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I. INVITATION AND PROJECT OVERVIEW:

Our Streets MN is releasing a request for proposals (RFP) for technical partners to assist in developing the Bring Back 6th community visioning report. The intent of the report is support evaluate design possibilities to reimagine Olson Memorial Highway as a restored walkable main street that reconnects the neighborhood, repurposes right-of-way for new uses determined by surrounding community members, increases multimodal transportation access, and implements proactive policies to prevent displacement, preserve neighborhood affordability, and prioritize economic benefits for existing residents, particularly those who are Black, Indigenous and/or People of Color.

The report will consolidate the following elements:

- Context about the historical and ongoing injustice of Olson Memorial Highway (incorporating content from the Bring Back 6th [virtual history museum](#))
- A section on the ongoing safety issues of Olson Memorial Highway
- A section summarizing community engagement and priorities for the corridor, including for both the roadway and surrounding land. This feedback will be collected via door-to-door canvassing and four community events, both of which will be led by Our Streets staff
- A section outlining potential design concepts and visual renderings for a reimaged 6th Avenue N & repurposed highway land, based on community engagement
- A section discussing strategies to proactively prevent displacement and advance reparations and equitable workforce development policies
- A section discussing the economic implications and benefits of repurposing highway right-of-way
- A section that evaluates the climate and environmental justice impacts of replacing the highway with a multimodal street
- A section discussing the feasibility of such a conversation, including construction phasing, cost, and traffic impacts
- A section summarizing the report's key findings and recommendations for implementation by each participating government agency

This work will be completed over a five month period from January - May 2025. We hope to have all report materials completed by June 2025.

II. BACKGROUND ON BRING BACK 6TH



An image of 6th Avenue N in the 1930's

Once called the “Beale Street of Minneapolis,” [6th Avenue North](#) through the old Near-Northside was a predominantly African American and Jewish community that was destroyed in 1939 for the construction of Olson Memorial Highway, a low-trafficked highway that has been polluting the neighborhood ever since.

Black and Jewish residents lived in the neighborhoods surrounding 6th Avenue North in large part because of legally enforced segregation and systematic devaluation of their communities. Racially restrictive property deeds, or covenants, prevented the sale of housing to people deemed non-white. These tools allowed bankers and the government to prevent African American, and in many cases, Jewish residents, from living anywhere but certain neighborhoods. (For more information on racial covenants in Minnesota, visit [Mapping Prejudice](#)).

Olson Memorial Highway was purposefully routed through the Near North neighborhood to displace a community that white City officials deemed “blighted.” Just seven years after construction was completed, Olson Memorial Highway was “one of the least used express thoroughfares in the city,” according to a City of Minneapolis traffic engineer. Aside from Sumner Library, every home, music club, and business on 6th Avenue was destroyed.



Today, the highway continues to pollute and divide the neighborhood. Olson Memorial Highway has been a highway injury street, with dozens of crash deaths and severe injuries over the years. Despite these issues and repeated community calls for action, the roadway design was left largely unchanged until 2023, when some modest improvements were made.

Bring Back 6th Campaign Goals

The Bring Back 6th campaign was launched with community partners including Harrison Neighborhood Association to address the historic and ongoing harms of the highway and reconnect the neighborhood with a new walkable main street.

Our Streets and community partners are seeking a reimagining corridor, replacing the highway with a restored walkable main street with bus rapid transit, separated bike lanes and wide sidewalks and green space. Our intention is for the remaining land to be returned to the community for new truly affordable housing, green space, business development, and other uses co-created by community members.

We are also organizing for a commitment by project partners to broader policies to proactively prevent displacement, repair historic harms and ensure that existing community members benefit from this major infrastructure investment. Our goal is for each step of this process to be co-created by those who live, work and go to school near the highway, prioritizing the voices and experiences of African American residents and descendants of those who were most impacted.

III. REQUESTED DELIVERABLES

Our Streets is seeking a technical partner with extensive expertise in travel demand modeling, with an emphasis on alternative approaches that incorporate induced demand and mode shift. This partner will lead work to evaluate the impacts of converting Olson Memorial Highway into a walkable, multimodal street corridor. This analysis will be included in the full Bring Back 6th report.

Requested Deliverables:

Travel Demand Model Analysis:

- Critically analyze the Metropolitan Council's existing travel demand model and the implications for the Olson Memorial Highway project.

Development of Alternative Model:

- Develop a new travel demand model that incorporates potential land use changes, behavior shifts, and improvements to non-driving alternatives.
- Apply this model to proposed design alternatives for replacing Olson Memorial Highway with a new walkable street corridor. Desired outputs include regional Vehicle Miles Traveled (VMT).

