

**REQUEST FOR PROPOSALS ADVERTISEMENT**  
**MOBILE COUNTY CIVIL RIGHTS AND CULTURAL HERITAGE DISTRICT**  
**MASTER PLAN DEVELOPMENT**  
**Mobile County, Alabama**  
**August 2023**

Mobile County's unique cultural heritage and Civil Rights history presents an exceptional opportunity. The Mobile County Commission's ARPA State and Local Recovery Fund Strategic Spending Plan ([Mobile County ARPA Strategic Spending Plan FINAL-corrected \(mobilecountyal.gov\)](https://mobilecountyal.gov)) includes a "Master Plan For Civil Rights and Cultural Heritage Districts" project that is intended to elevate Mobile's Civil Rights and Cultural Heritage infrastructure and branding to create a community and tourism asset suitable for inclusion on the State of Alabama's Civil Rights Trail. Mobile County is soliciting proposals from qualified firms and individuals interested in providing professional planning, marketing, and design consulting services in conjunction with the development of a comprehensive Master Plan for the Civil Rights and Cultural Heritage District.

Firms/Consultants interested in performing the work will be considered on the basis of their written response to this Request for Proposals. All applicants must submit their Proposals and should list any prior experience with Federal and State programs, or Federal agency related projects, particularly projects similar in nature and scope to the services being requested.

The overall purpose of this project is to develop a comprehensive master plan that defines the physical and programmatic elements of a special district that will serve as the foundation for an area that provides both robust civil rights/cultural heritage tourism opportunities and services to the local community. The results of the planning and process will culminate in the development of a master plan that includes facilities and infrastructure that are needed to meet the goals and objectives of a functional special purpose district.

The selected consultant will be expected to work with the County, its agents and other consultants, diverse stakeholders, and community members to ensure that projects included the Master Plan are completed in a collaborative, timely, professional, and efficient manner. Project Tasks associated with the comprehensive master planning for the Civil Rights and Cultural Heritage District will include, but not be limited to, the following:

- Assist the County with designing and implementing comprehensive, meaningful engagement and communication regarding project activities as deemed appropriate and as directed by the County. This engagement will include, but is not limited to, outreach and meeting facilitation with citizens, local stakeholders, businesses, community organizations, government agencies, etc. This engagement process will inform design concepts.
- Perform a needs assessment and market analysis that is focused developing on cultural/historical-based tourism to benefit the local economy and small businesses.
- Develop a marketing and branding campaign based on the market analysis and the community engagement input.
- Assist with determining what facilities and infrastructure are needed to meet identified objectives and design improvements if requested.
- Assist with identifying development barriers and solutions to promote connection, walkability, and the use of alternative modes of transportation along sites.
- Compile all information into a usable masterplan that will be used for project development in the future.

The evaluation factors to be used during award selection(s) are as follows: Previous Performance/Experience - 0-30 Points; Project Manager - 0-15 Points; Key Staff and Sub-consultants - 0-10 Points; Available Resources and Location - 0-10 Points; Project Methodology, Approach, and Fees - 0-35 Points.

**Request for Proposals, Inquiries, Contact Information, and Timeline**

Respondents interested in this RFP should contact the Mobile County Environmental Services Department at 251-574-3229 to request placement on the Request for Proposals mailing list to ensure receipt of any amendments or other relevant information. Inquiries and requests for the RFP packet may be directed to Tina Sanchez, [tina.sanchez@mobilecountyal.gov](mailto:tina.sanchez@mobilecountyal.gov).

The COUNTY will receive Proposals via email until 5 p.m. on Friday, September 15, 2023. Submittals received after this deadline will not be considered. Physical delivery of submittals will not be accepted.

The COUNTY reserves the rights to negotiate with any or all respondents to this solicitation. Small and minority businesses, women's business enterprises, Section 3 (as defined by HUD at 24 CFR 135), and labor surplus area firms are encouraged to submit a Statement of Proposals and firms using subcontractors must solicit such firms in the subcontracting process. Awards will be made to the most responsive, responsible, Consultant whose qualification represents the best overall value to the COUNTY when considering all evaluation factors.

The COUNTY reserves the right to make awards to one or more Consultants and to reject any and all offers and waive any minor irregularities or technicalities in Proposals received.

The COUNTY is an equal opportunity employer without regard to race, color, sex, age, religion, national origin, persons with disabilities, or limited English proficiency.

**Qualification Timeline:**

Solicitation Issuance/Advertising Date	August 23, 2023 & August 30, 2023
Pre-Submittal Conference*	September 8, 2023
Qualification Receipt Closing Date	September 15, 2023
Short List Notifications**	TBD
Short List Interviews**	TBD

***\*Attendance at the Pre-Submittal Conference is mandatory for Statement of Qualification consideration.***

***\*\* Mobile County reserves the right to forego Short List Notifications/Interviews***

**Mandatory Pre-Submittal Conference**

A **mandatory** pre-submittal conference will be held at **9:00 a.m. on Friday, September 8<sup>th</sup>, 2023**, in the Assembly Room of Government Plaza located at 205 Government Street, Mobile, AL, 36602. Any questions may be emailed to Tina Sanchez, [tina.sanchez@mobilecountyal.gov](mailto:tina.sanchez@mobilecountyal.gov) until 5 p.m. on Monday, September 11, 2023. Any addenda to this RFP will be emailed to those respondents which participated in the pre-submittal meeting. It remains the sole responsibility of the offering responders to contact the County prior to submitting a qualification to ascertain if any addenda have been issued, to obtain all such addenda, and acknowledge any addenda with each qualification.

Any contract awarded under this solicitation will be subject to all applicable terms and conditions in 2 C. F. R. Part 200 and any additional programmatic requirements related to the Mobile County Commission's ARPA State and Local Recovery Fund Strategic Spending Plan.

Minority and women's business enterprises are solicited to submit a statement of qualifications and are encouraged to make inquiries regarding potential subcontracting opportunities. Mobile County Commission takes all necessary affirmative steps, as set forth in 2 C.F.R. 200.321(b) to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible. **When subcontracting, all potential contractors must make positive efforts to use small and minority owned business and women business enterprises. See 2. C. F. R. §200.321**