



Mid-Ohio Regional
Planning Commission

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MID-OHIO REGIONAL PLANNING COMMISSION REQUEST FOR PROPOSALS: Central Ohio Greenways Planning Study

DATE OF ISSUE: July 26, 2018

DEADLINE: August 16, 2018

BACKGROUND:

The Mid-Ohio Regional Planning Commission (MORPC) is an association of cities, villages, townships, counties, and regional organizations serving Central Ohio. MORPC has brought the communities of Central Ohio together to collaborate on a Greenway & Trail Vision for the growing region. The Central Ohio Greenways (COG) Board serves as a formal committee of MORPC's Sustainability Advisory Committee (SAC). Board members represent the public, private, and non-profit sectors. The COG Board's focus is to expand the trail system, increase programming, improve branding & marketing, and establish new public, private, and non-profit partnerships.

The COG Board's vision is a world-class network of trails easily accessible to every Central Ohioan, and its mission is to increase greenway trail mileage and use of trails for recreation and transportation needs.

With Central Ohio expected to grow by up to 1 million people by 2050, bringing an increased demand for walkable neighborhoods and more transportation options, trails have become a critical element of a diverse transportation system. Furthermore, through COG managing a nationally recognized annual trail usage system, Central Ohio has seen a consistent increase in trail usage from 2014 to 2017, demonstrating the significant impact trails have on the community's quality of life. To continue the positive impact of trails, the COG Board focuses its vision for trails on four pillars: economic development, social equity, health, and the environment.

The COG Board has spent the last two years developing a trail vision map through extensive community collaboration. This vision map identifies a community supported desire to add nearly 500 new trail miles to the existing regional trail network of over 220 trail miles so we can fully connect underserved areas in both rural and urban neighborhoods. An impact of trails study conducted in 2015 estimates that the average construction cost for a single mile of trail is about \$500,000. This estimate requires the COG Board to raise at least \$250 million to build out the full network. This ambitious funding goal is crucial to make the COG system truly accessible for not only recreation purposes but commuting as well.

William Murdock, AICP
Executive Director

Rory McGuinness
Chair

Karen J. Angelou
Vice Chair

Erik J. Janas
Secretary

SCOPE OF SERVICES:

In order to efficiently and successfully support the increased demand for trails, the COG Board would like to complete a planning study. The planning study will serve as an actionable blueprint for implementing the COG Board vision and should address the following:

- > A Case for Support that resonates, differentiates, and substantiates within the Central Ohio area and tells the story why this regional trail vision plan is critical to the future success of the region. This document will:
 - Evaluate effectiveness of current name, logo, and brand, including vision and mission statements, and make recommendations towards an effective branding strategy
 - Highlight Greenways strengths and successes
 - Test types of metrics that resonate most with stakeholders. These metrics could include health, environment, economics, transportation, social equity, or others
 - Provide personal narratives that articulate the opportunities the COG vision provides
 - Use existing statistics and data to develop emotional narratives
- > An Operational Program that will:
 - Assess the existing operational structure and capacity of Central Ohio Greenways staff and members
 - Provide recommendations for effective leadership for an awareness campaign
 - Provide recommendations for best funding / grant management model that resonates with potential donors
- > A Funding Strategy, which will:
 - Evaluate the capacity of existing funders
 - Identify future funders, their funding capacity, and their funding goals
 - Research and recommend innovative funding models
 - Provide a community readiness assessment to determine the best time and pace to request funding and implement the vision

PROPOSED DELIVERABLES:

1. A development tool, which makes the case for support.
2. A summary document that highlights the operational and funding assessments.
3. A recommendations document that proposes operational structure, regional champions, and fundraising mechanism.
4. Any other deliverable that seems helpful based on the proposed scope of services.

BUDGET:

The anticipated timeline for this project is 16 weeks from the project start date and its total budget cannot exceed \$50,000.

SUBMISSION INSTRUCTIONS:

As part of your Proposal, please provide the following information:

- Personnel expected to work on the project, along with a short bio for each
- Examples of past relevant work, along with references
- Detailed description of the proposed technical approach, highlighting additions or deletions to the scope of services, if any
- Estimated costs by task

The submitted document shall be no longer than fifteen (15) pages, excluding cover page.

EVALUATION CRITERIA:

20%: Consultant team (Personnel make-up and experience)

50%: Technical approach / Creativity in methodology

30%: Firm's relevant past experience

To be considered, proposals must be emailed as a PDF format. Proposals will be received by MORPC until 5:00 p.m. (EDT) August 16, 2018.

Any questions shall be directed in email only to Melinda Vonstein (mvonstein@morpc.org) and all questions and answers will be posted on MORPC's website at the following link: <http://www.morpc.org/rfps-rfqs> within two (2) business days.

Submit Proposals to:

Mid-Ohio Regional Planning Commission
Attn: Melinda Vonstein, Central Ohio Greenways Coordinator
111 Liberty St. Suite 100
Columbus, OH 43215
mvonstein@morpc.org

The Mid-Ohio Regional Planning Commission in accordance with Title VI of the Civil Rights Act of 1964 and the related nondiscrimination statutes, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, all bidders including disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, sex, age, disability, low-income status, or limited English proficiency in consideration for an award.

Small, minority-owned, or woman-owned businesses are strongly encouraged to apply.