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City of Jacksonville, Florida

Procurement Award Form (PAF)

Part 1 – Form Type: JPAC 126.204 (a) New Award, Renewals, Waive Technical Defects, Price Increases, NTE Increases.

Goods and/or Services: Consulting Services for Downtown Overlay Zone and Downtown District Use

Requested Action and Justification:

Recommend approval to enter into contract negotiations with the highest scoring supplier, Kimley-Horn and Associates, Inc. for Consulting Services for Downtown Overlay Zone and Downtown District Use:

1. Kimley-Horn and Associates, Inc. (97 points)
2. Town Planning and Urban Design Collaborative LLC (94.33 points)
3. The Haskell Company (85.33 points)
4. M. Arthur Gensler Jr. & Associates, Inc. (75.67 points)

The results of the negotiations for Scope will be brought back to JPAC for approval.

Supplier:	Kimley-Horn and Associates, Inc.	**Basis of Award:**	Highest Evaluated	**BID Opening Date:**	06/25/2026

POA #:	N/A	**PO #:**	N/A	**Change Order #:**	N/A
Solicitation #:	RFP-NONCON 17894 26	**Contract #:**	N/A	**Contract ADM #:**	N/A
Term:	1 year	**Options:**	3, 1 year renewal	**Options Used:**	N/A

Federally Funded:	No	**JSEB Rec:**	Encouragement
Licenses Verified:	N/A	**JSEB %:**	0
Bonds Required:	No	**Bonds Waived Pursuant To:**	N/A

Fund:	00111	**Center:**	135102	**Acct:**	531090	**Proj:**	000000	**Activity:**	00000000	$ 100,000.00
Fund:	10801	**Center:**	135115	**Acct:**	531090	**Proj:**	000000	**Activity:**	00001278	$ 7,500.00
Fund:	10802	**Center:**	135115	**Acct:**	531090	**Proj:**	000000	**Activity:**	00001278	$ 25000.00

New NTE/GMP:	$ 0	**Contingent Amt:**	$ 0	**DMP/ODPO Amt:**	$ 0

Using Agency/BU:	DIAD:DOWNTOWN INVESTMENT AUTHORITY		
Concurrence:	Signed by: Parker Guy 68D89D1C00364C4...	**Title:**	DIA DIRECTOR OF OPERATIONS 8/28/2026
Concurrence:		**Title:**	
Concurrence:		**Title:**	
Concurrence:		**Title:**	

Initial PG

Procurement Analyst/Buyer:	Signed by: Ruth Keith C58E7E28D7854E9...	**Chief of Procurement:**	Signed by: 9/1/2026 B10F1D517352456...
Name:	Ruth Keith	**Name:**	Dustin L. Freeman

Part 2 – JPAC Action: All award actions subject to lawfully appropriated funds.		**Part 3 – Final Awarding Authority Action:**	
Members who approve:		**Action:**	
Members who disapprove:		**Signature:**	
Date:		**Date:**	

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PAF Instructions
Part 1 (using agency)

Form Type: This form will be used for both Administrative Awards and JPAC Requests. Select type from dropdown options.

Goods and/or Services: Enter a brief description of the types of goods and services included in the request.

Requested Action and Justification: Enter a brief description of the requested action or authority being sought. i.e.; *Request permission to award the lowest, responsive responsible bidder for an ITB or award the highest ranked supplier for an RFP.* This block should also be used for additional information such as additional 4th account strings, or other information essential for contract execution.

Supplier: Enter awarded supplier name**.** If multiple, include in "Requested Action and Justification" box.

Basis of Award: Select from Lowest Price Technical Acceptable (LPTA), Highest Price Technical Acceptable (HPTA) or N/A.

Bid Opening Date: The date bids were unsealed by Procurement.

POA #: This is your 1Cloud generated Agreement number. Select Type, Enter Number.

PO #: Enter the PO number or agreement release number.

Change Order #: Provide the applicable change order number represented by this request.

Solicitation #: Select Prefix type, Enter Number, and Year.

Contract #: This number should be the same as your POA number (unless procured prior to 2020)

Contract Amendment #: Provide the applicable amendment number represented by this request.

Term: Select the Period of Performance or Term for the initial period.

Options: Period of time for each renewal or option.

Options Used: Prior to this request, enter how many options were already used.

Federally Funded: Select yes or no from dropdown if Federal Funds will be used.

JSEB Rec: Select Encouragement or JSEB Set Aside Option.

JESB %: If JSEB Participation, enter the percentage.

Bonds Waived Pursuant to: Select option from Drop down.

Funding Sources: Fund/Center/Account/Project/Activity, all fields are required even if zeros.

New NTE/GMP: Enter the new total not to exceed amount. Note, this should match the contract maximum indebtedness, if applicable**.**

Contingent Amount: If your agency requests an allowance for unforeseen additional expenses, then specify the amount of your requested increase and new NTE that represents the contingency allowance. This is over and above any quote.

DMP/ODPO Account: Enter the Direct Materials Purchase/Owner Direct Purchase Order Account. Used mainly for CIP (Capital Improvement/Construction) Projects

Using Agency/BU: Select one from the dropdown list.

