



# Perth Amboy Redevelopment Team for Enterprise and Revitalization

## REQUEST FOR PROPOSAL (RFP) Community Planning Consultant Services

### GATEWAY NEIGHBORHOOD COLLABORATIVE

Perth Amboy Redevelopment Team for Enterprise and Revitalization  
881 Amboy Ave

Perth Amboy, New Jersey 08861

Phone: 732 826-3110 | Fax: 732 826-3111 [info@partnernj.org](mailto:info@partnernj.org)

**RFP ID: Renewal for GNC Neighborhood Plan**

**Prepared By: Lisett Lebron**

**Date: June 13, 2019- revised**

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**BIDDERS' MEETING:** May 21, 2019 at 10am (EST)

**QUESTION SUBMISSION DEADLINE:** May 24, 2019

**SUBMISSION DEADLINE:** June 4, 2019, 5:00 PM (EST)

Questions can be submitted prior to the Bidders; Meeting on; however, no answers will be provided and/or circulated prior to that date.

Questions may be submitted in written form no later than May 24, 2019 to:

**RFP Contact Name:** Douglas G. Dzema  
**Contact Address:** 881 Amboy Ave  
Perth Amboy, New Jersey 08861  
**Telephone Number:** 732 826-3110  
**Email Address:** ddzema@perthamboyha.org

## INTRODUCTION

Perth Amboy Redevelopment Team for Enterprise and Revitalization invites and welcomes proposals for their Gateway Neighborhood Collaborative project. Based on your previous work experience, your firm has been selected to receive this RFP and is invited to submit a proposal. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time as specified above under the "SUBMISSION DEADLINE."

*BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) – NO EXCEPTIONS.*

## PROJECT AND LOCATION

The bid proposal is being requested for Gateway Neighborhood Collaborative which is located at 415 Fayette St, Perth Amboy, New Jersey 08861.

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**PROJECT MANAGER CONTACT INFORMATION**

The following individual(s) are the assigned contacts for the following:

For questions or information regarding GNC Renewal Plan, contact:

**Name:** Douglas G. Dzema  
**Title:** Executive Director  
**Phone:** 7328263110  
**Fax:** 7328263111  
**Email:** ddzema@perthamboyha.org

**PROJECT OBJECTIVE**

P.A.R.T.N.E.R. is seeking proposals from qualified individuals, firms, and teams (with demonstrated experience) to apply for the renewal grant for the Gateway Neighborhood Collaborative (GNC), with an emphasis on group facilitation and outreach to the Wells Fargo Regional Foundation for the next 5 years. June 2020-June 2025

The objective and ultimate goal for this project is provide a comprehensive and detailed evaluation of the current GNC plan and propose a revised renewal implementation plan that will include goals and project milestones for neighborhood growth, development and an 'action plan of programmatic activities' centered in the human capital development and cohesion of the gateway neighborhood residents. The renewal plan will include utilizing the community organizing approach of a neighborhood-based strategy of resident input in shaping the neighborhood and prioritizing the neighborhood goals.

**PROJECT SCOPE AND SPECIFICATIONS**

**SUMMARY**

On September 17, 2015, Wells Fargo Regional Foundation awarded a neighborhood implementation grant to Perth Amboy Redevelopment Team for Neighborhood Enterprise and Revitalization (P.A.R.T.N.E.R.) in the amount of \$500,000 for grant time of 2015-2020 for its initiative entitled "Gateway Neighborhood Collaborative" (GNC). The GNC initiative aims to promote the development of a resident-led and community-supported redevelopment framework of the Gateway neighborhood with the strategy to incorporate a community-based, multi-agency approach to housing, economic development, crime prevention, and neighborhood restoration.

The subject area is an estimated 42 square blocks located within the southeastern and central quadrants of the City of Perth Amboy. The borders of the Gateway neighborhood are marked by streets and physical boundaries. To the north, the neighborhood ends at Fayette Street. Convery Blvd (route 35) forms the western boundary. The southern boundary is demarcated by the

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Raritan River. First Street is the eastern edge of the community. The GNC implementation grant award supported the direct expenses that are essential to the community implementation process. The following is a description of the initiatives set to enhance the viability of the Gateway Neighborhood and improve the quality of life for its residents:

1. Work to ensure that the neighborhood is organized to serve as a conduit for getting information distributed, facilitating meetings, and promoting grassroots action.
2. Enhance the mix of retail, entertainment, housing, and other prospects to define and attract new businesses, housing units, and similar opportunities in the Neighborhood and act as anchors for investment, employment, and revitalization. The opportunity for arts and cultural venues will also help to enhance the diversity of the area.
3. Integrate and link the Smith Street corridor west of the railroad with the transit-oriented development activity planned for the east side of the tracks, enhancing opportunities for pedestrians, tourists, and others to pass easily into and out of the Gateway Neighborhood
4. Bring an identity and sense of place to the neighborhood by creating more green space, places to converse and gather, and general beautification.

