

**I-69 Corridor Strategic Development Plan for Delaware and Grant Counties,
Indiana
Request for Proposal (RFP)
East Central Indiana Regional Planning District**

The East Central Indiana Regional Planning District (ECIRPD) is pursuing a proposal for the development of the I-69 corridor within Delaware and Grant counties. ECIRPD applied and received a grant from the United States' Economic Development Administration to perform an in-depth study of the impact of the I-69 corridor in those counties. The Planning District is also partnered with Ball State University's staff at the Center for Business and Economic Research (CBER). The study to be conducted shall investigate the overall impact on the infrastructure, economies, and citizens of every community in the two counties. ECIRPD is seeking a plan that can provide a logical set of actions to lead to a safe, fully developed, and aesthetically appealing I-69 corridor in the counties. The completed project will include an economic impact analysis prepared by CBER that will support this strategic plan.

ECI Description

The East Central Indiana Regional Planning District is a state designated, multi-county regional planning district with a mission to serve the economic development, planning, and grant development needs of Delaware and Grant counties, a region encompassing four cities and fourteen towns. ECI functions as a tool to assist local governments with development processes, coordination, and management of District programs and services, and act in an advisory capacity between units of local government.

Project Description

The desired outcome of this project is for the project consultant to use data, information, and guidance from ECIRPD and Ball State University's Center for Business and Economic Research to create a strategic plan to include the most logical inclusions for infrastructure development at the interchanges and for the roadway system in Delaware and Grant Counties. This plan will provide the basis for future infrastructure projects that can support the vision established through the planning process. The consultant performing this project work should expect to be provided the necessary raw data from CBER. The Ball State contribution to this project will be an economic impact analysis focused on the development of data specific to the objectives for this project as identified in the scope of work. The consultant is expected to use such data to investigate what changes to the corridor would provide the most benefit. Such analysis would provide the counties with detailed evidence that the suggested targeted businesses/industries and concomitant infrastructure improvements along the I-69 corridor would ultimately meet the goals of greater business development, reversing negative economic trends, and improving quality of life for citizens. The goal is to use the final project as evidence to assist the counties to continue to apply for grants to complete the corridor. This request for proposal is asking consultants to research, investigate, and predict the overarching impact of a completed corridor on a multitude of elements in the counties (refer to the project scope of work on page 6 for specific elements of study).

ECIRPD anticipates that this project will complement the wealth of human capital of the region to combat issues of unemployment and brain drain, as well as retaining, attracting, and growing business activity. This plan of improved economic stability will create an environment for a more diverse

industrial, commercial, and residential base that will increase employment and raise the quality of life for citizens in the region. The enhanced quality of life will continue to make the unique qualities of the region more desirable to future travelers, visitors, and potential citizens.

The final product for this study is expected to be a final report and executive summary for the strategic plan that can be used to generate consensus in the vision established through the plan in communities along the corridor, allow these communities, ECIRPD, and other entities to pursue grants that will lead to the realization of the vision for the corridor, and to identify next steps and responsible parties for achieving the benchmarks set forth in the plan.

Areas Impacted by the Study

Following are the specific intersections along the I-69 corridor that will be impacted by the project, as well as the types of businesses located near the intersections and suggested improvements from local officials. The intention of this project will be to determine how these areas will be affected by the completion of the corridor. While every one of the locations in this section may not be directly studied, the project will analyze the potential benefits that can be applied to each exit. The project's results will contribute towards the economic impact analysis, which will include how every one of the areas can be improved to impact the overall quality of the region. The areas of land that the study will directly be examining will be noted later in this proposal:

1. State Road 67 & 32 (Town of Daleville Exit): There are significant jobs at this intersection, including national/international call centers, living-wage office jobs, and well-paying service jobs (such as gas stations and restaurants). This exit needs planning for future businesses, housing, aesthetics, and ingress/egress.

Figure 1: Daleville Exits



2. State Road 332 (Yorktown Exit): This exit features many Heavy Manufacturing sector job opportunities. This exit needs stop lights for increased safety, as well as sewer/water/road expansions.



Figure 2: Yorktown Exit

3. State Road 28 (Gaston Exit): This exit features many existing advanced Logistics jobs and future job opportunities. The needs of this exit are sewer/water expansions, land options, and *improvements to ingress/egress*.



