



FOREST HILLS
COMMUNITY
ALLIANCE

REQUEST FOR PROPOSAL

For

Main Street Revitalization Plan Forest Hills Business District

Issued by: Forest Hills Community Alliance

Date Issued: November 17, 2025

Proposal Due Date: December 30, 2025 by 5:00pmEST

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Invitation to Submit Proposal

Introduction

The Forest Hills Community Alliance (FHCA) is a nonprofit community development corporation serving the Borough of Forest Hills in Allegheny County, PA. Originally founded in 2000 and rebranded in 2020, FHCA drives revitalization and economic development through planning, project management, and stakeholder engagement.

FHCA's mission is *to create opportunities for community development initiatives that realize the interests of those who live, work, and invest in Forest Hills*. As part of this mission, FHCA launched Forest Hills Forward, a program that builds upon the Borough's Comprehensive Plan (2019), Climate Action Plan (2020), and Active Transportation Plan (2021). With funding from the Pennsylvania Department of Community & Economic Development, FHCA has committed to advancing catalytic projects that strengthen the borough's economy and identity.

Through the Forest Hills Forward initiative, FHCA works closely with the Borough of Forest Hills, residents, and regional partners to implement catalytic projects that enhance economic vitality, sustainability, and community identity.

The *Forest Hills Forward Vision Plan (2025)*, created through extensive resident engagement and in partnership with the Borough of Forest Hills, identifies three community priorities:

- Reimagine Main Street – revitalizing the Ardmore Boulevard business corridor.
- Strengthen Our Legacy of Innovation – building on Forest Hills' rich history of technological and cultural innovation.
- Honor the "Forest" in Forest Hills – celebrating and enhancing the borough's environmental assets.

Within this vision, the revitalization of the Ardmore Boulevard business district has been identified as a top community and economic development priority. Ardmore Boulevard serves as the primary commercial corridor and social hub of Forest Hills, yet it faces ongoing challenges such as vacant properties, underutilized shopping plazas, limited walkability, and traffic safety concerns. A comprehensive revitalization plan is needed to evaluate redevelopment opportunities, market demand, and design strategies that can transform the district into a vibrant, accessible, and economically resilient destination.

FHCA seeks a qualified provider to prepare a Main Street Revitalization Plan for the Forest Hills Business District, ensuring that the project is market-driven, financially feasible, and aligned with the broader Forest Hills Forward vision. The plan will guide strategic investments, business recruitment, land use policy, and physical improvements that strengthen the long-term vitality, connectivity, and identity of the community.

The revitalization plan will focus on three key zones identified in the *Forest Hills Forward Vision Plan (2025)*:

- **Zone 1: Rethink Patterns for Transit-Oriented Development**
Reimagine existing shopping plazas along Ardmore Boulevard at Fairfax Road and Yost Boulevard as mixed-use, higher-density development nodes connected to regional transit.

- **Zone 2: Enhance the Core of the Business District**
Strengthen the heart of Main Street by creating a dense, active, and highly recognizable commercial corridor along Ardmore Boulevard between Filmore Road and Sumner Avenue.
- **Zone 3: Expand the Business District**
Expand commercial zoning and enhance existing commercial clusters along the northwest segment of Ardmore Boulevard, Greensburg Pike, Brinton Road, and other outlying commercial areas to support complementary growth.

Refer to the “Reimagine Main Street” section of the attached Forest Hills Forward Vision Plan for additional context and visual references.

Note: FHCA is concurrently releasing an RFP for an Innovation Park Feasibility Study. Firms are welcome to submit for either study individually or to submit a combined proposal for both. FHCA reserves the right to award contracts separately or to the same firm if qualified.

Contact Information

All interested persons and firms should contact Maureen Ryan, FHCA Board Vice President, by email at mryan@fhcommunityalliance.org to request the RFP packet or download the full RFP package at <https://fhcommunityalliance.org/>.

Questions Regarding This RFP

This solicitation contains a description of the project and services required. Interested proposers have the responsibility of understanding what is required by this solicitation. During the review of the RFP, if the Proposer discovers any errors, omissions or ambiguities within the RFP, they should identify them in writing and call them to the immediate attention of FHCA prior to the RFP submission deadline. The Forest Hills Community Alliance shall not be held responsible for any person’s/firm’s lack of understanding of the project.