P.A.R.T.N.E.R. is now seeking proposals from qualified individuals, firms, and teams (hereinafter referred to as Consultant) with demonstrated experience in developing a neighborhood renewal plan, with an emphasis on group facilitation and outreach. Deliverables will include the GNC Renewal Plan. For more information on the current GNC plan, go to [www.partnernj.org](http://www.partnernj.org)

## **PROJECT OVERVIEW**

The Gateway Neighborhood has been classified as a low-income urban community by the State of New Jersey Opportunity Zone in early 2019. The first step is to reevaluate our position in the neighborhood to develop and adopt a renewal plan that intends to continue the revitalization and neighborhood building within the Gateway. A recommendation from the Gateway Neighborhood Collaborative (GNC) is the development of a renewal plan through the analysis of the current GNC implementation plan. It is our expectation that through a comprehensive planning effort, the Gateway Neighborhood will continue to drive smart and appropriate economic growth in its commercial areas, while maintaining residential living through its neighborhood and city assets. The current GNC plan will establish guiding principles and standards for development and expansion of commercial and residential services and amenities in this mixed-use environment. A renewal plan will guide the strategic deployment of projects as a catalyst to private investment in the community.

This is a unique opportunity to combine the projects under one logical process wherein the selected Consultant can capitalize on efficiencies and holistic visioning and concept development that reflects not only the standards for the Gateway Neighborhood but a funding mechanism to support its realization. P.A.R.T.N.E.R. is seeking a Consultant that can bring a thoughtful approach to this opportunity and maximize the utility of the available funds to this end.

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**PROJECT BACKGROUND**

Perth Amboy is an old city with a rich history dating back to 1683. As one of the earliest settlements in the country, Perth Amboy's heritage lies in the waves of immigrants from its Scottish founders, to the Polish and Hungarians industrializers, to today active Latino population.

Not only is Perth Amboy one of the largest predominantly Latino (82%) cities in New Jersey, it is distinct in having a diverse mix of Latino nationalities that contribute to a vibrant and attractive business and residential community. The City has an energetic community, a vibrant downtown, a great location within the transportation networks in the New York metropolitan region and many assets including a beautiful waterfront and industrial opportunities. With a location at the confluence of the Arthur Kill River, Raritan River and Atlantic Ocean, the City also has an active recreational and industrial waterfront that attracts visitors, residents and businesses alike. Situated within the heart of the bustling Boston-DC Northeast Corridor, this community has grown from 41,967 residents in 1990 to a population of more than 50,000 people in 2010. Current 2012 estimates place the population at 51,762 persons. Housing units in the City rose from 15,236 to 16,556 units over the 10-year census period from 2000-2010. The city is a relatively young place with the median age being 32.4, with a third of the population under the age of 18.

All of this, coupled with millions of dollars of investment in redevelopment, points to a City on the move. However, it is plagued by many of the same issues facing prominent urban centers of the past in the State of New Jersey. The industries that once prospered in this setting abandoned the City for greener pastures, leaving Perth Amboy with a diminishing tax base and decaying, possibly contaminated, properties and buildings. Additionally, the loss of industry displaced a number of long-term residents who have left seeking new employment opportunities. This transient population in turn caused the retail business in Perth Amboy to suffer.

Today, Perth Amboy has a median income of \$43,342, almost half of surrounding county, and 22% of the population lives below the poverty line, twice the rate of its local region.

The Gateway Neighborhood is one area where economic distress and remnants of a bygone industrial heritage remain. Encompassing an approximately 42 square block area surrounding between the City's main downtown corridor Smith Street, and the City's southern waterfront, this neighborhood stands as one of the most prominent entrances to the City. The New Jersey Transit Rail Station is located in the heart of the Neighborhood. Major regional and interstate roads including Route 9, Route 35, the New Jersey Turnpike and Garden State Parkway feed directly into the downtown. The Gateway Neighborhood is a densely populated subject area. From 2000 to 2013, the population of the Gateway Neighborhood increased +4.3% from 5,839 people to 6,088 people and a diverse residential, commercial, industrial and open space uses. Over the past several years, the City has been aggressively seeking to re-establish itself socioeconomically, financially and physically.