Figure 3: Gaston Exit

4. E 900 S Fowlerton/Fairmount Exit: This is a rural exit with significant available acreage. This exit needs planning, infrastructure, signage, etc.

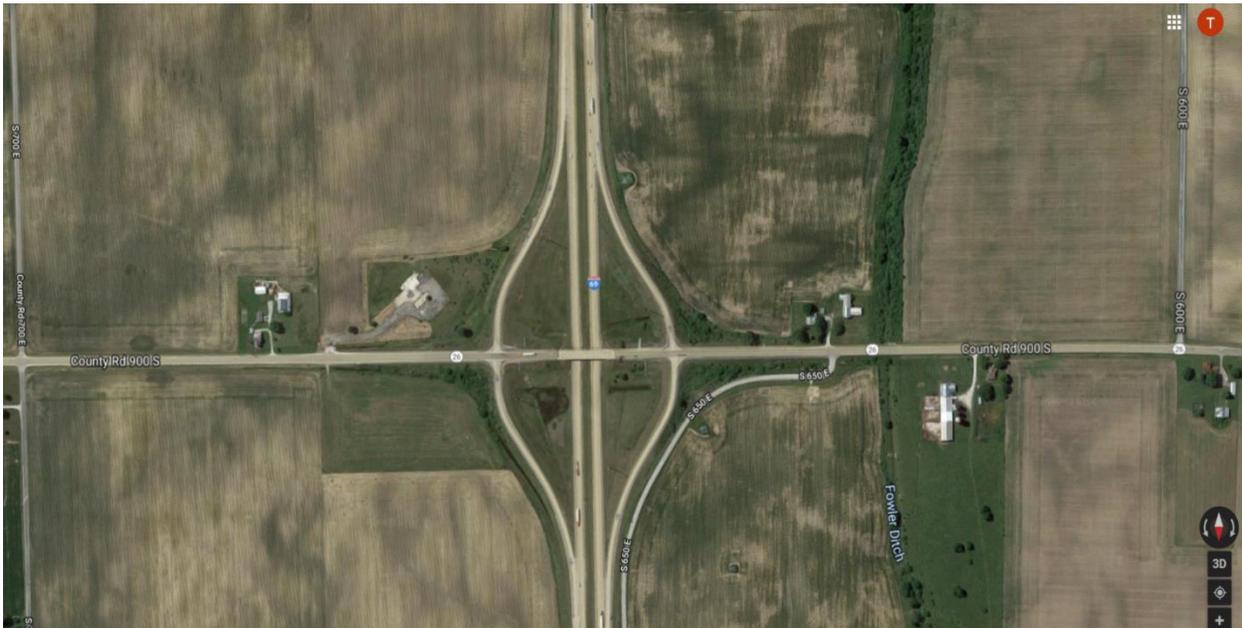


Figure 4: Fowlerton/Fairmount Exit

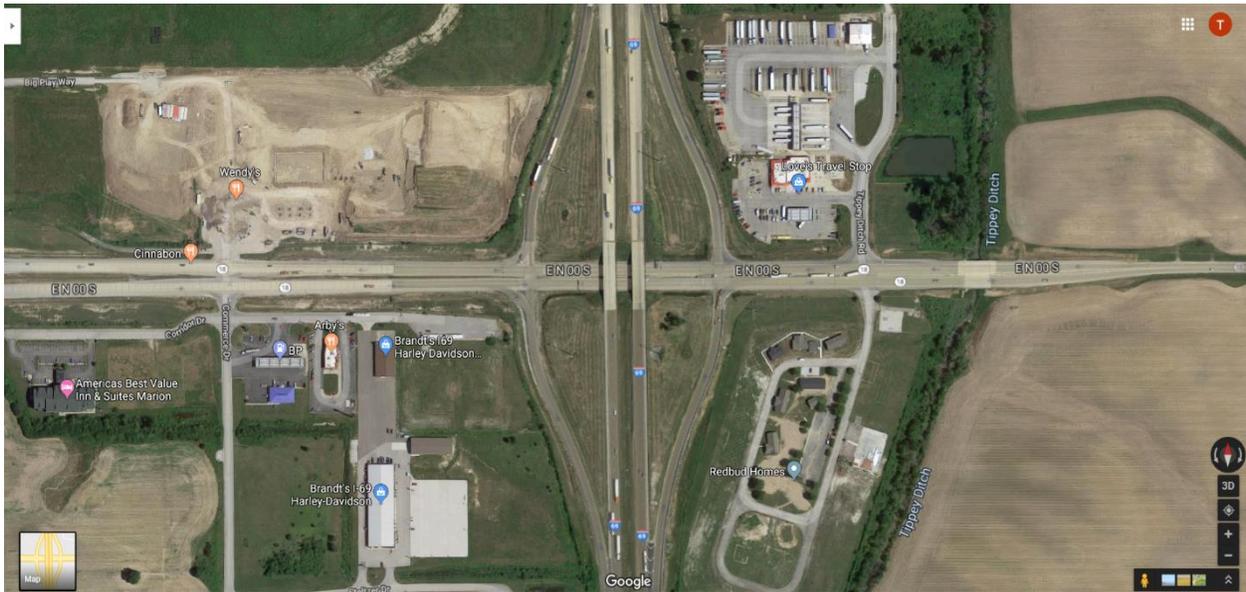
5. State Road 35 (City of Gas City Exit): There is a Walmart distribution warehouse at this exit, which supports a significant number of jobs. There is also a large service area featuring gas

stations, restaurants, etc. This exit needs further planning for aesthetics improvements, ingress/egress, and housing.

Figure 5: Gas City Exit

6. State Road 18 (City Of Marion Exit): This exit has warehouses for Dollar General, Dunhams' Sporting Goods, Ivy Tech Community College campus, a Weaver Popcorn factory (which produces 3 million popcorn packages per day), and two truck stops. This exit needs planning for infrastructure improvements, road/sewer/water, aesthetics, ingress/egress, housing, as well as a greater diversification of restaurants and other service industry jobs.

Figure 6: Marion Exit



Project Partnership

ECI has a detailed track record in administering, implementing, and maintaining Economic Development projects. For example, in 2013, ECI applied for and was awarded an Investing in Manufacturing Communities Partnership (IMCP) grant from the EDA for \$150,000. ECI and Vandewalle & Associates, in cooperation with the cities of Anderson, Muncie, and New Castle developed a strategic plan to identify technologies and industries that allow our region to be more economically competitive in the future. ECI has also been the local Economic Development District charged with completing the EDA endorsed Comprehensive Economic Development Strategy (CEDS) Plan for the region every five years.

In addition to ECI's specialty, it has partnered with the Center for Business and Economic Research at Ball State University. The intent of this partnership is to leverage CBER's network of experts to assess the immediate economic impact feasibility of the project and help ECI anticipate and plan for the types of industry, business and housing development that will be drawn to this area once improvements are complete. Specifically, CBER will partner with ECI and the selected consultant to conduct the economic impact analysis portion of this project.