Questions for clarification concerning this RFP must be in writing and received via email to Maureen Ryan, FHCA Board Vice President by email at mryan@fhcommunityalliance.org on or before December 15, 2025 After this date, questions involving the content or intent of the proposal will not be answered. All questions will be responded to by Maureen Ryan, FHCA Board Vice President, in writing via email, and provided to all parties making inquiry.

The Forest Hills Community Alliance makes no representations as to the conditions of the project other than those representations made herein, and no employee or any other representative of the Forest Hills Community Alliance has the authority to make any oral or written representations as to the conditions of the project. Persons/firms should only contact the person designated above regarding this RFP and should not contact the Borough of Forest Hills, Borough Council members, any committee members, or any other Borough of Forest Hills staff for clarification on this RFP.

Addenda Interpretations

If it becomes necessary to revise any part of this RFP, a written addendum will be provided. The Forest Hills Community Alliance is not bound by any oral clarifications changing the scope of the work for this project. All addenda issued by the Forest Hills Community Alliance will become part of the official RFP and will be emailed to all Proposers of record based upon contact information on record at the original time of issuance or subsequently provided.

Proposal Requirements

Directions for Submittal

Individuals/firms interested in being considered for this project must submit a proposal detailing qualifications, technical expertise, management and staff capabilities, related prior experience, and a detailed cost estimate for the Scope of Services & Deliverables described below. The objective of the competitive process is to objectively select the firm that will provide high-quality, efficient, and cost-effective services. The selected person(s)/firm(s) will be invited to contract with the Forest Hills Community Alliance for consulting services.

Proposal Contents

Individuals/firms interested in being considered for this project must submit a proposal that includes the following:

1. Cover Letter – Signed by an authorized representative, summarizing the firm’s interest in the project and key qualifications.
2. Firm Background and Expertise – Overview of the firm, including history, size, areas of specialization, and relevant experience.
3. Qualifications of Project Team – Identification of the project manager and key staff, with résumés or bios. Define roles and responsibilities.
4. Relevant Prior Experience – Description of up to three comparable projects, including client, location, budget, year completed, outcomes, and references.
5. Technical Approach and Methodology – Narrative describing how the firm will complete the Scope of Services, including timeline, data collection, and engagement strategies.
6. Community/Business Engagement Experience – Demonstrated ability to work with residents, business owners, nonprofit boards, and municipal officials.
7. Management and Staff Capabilities – Capacity to complete the work within the proposed timeline, including availability of key staff.
8. Cost Proposal – Detailed line-item budget including staff rates, hours by task, reimbursable expenses, and assumptions.
9. Additional Information – Any other materials that demonstrate the firm’s suitability, such as awards, publications, or unique capabilities.

Proposal Format

To ensure consistency and ease of review, proposals should adhere to the following format:

- Length: Maximum of 20 pages (excluding cover letter, table of contents, and appendices such as résumés or references). No more than 50 pages with attachments.
- Font/Spacing: Use a standard 11- or 12-point font, single-spaced, with 1-inch margins.
- File Format: Submit proposals electronically in PDF format.
- Hard Copy (Optional): Hand-delivered or mailed proposals must be bound or stapled; no three-ring binders.
- Organization: Clearly label each section of the proposal to correspond with the Proposal Contents requirements.
- Submission: Proposals must be submitted electronically to mryan@fhcommunityalliance.org or hand-delivered/mailed to FHCA at 4400 Greensburg Pike, Pittsburgh, PA 15221. All proposals must be received or post-marked by December 30, 2025.

Selection Process Schedule

The Forest Hills Community Alliance anticipates authorizing a contract for this work in January 2026 with a notice to proceed no later than February 2026. The scope of services will take place

over 9-month period. The Forest Hill Community Alliance's goal is to have the Main Street Revitalization Plan completed no later than October 31, 2026. Responding persons/firms should comment on the above schedule as part of their proposal and state how realistic it is to achieve substantial completion of the work by October 31, 2026.

All Proposals submitted become public information and may be reviewed by anyone requesting to do so at the conclusion of the evaluation process.