The City has recently embarked on a period of aggressive planning, restructuring and change to allow it to better utilize the features that make it remarkable. One such strategy includes PARTNER's strategic plan for the Gateway Neighborhood Collaborative (GNC).

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**COLLABORATION WITH GNC AND COMMUNITY PROCESS**

Through careful public outreach and involvement planning the GNC Renewal Plan, the Consultant along with the GNC partners will engage key resident groups through methods and in locations where they are comfortable and most able to convey candid input to the process, including on-site at their locations and community meeting spaces. The Consultant will also employ appropriate technologies and maintain communications through the process to the GNC Project Manager (PM).

This will include dedicated web pages on P.A.R.T.N.E.R's website, use of social media platforms for updates and communication blasts, and modern graphics and mapping platforms, which will provide current and exciting illustrative depictions to viewers and participants as the projects progress. The GNC partners and Consultant will also use public events and surveys to collect additional information and community sentiment and specific benchmarks through the project's life cycle. Through use of various tools including, resident meetings, design workshops, and small work sessions with business and property owners, for the GNC Renewal Plan, P.A.R.T.N.E.R. expects that multiple methods of outreach and communication will be utilized to create a comprehensive community outreach and resident driven plan. It is important to note that over half of the City's population identifies themselves as Hispanic. Therefore, it will be critical to implement an outreach and engagement program that offers bilingual interaction and resources in a cultural context. In order to achieve this, the Consultant will identify a wide range of services to Hispanics and other immigrant families to help them become productive, self-sufficient, and engaged members of the Gateway Neighborhood and the City of Perth Amboy throughout. The Consultant will provide support in Spanish language translation of written materials including outreach posters and flyers, online or paper surveys, executive summaries and other descriptive documents, technical memoranda (as appropriate), and other written materials as deemed necessary; provide verbal translation services at bilingual events and targeted stakeholder meetings; and provide consultancy for cultural considerations during preparation of community outreach strategy for development of the GNC Renewal Plan. The GNC partners will assist the Consultant to facilitate Spanish-language stakeholder and community meetings and participate in booths during community events to provide Spanish language and Latino culture focused outreach. The GNC partners and Consultant will provide a safe and trusted environment for much of the Gateway Neighborhood and the relationships that the GNC partners already built with the Gateway residents will be valuable to garnering more comprehensive and complete input from all sectors of our community. The GNC PM shall serve as the GNC Renewal Plan Project Manager (PM). The Consultant shall work in partnership with the PM.

The PM has the responsibility of guidance and review of products through the various stages of the project. Consultant shall be expected to participate in person in meetings with GNC partners and P.A.R.T.N.E.R staff, on any project advisory groups or existing committees. The Consultant will be responsible for presenting the draft the GNC Renewal Plan and their associated findings to the GNC partners and P.A.R.T.N.E.R during the third milestone phase.

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**PRELIMINARY SCOPE OF WORK**

The preliminary scope of work for the GNC Renewal Plan is as follows:

1. Project Initiation: Convene GNC partners on the preparation for and execution of GNC Kick-off meeting and GNC Renewal Kick-off meeting.
2. Draft GNC Renewal Plan Preparation, which will include: Current Assessment of GNC plan, Property Report, Summary of Public Involvement, Project List and Project Cost Estimates, Detailed Financial Plan and Affected Neighborhood Impacts, Detailed Project Implementation Schedule, Legal Description and Legal Review
3. Adoption of GNC Renewal Plan and Convening of P.A.R.T.N.E.R., GNC partners, residents to identify findings and submit final proposal for grant renewal through Wells Fargo Regional Foundation and other grant renewal applications.

**SELECTION OF PROPOSALS**

Consultant to be selected on the following evaluation criteria. Cost is not the sole factor.

1. Depth of relevant experience of the Consultant team with the efforts of this type, and in technical areas required to successfully complete all previously identified plan elements. Experience with past projects utilizing interdisciplinary skills, related to community planning. Qualifications and previous related work of key personnel and or subcontractors, particularly experience with similar community planning processes. (40 points)
2. Understanding of project milestones, local issues, and needs. There is a strong preference for a community planning consultant that has significant familiarity with the City of Perth Amboy, including prior relevant project or planning experience specific to Perth Amboy. (30 points)
3. Responsiveness to submission requirements. (10 points)
4. Timeframe and cost required to complete the GNC Renewal Plan and phasing deliverables (15 points)
5. Quality of sample materials and qualifications package submitted. (5 points)

We may schedule interviews. Proposers are prohibited from contacting any representatives of the GNC, P.A.R.T.N.E.R., or any other stakeholder associated with this RFP, with the exception of the contact person listed.

