

Jacobsville Neighborhood North Main Street

CALL TO BUSINESS DEVELOPMENT PROFESSIONALS REQUEST FOR PROPOSALS (RFP)

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ECHO Housing Corp. Jacobsville Join In | Jacobsville Neighborhood North Main Street

City of Evansville, Indiana



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1. INTRODUCTION

In 2011, the City of Evansville recognized the problems and issues associated with the declining Jacobsville neighborhood and its economic impact on the urban commercial areas in the neighborhood by funding two redevelopment plans. The [Jacobsville Quality of Life Planning](#) initiative is bringing unprecedented neighborhood leaders and stakeholders to the table in a grass-roots planning effort that will set a new vision for Jacobsville with an action plan for achievable results. Simultaneously, the Department of Metropolitan Development updated the existing [Jacobsville Redevelopment Area Plan](#).

Commissioned by the City of Evansville, ECHO Housing Corporation's (EHC) Jacobsville Join In along with community partners launched a comprehensive community development initiative in 2012 to establish a resident-led quality of life process for residents and stakeholders of the Jacobsville neighborhood – to define and document a vision for the future rooted in the assets of the neighborhood, the resources (time, talent, and treasure) available, and the passion of the local residents and stakeholders. The Jacobsville Vision and Quality of Life Plan (QoL) were developed by people from the neighborhood, who are engaged in doing the work of implementing the plan and improving the quality of life in the neighborhood. The QoL plan establishes a way for residents and stakeholders to hold each other accountable through action plans with performance measures. Coordinating across six key themes (Housing, Safety/Cleanliness, Business Corridors, Youth/Education, Employment and Infrastructure/Parks) for Jacobsville, the plan ensures that projects are rooted in a common vision, rather than individual endeavors that don't build toward success for the neighborhood. Jacobsville working groups meet monthly to develop and implement action steps to achieve neighborhood goals on topics that are important to the neighborhood.

During initial listening interviews in the quality of life process, neighborhood crime and safety were listed as a top priority by residents and stakeholders – widespread physical and social disorder and persistent crime are impacting neighborhood safety in Jacobsville and jeopardizing redevelopment potential. Applying the efforts of Jacobsville Join In (JJI), EHC applied for and received a Byrne Criminal Justice Innovative (BCJI) Planning and Enhancement grant from the U.S. Department of Justice to assist the Jacobsville community carry out core concepts through comprehensive research identifying crime “hot spots” and crime drivers; and utilizing evidence-based programs to impact neighborhood crime. The project is known as the Jacobsville Crime Free Alliance.

Recognizing, to reduce the number of physical locations in Jacobsville suitable for criminal activity, economic development supports a total neighborhood restorative approach to crime prevention by helping to transform problematic, vacant commercial buildings into attractive options for business expansion, relocation and start-up. Strategic business development is a key initiative to be implemented in partnership with EHC's Jacobsville Join In – [Jacobsville Crime Free Alliance](#) and the QoL Business Corridors Workgroup. The Jacobsville Neighborhood Business Development strategy will work to reduce the number of physical locations in Jacobsville suitable for criminal activity by repurposing them into thriving places of business, opportunity and recreation. The strategy will augment efforts already underway in the North Main corridor.

The aim is to change community perceptions of Jacobsville's public spaces and send a message to would-be offenders that Jacobsville is no longer a “suitable” location for criminal activity. New business growth will reduce the number of vacant commercial properties in the neighborhood and will show visible progress toward change, which will improve public perceptions, reduce locations suitable for crime and repel would-be offenders.

2. PURPOSE & OVERVIEW

ECHO Housing Corporation's Jacobsville Join In, on behalf of the Jacobsville neighborhood, seeks proposals for a professional consulting firm or team ("Consultant") to develop and implement a BUSINESS DEVELOPMENT PLAN for Jacobsville's primary commercial corridor - North Main Street. EHC / JJI encourage potential Consultants not based in the Evansville area to include firms or professionals operating in South West Indiana, as part of their project teams.