Concurrence: Using Agency internal routing requirements for Electronic Signatures (follow Proc Manual for threshold requirements)

Title: Title of person electronically signing form.

Attachments: Included any supplemental information to the Procurement Award Form. i.e.; *Scope of work, previous awards*.

**Any field where there is no data available, or no entry is required, either leave it blank or enter N/A. Any fields where there is known data, include for informational purposes. Any changes to an original award should contain the data that is being changed and any other relevant data required for JPAC review and approval.*

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Award Solicitation: Consulting Services for Downtown Overlay Zone and Downtown District Use

Solicitation **RFP - Non-Construction 1789**	Responses Received **4**	Invited Suppliers **16**
Procurement BU **COJ BU**	Active Responses **4**	Will Participate **4**
Close Date **6/25/2026 16:00**	Shortlisted Responses **4**	Responded **4**
Solicitation Currency **USD**		

Overview

		Kimley-Horn and Associates, Inc. Response: 465273	**Associates, Inc. Response: 465273**			**Inc. Response: 465261**	**Associates, Inc. Response: 465261**			**The Haskell Company Response: 465283**	**The Haskell Company Response: 465283**			**Collaborative LLC Response: 465262**	**Design Collaborative LLC Response: 465262**		
Business Relationship		Spend Authorized				Prospective				Spend Authorized				Prospective			
Supplier Site		Order/Remit								Order/Remit							
Supplier Contact		Athas, Erin				Rollins, Noah				Thurlow, Jacob				Wilson, Jessica			
Response Status		Active				Active				Active				Active			
Shortlist Status		Included				Included				Included				Included			
Response Amount		1.00				1.00				1.00				1.00			
Overall Rank		4				2				3				1			
Total Award Amount																	
Time of Response		6/25/2026 15:23				6/25/2026 12:29				6/25/2026 14:53				6/24/2026 10:45			
Response Valid Until																	
Reference Number																	
Note to Buyer																	
Attachments		Yes				Yes				Yes				Yes			
Requirements	(View Scoring Criteria)		**Individual scores**				**Individual scores**				**Individual scores**				**Individual scores**		
			Scoring Team				**Scoring Team**				**Scoring Team**				**Scoring Team**		
Requirement	**Target Value**	**Kimley-Horn and Associates, Inc. Response: 465273**	Colin Tarbert	Johnathan Johnston	Susan Kelly	**M. Arthur Gensler Jr. & Associates, Inc. Response: 465261**	Colin Tarbert	Johnathan Johnston	Susan Kelly	**The Haskell Company Response: 465283**	Colin Tarbert	Johnathan Johnston	Susan Kelly	**Town Planning and Urban Design Collaborative LLC Response: 465262**	Colin Tarbert	Johnathan Johnston	Susan Kelly
Total Score		**97.00**				**75.67**				**85.33**				**94.33**			
1. Affirmation																	
1. Type name, title, and e-mail of person submitting bid in the comments box.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			
Comments						Sarah Joubert Principal, Managing Director Sarah_Joubert@gensler.com				Chris Flagg, FASLA Vice-President, A&E Group Operations Principal Chris.flagg@Haskell.com				Brian Wright, Founding Principal, brian@tpudc.com			
2. Type name of company in the comments box.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			
Comments						M. Arthur Gensler Jr. & Associates, Inc. (Gensler)				The Haskell Company				Town Planning and Urban Design Collaborative LLC			
3. No Alterations: Bidder has not altered the original Solicitation Document in any way and further understands that any such alteration of the original solicitation document may result in rejection of the bid.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			
4. Solicitation Silence: The Solicitation Silence policy is in effect for this solicitation and all communications related to this solicitation must be in writing to the designated procurement representative. Violations of the solicitation silence policy may result in the rejection/disqualification of the submission.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			
5. Legal authorization and solicitation specific minimum requirements: All bidders must be legally authorized to do business in Duval County and shall comply with all minimum requirements for this bid. Failure to submit evidence for meeting any of these requirements may be grounds for rejection. Vendor shall provide proof of applicable local business licenses and particulars such as specific licensure, experience on similar projects, years of expertise in the area etc.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			
Comments										Please find our specific minimum requirements in our proposal attachment.							
6. Certification of No Conflict of Interest: Supplier certifies that no official or employee of the City or independent agency requiring the goods or services described in the specifications has a material financial interest in the Supplier's company. Supplier must complete and submit the attached Conflict of Interest Statement fully detailing any potential conflicts.		a. Contractor certifies that no official or employee of the City or independent agency requiring the goods or services described in the specifications has a material financial interest in the Contractor's company.				a. Contractor certifies that no official or employee of the City or independent agency requiring the goods or services described in the specifications has a material financial interest in the Contractor's company.				a. Contractor certifies that no official or employee of the City or independent agency requiring the goods or services described in the specifications has a material financial interest in the Contractor's company.				a. Contractor certifies that no official or employee of the City or independent agency requiring the goods or services described in the specifications has a material financial interest in the Contractor's company.			
7. Equal Business Opportunity Program: Pursuant to Part 6 of Chapter 126, Jacksonville Ordinance Code, the City of Jacksonville encourages the utilization and participation of Jacksonville Small and Emerging Businesses (JSEBs) in its contract awards based upon availability.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			