**SCHEDULED TIMELINE**

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline shall be subject to change when deemed necessary by management.

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<b>MILESTONE</b>	<b>DATE</b>
• <b>GNC Renewal Project Initiation and Kick Off:</b>	June 14, 2019
• <b>GNC Renewal Community Outreach, Existing Conditions, Financial Analysis, Project List Development, and Project Cost Estimating:</b>	August 26, 2019
• <b>Present Draft of GNC Renewal Plan:</b>	October 7, 2019

## **PROPOSAL BIDDING REQUIREMENTS**

### **PROJECT PROPOSAL EXPECTATIONS**

P.A.R.T.N.E.R. shall award the contract to the proposal that best accommodates the various project requirements. P.A.R.T.N.E.R. reserves the right to award any contract prior to the proposal deadline stated within the "Scheduled Timeline" or prior to the receipt of all proposals, award the contract to more than one Bidder, and refuse any proposal or contract without obligation to either P.A.R.T.N.E.R. or to any Bidder offering or submitting a proposal.

### **INTENT TO SUBMIT PROPOSAL**

All invited Bidders are required to submit a "Letter of Intent" no later than May 24, 2019 informing P.A.R.T.N.E.R. of their intent to either submit or decline to submit a proposal.

### **DEADLINE TO SUBMIT PROPOSAL**

All proposals must be received by P.A.R.T.N.E.R. no later than 5:00 PM (EST) on June 4, 2019 for consideration in the project proposal selection process.

### **RFP DELIVERY METHOD**

- Hand delivery or via certified mail attention to Douglas Dzema by 4PM (EST)
- 881 Amboy Ave, Perth Amboy, NJ 08861 or:ddzema@perthamboyha.org
- Three (3) hardcopies

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**PROPOSAL SELECTION CRITERIA**

Only those proposals received by the stated deadline will be considered. All proposals, submitted by the deadline, will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

- Proposals received by the stipulated deadline must be in the correct format.
- Bidder's alleged performance effectiveness of their proposal's solution regarding the Project objective of the GNC Neighborhood Plan.
- Bidder's performance history and alleged ability to timely deliver proposed services.
- Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
- Overall cost effectiveness of the proposal.

P.A.R.T.N.E.R. shall reserve the right to cancel, suspend, and/or discontinue any proposal at any time they deem necessary or fit without obligation or notice to the proposing bidder/contractor.

**PROPOSAL SUBMISSION FORMAT**

The following is a list of information that the Bidder should include in their proposal submission:

**Summary of Bidder Background**

- Bidder's Name(s)
- Bidder's Address
- Bidder's Contact Information (and preferred method of communication)
- Legal Form of Bidder (e.g. sole proprietor, partnership, corporation)
- Date Bidder's Company Formed
- Description of Bidder's company in terms of size, range and types of services offered and clientele.
- Bidder's principal officers (e.g. President, Chairman, Vice President(s), Secretary, Chief Operating Officer, Chief Financial Officer, and General Managers) and length of time each officer has performed in his/her field of expertise.
- Bidder's Federal Employee Identification Number (FEIN)
- Evidence of legal authority to conduct business in New Jersey (e.g. business license number).
- Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
- Organization chart showing key personnel that would provide services to Perth Amboy Redevelopment Team For Enterprise And Revitalization

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**Financial Information**

- Provide a copy of the most recent audited financial statement, or an annual report by a certified public accountant.
- State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of Reorganization under the Bankruptcy Code.
- State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body.

**Proposed Outcome**

- Summary of timeline and work to be completed.

**Equipment or Service**

- List any and all equipment or services required for this proposed project and the number of each.
- Detailed estimated cost for each piece of equipment or service.
- List any accommodation, services, or space required from P.A.R.T.N.E.R. along with a brief explanation.

**Cost Proposal Summary and Breakdown**

- A detailed list of any and all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Brief summary of the total cost of the proposal

**References**

- Provide 3 references

Bidder agrees that P.A.R.T.N.E.R. may contact all submitted references to obtain any and all information regarding Bidder's performance.

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