

REQUEST FOR PROPOSAL

**Lincoln, Montana
COMMUNITY MASTER PLAN**

**Professional Consultant Services for
Community of Lincoln**

**Comprehensive Master Plan
for the Community of Lincoln, MT**

Introduction

Lincoln is a rural, unincorporated community with a population of roughly 900 residents. Nestled amid incredible scenic beauty and located within a 90-minute drive to three major Montana cities (Helena, Missoula, and Great Falls), Lincoln is in many ways emblematic of Montana's earliest economic traditions: a rugged, outdoors-oriented small town with a multi-generational history of logging, mining, and agriculture.

The community is requesting the assistance of a qualified firm to develop a master plan to guide local decision makers, ensuring that the community can grow while maintaining its unique character, which is attractive to both residents and visitors.

Overview of Lincoln, Montana

Located near the Blackfoot River, and in one of the fastest growing regions of Montana, Lincoln is a rural community in transition from a logging, ranching, and mining town to a community that welcomes tourists and outdoor recreationists. Employment, housing and childcare remain a challenge in Lincoln, particularly for the service sector jobs that support many families in the community.

Vision Statement

The Master Plan will create a broadly accepted guiding tool focused on implementation that ensures a high quality of life; maintains rural history; and supports diverse economic vitality in Lincoln.

Project Overview

Community leaders and stakeholders in Lincoln are highly supportive of adopting a new master plan. Funding has been obtained through a "matching funds" grant process, and with the support of county and state resources, the community is excited to develop a plan to help shape the future of development.

The Lincoln Master Plan should adopt a strategic planning process, including analysis of existing opportunities and issues; direction setting (mission statements, vision and values, goals and objectives, etc.); alignment (determining our path); implementation and execution (layout out a feasible action plan for achieving the stated goals); and evaluation (regular check-ins, measuring performance and success, and course corrections).

Potential Scope of Work

The proposed Lincoln Downtown Master Plan will include:

1. Summary of community engagement process.
2. Safety and transportation recommendations on Hwy 200 and other primary roads.

3. Consider appropriate town theme that identifies Lincoln's unique place in history for aesthetic improvements and marketing purposes.
4. Wayfinding Plan that includes sign design, content, and locations.
5. Map of community assets.
6. Visual representation of a revitalized Downtown Lincoln.
7. Proposed locations and conceptual design for community development projects, such as historic features, community housing, added recreation infrastructure, and a conference center.
8. Plan implementation recommendations that encompass both long range and "early-win" opportunities.
9. Summary of gaps and opportunities for growth and niche business development.
10. Summary of key partners and roles in plan implementation.
11. Summary of funding resources available for creating and sustaining revitalization and economic development. This summary shall include an overview of grants, loans, and opportunities through USDA Rural Development, State Department of Commerce, and other local, regional, and national opportunities.
12. Summary of how the (Montana Department of Commerce) Montana Mainstreet Four Point Approach is being modeled in the Downtown Master Plan and process.

Project Approach

The intent of this plan is to build a coalition of supporters who can work toward common goals. Success of the Lincoln Master Plan will be contingent on inclusivity and the integration of multiple perspectives. The entire community should be engaged in this strategic planning process, including, but not limited to, business owners, local government agencies, residents, the arts community, historic preservation organizations, recreation enthusiasts, economic development groups, and clubs and organizations, among others.

The success of the Lincoln Master Plan will rely on open, inclusive public processes. One of the challenges will be integrating and involving disengaged groups and constituents who have an interest in the area or can provide meaningful input, but do not typically participate in public processes. This may involve assembling small, focused-interest groups in order to foster creativity and candid insights. The consultant team will be tasked with implementing innovative public engagement strategies to capture the input of this diverse sector of the community.

The strategy should include, but not be limited to, the following:

1. A strong emphasis on public participation which brings together representatives from a broad range of stakeholders and maintains an inclusive process through community dialogue, consensus building and action.
2. Through broad and wide-ranging community engagement, the process will be highly visible and engaging to all.
3. Analysis of existing land use, building ownership and vacancies, and ownership patterns with an emphasis on redevelopment and new business opportunities.
4. Analysis of the past, current, and projected market.
5. The development of marketing strategies for Lincoln.
6. Visual elements including graphic and/or video depictions that illustrate possible future development based upon key findings from the Master Planning process.

Considerations

This section describes factors and considerations that are important in Lincoln. Solutions or recommendations should emerge from the master planning process for each identified consideration.

Infrastructure

- Walkability – emphasis on creating a walkable downtown.
- Pedestrian Circulation
- Connectivity - Lincoln, like many Montana communities, is seeing a significant increase in outdoor recreational tourism. General connectivity of resources outside of the commercial district, and other alternatives, should be examined in the master planning process.
- Signage / Wayfinding
- Street Lighting – creative considerations to night sky views, solar options, and in alignment of agreed upon theme.
- Community Design and Streetscaping- Parking analysis and the opportunities for unique design elements including, but not limited to, guidelines for a more uniform aesthetic; safe, easily maintained, long lasting footing for foot traffic between businesses; parking areas with materials that withstand the wide range of weather patterns/temperatures and annual snow plowing.

Arts and Culture

Arts and culture will be vital to economic activity in Lincoln. The Master Plan should include a strategy related to growing this resource and to the implementation of a public art initiative.