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	It is the City's intent in adopting this program to reflect the philosophy with regards to enhancing participation of JSEBs in all areas of procurement.																		
8.	Electronic Signature: I understand this acknowledgment serves as my electronic signature and has the same force and effect as my manual signature.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				
2.	**Submittal Statement**																		
1.	Submittal Statement Bidder certifies that this proposal is made in good faith, without collusion or connection withany other entity bidding on this work. Bidder has examined and read all Drawings, Specifications, General and Special Conditions,and other Contract Documents, and all Addenda thereto; and is acquainted with and fullyunderstands the extent and character of the work covered by this Proposal and the specifiedrequirements, for the proposed work. Bidder certifies that no officer or agent of the CITY will directly or indirectly benefit from this bid.Bidder states that this Proposal is made in conformity with the Contract Documents and agreesthat in case of any discrepancy or differences between its Proposal and the Contract Documents,the provisions of the latter shall prevail. Bidder certifies that it has carefully examined the foregoing Proposal after the same wascompleted and has verified every item placed thereon; and agrees to indemnify, defend and saveharmless the CITY against any cost, damage or expense which may be incurred or caused by anyerror in the Bidder's preparation of same. Bidder states that all applicable taxes are included in the unit prices or Lump Sum Bid andacknowledges this project is not exempt from the State or Local Sales or Use taxes, and paymentof such taxes is the responsibility of the Bidder. The undersigned Bidder agrees to keep its bid in effect for 120 calendar days after theBid Opening date to allow the CITY time to award the bid, should it be awarded, and timeto prepare and execute the contract (or issue the purchase order). This time period begins atthe time bids are opened and ends upon the issuance of Notice to Proceed (NTP) by the CITY.The bid prices shall remain in effect throughout the life of the Contract. Failure of the CITY toissue NTP within the specified time period shall allow Bidder to withdraw its Bid andterminate its contract without penalty or forfeiture of Bid Bond. Failure of the CITY to issueNTP within the specified time period shall not entitle Bidder to an adjustment of its Bid prices,unless mutually agreeable by the CITY. Bidder certifies, under penalty of perjury and contract rescission, that it has all required licenses toperform the work required to fulfill the terms of the contract resulting from a successful bid.Furthermore, the Bidder affirms that all subcontractors requiring to be licensed are listed in itsresponse and are properly licensed to perform work on their respective portions of this project.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				
3.	**General Requirements**																		
1.	**SCOPE** **OF SERVICES**: The Downtown Investment Authority ("DIA") is currently accepting bids to obtain source(s) of supply for service(s) as outlined in the bid documents provided. **See the Exhibit A, B, C attachment(s) for additional information**. Downtown Overlay Update and Design Guidelines Integration **INTRODUCTION** **AND INTENT** The purpose of this effort is to update the Downtown Overlay Zone and Downtown District Use and Form Regulations to improve clarity, consistency, and usability, and to support implementation through a companion, visually oriented Design Guidelines document.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				

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The Downtown Investment Authority ("DIA") seeks professional services to update the Downtown Overlay Zone and Downtown District Use and Form Regulations, including Section 656.361 Subpart H of the City of Jacksonville Code of Ordinances, to improve clarity, consistency, and usability. This effort will focus on refining existing regulatory language to reduce ambiguity and better support implementation.

As a companion to the regulatory update, the consultant shall prepare a simplified, visually oriented Design Guidelines document that illustrates and supports the updated ordinance. The Guidelines will serve as an implementation tool to clearly communicate regulatory expectations through diagrams, photographs, and concise explanations.

This effort will also include targeted public engagement and stakeholder outreach, as well as a review of the Downtown Development Review Board (DDRB) application process to identify opportunities to improve clarity, consistency, and efficiency. This effort will also consider how private development interfaces with the Riverwalk Park Design Criteria, which are currently being updated by the City, to ensure alignment between redevelopment activity and riverfront design expectations where applicable.

A. Code Review and Ordinance Update

The purpose of this task is to refine the DOWNTOWN OVERLAY ZONE AND DOWNTOWN DISTRICT USE AND FORM REGULATIONS to eliminate ambiguity, improve organization, and support consistent application of the code.

The consultant shall review the DOWNTOWN OVERLAY ZONE AND DOWNTOWN DISTRICT USE AND FORM REGULATIONS, including Section 656.361 Subpart H, and identify areas where the code may be unclear, redundant, or inconsistent. The consultant shall support DIA staff in preparing draft ordinance revisions to improve clarity, organization, and usability while maintaining the intent of the existing regulatory framework.

The consultant shall prepare draft ordinance language, including strike-through and underline format, for review and refinement by DIA staff. Final ordinance language and policy direction shall be determined by DIA staff.

B. Design Guidelines Update (Companion Document)

The purpose of this task is to translate the updated Downtown Overlay regulations into a clear, visual companion document that supports consistent implementation of the regulations and clearly communicates desired design outcomes.