The Jacobsville North Main Street Business Development Plan (NMBDP) is intended to serve as a model for area business and property owners, residents, developers, city staff, and others whose interest is advancing the aims of the Jacobsville community, its image and most importantly its quality of life.

The aims of the NMBDP are to:

- Represent a desirable, strong, and unique neighborhood that is purposeful and relevant.
- Generate private investment and resident interest on and near North Main Street with inclusive branding process that elevates social bonding and collective impact.
- Increase resident connection along corridor with inclusive development ideology & visioning.
- Develop implementation strategies and identify resources that support outreach opportunities and best practices.
- Provide (2) workshops or presentations related to image and pride thru public spaces and creative place making. Identify and mine opportunities or projects that shift perceptions, reduce crime/fear, and builds connections w/ residents.
- Deliver corridor specific *brand* and shared narrative
- Promote North Main Street culture and brand process through social and traditional media.

The North Main Street Business Development Plan should include the following elements:

- A summary of current business and corridor activity and perceptions, using information graphics, participant observation, and creative analysis to describe existing condition of corridor.
- A schedule for NMBDP delivery, including submission of plan contents for review, project delivery, program schedule, etc.
- Photographs and event summary of public programs - include action items related to those workshops and items learned.
- Placemaking Strategy, including graphics and maps related to soft infrastructure opportunities, art kiosks, way finding or business corridor signage that visibly promotes North Main Street Pride and its values.
- Include a creative strategy to promote plan and its findings. Design creative way to deliver plan considering printing, distribution, and media.

- An implementation matrix (TALK to ACTION), which identifies
 - Short, medium, and long-term revitalization strategies related to new action items identified or existing action items from QOL.
 - Priority actions, including any recommended policy changes. A selection of priority actions that can be implemented within 3-6 months of the Plan's approval is to be called out
 - Lead party and potential partners responsible for implementing actions
 - 5 year planned timeline for suggested implementation
- Brand design guidelines and creative business corridor brand package that elevates local pride and promotes social bonding among residents and business owners.

3. PROJECT AREA DESCRIPTION

North Main Street Corridor in the Jacobsville neighborhood provides a connection between North-South neighborhoods and downtown, and serves as a major gateway to the city. North Main Street runs 1 mile from Garvin Park to Division Street.



In 2013, the Evansville Redevelopment Commission approved a neighborhood master plan and an expansion to the Jacobsville Tax Increment Finance (TIF) District called the Jacobsville Redevelopment Area. The newly expanded TIF district boundary includes key areas such as the North Main Street. In addition to highlight the city's offerings, North Main Street was designated as one of five cultural districts to jumpstart the efforts to revitalize the area and to show the city's commitment to business vitality in the up-and-coming neighborhood. North Main Street lies in the heart of the Jacobsville neighborhood.

Right-of-way widths: Almost the entire corridor has an average right-of-way of 60 feet in width.

Street lanes: North Main Street has two travel lanes with occasional parking and left-turn lanes added.

Traffic volumes: Traffic volumes generally fall within the average of 2,500 vehicles per day at different locations along the corridor.

Vehicular speed: 30 MPH

Street improvements: Sidewalks are found on both sides of the street. Street lighting is present throughout the corridor. Almost the entire length of the street has tree wells, but the quantity and condition of trees varies widely.

Land use and development patterns: The northern third of the corridor is largely residential, both single- and multifamily, with some smaller scale commercial uses. The central portion of the corridor has residential, commercial, mixed, and vacant lots. The southern third of the corridor is primarily business-oriented commercial uses, with some limited residential and light-

industrial uses. Buildings sit closer to the street, including some areas with structures built to the back of the sidewalk.

General conditions: Areas along the corridor suffer from vacant and underutilized buildings, often with code violations. The Jacobsville North Main Street area is among several of the City's largest concentrations of housing vacancy and abandonment and vacant land. Yet, neighborhoods immediately adjacent to south and near downtown have seen significant housing revitalization.

