



# Request for Proposals

## Plan Baton Rouge III

### Downtown Baton Rouge Master Plan

ISSUE DATE:

**August 9, 2024**

RFP RESPONSE DEADLINE:

**October 25, 2024 by 4:00 PM CST**

**TABLE OF CONTENTS**

**1. Overview** ..... 3

1.1 Purpose & Overview ..... 3

1.2 Geographic Focus ..... 4

1.3 Project Team ..... 4

**2. Scope Overview** ..... 5

2.1 Objectives ..... 5

2.2 Qualifications ..... 5

2.3 Scope of Services ..... 6

**3. Important Dates and Instructions** ..... 9

3.1 RFP Schedule ..... 9

3.2 Changes to RFP Schedule ..... 9

3.3 Point of Contact ..... 9

3.4 Questions ..... 9

3.5 Project Budget ..... 9

3.6 Proposal Submission ..... 9

3.7 Proposal Format ..... 10

**4. Evaluation and Selection** ..... 12

4.1 Evaluation Criteria ..... 12

4.2 Oral Presentations ..... 12

4.3 Selection ..... 12

**5. Final Award, Contract Terms and Compliance** ..... 13

5.1 Contract Award ..... 13

5.2 Compliance Provisions ..... 13

**6. Resources** ..... 14

6.1 Relevant Plans and Reports ..... 14

**Appendix A: Certification Statement** ..... 15

# SECTION 1: OVERVIEW

## 1.1 Purpose & Overview

The purpose of this RFP is to obtain competitive proposals from qualified, experienced, and dynamic professional planning firms (“Proposers”) to develop a new downtown master plan for Baton Rouge, called Plan Baton Rouge III, that presents visionary ideas and a framework to guide comprehensive growth and investment over the next decade. Building on the success of previous [downtown master plans](#), the new plan is intended to build on downtown’s unique strengths, particularly our riverfront, recommending strategies to reconnect assets and neighborhoods to the riverfront and downtown core, incentives to attract additional housing developments, and approaches to leverage planned developments. The new plan should also feature effective and innovative strategies and recommendations for funding and implementation and position Baton Rouge, Louisiana, as a welcoming, prosperous, and attractive city on the Mississippi River in which to live, work, and play.

Successful proposals will demonstrate how the planning process will effectively engage stakeholders and residents, particularly those who live in surrounding neighborhoods. The engagement process should create a “buzz” that generates community excitement about an implementable vision for downtown. The Baton Rouge Area Foundation (BRAAF), in tandem with members of the Steering Committee, is leading this effort and has also convened an Advisory Committee comprising downtown stakeholders who will work with the consultant team to provide knowledge and input about current dynamics.

Although the Downtown Development District (DDD) office plays a key role in shepherding downtown development, all major urban transformations originate with committed public leadership as the catalyst to revitalization. Over the past few decades, the incremental implementation of recommendations from both Plan Baton Rouge Phase I and Plan Baton Rouge Phase II have demonstrated that for visions to be realized, continued public partnership and investment are imperative. Proposers must become familiar with current plans, initiatives, projects, and existing sources of data to effectively respond to the scope of work without duplicating past efforts. Of note, the DDD recently completed a strategic plan that established priorities and goals for the organization and should be referenced for recommended initiatives. The DDD has also created a Development Toolkit and Annual Yearbook. Also, the International Downtown Association completed a report in 2023 calculating the value of downtown Baton Rouge. These and other resources that provide data on downtown Baton Rouge’s number of businesses, workers, occupancy rates, and more can be found in Section 6: Resources of this RFP.

Downtown Baton Rouge has seen continued investment with plans currently underway for new hotels, an upgraded convention center, residential units, casino expansion, a Bus Rapid Transit (BRT) project, and more; however, there is still a need for an overarching plan to maximize and leverage these new investments and to provide guidance on the cost, impact and best sequencing of timelines for current and future projects and for future investments. The plan should include an implementation and funding strategy for all recommendations, identifying short, medium, and long-term initiatives downtown over the next 5-10 years.

The plan will include tactical development strategies for five sites of interest, proposing project concepts and identifying various funding models that can help reduce the gap between conventional financing and the remaining public or private funding required to make the project happen. The plan should aim to include realistic recommendations that remove the risks associated with the uncertainty of investing due to high inflation and construction costs.