The consultant shall prepare a simplified, visually oriented Design Guidelines document that supports and illustrates the updated Downtown Overlay regulations. The Guidelines shall not establish new policy, but shall translate regulatory requirements into clear, user-friendly visual guidance.

The consultant shall refine and enhance the existing Design Guidelines framework

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Guidelines framework,
in coordination with DIA staff, to emphasize diagrams, photographs, and visual
communication over narrative text. The document shall include examples that
demonstrate desired outcomes and clearly convey the intent of the updated
ordinance.

The
consultant shall coordinate with DIA staff to incorporate guidance addressing
how development interfaces with the Riverwalk Park Design Criteria, as
applicable, including diagrammatic examples where appropriate to illustrate
relationships between private development and adjacent riverfront improvements.
This coordination is intended to support alignment and clarity and does not
include updates to the Riverwalk Park Design Criteria.

C. DDRB
Application Process Review

The
purpose of this task is to improve clarity and consistency in the DDRB
application and review process as it relates to the updated ordinance and
Design Guidelines.

The
consultant shall review the DDRB application and review process to identify
areas where submittal requirements, review criteria, or documentation
expectations may create confusion or inefficiencies. The consultant shall
provide recommendations to improve clarity and consistency between the
ordinance, application materials, and review process.

This task
is intended to align the application process with the updated ordinance and
Guidelines and is not intended to create a new review framework.

D. Public
Engagement, Stakeholder Outreach, and Board Review

The
purpose of this task is to obtain targeted input from stakeholders to inform
and refine the ordinance updates and supporting Design Guidelines.

The
consultant shall support public engagement and stakeholder outreach to inform
the ordinance update and Design Guidelines. Outreach shall build upon prior
engagement conducted by DIA staff and include a broad range of stakeholders,
such as community members, property owners, business owners, design
professionals, developers, implementation partners, and relevant City
departments, including Parks, as appropriate to the project. The consultant
shall develop and implement an outreach plan, subject to approval by DIA staff,
that identifies stakeholder groups, engagement methods, and anticipated meeting
formats. Outreach may include workshops, stakeholder meetings, and other
engagement activities as appropriate to support the project.

The
consultant shall assist in facilitating meetings, workshops, or other
engagement activities, including presentations to DIA staff, the DDRB, and, if
convened, a DDRB committee, as directed by DIA staff. The consultant shall
meetings with the DDRB and/or DDRB committee as part of this effort. Additional
stakeholder meetings and public engagement activities shall be included as
necessary to support the outreach plan.

The

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The
consultant shall document and summarize feedback in a format that supports
incorporation into the ordinance revisions and Design Guidelines. Outreach
shall include coordination with Parks and other relevant stakeholders to inform
how development interfaces with the Riverwalk Park Design Criteria and to
ensure consistency in application where riverfront conditions are present.

E. Final
Deliverables and Documentation

The

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2.	Specifications: Provide all items or services as identified on each line or identified below in accordance with all other **Terms and Conditions** specified herein.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				
3.	**Contractors must satisfy the following mandatory minimum requirements to have their responses evaluated.** By submitting a response, Contractor warrants and Mrepresents that it satisfies these requirements. **Failure to meet these requirements will result in the response not being evaluated and being rejected as non-responsive.** **MINIMUM REQUIREMENTS** The purpose of these minimum qualifications is to ensure Respondents possess the experience and technical capability to support ordinance refinement, prepare a clear and visually oriented implementation document, and coordinate effectively with public-sector staff, stakeholders, and review boards. **Relevant Project Experience** The purpose of this requirement is to ensure Respondents have experience supporting updates to land development regulations and preparing companion design guidance that supports implementation. Respondents must demonstrate a minimum of five (5) years of experience preparing or supporting updates to land development regulations, zoning ordinances, overlay districts, or design standards for municipal or public-sector clients. Proposals Shall Include: a. Firm background and organization chart identifying key personnel authorized to do business in the State of Florida; b. Examples of at least two (2) comparable assignments completed within the last ten (10) years that demonstrate: i. Experience supporting the preparation, revision, or implementation of zoning regulations, overlay districts, or development standards, including at least one (1) project involving updates to development regulations; and ii. Experience preparing urban design guidelines, illustrated design manuals, or comparable graphic planning documents that support regulatory frameworks; and		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				