Parks, Trails, and Recreation

Lincoln and the surrounding areas have numerous trails, and recreation amenities. These trails and recreation opportunities should be leveraged to further the community's goals for Lincoln.

Public Spaces

High quality public spaces create economic value, add to a sense of place, and contribute to shared experiences, positively impacting physical and mental health, and adding biodiversity. Analysis and feasibility of enhancements to existing spaces and the creation of new spaces should be included in the final Master Plan.

Design Guidelines – Land Use Analysis

The Lincoln Master Plan should explore the use of design guidelines and land use and how both relate to the future growth of Lincoln.

Tourism Development

The economy of Lincoln is largely dependent upon tourism, primarily during the summer season. This asset can be leveraged for sustainable future growth and the Master Plan should incorporate ideas to continue this growth while maintaining the culture of the community.

Implementation Costs, Strategies, and Timelines

Implementation is critical to the Lincoln Master Plan. The chosen consultant will have a strong track record of working communities on implementation. Action plans will be developed for each project, goal, or initiative including responsible parties, timelines, cost, and funding sources. Implementation may also include education, training, and rollout of initiatives. Evaluations or checks-ins should be scheduled to evaluate progress, create accountability, and adjust resources or timelines moving forward. The master plan should be focused on the next 5 years.

Submittal Requirements

Consultant Requirements / Qualifications

Firms submitting proposals should have broad experience in public involvement, community visioning, planning and design in a rural unincorporated environment, landscape architecture, historic preservation, transportation, market analysis, and implementation. The Master Plan will create a framework to guide decisions impacting Lincoln, including recommendations for land use, public and private investment decisions, and prioritization for allocation of community resources.

Proposal Content

The following information should be included, at a minimum:

➤ **Project Understanding:**

A description of your understanding of the project and the community's needs. Also, address how you propose to meet those needs, including project approach and methodology.

➤ **Project Team:**

- A description of the lead firm and all firms proposed to be part of the consultant team with an emphasis on the qualifications needed to provide the services requested in this RFP, along with their web presence and contact information.
- Identification of the key personnel who will be assigned to the project, including resumés, with a description of their respective roles and an estimate of their participation in the project. Resumés should list related project experience and general project duties.
- A description of the relationships between the firms being proposed as part of the consultant team with specific details about similar projects on which the firms have worked together and identification of their respective roles.

➤ **Public Participation:**

A general discussion about methods you have used to broaden public participation and input into the process. Please discuss how you plan to implement a holistic, inclusive process, including the use of social media.

➤ **Work Plan and Schedule:**

A discussion of the proposed work plan and schedule of activities to be performed to complete the Master Plan. The anticipated completion date for the Master Plan process is May 31, 2022. The work plan and schedule should discuss, but not be limited to, the following activities: proposed community outreach; proposed site visits; plan outline and priority areas to be focused on that is reviewed and discussed by the stakeholder group; and target completion dates for the plan, including major plan sections, a complete draft of the plan that is available for stakeholder and public review, and the final plan.

➤ **Estimated Cost/Budget:**

Please provide an itemized estimate with each item/activity proposed in your response. Total project cost cannot exceed \$50,000.

➤ **References:**

Provide at least three references for similar projects undertaken by the lead firm, including name, address, phone number and email where a contact person may be reached. References for other firms comprising the consultant team should also be included.

Proposal Format – Electronic Submission

No specific format will be required; however, proposals are to be prepared in such a way as to provide a straightforward, concise delineation of the consultant team’s capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on the elements addressed in the project scope with a clear delineation of proposed methodology and project approach. Proposals are limited to 10 pages, not including appendices. Resumés can be placed in an appendix.

Proposal Submission

All Proposals must be received by 5:00pm MST on Friday, August 27, 2021. Proposals received after that time will not be considered by the Selection Committee. Electronic versions of the Proposal shall be submitted to all of the following:

- Ann McCauley, Grant Administrator, Lewis and Clark County, amccauley@lccountymt.gov
- Anne Pichette, Program Manager, Montana Business Assistance Connection, apichette@mbac.biz
- Karyn Good, Lead Coordinator, Envision Lincoln, goodkk789@gmail.com
- Laurie Welty, President, Lincoln Valley Chamber of Commerce, lauriewelty@windstream.net

Questions and requests for information should be directed to Anne Pichette, (406) 4 37-8566 or (406) 447-1510 or via email apichette@mbac.biz.

Selection Process

The Selection Process will be conducted by Anne Pichette, Montana Business Assistance Connection; Ann McCauley, Lewis and Clark County; Laurie Welty, Lincoln Valley Chamber of Commerce; and Karyn Good, Envision Lincoln.

This committee will review all submittals and choose the most qualified consultant. The committee reserves the right to reject any or all proposals and to waive any informality or irregularity in received proposals.

Proposal Review Criteria

Consultant selection will be based on the following criteria:

- Positive Experience with similar projects 25%
- Professional qualifications of key personnel assigned to the project15%
(emphasis will be placed on the project manager)
- History of the team having worked together on similar projects10%
- Approach to public involvement 20%
- Project approach and methodology 20%
- Reference responses 10%

Estimated Time Frame

It is anticipated that a consulting firm will be chosen within 60 days of the close of proposal submissions.