While still focused on the preservation of existing neighborhoods, the plan should identify opportunities for new strategic investments, including new housing developments to fulfill the growing demand for a variety of

housing options that will appeal to downtown's diverse and dynamic workforce and those who enjoy urban living and related amenities. The consulting team will evaluate current zoning for areas adjacent to downtown to recommend modifications needed to spur infill development, particularly housing and other mixed-use developments.

This plan should explore all opportunities for further riverfront enhancements, demonstrate ideas of how downtown can become more resilient and climate proof; tackle the revitalization of underutilized or vacant parcels; present ideas and financial resources for programming within and around downtown's distinctive and treasured public spaces; identify incentives and tools to attract retail; energize current destinations, including museums, stores, and restaurants, and attract new ones; add new amenities to support the needs of downtown residents; beautify streets, infrastructure and public spaces; propose standards and initiatives for maintenance and cleanliness; address safety concerns and perceptions; and offer creative concepts to express and display Baton Rouge's unique history and story.

## **1.2 Geographic Focus**

Plan Baton Rouge Phase I defined downtown's boundaries by the river and the elevated interstate. Plan Baton Rouge Phase II recommended expanding downtown's footprint to include areas just outside the interstate to the north, east, and south to encompass new development activities.

The focus of this planning effort will mostly align with the established boundaries of the Downtown Development District to include the Mississippi River to the west, the edge of the Water Campus and Myrtle Street to the south, 17th Street to the east, and Choctaw to the north. A more detailed map with an outline of the planning area is included in the Resource Section of this RFP.

Proposers should reference the current planning activities underway along corridors such as Government Street, Florida Boulevard, Nicholson Drive, all of which integrate and connect into the downtown area. Further, this plan should consider downtown's connectivity to areas of development activity such as the Memorial Stadium sportsplex, the new planned arena at LSU, and other redevelopment activities in Downtown East area and south of the Water Campus. The activities and opportunities in these areas could potentially be further shaped by this plan.

## **1.3 Project Team**

Although BRAF is the primary client who has played the lead role in issuing this RFP, the Steering Committee includes groups such as the City of Baton Rouge/Parish of East Baton Rouge (City-Parish), Downtown Development District, Baton Rouge Area Chamber, Visit Baton Rouge, the State of Louisiana, and others who will bring expertise and experience to the process. The project team will help to facilitate interactions with other project stakeholders and work directly with the consultant team to assist with providing relevant plan materials, data, information, and other resources.

The Steering Committee is comprised of entities who will be directly involved in decision making during the planning process and throughout the plan's implementation while the Advisory Committee is a larger group of stakeholders who will be engaged to provide input and feedback as needed. The project team will also work with the Consultant team to engage with and possibly expand the membership of the Steering Committee and Advisory Committee throughout the process.

A separate Selection Committee has been identified to work on behalf of the project team during the procurement process to review, evaluate and score RFP responses.

## **SECTION 2: SCOPE OF SERVICES**

### **2.1 Objectives**

The overarching goal of this master plan is to create a vision that guides decision making and defines the set of coordinated actions necessary for successful implementation of the plan's recommendations. The plan will provide a framework for local leaders and stakeholders to effectively implement infrastructure investments, community design approaches, economic development strategies, and related public services.

Proposers should include information on how their approach and work product will meet the following objectives:

- Develop an updated comprehensive blueprint to guide the next decade of growth and investment in downtown
- Create excitement and engage stakeholders and residents in realizing the value of a vibrant core that reflects Baton Rouge's unique identity
- Create widespread access to the river for recreation with new and improved amenities and destinations along the riverfront
- Reimagine the highest and best use for underutilized properties within the context of a post-pandemic economic environment
- Attract additional retail, restaurants and other amenities
- Propose effective and innovative strategies for funding and implementing the plan recommendations
- Provide tactical development strategies for five sites of interest
- Provide a recommended sequence of timelines and prioritization of investment for major public and private sector projects

### **2.2 Qualifications**

BRAF is seeking consultants with broad expertise in developing downtown and riverfront plans with demonstrated experience in a variety of disciplines. BRAF anticipates hiring one prime planning firm that may include subcontractors with the required expertise on their team. Proposers should clearly demonstrate their experience in conducting large-scale visioning and community planning, with an emphasis on successful cross-sector outreach and community engagement. Proposers should also provide details regarding their experience using methods and technologies that facilitate robust engagement with elected officials, community leaders and stakeholders, and the general public.