Communication of Findings:

- Lead work on preparing written content to summarize model analysis and results, to be incorporated into a section of the Bring Back 6th report.
- Work with other project partners to present findings in a format accessible to both a general audience and technical specialists, including a technical appendix for modelers and engineers.
- Participate in public presentations and media interviews as requested to discuss report findings

Meetings:

- Participate in biweekly project meetings with Our Streets and partners for coordination, feedback, and event planning.

IV. KEY DATES

RFP released	Wednesday, December 11, 2024
RFP response period	December 11 - December 18
RFP responses due	5:00 PM CST, Wednesday, December 18, 2024
Estimated project partner selections announced	Friday, December 20, 2024
Estimated project start date	January 2025
Estimated services completion date	July 2025
Estimated duration of contract	6 months

V. QUESTIONS

Questions about this request for proposals (RFP) can be submitted via email to **admin@ourstreetsmn.org** with “Bring Back 6th RFP” noted in the subject line.

VI. PROPOSAL FORMAT AND SUBMISSION INSTRUCTIONS

Completed applications are due by 5 p.m (Central Standard Time) on Wednesday, December 18, 2024. All proposals must be submitted electronically via email to **admin@ourstreetsmn.org**. Please submit documents via pdf. Late or partial submittals will be considered as failure of compliance with submission requirements rendering the proposal ineligible for consideration.

To allow for easier comparison of proposals during evaluation, proposals should contain the following sections and appendices and be arranged in consecutive order (see detailed outlines below).

1. **Submission Document #1: Applicant Information**
2. **Submission Document #2: Qualifications and Experience**
 - Respond to specific evaluation criteria
 - Describe the respondent's ability to perform the outlined deliverables
3. **Submission Document #3: Project Approach**
 - Should include information about the proposed project approach, work plan, schedule and budget
4. **Appendices (if any)**

Submission Document #1: Application Information

Please include the following:

1. Organization name
2. Email
3. Phone number
4. Address
5. Web address
6. Name and title(s) of the project lead & participating team members
7. A brief description of your organization's mission and focus (suggested word limit: 200)

Submission Document #2: Qualifications and Experience

Please include the following:

1. A brief description of your organization's work and completed projects related to advancing equitable and sustainable transportation infrastructure over the past 2-5 years (suggested word limit: 500)
2. A brief description of why your organization is interested in participating in the Bring Back 6th report (suggested word limit: 200)
3. A brief description of your capacity to successfully produce the outlined deliverables (suggested word limit: 200)
4. Briefly describe experience working on issues pertaining to the Twin Cities region
5. Any other information deemed relevant for communicating your capability for performing the outlined tasks

Submission Document #3: Project Approach

Please describe your organization’s proposed project approach for achieving the outlined deliverables. This should include:

1. A brief description of your organization’s project approach
2. A summarized work plan
3. A proposed schedule for achieving the outlined deliverables

VII. PROPOSAL REVIEW PROCESS

Evaluation Criteria:

Keeping in mind the requested deliverables, all consultant proposals received will be evaluated by Our Streets staff on the following criteria:

Evaluation Metric	Scoring (100 possible points total)
Experience with travel demand model analysis, with special preference for consultants who have experience with the (MN) Metropolitan Council’s existing travel demand model	25 points maximum
Demonstrated experience developing travel demand models that can project vehicle miles traveled (VMT) following changes to roadways, incorporating potential land use changes, behavior shifts, and improvements to non-driving alternatives	10 points maximum
Experience working collaboratively with other organizations and community stakeholders to deliver high quality, visually appealing technical reports	25 points maximum

Experience leading projects in the Twin Cities community	15 points maximum
Experience communicating complex traffic modeling topics in a format accessible to both a general audience and technical specialists, including a technical appendix for modelers and engineers.	25 points maximum

Our Streets will also evaluate proposals on the degree to which this RFP fits the capabilities and strengths of the consultant:

- Has existing staff capacity to begin the project in January 2025
- Has capacity and ability to complete the project according to the proposed timeline
- Quality, thoroughness, and clarity of proposal
- How well the experience/expertise of the consultant meets the project needs

At any time during the process, Our Streets MN may elect to contact the consultant with requests for clarification, an interview with staff, or a presentation on the proposed project to aid in the selection process, or other items or information.

VIII. CONTRACT

The contracting parties will be Our Streets MN and the Consultant(s) selected to provide the services as described herein. The selected proposal(s), along with the RFP and any counter proposal(s) will be incorporated into a formal agreement(s) after negotiations. It is the intent of Our Streets MN to award a contract(s) for a term ending December 31, 2025. The contract for services with the consultant selected under this RFP may be extended for up to two (2) years following the initial performance period. Any extension of the contract will be contingent upon availability of funding and on consultant performance during the initial year. Contract extension is at the sole option of Our Streets MN.