florida 33602

## 19-D-00054: East Tampa CRA Strategic Action Plan Update

PUBLIC ANNOUNCEMENT IN COMPLIANCE WITH REQUIREMENTS OF SECTION 287.055, FLORIDA STATUTES (CONSULTANTS' COMPETITIVE NEGOTIATION ACT) APPLICABLE LAW, EXECUTIVE ORDERS, RULES, REGULATIONS, AND THE CITY'S STANDARD PROCEDURES. A NOTICE OF INTENT TO AWARD SHALL BE POSTED, IF AT ALL, ON THE CITY'S WEBSITE ACCESSIBLE BY UTILIZING THIS WEBSITE LINK: [www.tampagov.net/contract-administration/programs/architectural-engineering-construction-and-related-rfq](http://www.tampagov.net/contract-administration/programs/architectural-engineering-construction-and-related-rfq)

The City of Tampa and the Community Redevelopment Agency (CRA) of the City of Tampa, (collectively the "City") hereby give notice pursuant to Part III, Chapter 163, Florida Statutes, of their request for submission of proposals from qualified and experienced applicants to update and amend the East Tampa CRA Strategic Action Plan (SAP). The Sap update shall include recommendations and initiatives that guide the CRA Board and East Tampa Community Advisory Committee in the allocation and expenditure of CRA Funds.

The Plan provides an action agenda for the East Tampa CRA including strategic public investment projects that attract private investment; establishment of incentives that attract private investment; community programs that enhance the economic standing and public safety of the area; and identification of regulatory actions that foster quality development. The consultant will be working with the East Tampa CRA Community Advisory Committee, City staff, neighborhood residents, area businesses, property owners, nonprofit organizations, and other community stakeholders. Members of the consultant's team should have considerable experience in the areas of strategic planning; community engagement; market analysis/demographics; affordable housing; public and private utility and infrastructure planning; public/private partnerships; economic development/community redevelopment areas; urban economics; urban planning/design; land use and zoning; asset mapping; funding, finance and incentive strategies including revenue forecasting, budget development, and leveraging; and community improvement including job training and development.

Services will include but may not be limited to all of the above areas.

The East Tampa CRA boundaries are graphically depicted on the map attached hereto and made a part hereof as Exhibit "A" ("Study Area").

The East Tampa CRA Strategic Plan and additional CRA community plans may be viewed at <https://www.tampagov.net/economic-and-urban-development/programs/community-redevelopment-areas/east-tampa>

All applicants must fully respond and address all items of the project in their proposal submittal package

A pre-submission conference will be conducted at 3 PM, Monday August 26, 2019 in the City Council Chambers at 315 Kennedy Blvd, Tampa, Florida 33602. Attendance is not mandatory..

Additional material may be found at demandstar.com and at: [www.tampagov.net/contract-administration/programs/architectural-engineering-construction-and-related-rfq](http://www.tampagov.net/contract-administration/programs/architectural-engineering-construction-and-related-rfq)

Questions may be directed to Jim Greiner, P.E., Contract Administration, City of Tampa, (813) 274-8598, or E-Mail [jim.greiner@tampagov.net](mailto:jim.greiner@tampagov.net).

An individual or entity ("Firm") responding to this RFQ must provide evidence of any required licenses, certificates, or registrations with its submission or within 10 days thereof in order to be considered. The City shall own all ideas, documents, plans, and materials

developed as a result of this solicitation and Firm is informed same shall be subject to reuse in accordance with Section 287.055(10), Florida Statutes. Firm (i) confirms it has read and is familiar with Section 119.071(3), Florida Statutes regarding certain building plans, blueprints, schematic drawings, which depict the internal layout and structural elements of a building, facility, or other structure owned or operated by the City or other agency that are per said section exempt from Section 119.07(1), Florida Statutes and Section 24(a), Art. I of the Florida Constitution ("Exempt Plans") and (ii) agrees Firm shall remain in compliance with same, including maintaining the exempt status of such Exempt Plans for so long as they are held by Firm or otherwise in its possession. The City may cancel, withdraw, or modify this RFQ at any time and reserves the right to reject any or all responses and to waive irregularities, formalities, and informalities as it determines in the City's best interest.