Proposers should demonstrate an ability to work on multiple concurrent programs/projects across a wide variety of scope components, with skills and experience related, but not limited to, the following:

- Community revitalization and urban planning
- Landscape architecture and riverfront planning
- Housing financing, in particular workforce housing
- Market analysis and feasibility studies
- Tourism trends and strategies
- Land use planning, zoning, and building codes
- Architectural and sustainable design
- Transportation infrastructure and parking issues in downtown areas
- Stormwater management and green infrastructure
- Economic development and incentives

- Public outreach and stakeholder engagement

## 2.3 Scope of Services

The intent of the Scope of Services provided below is to serve as a framework, which Proposers can use to develop a more detailed scope of services based on their professional expertise and knowledge in these areas.

### Planning Components

- I. Housing
  - a. Given the current market and trends, identify specific goals for numbers, types and locations of new housing units in the broader downtown area that can be supported
  - b. Identify amenities and retail required to attract more downtown residents
- II. Riverfront
  - a. Develop a comprehensive riverfront activation vision with prioritized development phases
  - b. Leverage the connection between the river and the River Center proposed project and other key downtown destinations
  - c. Revisit plans for a major regional entertainment destination on the riverfront
- III. Transportation connections/parking/infrastructure
  - a. Identify priority areas for enhancements, such as widening sidewalks, streetscape improvements, crosswalks, traffic calming, etc.
  - b. Identify priority projects that can address the gaps in the connectivity of key corridors, such as Nicholson Drive, Government Street, and Florida Boulevard, considering pedestrian/bicycle access, signage, lighting and other related infrastructure
  - c. Recommend an approach to parking needs and issues
  - d. Recommend improvements to wayfinding for parking areas
  - e. Identify approaches to leverage investments in the Bus Rapid Transit project
- IV. Beautification
  - a. Identify targeted streetscape enhancements
  - b. Identify sequence of actions by various entities to implement LED lighting upgrades recommended in the DDD Strategic Plan
  - c. Identify creative programs or placemaking opportunities to manifest Baton Rouge's unique arts, music, sports, and food culture
- V. Maintenance/cleanliness/safety and related public services
  - a. Propose strategies to develop a downtown maintenance program based upon those successfully implemented in other cities
  - b. Recommend how to strengthen ordinances and enforcement for blighted buildings and incentivize bringing them up to code
  - c. Identify the priority places/spaces to enhance beautification/streetscapes and potential sources of funding
  - d. Recommend approaches that enhance public safety, and perceptions thereof.
- VI. Environment, resilience and sustainability
  - a. Identify strategies for reducing the urban heat island effect
  - b. Identify areas for further greening or green infrastructure improvements
  - c. Explore opportunities for incorporating updated standards for energy efficiency, green, and fortified building practices in new developments
- VII. Economic Development

- a. Recommend initiatives, programs, policies, incentives, growth prospects, public/private partnerships, catalytic projects, strategic priorities, etc. that attract business growth in downtown
  - b. Identify potential new visitor & tourism attractions
  - c. Recommend how we can we leverage our sports culture with new attractions that draw families and visitors
- VIII. Attracting retail and other uses
  - a. Identify goals for the appropriate mix of retail that downtown can support
  - b. Identify incentives for attracting restaurants and retail uses
- IX. Enhancing connections to assets
  - a. Recommend how to maximize all aspects of connectivity to assets both within and nearby downtown (e.g., university connections)
- X. Zoning and development policies
  - a. Identify modifications in zoning and policies required to reduce barriers to redevelopment in the zones adjacent to downtown, to enhance the type of development desired, as well as preserve our cultural identity.
- XI. Resources and funding
  - a. Identify potential partnerships, resources and funding mechanisms for all planning components

### **Implementation Component**

The plan must identify funding models, assign responsibilities, and define action steps necessary to implement short-term and long-term recommendations related to all components above. All implementation strategies shall be prioritized and presented in a format that can easily be tracked and shared among stakeholders responsible for their implementation.