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	iii. Experience working with municipalities, design review boards, or similar public review processes involving the application of development regulations or design standards; c. References for at least three (3) clients for whom similar services have been provided, including at least two (2) public-sector clients, which may be contacted for additional information.																	
4.	**<u>Response FormaT</u>** To maintain comparability and facilitate the evaluation process, Responses shall be organized in the manner set forth below. Tab delineations for each of the sections would be helpful. The formal response to the RFP. Each proposer will clearly indicate within the Cover Letter that your response is for the RFP. The RFP shall contain no more than thirty (30) single-sided, 1.5-spaced, 8½" by 11" pages, excluding appendices. The font style shall be Arial with a minimum font size of 11 points. The title page and a single-page cover letter will not be counted as part of the 30-page limit. A cover letter in excess of one page and any other information s ubmitted beyond that noted in the requirements will be counted as part of the 30- page limit. Any RFP exceeding these formal guidelines will b e rejected without being considered by the City. Provide proof of insurance, bonding capacity, and licens ing. Copies of these documents may be included as appendices and will not be counted against the 30-page limit. **1) Title Page:** Include <u>only</u> RFP Title, RFP Number, Contractor's full name, address, phone number. **2) Cover Letter:** Include <u>only</u> the following: RFP Title and Number Contractor's full name, address and phone number. Names of the person(s) who will be authorized to make representations for the Contractor, their titles, addresses (including email address) and telephone numbers. Contractor's Federal Employer ID Number. Written acknowledgement that (i) the Response is based on the terms set forth in the RFP and all amendments thereto posted on Buyer's website as of the date of the Response, and (ii) the Contractor will be responsible for monitoring Buyer's website for subsequent amendments and for either maintaining, amending or withdrawing the Response prior to the Response Due Date based on those subsequent amendments. Signature of Authorized Representative. **3) Required Forms. (**Not included as part of Thirty page limitation**)** Attach all forms identified in RFP, each signed by an authorized representative. Examples of the forms that may be required and placed in Section 3 include: Local Business Tax Certificate (if applicable) Business References (include bank reference letters, financial reports/audits, insurance certificates, etc.). If the proposer desires, the Company financial reports can be submitted in a separate .pdf file from the proposal file. However, <u>the file name must include the word "Confidential"</u>. For Example: <u>"XYZ Engineering – Confidential Financial Info.pdf".</u> Certificate of Insurance Equal Business Opportunity Program Forms (if JSEB participation is one of the grading criteria). Federal Forms (if required in Section 2.3.7.). Bid Bond (if applicable). Resumes of Proposed Project Team Attachment A-1 - Volume of Local Government Work Within the Last Five Years (if applicable) **4) Proof of Minimum Requirements. (**Not included as part of <u>Thirty</u>-page limitation**)** Responses will ONLY be accepted from companies meeting the minimum requirements in Section 2.3.2 of this solicitation. Contractor <u>must address and provide clear documentation that they meet all minimum requirements.</u> **5) Statement of Qualifications.** (**Maximum of 30** written pages for this section) This portion of the Response will be used to provide the information Buyer needs to evaluate how well the Contractor meets the criteria listed in Section 2.3 – Evaluation Criteria. <u>Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the Response as non-responsive</u>. Please divide this portion of the Response into ten subsections (one subsection for each of the listed criteria).		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			

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5.	Federal Funding does not apply to this bid.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			
6.	**Non Mandatory Pre-Bid Meeting - RFP 17894-26 Consulting Services for Downtown Overlay Zone and Downtown District Use** **Microsoft Teams meeting** **Join:** https://teams.microsoft.com/meet/279540810127049?p=Xhd6ZTgA5xsH0CgrMM Meeting ID: 279 540 810 127 049 Passcode: Bu6Qc94a **Dial in by phone** +1 904-348-0313,,918606271# United States, Jacksonville Find a local number Phone conference ID: 918 606 271#		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			
4.	**RFP Requirements**																	
1.	**1. Introduction** The City of Jacksonville ("Buyer") intends to hire an individual or firm ("Contractor") to provide the services described in this Request for Proposal ("RFP"). Persons interested in submitting a response to this RFP (a "Response") should carefully review this RFP for instructions on how to respond and for the applicable contractual terms. **2. Questions and Requests for Amendment to RFP.** If a Contractor (i) has questions about the RFP, (ii) finds discrepancies, omissions or ambiguities in the RFP, or (iii) believes any term or condition of the RFP is unreasonable, Contractor should request an amendment to the RFP. The request should reference the RFP section at issue and include any specific language that Contractor recommends using. All requests for amendment must be submitted in writing (via the 1Coud Procurement System) and, unless otherwise specified in the RFP, be received by the Purchasing Analyst		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge			

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(Analyst) at least ten (10) calendar days before the Response Due Date. Questions and requests for amendments directed to the Analyst or to any other Buyer personnel shall not constitute a formal protest of the RFP. Failure to request an interpretation or change will be considered evidence that Contractor understands and agrees to the provisions of the RFP.

The posting of a written amendment is the only official method by which interpretations, clarifications, changes or additional information will be given by Buyer prior to the opening of Responses. Any other interpretation, clarification, change or information will have no legal effect.

Buyer reserves the right to amend, cancel or reissue the RFP at its discretion. Buyer reserves the right to request or obtain additional information about any and all Statement of Qualifications submitted in response to RFP. They may also issue addenda to this RFP which will be sent to each Supplier who received this RFP. This includes the right to change the Response Due Date and the Contract award date. Notice of all amendments and cancellations will be posted on Buyer's website (please contact the Analyst if you are uncertain of the website address or if you experience problems accessing it). Contractor is responsible for monitoring this website for new or changing information.