Firms desiring to provide these services to the City must submit a single electronic file in searchable PDF format, Smaller than 3MB, that includes the attached RFQ Transmittal Memorandum completed as appropriate, a Letter of Interest addressed to Brad L, Baird, P.E., Chairman, and referring to this RFQ by number, together with a Statement of Qualifications and any supplemental material allowing evaluation for further consideration (short-listing) based upon the following criteria/point system: Successful Experience with comparable strategic action plan updates (30); Successful Experience developing public involvement programs for CRA projects (15); Experience with economic development (10); Experience with development of CRA Capital Improvement Projects (15); Office location (5); Workload and availability (5); Past performance/Low amount of City work (5); Standard Form #330 (or #254)(5); Planned W/MBE-SLBE participation (10)

The PDF file must be **E-Mailed to [ContractAdministration@tampagov.net](mailto:ContractAdministration@tampagov.net) BEFORE 2 P.M., Thursday, September 19, 2019.** As a courtesy, the City will endeavor provide an email acknowledgement usually sent within a few days after submission receipt (submissions received on the day of the deadline may not be acknowledged before the deadline or at all). It is Firm's responsibility to confirm its submission (PDF file) has been received.



**EAST TAMPA  
Community Redevelopment Area  
Strategic Action Plan Update  
Scope of Work**

**INTRODUCTION**

The East Tampa Community Redevelopment Area (“CRA”) adopted a Community Redevelopment Plan for the East Tampa CRA in May 2004. On November 12, 2009, the Community Redevelopment Agency Board approved the East Tampa Strategic Action Plan. Now, it is time to update the Strategic Action Plan (“SAP Update”) in the East Tampa Community Redevelopment Area (ETCRA).

The SAP Update will be a five-year plan, with one-year increments, which identifies specific programs/investments for the public and private sectors. The plan will detail a budget based upon anticipated tax increment funds, and other potential funding sources, and prioritize the expenditure of such funds. The Plan will also address and provide recommendations and strategies for encouraging private initiatives in the ETCRA.

Finally, the Action Plan will follow the goals and objectives of East Tampa Community Redevelopment Plan, adopted May, 2004, as required by Part III, Chapter 163, Florida Statutes.

**TASK I. COMMUNITY INVOLVEMENT**

The chosen consultant (“Consultant”) shall conduct a public outreach program during the course of the SAP Update, including recommended interaction opportunities such as meetings, workshops, social media engagement, interviews and other public participation as the Consultant works toward the final draft of the SAP Update. The purpose of the public involvement component of the action plan is to inform the East Tampa Community Advisory Committee (“CAC”) and the East Tampa Community Revitalization Partnership (“ETCRP”) of the progress and recommendations of the action plan. Extensive public input is expected in the development of the SAP Update. **The following community engagement meetings are the minimum to be included in consultant response.**

**A. Initial Meetings.**

The Consultant shall hold two meetings, one with the CAC and one with the ETCRP, announcing the kick-off of the East Tampa SAP Update. The meetings will validate goals, objectives and policies contained in the Community Redevelopment Plan.

The purpose of the SAP Update will be presented. The community and the Partnership will have the opportunity to identify additional issues which the SAP Update should address.

**B. Middle Phase Meetings**

The Consultant shall conduct at least two community workshops for public input and priority identification. The Consultant will present findings after the workshops to the ETCRP, which the CAC will attend.

The CAC and community will have the opportunity to voice their ideas on the Action Plan to date, particularly as it relates to addressing their goals and objectives contained in the Community Redevelopment Plan.

The CAC and ETCRP will also begin assisting the Consultant Team and Staff on prioritizing initial recommendations for East Tampa projects.

**C. Final Meetings**

The Consultant shall conduct three meetings, one with the CAC to present the proposed draft, one with the ETCRP to present a draft incorporating CAC feedback, and one meeting with ETCRP to present the final draft SAP Update and its recommendations including the prioritization of projects based upon:

- East Tampa Community Redevelopment Plan and Strategic Action Plan,
- SAP Update Public Meetings, and
- Anticipated TIF funds and East Tampa CRA budget.