Key assets along corridor: The Jacobsville North Main Street area is known for its active antique and thrift shops; exciting, unique eateries and establishments; and iconic landmarks. Home to the Evansville Otter's, American baseball Frontier League; historic Garvin Park, one of Evansville's oldest parks that sits between the historic Bosse Field, offering a large lake, swimming pool, playground, tennis and basketball courts within its 80 acres; the James Bethel Gresham Memorial Home and Pigeon Creek Greenway, and the

North Main Street Gateway mural, designed by artist Artur Silva, a 128 foot vital gateway symbol of the neighborhood's identity and future.

Jacobsville North Main Street area host annual one-of-a-kind events including, Ritzzy's Fantasy of Lights, a magical mile of winter wonderland lights; Evansville's Christmas on North Main Parade, a family treat and tradition; Evansville Streets Alive!, a day of play on North Main & Garvin Park – walking, biking, skating, dancing and more; and ParksFest, free all-day music festival at Garvin Park.

Transportation: Metropolitan Evansville Transit System (METS) is an important component of the transportation system in the Jacobsville neighborhood area. Since, there are many jobs and services in and around Jacobsville area that can be accessed without the need to drive. Public transportation is expected to remain a viable mode of travel for area residents.

Parks: Garvin Park, Kleymeyer Park and Jacobsville Park.

Other recreational amenities: Bosse Field

Schools: Delaware Elementary (on Delaware nearby North Main Street); and Evansville Lutheran School (on Michigan nearby North Main Street).

Other institutions: (East side) Hickory Pit, VEI, Evansville Yoga/Dr. Teare DDS, Aramark, Next Generation Management, North Main Thrift Store, Phillips 66, Gethsemane Church, Charlie's Hair Designs, DiLegge's Insurance, American Sanitary, Winiger Chiropractic, Edward Creek Antiques, Daily's Bakery, Jacobsville Join In, Mines & Finds, HR Connects, DiLegge's Restaurant & Banquet Room, Metro Mobile Phone, Lucky Lady, Lover's Playground, China Garden, Jackson Hewitt, MS Companies, Subway, Apostolic Bldg., Davis Rentals, Hoosier Accounts, Barb's Consignments, Thrift Store, and Vectren.

(West side) Dream Center, LB Auto Repair, Charlie's Food Mart, Baylor, Burger King, Kempf's Car Lot, Martin Kirby Vacuum, European Antiques, Antique warehouse store, Jeff's Barber Shop, Vicker's, Carpet & Paint Depot, Gayla's Cakes, Ba's Kitchen, Turoni's, Hart Foundation, Hutch & Son, IGA, Old National Bank and McDonald's.

4. SCOPE OF WORK

EHC's Jacobsville Join In has developed the following Scope of Work to identify major work tasks and deliverables expected of the Consultant. Consistent with this general approach to this project, Consultants are invited and encouraged to provide their own innovative elements to the process.

Task 1: Project Initiation, Analysis, and Participant Observation

Task 2: Learning & Sharing - Social Bonding through Brand Exploration

Task 3: Finalizing Workbook Development and Findings, Media, Launch

TASK 1: PROJECT INITIATION, ANALYSIS, AND PARTICIPANT OBSERVATION

Task 1.1 – Project Team Establishment

Set up a meeting and create a Project Team with local businesses and residents, EHC / JJI Staff, Business Corridors Workgroup, North Side Business Association, members from community, local architects, Cultural District representative(s) and other stakeholders that will play a role in development of the workbook or stewards of brand promotion. This Project Team will provide direction and input on the plan and direction for information related to:

- Participant Observation, Analysis, Info Graphics Describing existing business corridors condition (Creative STEEP Analysis that describes condition beyond traditional proforma information. *Interview Project Team / members from community).
- Supportable square footage for commercial (by retail/commercial segment) and
- Supportable unit counts for residential uses, and
- Area occupancy rates and rents
- The identification of priority areas or hotspots

Task 1.2 – Business Involvement Plan

We have a challenge. How do we approach it? The Design Team or Consultant will develop a plan for public inclusion that identifies businesses willing to commit to be stewards of the process. This involvement plan identifies key stakeholders to push collective impact and offers (1) key facilitation workshop. Outlining Workbook ambitions and developing key principals/expectations. With assistance of ECHO / JJI, identify group of stakeholders consisting of corridor business owners, property owners, neighborhood residents, institutional representatives, private development interests, and others representing interests along the corridors to guide and promote process.