3. Terms of Agreement. After award to the successful Contractor, Buyer and Contractor will promptly enter into a written agreement (the "Contract") incorporating the terms of the RFP, the successful Response, and other terms and conditions as may be agreed to between the parties. To the extent the Response contains exceptions to or modifications of the RFP, such exceptions or modifications are stricken unless Buyer affirmatively accepts the exceptions or modifications in the Contract. The Contract will be substantially in the form set forth in an attachment to the RFP. Buyer will not be obligated to pay Contractor for the RFP services until the Contract is signed by both parties. Buyer retains the right to reject all bids and/or amend its notice of award at any time prior to the full execution of the Contract.

If the successful Contractor fails to perform the Services as agreed, Buyer reserves the right to (i) issue a new solicitation for the Services; (ii) reopen the RFP for the purpose of awarding a second contract to another Contractor in accordance with the criteria and processes set forth herein; and/or (iii) take such other actions permitted by law.

4. Public Meetings and Special Accommodations. Any meetings of the RFP evaluation committee (i.e., the Jacksonville Procurement Awards Committee or Technical Review Committee) shall be noticed on Buyer's website and shall comply with Florida's Open Meetings Laws. Please contact the Analyst if you are uncertain of Buyer's website address or if you experience problems accessing it. Persons requiring a special accommodation because of a disability should contact the Analystidentified in the Overview Section at least forty-eight (48) hours prior to the meeting.

5. Cost of Developing RFP Response. All costs related to the preparation of RFP Responses and any related activities are the sole responsibility of Contractor. Buyer assumes no liability for any costs incurred by Contractors throughout the entire selection process.

6. Response Ownership. All Responses, including attachments, supplementary materials, addenda, etc., shall become property of Buyer and shall not be returned to Contractor. Buyer will have the right to use any and all ideas or adaptation of ideas presented in any Response. Acceptance or rejection of a Response shall not affect this right.

7. Public Records Law; Process For Protecting Trade Secrets and Other Information. Article 1, Section 24, Florida Constitution, guarantees every person access to all public records, and Section 119.011, Florida Statutes, provides a broad definition of public records. As such, all responses to the RFP are public records unless exempt by law. If Contractor considers any portion of its Response to be exempt from disclosure under Florida law, Contractor must provide Buyer with a separate redacted copy of the Response and briefly describe in writing the grounds for claiming exemption from the public records law, including the specific statutory citation. Contractor shall be responsible for defending its determination that the redacted portions of its Response are confidential, trade secret or otherwise not subject to disclosure. Further, Contractor shall protect, defend, and indemnify Buyer for any and all claims arising from or relating to Contractor's determination that the redacted portions of its Response are confidential, trade secret or otherwise not subject to disclosure. If Contractor fails to submit a Redacted Copy with its Response, Buyer is authorized to produce the entire Response in answer to a public records request.

In accordance with Section 119.0701, Florida Statutes, the Contractor shall:

(a)
Keep and maintain public records required by Buyer to perform the services; and

(b)
Upon request from Buyer's custodian of public records, provide Buyer with a copy of the requested records or allow records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided for in Chapter 119, Florida Statutes, or as otherwise provided by law; and

(c)
Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the

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Contract term and following completion of this Contract if Contractor does not transfer the records to Buyer; and
(d)
Upon completion of this Contract, transfer to Buyer at no cost all public records in possession of Contractor or keep and maintain public records required by Buyer to perform the service. If Contractor transfers all public records to Buyer upon completion of this Contract, Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If Contractor keeps and maintains public records upon completion of this Contract, Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to Buyer upon request from Buyer's custodian of public records in a format that is compatible with Buyer's information technology systems.
The above requirements apply to a "Contractor" as defined in Section, 119.0701, Florida Statutes.
IF CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE BUYER'S CUSTODIAN OF PUBLIC RECORDS AT (904) 255-7674; REQUEST@COJ.NET; BUYER OF JACKSONVILLE, PUBLIC RECORDS REQUEST, 214 N. HOGAN STREET, SUITE 1180, JACKSONVILLE, FLORIDA 32202.
8. Multiple Responses from Same Contractor; No Collusion. More than one Response from an individual firm, partnership, corporation or association under the same or different names is not permitted. Reasonable grounds for believing that a Contractor is involved in more than one Response for the same work will be cause for rejection of all Responses in which such Contractor is believed to be involved. Any or all Responses will be rejected if there is reason to believe that collusion exists between Contractors. Responses in which the prices obviously are unbalanced will be grounds for rejection.
9. Convicted Vendor List. A person or affiliate placed on the State of Florida convicted vendor list pursuant to Section 287.133, Florida Statutes, following a conviction for a public entity crime may not do any of the following for a period of 36 months from the date of being placed on the convicted vendor list:
submit a bid on a contract to provide any goods or services to a public entity;
submit a bid on a contract with a public entity for the construction or repair of a public building or public work;
submit bids on leases of real property to a public entity;
be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and
transact business with any public entity in excess of the Category Two threshold amount provided in Section 287.017, Florida Statutes.
10. Discriminatory Vendor List. An entity or affiliate placed on the State of Florida discriminatory vendor list pursuant to Section 287.134, Florida Statutes, may not:

submit a bid on a contract to provide any goods or services to a public entity;

submit a bid on a contract with a public entity for the construction or repair of a public building or public work;

submit bids on leases of real property to a public entity;

be awarded or perform work as a contractor, supplier, sub-contractor, or consultant under a contract with any public entity; or

transact business with any public entity.
11. Contractor Representations. In submitting a Response, Contractor understands, represents, and acknowledges the following (if Contractor cannot so certify to any of following, Contractor shall submit with its Response a written explanation of why it cannot do so).
Contractor currently has no delinquent obligations to the Buyer of Jacksonville or any of its independent agencies.
The Response is submitted in good faith and without any prior or future consultation or agreement with any other respondent or potential respondent;
To the best of the knowledge of the person signing the Response, neither the Contractor, its affiliates, subsidiaries, owners, partners, principals or officers:
is currently under investigation by any governmental authority for conspiracy or collusion with respect to bidding on any public contract;

is currently under suspension or debarment by any governmental authority in the United States;
has within the preceding three years been convicted of or had a civil judgment rendered against it, or is presently indicted for or otherwise criminally or civilly charged, in connection with (i) obtaining, attempting to obtain, or performing a federal, state, or local government transaction or public contract; (ii) violation of federal or state antitrust statutes; or (iii) commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; or
has within the preceding three-year period had one or more federal, state, or local government contracts terminated for cause or default.
Contractor is not listed on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with

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Activities in the Iran Petroleum Energy Sector List. Pursuant to Section 287.135, Florida Statutes, the submission of a false certification may subject the company to civil penalties, attorney's fees, and/or costs. [This certification applies to contracts of $1,000,000 or more. A list of the companies can be found as a link to "PFIA Quarterly Reports" at www.sbafla.com/fsb/]

Contractor has read and understands the RFP terms and conditions, and the Response is submitted in conformance with those terms and conditions.

All representations made by Contractor to Buyer in connection with the RFP have been made after a diligent inquiry of its employees and agents responsible for preparing, approving, or submitting the Response.

Contractor shall indemnify, defend, and hold harmless Buyer and its employees against any cost, damage, or expense which may be incurred or be caused by any error in the Response.

All information provided by, and representations made by, Contractor are material and important and may be relied upon by Buyer in awarding the Contract.

12. Provision of Services. Contractor shall provide Buyer with all of the services and deliverables described in the RFP, the Response and the resulting Contract (collectively, the

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5.	**Insurance Requirements**																		
1.	RFP Indemnification and Insurance Requirements.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				
6.	**Price Sheet**																		
1.	**Price Sheet**: **Please download the attached spreadsheet to enter cost of personnel hourly rates from Consultant/Consultant Teams and upload back.** See the attachment for additional information.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				
7.	**Sample Services Contrct**																		
1.	Please review and acknowledge the attached sample Professional Services Contract.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				
8.	**Evaluation Criteria**																		
	Score		**97.00**				**75.67**				**85.33**				**94.33**				
1.	**EVALUATION COMMITTEE:** The evaluation committee will consist of three-five (3-5) City employees. Through the Procurement Division, the evaluation committee will have the counsel and advice of Subject Matter Experts (SMEs) for this RFP. These SMEs will consist of internal city representatives from the City. In coordination with the Procurement Division, the evaluation committee reserves the right to include additional, non-voting technical advisors during its review of the responses. In assessing the strengths and weaknesses of each submission, the SMEs may, at their own discretion, request clarification, through the Procurement Division, from the committee.		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				
2.	The evaluations will be based upon the following criteria, and Contractors are requested to provide, as a minimum, the		a. Acknowledge				a. Acknowledge				a. Acknowledge				a. Acknowledge				

