



FOR IMMEDIATE STAFF USE AND PUBLIC DISTRIBUTION

July 24, 2015
Office of the Alexandria Mayor
Alexandria, Louisiana

R.I.V.E.R. ACT ANNOUNCEMENTS

July 24, 2015 Guidance for Future Development Activities

Alexandria, Louisiana—The City of Alexandria is delighted to continue supporting the R.I.V.E.R. Act. In the RFI/RFP, the Administration committed to additional guidance on July 24, 2015. The guidance provided is in the form of a more detailed timeline of proposed activity or commitment to additional processes. (*Hard dates are underlined.*)

2015 Timeline of Activity

March 26	May 15	May 29	July 24	July 24	August-September
LOI/Submit Questions	Feasibility Responses	Professional Narratives	Official Responses	Additional Processes	Announce

TIMELINE OF ACTIVITY

Comments on the Process

Overview:

PHASE I

February 27, 2015-July 24, 2015

Gather information
Identify Common Ideas and Themes

PHASE II-A

July 27, 2015-September 2015

Official Comments Period **July 27, 2015-August 6, 2015**
Council Resolution to Establish “Early Bird” Rules of Engagement and Financials or
Council Resolution to Extend RFI, Issue an RFQ process, or Issue RFPs
Establish Guiding Principles to Develop Core Projects **August 27, 2015**



Information Release
Office of the Mayor

R.I.V.E.R. ACT ANNOUNCEMENTS

PHASE II-B

September 2015-October 2015

Community Surveying
Professionally Facilitated Focus Groups
Commence Feasibility Studies

PHASE II-C

November 2015-December 2015

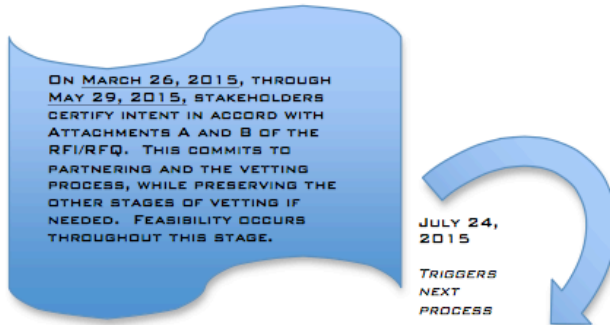
Research of Fatal Flaws
Review of and expedited Repeat of PHASE I activity
Formal Feasibility Study Conclusions

PHASE III

January 2016

THE FLOWCHART AND DESCRIPTIONS THAT FOLLOW SHOW THE PROCESSES DYNAMICALLY.

PROCESS 1



THE PROCESS OUTLINED BY THIS RFI/RFQ IS THE FIRST OF A THREE-STAGE RESPONSE TO THE ISSUES INVOLVED WITH THE PROJECT.

PROCESS 1: THE REQUEST FOR INFORMATION ("RFI") PROCESS IS AN INTERACTION BETWEEN THE CITY OF ALEXANDRIA AND STAKEHOLDERS TO DETERMINE COMMUNITY NEEDS, DESIRES, AND EXPERTISE BY RESPONDING TO FEASIBILITY QUESTIONS. IT IS POSSIBLE THIS PROCESS WILL IDENTIFY CORE PROJECTS, DEVELOPMENT NODES AND ARRANGEMENTS FOR COMPLETION OF THE ENTIRE OR ASPECTS OF THE LARGER R.I.V.E.R. ACT. IN THAT EVENT, OTHER PROCESSES ARE REFINED, UNNEEDED, OR AT LEAST CURTAILED.

PROCESS 2-3: A STAND-ALONE REQUEST FOR QUALIFICATIONS ("RFQ") IS A PROCESS WHEREBY PROFESSIONAL QUALIFICATIONS ARE SUBMITTED FOLLOWING VETTING THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS POSED BY THE RFI/RFQ CONCLUSIONS OF PROCESS 1.