- I. Tactical development strategies for five sites of interest
  - a) Identify five areas for potential catalytic development, sites of interest, along with their highest and best use for development or redevelopment to include public or private property
  - b) Recommended sites of interest will include project development typologies or concept renderings, potential uses, layouts, and potential funding sources
  - c) Sites of interest can be identified by the consultant team from input collected from developers and stakeholders during initial stages of process
  - d) For each site of interest, the plan will include potential partners, proformas, incentives, and recommended financing structure for all types of uses, but, in particular, for housing development (e.g., temporary, workforce, low-income, affordable, rental, and market-rate)
- II. The implementation section should include specific recommendations for unlocking the potential for layering existing and proposed incentives, including:
  - a) Development incentives (e.g., tax abatements)
  - b) Downtown revitalization incentives (e.g., historic tax credits)
  - c) Tools for attracting private sector development (e.g., creative leasing of public property)
  - d) Creative approaches for maximizing recovery dollars (e.g., leveraging CDBG funds)
- III. Funding models for implementation
  - a) With each recommendation, identify the responsible entity, the key partners, viable funding sources, action steps towards implementation, and the metrics for success

- b) The plan recommendations should position downtown project leaders to be able to access every available source of federal and state funding, plus agency grants for proposed projects
- IV. Ongoing implementation support
- a) Proposers should be prepared to identify team members who could provide advisory services as potential ongoing consultation services following the planning effort. Those services will depend on evolving conditions as needed.

### **Public Engagement Component**

Proposers must include a detailed public engagement process, incorporating innovative approaches to engage diverse groups and ideas throughout the planning process. The public participation process may involve multiple approaches to outreach including, but not limited to, community meetings, stakeholder workshops, virtual meetings, use of print and social media, and other digital communication mediums, including how they will work with plan partners to host content related to the planning process on a public webpage.

Proposers should consider the appropriate methods for engaging with and presenting to, at a minimum: the City of Baton Rouge/Parish of East Baton Rouge (EBR) Mayor-President's office and other relevant departments, the City of Baton Rouge/Parish of EBR Metropolitan Council, the DDD Commission and staff, the Plan Baton Rouge Phase III Steering Committee and Advisory Committee, the EBR Planning Commission, state officials, and more.

The goals of public engagement through this planning effort include the following:

- Engage stakeholders, elected officials, and community members to gather diverse perspectives and ground-truth findings or recommendations
- Provide effective and efficient mechanisms for gathering input and building consensus across a broad set of perspectives on various scope elements
- Develop understanding, buy-in, and ownership of recommendations from stakeholders; developers; property owners; city-parish, and state leaders; young professionals; and the general public to support the plan's implementation
- Educate stakeholders and the general public on the downtown's role and importance to the future of the region

### **Final Deliverable**

The final plan deliverable must consist of goals, objectives, recommendations, maps, conceptual plans and renderings, priority projects, policies, analyses, high resolution images, and a defined implementation strategy that includes a description of the financial tools and partnerships needed for implementation.

The plan should be provided in both an electronic and print format.



# SECTION 3: IMPORTANT DATES AND INSTRUCTIONS

## 3.1 RFP Schedule

Proposal period opens	August 9, 2024
Deadline for submitting written inquiries	September 15, 2024
Deadline for submitting proposals	October 25, 2024
Selection committee evaluate proposals	Early November
Notification of shortlisted firms	Before November 15
Oral presentations (if needed)	November 2024
Final selection	December 6, 2024
Contract negotiation & execution	December 2024
Announcement of selected proposer	December 2024
Master planning process kicks off	Early January 2025

## 3.2 Changes to RFP schedule

All dates in the RFP are subject to change at the discretion of BRAF. Any changes to this schedule of events will be posted to the [Downtown Development District’s website](#). BRAF reserves the right to change the schedule of events or issue addenda to the RFP at any time. BRAF also reserves the right to cancel and/or reissue the RFP.

## 3.3 Point of Contact

Proposers shall restrict all contact and questions regarding this RFP and selection process to the individual named herein: Eric Dexter, Vice President of Civic Leadership Initiatives at [rfp@braf.org](mailto:rfp@braf.org). Questions concerning terms, conditions and technical specifications shall be directed by email and submitted to [rfp@braf.org](mailto:rfp@braf.org) pursuant to the timeline outlined in Section 6.4. Proposers and their agents are strictly prohibited from lobbying or contacting members or representatives of BRAF at any time during the proposal and selection process, as well as any members of the Plan Baton Rouge III selection team. Proposers’ failure to comply with this clause shall be grounds for rejection of their proposal.