Scope of Services & Deliverables (Technical Approach and Methodology)

FHCA seeks a proposer who will clearly identify how they will approach the following services and deliverables. The selected provider will be responsible for:

- **Work Plan:** Establishing a detailed work plan that outlines specific tasks, responsibilities, timelines, milestones, and resource allocation for the duration of the project.
- **Existing Conditions Assessment:** Conducting a comprehensive assessment of existing land use, building conditions, infrastructure, and market factors across the three revitalization zones of the Forest Hills Business District.
- **Streetscape and Infrastructure Improvements Plan:** Developing conceptual recommendations for streetscape design, pedestrian and bicycle connectivity, parking, utilities, and public realm enhancements to improve safety, accessibility, and aesthetic appeal.
- **Property-by-Property Development Strategy:** Evaluating redevelopment and reuse opportunities on a parcel-by-parcel basis, identifying priority sites, potential uses, and strategies to catalyze private investment.
- **Phased Implementation Timeline:** Establishing a realistic sequence of short-, mid-, and long-term actions to guide phased implementation of revitalization projects and policy changes.
- **Funding and Partnership Strategy:** Identifying potential funding sources, grant programs, financing tools, and strategic partnerships with public, private, and nonprofit entities to support implementation.
- **Coordination with FHCA and Borough Council:** Participating in monthly progress meetings with FHCA Board members and Forest Hills Borough Council representatives, as well as milestone workshops at the draft and final report stages.
- **Final Report:** Preparing and delivering a comprehensive Main Street Revitalization Plan that synthesizes all findings, analyses, & community input into a cohesive, actionable document.
- **Budget Proposal:** Providing a detailed budget proposal that includes estimated hours by task, staff assignments, and associated costs. FHCA anticipates a total project budget in the range of \$65,000–\$75,000. Proposals outside this range will be considered if well justified.

Timeline

The project is anticipated to begin in February 2026 and must be completed within nine (9) months of contract award, no later than October 31, 2026.

Submission Instructions

Proposals must be submitted as a PDF via email to mryan@fhcommunityalliance.org or delivered in person/mailed to:

Forest Hills Community Alliance
4400 Greensburg Pike
Pittsburgh, PA 15221

All proposals must be received electronically, hand-delivered, or post-marked by December 30, 2025.

Evaluation Criteria

Final selection of the provider will be based upon the maximum total points scored as set forth in the following rating system:

- Relevant experience and qualifications (30%).
- Project approach and technical methodology (25%).
- Community and stakeholder engagement (20%).
- Cost proposal and value (15%).
- Capacity, Schedule, and Management (10%).

General Terms and Conditions

Reservation of Rights

(a) FHCA reserves the right to accept or reject any or all proposals, to waive irregularities, and to negotiate with any or all proposers.

(b) FHCA may cancel, amend, or reissue this RFP at any time without liability.

(c) FHCA reserves the right to award a contract in whole or in part, or not at all, if deemed in the best interest of the organization.

Proposal Costs

(a) All costs incurred in the preparation and submission of a proposal, including interviews or presentations, are the sole responsibility of the proposer.

(b) FHCA shall not be liable for any costs incurred prior to the execution of a contract.

Contract Award

(a) The award of a contract is subject to the availability of funds and approval by the FHCA Board of Directors, and, where applicable, coordination with the Borough of Forest Hills.

(b) FHCA is not bound to award a contract to the lowest-cost proposal, but will consider the proposal that, in FHCA's judgment, is most advantageous to the project and the community.

Insurance and Compliance

(a) The selected provider may be required to provide proof of general liability insurance, workers' compensation insurance, and professional liability (errors and omissions) insurance.

(b) The provider must comply with all applicable federal, state, and local laws, regulations, and ordinances, including nondiscrimination and equal opportunity requirements.

Ownership of Work Product

(a) All reports, data, materials, and deliverables prepared for FHCA under this contract shall become the property of FHCA upon completion and payment.

Confidentiality

(a) Proposals submitted in response to this RFP may be subject to public disclosure under Pennsylvania's Right-to-Know Law.

(b) Proposers should identify any information they consider proprietary or confidential; however, FHCA cannot guarantee nondisclosure of such information if required by law.

Conflict of Interest

(a) Proposers must disclose any potential conflicts of interest related to their work with FHCA, the Borough of Forest Hills, or affiliated stakeholders.

EXHIBIT 1 – Forest Hills Forward Vision Plan