Task 1.3 – Project Schedule

Develop a schedule, including major milestones and expected timelines for completion. Be sure to include anticipated public meetings, open houses, seminars, and lecture.

TASK 2: LEARNING & SHARING | SOCIAL BONDING THROUGH BRAND EXPLORATION

Task 2.1 – Workshops & Social Bonding

We learned something. How do we interpret it? Consultant or design team should offer public workshops to *identify opportunities* related to corridor, discuss research and best practices, and listen to stakeholders describe issues related to:

1. Identify principals through best practices with comparable public space programs
2. Strategize and Implement collective impact process (Diagram) related to economic development/ crime prevention and public space
3. Identify resources available - How to move from talk to action. Identify responsible agencies, businesses, and stakeholders.

At their core, all workshops should be collaborative and promote a focused feedback loop critical to mine the information needed to promote social bonding and draw conclusions related to corridor perceptions, branding, and attracting investment.

- Photographs and event summary of public programs - include action items related to those workshops and items learned.
- Provide (2) workshops or presentations related to image and pride thru public spaces and creative place making.

Task 2.2 – Perception, Pride, and Public Space

We see an opportunity for North Main Street. What do we create!? Task 2.2 should refine area values, realign points of difference, and points of parity that result in (2) draft concepts. What should be created in 2.2 should be:

- Corridor principals, objectives, Develop brand/narrative platform
- Brand differentiator, purpose
- Draft corridor narrative
- Develop Placemaking strategy, which may include graphics and maps related to soft infrastructure opportunities, art kiosks, or corridor signage that visibly promotes neighborhood pride, purpose, and values.

Task 2.3 – Public Evaluation

Hold (1) open house with invited stakeholders and members of the general public to share concept drafts, narrative, principals, etc. Plan should describe outreach effort, brand development, and timelines for growth. In addition, the Plan should also address

- Current and future strengths and weaknesses of the corridors,
- Preferred future development/redevelopment outcomes,
- Goals for corridor development/Collective Impact,
- Priority areas for public investment.

Task 2.4 – Brand/Image Development

- Create a district package
- Develop actions to encourage business participation

TASK 3: FINALIZING WORKBOOK DEVELOPMENT – LAUNCH!

Task 3.1 – Preparation of Final Workbook

Based on the previous work, develop a 90% draft Plan. Final plan should include implementation matrix, which identifies:

- Short, medium, and long-term collective impact strategies,
- Priority actions, including any recommended policy changes. A selection of priority actions that can be implemented within 3-6 months of the Plan’s approval is to be called out
- Lead party and potential partners responsible for implementing action
- Timeline for implementation

Task 3.2 Media and Launch for business development plan and brand

ADDITIONAL INFORMATION

The Consultant team will provide up to five (5) print copies of all draft documents, including technical reports, memos, etc. The Consultant will provide one reproducible copy of the final Plan as approved by ECHO Housing Corp. / Jacobsville Join In. The Consultant will also provide all reports, draft documents, and the final Plan in electronic form in both Microsoft Word and PDF formats and other formats satisfactory to ECHO Housing Corp. / Jacobsville Join In. The actual number of print copies to be provided will be agreed upon by ECHO Housing Corp. / Jacobsville Join In and the Consultant prior to the commencement of work.

The final Plan is to be delivered within approximately six (6) months of the planning process start date.

ADDITIONAL RESOURCES

[Jacobsville Neighborhood Redevelopment Plan](#)

[Economic Impact Study NORTH MAIN STREET Bike & Pedestrian Infrastructure Improvements](#)

[Jacobsville Design Guidelines](#)

[Jacobsville Quality of Life Plan](#)

[Jacobsville Crime Free Alliance](#)

4. INSTRUCTION TO PROPOSERS

Consultant or design team must submit the following information on one typed letter-sized page using 12-point font and 1inch margins on all sides.