Project Mission and Scope

Widely recognized across a multi-state front, the development of a complete I-69 corridor is critical to broader economic development opportunities for over 100 counties in 8 states. The interstate serves more than 23 million people but lacks enough infrastructure and aesthetic enhancements to meet safety requirements and create appeal for industry, jobs, housing, and further economic development in the region. In Indiana, I-69 is regarded as a substantial economic asset that moves products and people efficiently and effectively throughout the region. Manufacturers, small businesses, and industries located in the counties abutting the corridor rely on it for thousands of jobs, and as one of the primary drivers of economic activity.

Although significant improvements have and are being made, the East Central Indiana Regional Planning District is directly impacted by the capacity and condition of I-69. As a result, local development can be constrained, safety can be impacted, and opportunities to create jobs and accelerate the growth of emerging businesses could be limited.

Quality of life is an important topic of conversation in the ECI region. The trends of low educational attainment, economic decline, and economic distress in comparison to the rest of the state of Indiana are of key concern. Residents have been negatively impacted by the unfortunate trends, thus declining the value of living in the region. Maintaining a healthy economy, promoting growth, and appealing to visitors is key to halting the economic drift. Being aesthetically appealing, completing infrastructure, and creating new opportunities for employment and investment are crucial to improving life for all residents. Completing a corridor that attracts visitors, business, and overall economic development is a central strategy to reversing the adverse trends and improving quality of living in the region. Thus, the project and its scope of work should consider how each element impacts quality of living in the region.