## 3.4 Questions

All questions related to this RFP must be submitted by email to [rfp@braf.org](mailto:rfp@braf.org). Questions received after the deadline as outlined below will not receive a response. BRAF’s responses to all questions received during this question period will be posted to DDD’s [website](#) by September 15, 2024.

## 3.5 Project Budget

While the project management team has not defined a specific budget for this project, we recognize that an estimated budget is helpful when drafting a project proposal. As such, proposers should estimate an overall project budget in the range of \$850,000-\$1,000,000. It should be noted that project cost is one of, but not the only, evaluation criteria that will be used to review and assess project proposals. Also, BRAF may opt to set aside a small portion of this budget to seed early implementation efforts.

## 3.6 Proposal Submission

Proposers shall submit one (1) unbound and seven (7) bound copies of their proposals, along with one digital version of their proposal on a USB or flash drive. All proposals shall be received at the Baton Rouge Area Foundation by **4 p.m. Friday, October 25, 2024.**

Proposals must be mailed or delivered by hand to the BRAF office at:

**Eric Dexter  
The Baton Rouge Area Foundation  
100 North St., Suite 900  
Baton Rouge, LA 70802**

Proposers are solely responsible for ensuring that their proposal is delivered at the specified location and prior to the deadline for submission. Proposals received after the deadline will not be considered. BRAF is not responsible for late or non-delivery of mail. Facsimile transmittals and electronic transmittals will not be accepted.

### **3.7 Proposal Format**

Proposals should be thoughtful, clear, and well-organized in the structure listed below:

i. Cover Letter

A cover letter should be submitted on the Proposer's official business letterhead with a brief summary of the Proposer's understanding of the scope of the work to be performed, an introduction of their firm and any subcontractors, recent relevant experience, and any other information the Proposer deems appropriate. The cover letter must be signed by an individual authorized to make proposals of this nature on behalf of the Proposer submitting the proposal.

ii. Executive Summary

This section should serve to introduce the scope of the proposal. It should also include administrative information, including the Proposer's contact name, email, and phone number, along with a stipulation that the proposal is valid for a period of at least 90 calendar days from the date of submission. This section should also include a summary of the Proposer's qualifications and ability to meet the RFP's requirements.

iii. Experience and Work Samples

This section should include a detailed discussion of the Proposer's and subconsultants prior experience in working on projects similar in size, scope, and function to this master plan. Proposers and subconsultants should provide narrative reports with supporting visuals describing five or more comparable planning projects, along with project references and contact information. For the referenced projects, Proposers should provide a summary of the project timeline, budget, project outcomes, and project or client references. BRAF reserves the right to contact any of the named references to discuss the Proposer's past performance.

Proposers should also provide any information uniquely relevant to their experience and ability to handle the proposed work, including the Proposer's presence in and commitment to maintaining a presence in Baton Rouge during the duration of the project (either directly or through proposed subcontractors).

iv. Project Staff and References

Proposers should provide resumes reflecting the qualifications, experience, and role of key planning team members who will be assigned to the project, including those of any subcontractors. Proposers should also identify each of these individuals in a project organizational chart along with a description of the role and responsibilities of each team member, their planned level of effort, their anticipated duration of involvement, and their on-site availability. Proposers should specify their project lead and provide a comprehensive resume with examples of comparable planning efforts they have previously led.

This section should indicate team members with Disadvantage Business Enterprise (DBE) and/or Women and Minority Business Enterprise (WMBE) certification, where applicable.

For each project team member, Proposers should highlight years of experience (total experience as well as experience with their current firm), education, training, technical experience, functional experience, prior employers, examples of related experience and responsibilities on relevant projects, and any applicable certifications.

The Proposer and all subcontractors should provide three references for each resume submitted, including contact information. Proposer and subcontractor references can be the same contacts listed in the comparable work samples. References should have personal knowledge of the Proposer's or subcontractor's performance on the projects included.