**TASK II. PLANNING/PROJECT DEVELOPMENT**

The Consultant shall focus closely on this important task which shall commence immediately upon notification to proceed from the City. This task will serve as an umbrella for the entire project and formulate projects for the five-year action plan.

**A. Opportunities and Constraints Map**

The Consultant Team shall produce a map identifying:

1. Proposed City capital projects,
2. Known private sector initiatives,
3. Potential incubator areas
4. City-owned properties, including large retention pond areas,
5. Other governmental initiatives such as 34<sup>th</sup> Street Roadway Enhancements
6. Potential sites eligible for CRA action including property acquisition
7. Other relevant parcels or projects that surface during course of the study.

This map shall be a tool for the Consultant, City staff and the CAC to assist in the identification of strategic plan projects for the SAP Update.

**B. Recommend/Prioritize Capital Improvements**

1. Based upon the economic analysis and infrastructure analyses, the Consultant shall recommend and prioritize capital projects.

**TASK III. ECONOMIC DEVELOPMENT**

**A. Demographic/Economic Analysis**

Consultant will gather pertinent demographic data and recent updates will be collected and analyzed, along with other economic information and projections. Information will be gathered from state and local demographers and economic development officials to determine nuances/niches in market characteristics that may not be readily apparent. The demographic and economic analysis is a foundation piece for the more specific and meaningful market analysis summarized in the following work area.

**B. Market Analysis**

In addition to conducting an economic and demographic overview, the Consultant will analyze the various market segments impacting East Tampa that could conceivably contribute to supportable development in the subject area. The following market components will be reviewed:

- Residential
- Retail
- Commercial
- Industrial

The product of the market analysis will be quantification of need for various development types.

**C. Identification of Supportable Development Opportunities**

The work completed in previous Tasks A and B above will enable the Consultant to identify various development opportunities in East Tampa that are both supportable and compatible with activity-generating uses already in place. In addition to baseline quantifications, the different development opportunities would be characterized through descriptive text that conveys the level of quality, design characteristics, the synergy of particular recommended development components, etc. Thus, the identification of supportable opportunities will facilitate the development of specific strategies for City-owned property, vacant property reclamation, property assemblages for redevelopment, and strategic use of tax increment funds.

**D. Identification of Business and Workforce Incentives**

Based on Consultant research, analysis, experience, and community input and identified priorities, Consultant will provide recommendation for program development in the following areas:

- Small Business Development
- Business Development Incentives
- Workforce Development

**TASK IV. IMPLEMENTATION STRATEGIES**

**A. Funding and Finance Strategies**

The Consultant will develop a non-proprietary TIF projection model that will calculate projected increment growth associated with property value increases associated with market driven escalations, as well as property improvements occurring through redevelopment. A funding and finance strategy will be prepared that will utilize other potential funding and financing sources such as:

- Community Investment Tax,
- Grants,
- Sponsorships,
- Leveraging
- Other methods.

Emphasis will be on attracting private investment through targeted and judicious use of public funds as a leveraging tool. Where appropriate, the Consultant will recommend a financing plan for private projects and suggest public/private partnerships that may be warranted.

**TASK V. INFRASTRUCTURE/ PUBLIC SERVICES**

The Consultant shall review the adequacy and sufficiency of the following types of infrastructure and services in the ETCRA:

- A. Roadways
- B. Stormwater
- C. Parks and Recreation
- D. Public Safety

The baseline review will include the adopted levels of service (LOS), for A through C above, in the City of Tampa Comprehensive Plan. Interviews with key City of Tampa personnel regarding A through C above will also be conducted.

