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## I. INVITATION AND PROJECT OVERVIEW:

Our Streets is releasing a request for proposals (RFP) for partners to support community engagement efforts in the collaborative effort to reimagine Olson Memorial Highway, known as Bring Back 6th. The Bring Back 6th initiative aims to transform Olson Memorial Highway into 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.

**Community partnerships will help to share a report that combines 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 reimagined 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

Community engagement work will be completed over an eight month period from approximately May 2025 - December 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 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 seeks organizations and/or individuals experienced in community engagement with deep roots in North Minneapolis to support outreach and co-creation activities in and around the Harrison Neighborhood in Minneapolis. Selected partners will collaborate on various aspects of the Bring Back 6th initiative.

#### **Scope of Work:**

##### **1. Communications**

- Amplify Bring Back 6th materials by reposting, sharing, and distributing them across digital platforms
- Collaborate on "co-branded" social media posts, including Instagram "collaborative" posts, to enhance the campaign's reach
- Include campaign updates in newsletters and communications with members

##### **2. Meetings and Collaboration**

- Attend monthly Bring Back 6th coalition meetings to represent the priorities and perspectives of Olson Memorial Highway area residents
- Participate in meetings with key decision-makers involved in the Olson Memorial Highway project
- Collaborate on benchmarks and policy demands related to anti-displacement, community benefits

#### **Deliverables**

- Attend six (6) monthly coalition meetings over the course of May 2025 - December 2025.
- Produce a brief summary of Bring Back 6th related activities, including meetings, event planning, community outreach, and communications support, due in December 2025.



#### IV. KEY DATES

RFP released	Monday, May 19, 2025
RFP response period	May 19, 2025 - May 23, 2025
RFP responses due	5pm CST on Friday, May 23, 2025
Estimated project partner selections announced	Monday, May 26, 2025
Estimated project start date	May 2025
Estimated services completion date	December 2025
Estimated duration of contract	8 months

#### V. Contract Amount

The contract value will be a total of \$2,000 per each recipient. 50% of the funding (\$1000) will be awarded following the completion of half of the outlined deliverables. The remaining \$1000 will be disbursed at the end of the contract. A total of six community partners will be selected for funding.

#### VI. QUESTIONS

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

#### VII. PROPOSAL FORMAT AND SUBMISSION INSTRUCTIONS

Completed applications are due by 5 p.m (Central Standard Time) on Friday, May 23, 2025. All proposals must be submitted electronically via email to [admin@ourstreetsmn.org](mailto: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**
  - Describe the respondent's ability to perform the outlined deliverables
3. **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 engaging North Minneapolis residents over the past 2-5 years (suggested word limit: 200)
2. A brief description of why your organization is interested in participating in this initiative (suggested word limit: 200)
3. Any other information deemed relevant for communicating your capability for performing the outlined tasks

## VIII. 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:

<b>Evaluation Metric</b>	<b>Scoring (<i>100 possible points total</i>)</b>
Experience leading community engagement events in and around the North Minneapolis community	50 points maximum
Experience working collaboratively with other Minneapolis organizations and community stakeholders	50 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 May 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 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.

## IX. CONTRACT

The contracting parties will be Our Streets 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. The consultant will be required to abide by all of the requirements in Our Streets' executed grant agreement with the United States Department of Transportation and the [Federal Highway Administration's General Terms and Conditions document for the Reconnecting Communities Program](#), fiscal year 2023.





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It is the intent of Our Streets to award a contract(s) for a term ending on December 31, 2025.