Proposers must indicate if their firm been involved in any criminal, civil, or administrative suits, actions, investigations, litigations, or proceedings that were commenced, pending, settled, threatened, resolved, or concluded during the five-year period prior to the submission deadline. If relevant, please provide further information.

v. Approach and Methodology

This section should provide an overview of the Proposer's understanding of the nature of the project, the methodology for addressing and elaborating on the distinct components within the scope of work, and a description of the Proposer's approach to project management and quality assurance. This section should describe how the master plan will be developed and informed through robust public engagement, along with a description of all proposed deliverables, including the tactical development strategies for five sites of interest. The approach should include details about the methods of community and stakeholder engagement along with proposed tools and formats that will be used to facilitate input.

vi. Implementation Plan

This section should provide an overview of the Proposer's approach to developing a master plan that is implementable, including how the concepts outlined in the approach and methodology section can be conceptualized and carried out in a timely manner. This section should describe the details to be included in the implementation plan.

vii. Timeline

Proposers must submit a detailed timeline for the master planning process as well as proposed dates and sequences for major tasks, milestones, and deliverables.

viii. Cost Proposal

Proposers must submit a cost proposal for the services described in the scope of work to fit within the budget range mentioned above, along with a chart indicating the estimated percentage of time each consultant will be involved in the project. The cost proposal should consider that this planning effort is supported by multiple funding sources from both private and public entities. The cost proposal will identify how travel and other indirect expenses will be billed.

ix. Certification Statement

Proposals must include a statement of confirmation that, if awarded the contract, the Proposer acknowledges its complete responsibility for the entire contract, including payment of any and all charges resulting from the contract. (Appendix A)

## SECTION 4: EVALUATION AND SELECTION

### 4.1 Evaluation Criteria

Proposals will be evaluated for relevance, accuracy, and completeness and scored by a selection committee based on the extent to which they meet the following criteria. The selection committee will evaluate all factors with the goal of awarding the contract to the highest scoring Proposer.

Criteria	Weighting Factor
Team qualifications, relevant experience, and references	35%
Planning approach and methodology	35%
Local experience or knowledge	10%
Implementation and examples of previous plans	10%
Overall cost and budget	10%

### 4.2 Oral Presentations

BRAF, at its discretion, may request Proposers provide an oral presentation further describing their approach and how they plan to meet the described objectives. Commitments made by the Proposer at the oral presentation, if any, will be considered binding. Furthermore, BRAF is not responsible for any travel costs or other costs associated with the bid process. The selection committee will factor any oral presentations into their selection decision.

### 4.3 Selection

This procurement process is an optional BAFO (bargaining agent for official contracts), to preserve BRAF's ability to engage in direct negotiations with Proposers relative to cost and scope. Upon final selection, BRAF will notify the winning Proposer. The remaining proposers will also be notified. BRAF reserves the right to reject specific team members and may require the selected lead firm to reconsider the structure of subcontractor composition to ensure sufficient expertise for all plan components.

## **SECTION 5: FINAL AWARD, CONTRACT TERMS AND COMPLIANCE**

### **5.1 Contract Award**

An award will be made to the Proposer whose proposal is highest ranked, responsive, and determined to effectively fulfill the scope of work. Upon notification of selection by BRAF, the successful respondent is required to execute and deliver a signed contract within three weeks of notification. If the successful respondent is unwilling or unable to execute the agreement as required by the RFP, BRAF may select another Proposer to enter into a contract.

### **5.2 Compliance Provisions**

Proposers must have adequate financial resources or the ability to obtain such resources as required; be able to comply with the required or proposed delivery schedule; have a satisfactory record of performance; have a satisfactory record of integrity and ethics; and be otherwise qualified to do this work. BRAF may request representation and other information sufficient to determine the Proposer's ability to meet these standards. During the term of the contract, the selected contractor shall comply with all applicable provisions of laws, codes, ordinances, rules, regulations, and tariffs.

Proposers shall provide a statement of any involvement in litigation and/or any suspension or debarment proceedings that could affect this work. A suspension or debarment proceeding which could affect this work is any proceeding, whether pending or concluded, that involves a government entity. If no such litigation, suspension, or debarment exists, Proposer shall so state.

The prime firm shall not enter into any subcontract with any subcontractor who has been debarred, suspended, declared ineligible, or voluntarily excluded from participating in contracting programs by an agency of the U.S. government or the State of Louisiana.