When considering quality of life, improving aesthetics, contributing to travel safety, and attracting business development, the final product should consider the unique elements of East Central Indiana lifestyle. These elements may include local amenities, trends, and desires of the population. Attracting positive change and growth for the county requires developers to consider what makes the area desirable, and this project's results should stress the utilization of such qualities.

In addition, the final product should consider planning activities in coordination with other regional economic development districts involved in I-69 corridor-related activities throughout Indiana to ensure the corridor expansion and improvements to the north and south of ECI's jurisdiction are as equally well-conceived.

Proposal Submission Requirements

1. **Introduction:** Concisely explain the interest in the project, and why the counties would benefit from your selection. Also, provide information about the current work your team is doing, and how that will affect your team's availability to conduct the project and complete it by the end of March 2020.
2. **Relevant Project Experience:** Provide the committee with examples of prior work in the related field of study/interest. This could include work with collecting traffic data, land development, working with municipalities in project management, etc. Any and all relevant work is of interest to the committee, so include all that may apply.
3. **Team Background:** Inform the committee of the team members that will be working on this project. This includes each individual's experience in similar projects, qualifications, roles served within the industry, etc.
4. **Interest in Local Affairs:** Explain to the committee why your firm is invested in this community, and what efforts your team has made to incorporate the public interest into your past work.
5. **Project Proposal:** Please limit the project proposal to ten pages, single spaced. Address each task. It is assumed that a technical memorandum will be produced for each task and that draft and final reports and an executive summary will be produced as the final product. All reports should be available to the client electronically and hard (paper) copies will be limited to those needed for client review and eventual distribution. The proposer should assume that the CBER will be a resource for some of the raw data required to address the following items. Please include in your scope a list of proposed meetings with local communities and economic development interests throughout the region. For planning purposes, the consultant is expected to inform the committee when meetings, updates, or progress reports are necessary. The committee acknowledges that meetings can incur expenses, so it is allowing the consultants the freedom to decide what method of meeting type they prefer. In other words, using skype or other video conference methods is an acceptable method of communication, as is face-to-face discussion. The specific planning activities will be:
 - A. Determine specific economic projects related to industry and logistics in need of infrastructure improvements at I-69 interchanges that will benefit from enhanced improvements.
 - B. Determine job creation numbers and private capital investment for industry and logistics projects.
 - C. Determine project-specific potential economic impact of infrastructure improvements and the benefit to the local communities. This point is intended to inspect how the quality of living in the region will be enhanced.
 - D. Determine the economic impact of goods and services into and out of both Delaware and Grant counties via I-69.
 - E. Determine the total value of goods and services annually into and out of both Delaware and Grant counties via I-69.
 - F. Identify and plan for branding needs of the I-69 corridor.
 - G. Identify potential marketing and promotion of infrastructure investments on the I-69 corridor.
 - H. Determine the importance of aesthetics to a completed corridor, and its impact on attracting visitors from the highway. Each exit should strive for a unique and appealing look to travelers.

All project work should be consistent with such authorized activities listed above. The expected returned product will include the information listed above documented in a final report and executive summary. Overall, the project is expected to explore the impact of improving the corridor on the overall economic development of the region. These points will provide the guideline of how the proposal shall be formed, and what the expected return from the project will be.

6. **Proposed Budget:** \$51,200.00
7. **References:** Provide the committee with at least three (3) references for each consultant. Include the client name, contact information, and the work done by the consultant.
8. **Project Schedule-** Please provide an estimate of how long the work will require. The draft final report must be completed by January 31, 2020.