**A. Roadways**

The Consultant shall categorize roadways listed in the East Tampa Community Redevelopment Plan by City, County, and FDOT jurisdiction. The roadways which will be evaluated include:

- Columbus
- Dr. Martin Luther King, Jr. Boulevard
- Hillsborough Avenue
- Nebraska Avenue
- 15<sup>th</sup> Street
- 22<sup>nd</sup> Street
- 29<sup>th</sup> Street
- 34<sup>th</sup> Street
- 40<sup>th</sup> Street
- 50<sup>th</sup> Street

1. The Consultant shall evaluate:
  - a. Level of Service,
  - b. Rights-of-way,
  - c. Bicycle/pedestrian/aesthetic facilities or lack of, and
  - d. Miscellaneous
2. The evaluation shall be conducted recognizing the needs identified in the Community Redevelopment Plan, particularly for a short-term (one-year) action project.
3. The Consultant Team shall focus on immediate action projects such as sidewalks, landscape and other urban design initiatives on specific streets from the list above.

**B. Stormwater**

1. City-owned retention areas will be analyzed specifically to determine potential upgrades/improvements/compatible development.
 

**Note:** This will be a cursory analysis based upon existing information. It will not involve detailed stormwater modeling which may be necessary to identify how the stormwater system functions in East Tampa.
2. Additionally, the SAP Update will include provisions for potentially combining stormwater retention areas with recreation and/or beautification.
3. Projects will be listed in the Action Plan for recommended improvements in a 5-year horizon and beyond.

**c. Parks and Recreation**

1. The Consultant shall evaluate the existing and proposed Parks and Recreation program based upon:
  - a. Current and projected population projections by age group
  - b. City of Tampa Comprehensive Plan adopted LOS for pocket parks, neighborhood parks, community parks and regional parks.
  - c. Special programs in the ETCRA conducted by Tampa Parks and Recreation.
  - d. The Action Plan will recommend improvements, as needed, in a 5-year horizon and beyond.

**D. Public Safety**

Law Enforcement Activity - In cooperation with Tampa Police Department (“TPD”), identify areas with higher than average incidences of criminal activity with a summary of recommended TPD strategies and initiatives to help address public safety and security threats by addressing lighting and other safety-related devices or programs to include but not limited to Crime Prevention Through Environmental Design (“CPTED”).

**TASK VI. HOUSING**

The Consultant shall review housing issues for:

- Condition
- Ownership
- Pricing/attainability
- Code violations and delinquencies

The analysis will expand upon data already existing in Code Enforcement Database.

**A. Conditions will be Evaluated Based upon:**

- a. Poor, average, and good condition criteria
- b. Housing in poor condition will be identified

**B. Ownership**

- a. Patterns of ownership will be analyzed by geographic area; Northeast, Southeast, Northwest and Southwest.
- b. Pricing/attainability will be evaluated in light of the greater Tampa market.
- c. Code violations and tax delinquencies will be cross-referenced with housing stock in poor condition. In cooperation with the City's Neighborhood Enhancement Division, mapping of locations cited for City Code violations within the past five years, specifying the types of violations and remediation as applicable.

The Action Plan will identify opportunities for the application of tax increment revenues to housing assistance programs, as called for in the Community Redevelopment Plan.

**TASK VII. FINAL REPORT**

The Consultant shall provide 13 hard copies of the Action Plan along with an electronic version on a jump drive. The report will contain:

The Five year Strategic Action Plan Update will contain:

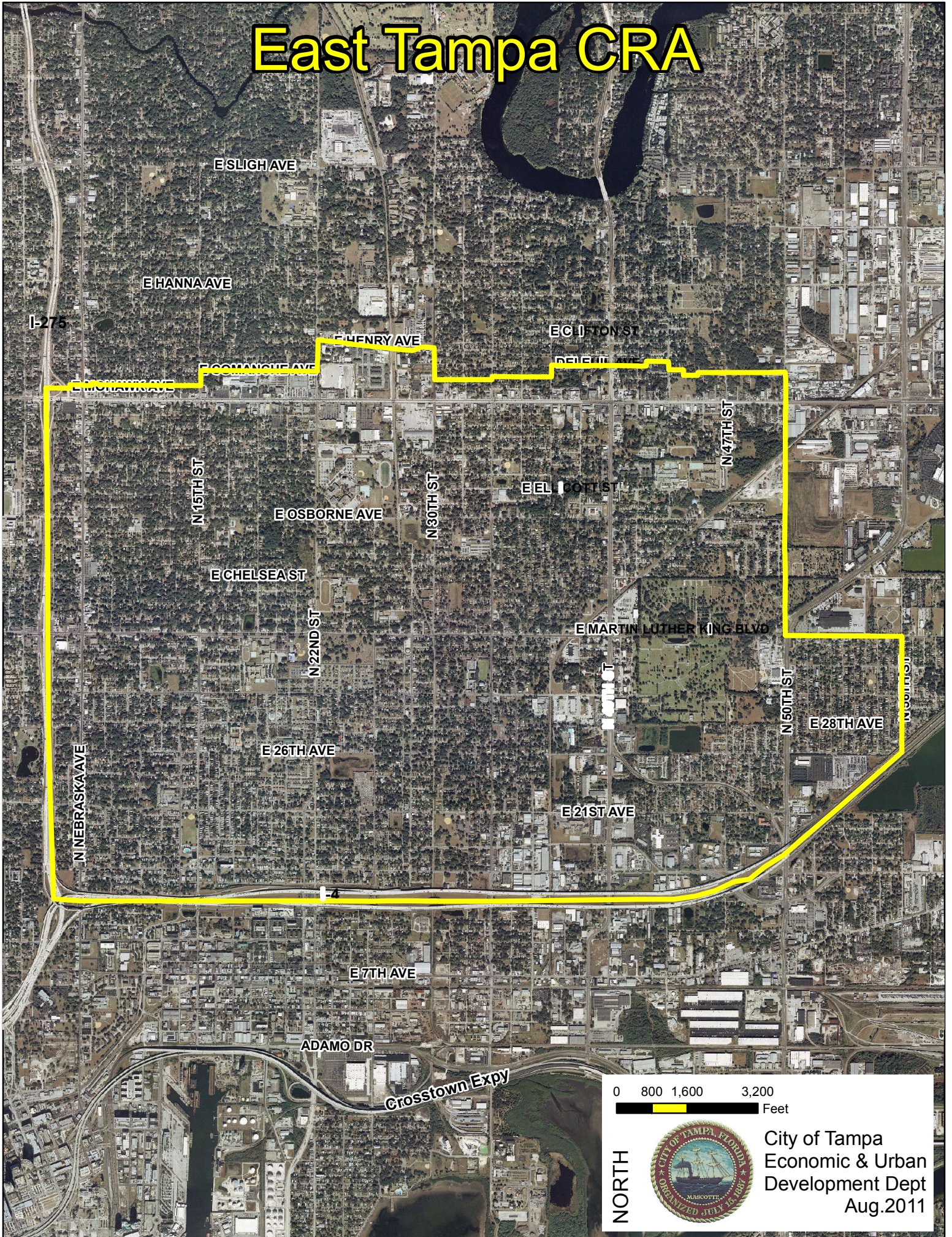
- A. Inventory/Analyses
  1. Demographics/market
    - a. Residential, retail, office, industrial
- B. Financials
  1. TIF projection model
  2. East Tampa CRA five-year budget
- C. Key Public Action Investments and Programs
  1. Prioritized based upon:
    - a. East Tampa Community Redevelopment Plan



- b. Public Meetings
    - c. Funding availability
  - 2. Short-term (one-year projects)
  - 3. Long-term (10 years)
  - 4. Incentives
- D. Private Sector Strategies
  - 1. Strategies for private sector investment in the East Tampa CRA
    - a. Land availability/ land swaps
    - b. Funding assistance
    - d. Job training programs/assistance
    - e. “Package” incentives for private investment
  - 2. Short-term (one-year) identified developer projects
    - a. Identify potential developers
  - 3. Catalyst Development projects (four plus years)

Please note: The City shall provide the Consultant with data needed for analysis/historical review that the City may have in its databases. Additionally, the City shall provide coordination with City staff to assist the Consultant with data needs for the East Tampa Strategic Action Plan Update.

# East Tampa CRA



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Feet



City of Tampa  
Economic & Urban  
Development Dept  
Aug. 2011

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