Applicant Information

- Consultant or Design Team Name
- Mailing Address
- City/State/ZIP
- Day Phone
- Evening Phone
- Email
- Website

Proposal:

- Outline key concepts related to business development plan.
- Details of the private commitment and investment for improvements.
- Description of the scope of work proposed for the area.
- Development experience of the partner organization: No longer than 4 pages; Previous Work Sample List and Images (Digital images on CD – up to 5 images)
- General Budget: Please include a budget outlining all costs involved, including budget for volunteers, contractors, or equipment. Reference Budget below.

BUDGET

The budget for business development plan will be \$60,000. The Consultant or Design Team is expected to budget all costs associated with the tasks outlined and proposed to create, foster, present and launch the Jacobsville Business Development Plan.

5. CRITERIA FOR EVALUATION/SELECTION PROCESS

Criteria to be used to evaluate the proposals and select the Consultant include, but may not be limited to, the following:

- Quality, clarity, and completeness of the written submittal,
- Project understanding
- Experience and proficiency of the Consultant and project team members with completing creative revitalization, initiating business recruitment and branding plans for corridors in areas with similar land use, economics, and demographics as part of a public process.
- Proposed project technical approach, including methods for community engagement,
- Proposed project schedule and Consultant's ability to work in a timely manner,
- Proposed fee schedule and method of payment,
- Information provided by references, and
- Level of inclusion of local firms or individuals as part of project team. Strive for equity and inclusion in your process.
- ECHO Housing Corporation operates under the Equal Employment Opportunities Law, Title VII of the Civil Rights Act of 1964, as amended, and does not discriminate in hiring, promotion, discharge, pay, fringe benefits and other aspects of employment, on the basis of Race, Color, Religion, Sex, National Origin, Age, or Handicap

ECHO Housing Corporation recognizes that membership, staff and clients are composed of a diverse population, and as such, upholds the following principles:

1. The organization respects the cultural diversity of the membership, staff and clients, and the organization's actions reflect this recognition in all business practices.
 2. The organization will actively recruit members, staff, and clients in order to benefit from diverse physical capabilities, ethnicities, creeds, and cultural backgrounds.
- ECHO encourages potential Consultants not based in the Evansville area to include firms or professionals operating in South West Indiana, as part of their project teams.

ECHO Housing Corporation reserves the right to request additional information from any or all potential Consultants as necessary to clarify that which is contained in the proposals. A representative from ECHO may schedule phone interviews with potential Consultants. Further, ECHO Housing Corporation reserves the right to negotiate with a Consultant on terms of its proposal. ECHO Housing Corporation also reserves the right to reject all proposals or to accept proposals in parts.

6. PROJECT TIMELINE

Following is the proposed timeline for selection of the Consultant or design team.

OCTOBER 15, 2015 Request for Proposals issued

NOVEMBER 25, 2015 Proposals due (5:00 pm CST)

EARLY DECEMBER 2015 ECHO / JJI evaluates proposals based on criteria

DECEMBER 2015 ECHO / JJI interviews potential Consultants as necessary

DECEMBER 2015 ECHO / JJI selects consultant, awards contract

JULY 2016 JBDP and project complete based on proposal tasks outlined and to the satisfaction of ECHO / JJI

7. SUBMISSION

SUBMISSION DEADLINE

All responses must be received by the ECHO Housing Corporation's Jacobsville Join In office no later than 5:00 p.m. (CST) on Wednesday, November 25, 2015. ECHO / JJI reserves the right to reject any and all responses received after that date; or to consider responses received after that date, although there will be no obligation to do so. Proposals must be received in hard copy to the attention of:

Jennifer Mason Evans
Jacobsville Join In c/o ECHO Housing Corp.
621 N. Main Street
Evansville, IN 47711

Contact information:
812-746-8933
jennifer-mason5@sbcglobal.net
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In the unintentional possibility that information contained in any section of this RFP differs from that of other similar information elsewhere in the RFP or in other information previously dispersed, or if any information contained herein is less than complete or totally accurate as of the date of this RFP, ECHO Housing Corporation / Jacobsville Join In reserves the right to clarify and correct such information in its sole and absolute discretion and without liability, implied or otherwise.