Proposers will be required to provide at the signing of the contract and to maintain during the entire term of this contract the following insurance policies, naming BRAF and its board members and employees as co-insured:

- a. General Liability
  - \$1,000,000 per occurrence
  - \$2,000,000 aggregate
  - Additional insured and waiver of subrogation in favor of BRAF
- b. Errors and omissions coverage for willful or negligent acts or omission of any officers, employees, or agents thereof in the amount of \$1,000,000
- c. Professional liability coverage in the amount of \$1,000,000
- d. Automobile liability coverage, including hired and non-owned vehicles in the amount of \$1,000,000
- e. Workers' compensation coverage in the following amounts:
  - \$100,000 for each accident
  - \$100,000 for employee disease
  - \$500,000 for each policy limit disease
- f. Insurance carriers must have A.M. Best rating of at least A.

Contractor shall provide BRAF with certificate(s) of insurance evidencing the aforesaid coverage. Proposers must sign and submit as part of their proposal the Certification Statement found in Appendix A.

## SECTION 6: RESOURCES

### 6.1 Relevant plans and reports

Proposers should recognize that an abundance of information, prior plans, and data already exist that should be incorporated into the master plan. As such, preference will be given to Proposers that effectively incorporate available and existing plans in coordination with primary data collection and planning, without replicating previous efforts. The master plan must be coordinated with the objectives of other existing plans and ongoing planning efforts such as:

- Map of Plan Baton Rouge Phase III planning area
- [Previous downtown plans, including Plan Baton Rouge I and II](#)
- [DDD Strategic Plan and other resources](#)
- [DDD Development Toolkit and Annual Yearbook](#)
- [2023 IDA Downtown Value Report](#)
- [Strategic Plan for Redevelopment of River Center](#)
- [MoveBR](#) (See projects for: Nicholson, North Blvd, Terrace)
- [FutureBR](#)
- [I-10 expansion + bike/pedestrian greenway](#) to University Lakes, [CMAQ Trail connecting Scotlandville Parkway to Memorial Stadium](#)
- [Florida Corridor Master Plan](#)
- [Bus Rapid Transit Plan](#)
- [Water Campus Master Plan](#)
- State Capitol Park Master Plan Update
- [River Center Development Initiative](#)
- Downtown Development District Interstate Lighting Concept Plan
- [East Baton Rouge Pedestrian and Bicycle Plan 2024 Update](#)
- LSU planned arena developments (planning underway)
- Nicholson corridor (planning underway)
- Memorial Park Sports Complex Plan (planning underway)

The links to the resources listed above can be found on the Downtown Development District's website: [downtownbatonrouge.org](http://downtownbatonrouge.org)

The DDD, City-Parish, and BRAF will work closely with the awarded consultant team to provide any and all past and present plans that may prove useful for this process.

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**Appendix A: Certification Statement**

**CERTIFICATION STATEMENT**

The undersigned hereby acknowledges she/he has read and understands all requirements and specifications of the Request for Proposals (RFP), including attachments.

**OFFICIAL CONTACT:** BRAF requests that the Proposer designate one person to receive all documents and the method in which the documents are best delivered. Identify the contact name and fill in the information below:

<b>Date</b>	
<b>Official Contact Name</b>	
<b>Email Address</b>	
<b>Fax Number with Area Code</b>	
<b>Telephone Number with Area Code</b>	
<b>Street Address</b>	
<b>City, State, and Zip</b>	

The Proposer certifies that the above information is true and grants permission to BRAF to contact the above-named person or otherwise verify the information they have provided. By its submission of this proposal and authorized signature below, the Proposer certifies that:

1. The information contained in its response to this RFP is accurate.
2. The Proposer complies with each of the mandatory requirements listed in the RFP and will meet or exceed the functional and technical requirements specified therein.
3. The Proposer accepts the procedures, evaluation criteria, mandatory contract terms and conditions, and all other administrative requirements set forth in this RFP.
4. The Proposer's cost proposal is valid for at least 90 days from the date of Proposer's signature below.
5. The Proposer understands that if selected as the successful Proposer, he/she will have three weeks from the date of delivery of an initial contract during which to complete contract negotiations, if any, and execute the final contract document. BRAF has the option to waive this deadline if actions or inactions by BRAF cause the delay.
6. The Proposer certifies, by signing and submitting this proposal, that their company, any subcontractors, or principals are not suspended or debarred by the relevant regulatory authorities.

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*Authorized Signature*

*Print Name*

*Title*