Parcels of Land for Study

The specific available parcels in Delaware and Grant county to be studied for future use/development are:

1. Delaware County, IN:
 - a. I-69 and SR 32/67. This area currently has an eight-acre highway frontage industrial parcel owned by the local municipality. Additionally, WESCO electrical supply company just executed a ten-year lease on the County's 50,000 SF Shell Building. Another vacant 40,000 SF former Weiss Machinery building is for sale on the northwest corner of this intersection. This area is also home to some of the largest call centers in ECI including Concentrix and first Merchants Bank. Total call center employment exceeds 700. This interchange is a good location for smaller industrial or mechanical distribution facilities. Adequate infrastructure is in place. Some infrastructure expansions may be necessary.
 - b. I-69 and SR 332 has over 80 acres of individual parcels available for large manufacturing operations. This location recently attracted All Steel Carports, that will manufacture steel carport erections kits to be distributed and constructed throughout the United States. This area is currently home to DANA Corp., Mursix Corp., Save-A-Lot Foods and the currently available 60,000 SF former Brenvi North American Headquarters. Future uses include largely skill labor machining, stamping, gear cutting, heavy industry, storage, with daily truck traffic. Road and utility expansions are needed.
 - c. I-69 and SR 28/35 consists of nearly 1,000 vacant acres on all four corners of the interchange, that could be well-suited for development into a logistics/transportation hub for the ECI region. A few logistics operations are already located here, and there is need for additional infrastructure such as sewer, water, and roads.
2. Grant County, IN:
 - a. I-69 and SR 22/35 has multiple available parcels for industrial enterprises and or logistics firms to locate. This location has attracted a large Walmart distribution facility as well as other medium sized manufacturers. Parcels for development exceed 100 acres and are available on all four corners of the intersection with much available ground for

continued growth. This location is prime for manufacturing, logistics and warehousing. Infrastructure, road expansions and an industrial park need developed.

- b. I-69 and SR 18 continues to attract large logistics warehouses and truck stops. Currently Dollar General houses one of the nation's largest distribution facilities at this location and Dunhams Sporting Goods just constructed a large distribution warehouse. One large parcel on the northwest corner of the interchange has been purchased for a confidential economic development project. Infrastructure improvements are underway for the location. Additional sites are available on the remaining three corners. This location is prime for logistics and warehouse expansions. Significant highway frontage locations exist but need utility and road expansions.
- c. I-69 and SR 26 is largely a rural interchange with no active development or infrastructure. The nearest town with facilities is more than three miles away. Significant acreage exists for development but is not supported by any activity or infrastructure. This exit exists as a blank slate that is centrally located between Grant and Delaware County.

Study Advisory Team

Bill Walters – ECI's Executive Director

Brad Bookout – ECI's Project Manager

Dr. Michael Hicks, Ph. D - the George & Frances Ball Distinguished Professor at the Miller School of Business at Ball State University, and the Director of Center for Business and Economic Research at Ball State University

Proposal Inquiries

All questions, comments, or concerns with the proposal process can be directed to ECI's Executive Director (Bill Walters at bwalters@ecirpd.org).

Any questions asked by any proposer will be shared with all proposers. Questions and answers will be shared via the ECIRPD website (<https://www.ecirpd.org/>).

Proposal Submission

Proposals should be submitted to:

Bill Walters
ECIRPD Executive Director
East Central Indiana Regional Planning District
1208 W. White River Blvd.
Muncie, IN 47303

Proposals should be received no later than the deadline, and proposals shall remain valid following the deadline until the selection process is complete.

The committee reviewing proposals will be constituted of 5 members of the I-69 corridor project committee, 2 from Grant county, 2 from Delaware county, and Bill Walters (ECIRPD’s Executive Director). As such, all proposal submissions should include 5 hard copies for the committee.

Proposal Evaluation

The following chart displays the expectations and evaluation methods of each proposal. The 5-member committee will use such chart to evaluate, and then choose which proposal best suits the needs of the counties.

CRITERIA	
1. Experience and qualifications of managers, directors, or other personnel that will be handling the project work.	35
2. References of previous work completed similar to this project.	25
3. Proposal displays ability to complete project within the bounds of the budget and the time allotted.	15
4. Overall strength of proposal submission.	15
5. Responsiveness and thoroughness of the submission.	10
TOTAL	100

Project Timeline

- Proposal Requirements Released:
 - September 1st, 2019
- Proposal Submission to ECI:
 - Due by September 30th, 2019 at 5:00 PM
- ECI Selection Deadline:
 - Selections made by October 15th, 2019
- Project work Beginning Date:
 - October 21st, 2019

- Project Completion Date:
 - March 31st, 2020