DURING THE RFI PERIOD, PARTIES WILL HELP DETERMINE THE SPECIFIC RESPONSES REQUIRED FOR ANY FURTHER RFQ NARRATIVE. IN THIS RFI/RFQ, THE QUALIFICATIONS NARRATIVE IS GENERALLY OUTLINED TO AID THE PARTIES IN THEIR DETERMINATIONS AND PROVIDE A GLIMPSE OF WHAT A NARRATIVE MAY REQUIRE IN AN EVENTUAL RFP.

SECTIONS 4, 5, 6 & 7 OF THIS DOCUMENT APPLY TO BOTH RFI AND RFQ IN THE ABSENCE OF DIRECTION TO THE CONTRARY.



R.I.V.E.R. ACT ANNOUNCEMENTS

Detailed Overview

Phase I: Information Gathering

The City recognizes that development of downtown Alexandria's riverfront requires robust public engagement seeking input from many voices, inviting open and direct dialogue, and encourages participation throughout this process.

The City intends used this RFI to solicit ideas, develop strategy, and prepare for an RFP or RFQ, as well as gather information that will help the City determine what steps to take regarding this project.

Common themes and ideas were determined from this stage. During the RFI period, parties helped determine the specific responses required for any further RFQ narrative. This RFI/RFQ's qualifications narrative was generally outlined to aid the parties in their determinations and provide a glimpse of what a narrative may require in an eventual RFP. The City received an "early bird" qualifications narrative during Phase I.

The diversity and creativity of community contributed ideas provided a source of insight and priorities for this process. Common themes and ideas were identified in this stage.

Phase II: Conceptual Design Phase

The Administration will request Council response to the feasibility questions contained in the RFI/RFP. From those responses, which may be informal, a plan of action for the most practical projects to pursue early, to slate for intermediate study, and to bank for the longer term will be determined.

The Administration will then unbundle the RFI/RFP process and its themes to Council, summarize the RADD proposal and other RFI ideas, and ask the Council to revisit the feasibility questions one additional time—totaling three full opportunities for council guidance in these early two phases.

Thereafter, the Council will need to make formal findings whether to engage the early bird responses of RADD or issue new processes.

Next, guiding principles/design goals would be established based on common themes identified in Phase I to capture key civic goals and objectives that would shape the creation of the new public spaces on the riverfront and future project phases.

R.I.V.E.R. ACT ANNOUNCEMENTS

Following the guiding principles/design goals determination, which would be reduced to a formally adopted *Plan of Action*, and based on whether the council decides to proceed with “early bird” plans, the Administration would determine financial wherewithal and then study the identified core projects that make the most sense and have the largest community consensus for an early phase of riverfront development, weaving together open spaces and ranging in scale from small and intimate to large and civic.

Together, these elements should create a dynamic urban district, filled with cultural, social, and recreational activity on the riverfront.

PHASES II-B and II-C would be the subject of future memoranda, depending on **PHASE II-A** findings and directives from the City Council.

Generally, a statistically valid survey of Alexandria regarding development would occur along with community listening sessions. Determinations will be made whether to subject R.I.V.E.R. Act activity to a referendum after these sessions, unless a consensus is fairly clear to officials.

Surveys likely would include address of the following general areas:

Urban Renewal Goals - The Project’s ability to significantly further specific goals found in the current Urban Renewal Plan, such as Main Street™-styled approaches integrating comprehensive planning in these areas:

- *Organization* involves representative businesses, property owners, and stakeholders.
- *Promotion* through our downtown festivals, events, and cultural and tourism components—“street festivals, parades, retail events, and image development campaigns.”
- *Design* enhancing physical landscape.
- *Economic Restructuring* involves analyzing current market forces to develop long-term solutions. *The City has invested largely in recreation-related infrastructure on the riverfront. The next large-scale public-sector investments should focus on infrastructure that supports private-sector development, friendly toward our existing cultural- and recreation-centered assets.*
- *New Housing Opportunities* involves analyzing current housing needs in support of downtown development through short-, medium-, and long-term solutions. *The City is awaiting what appears to be the first private-sector housing developments within the historic downtown, most particularly condominiums, loft-living, and above-retail apartments. In historic downtown, incentives for the right housing opportunities would, in and of themselves, drive private-sector development, friendly toward our existing cultural- and recreation-centered assets.*