	information listed under each criterion. **Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive.** The response to each of the criterion will be evaluated relative to the other responses received and will be awarded a score of 1 through maximum points. Contractors are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion.																				
3.	**Relevant Project Experience and Team Qualifications:** Demonstrated experience supporting updates to land development regulations, zoning ordinances, overlay districts, or development standards, and preparing companion design guidelines or illustrated planning documents. Respondents must provide a multidisciplinary team including expertise in urban planning, urban design, architecture, landscape architecture, and graphic communication sufficient to support ordinance updates and preparation of a visually oriented Design Guidelines document. At least one key team member must be a licensed landscape architect with demonstrated experience in streetscape design, public realm design, or urban landscape standards sufficient to support guidance for both public and private realm conditions. Respondents must demonstrate experience working with municipal planning agencies, design review boards, or similar public review processes, including familiarity with the interpretation and application of development regulations and design guidelines in a regulatory context. Evaluation will consider the relevance, scale, and demonstrated applicability of past work, as well as the qualifications and roles of key personnel. **(25 points maximum score)**		a. Acknowledge					a. Acknowledge				a. Acknowledge				a. Acknowledge				
	Score			24.67	25.00	24.00	25.00		21.67	22.00	23.00	20.00		21.33	22.00	22.00	20.00		24.00	25.00	22.00	25.00
4.	**Technical Approach and Understanding of Scope:** Demonstrated understanding of the project intent to refine the Downtown Overlay regulations and prepare a supporting, visually oriented Design Guidelines document. Evaluation will consider the clarity, feasibility, and alignment of the proposed approach with the scope of services. **(25 points maximum score)**		a. Acknowledge					a. Acknowledge				a. Acknowledge				a. Acknowledge				
	Score			24.67	24.00	25.00	25.00		19.00	23.00	22.00	12.00		23.33	22.00	23.00	25.00		24.00	22.00	25.00	25.00
5.	**Ability to Meet Time and Budget Requirements:**Demonstrated commitment and proven ability to deliver assignments efficiently and meet project deadlines and timelines as established by DIA. Proposals will be evaluated based on the reasonableness of proposed hourly rates, rather than total project budgets. Responses shall include a statement committing to meeting DIA's time and performance expectations. Proposals that do not include this statement will be limited to a maximum score of 5 points for this criterion. **(10 points maximum score)**		a. Acknowledge					a. Acknowledge				a. Acknowledge				a. Acknowledge				
	Score			9.33	8.00	10.00	10.00		6.33	6.00	10.00	3.00		8.00	7.00	9.00	8.00		9.00	7.00	10.00	10.00
6.	**Ordinance and Regulatory Approach**:Demonstrated ability to support preparation of clear, organized, and enforceable ordinance language. At least one key team member must demonstrate experience supporting the preparation or revision of land development regulations, zoning ordinances, or overlay districts. Direct legal drafting experience is not required; however, the team must demonstrate familiarity with structuring clear, enforceable regulatory language. Evaluation will consider the Respondent's approach to identifying ambiguity, structuring revisions, and maintaining the intent of the existing regulatory framework while improving clarity and usability. **(15 points maximum score)**		a. Acknowledge					a. Acknowledge				a. Acknowledge				a. Acknowledge				
	Score			14.33	13.00	15.00	15.00		8.67	11.00	10.00	5.00		12.00	13.00	13.00	10.00		14.00	15.00	15.00	12.00
7.	**Graphic and Visual Communication Approach:**		a. Acknowledge					a. Acknowledge				a. Acknowledge				a. Acknowledge				

	Quality of the proposed approach to translating regulatory requirements into clear, visual guidance. Evaluation will consider the use of diagrams, photographs, and layout to support usability and clearly communicate design expectations. **(10 points maximum score)**																			
	Score			9.33	9.00	9.00	10.00		7.33	10.00	7.00	5.00		8.67	8.00	8.00	10.00		10.00	10.00	10.00	10.00
8.	Demonstrated approach to supporting public engagement and stakeholder outreach. Respondents must demonstrate experience supporting public engagement, stakeholder outreach, or facilitation processes for planning or regulatory projects, including coordination with a range of stakeholders such as community members, property owners, and industry professionals. **(10 points maximum score)**		a. Acknowledge					a. Acknowledge				a. Acknowledge					a. Acknowledge				
	Score			9.67	9.00	10.00	10.00		7.67	7.00	8.00	8.00		7.00	8.00	8.00	5.00		8.67	6.00	10.00	10.00
9.	**Jacksonville Small and Emerging Business (JSEB):** Pursuant to the Jax P-Code, Part 6, the purpose, and commitment of the Procurement Code is to enhance the growth of Jacksonville Small and Emerging Businesses (JSEBs) so that it is beneficial to the city and its individual residents. **(5 points maximum score)**		a. Acknowledge					a. Acknowledge				a. Acknowledge					a. Acknowledge				
	Score			5.00	5.00	5.00	5.00		5.00	5.00	5.00	5.00		5.00	5.00	5.00	5.00		4.67	4.00	5.00	5.00
9.	**Response Attachments**																					
1.	**Attach Overall Proposal Document Here, Use the following naming convention: Supplier_Name Overall Proposal Document. Include all response pages in a single ".PDF" format file.** If the proposer desires, the Company financial reports can be submitted in a separate .pdf file from the proposal file. However, the file name must include the word "Confidential". For Example: "XYZ Engineering – Confidential Financial Info.pdf".		a. Acknowledge					a. Acknowledge				a. Acknowledge					a. Acknowledge				
	Attachments		Yes					Yes				Yes					Yes				

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M E M O R A N D U M

TO: Dustin Freeman
Chief of Procurement Division

CC: Ruth Keith
Procurement Analyst

FROM: Van Christiansen
Redevelopment Coordinator

SUBJECT: Award: RFP 17894-26 Consulting Services for Downtown Overlay Zone and Downtown District Use

DATE: August 19, 2026

In response to RFP 17894-26, the City received four (4) responses for the solicitation, each of which was considered to be complete and responsive. The Evaluation Committee members independently graded each of the responses; the averaged scores are as follows:

Respondent	Averaged Score
Kimley-Horn and Associates, Inc.	97
Town Planning and Urban Design Collaborative LLC	94.33
The Haskell Company	85.33
M. Arthur Gensler Jr. & Associates, Inc.	75.67

The DIA desires to enter into contract negotiations and an agreement for services with the top respondent:

(4) Kimley-Horn and Associates, Inc. 97