



**Comprehensive Plan Update – 2018**

**RFQ/P**

**Submission Deadline – November 10, 2017, 5 PM**

**RFP # 01-17 PLN**

**Direct all Communication to:**

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**(10Mb email file limit)**

**740-203-1600**

**Request For Qualifications / Proposal (RFQ/P)**

The City of Delaware seeks a team excited about our community; that is up to the challenge of following in the footsteps of an American Planning Association national award-winning Comprehensive Plan; and one that possesses outstanding civic engagement talents on all platforms, as well as legal, technical, market study, and planning skills. The consultant should possess the necessary staffing capabilities to provide exceptional services to the City in a major update of the Comprehensive Plan. The Plan will cover the existing City boundaries as well as planned future expansion area.

**Introduction**

Delaware, Ohio, is a study in contrasts that offers something for everyone. For residents, Delaware is a family-oriented community that blends a traditional hometown atmosphere with a modern, independent spirit. Delaware's authentic downtown, well-established neighborhoods and cooperative governance provides a solid foundation for a living experience that fosters growth and creativity.

For visitors, the City provides a sophisticated, yet charming urban atmosphere, featuring independent shops, unique restaurants and a variety of entertainment options. Delaware's authentic history, friendly and eclectic community, and modern vitality cultivate a distinct visitor experience.

For businesses, Delaware offers a well-maintained community, supported by consistent resident and visitor traffic. It features a solid manufacturing base and government offices balanced by a private university and charming downtown business district. This vibrant City has established itself as a place where both traditional and entrepreneurial businesses can flourish.

### **Community Background**

Established in 1808, the City turns 210 years old in 2018. As a mature Central Ohio city, Delaware has evolved into one of Ohio's premier communities. The City recently was named one of Money Magazine's top 100 Best Places to Live in America – one of only 4 in Ohio. It has long been a MainStreet Community, is home to internationally known Ohio Wesleyan University, has been named a Forbes Top 10 "Best Place to Raise a Family, as well as an AARP "Livable Community". It has about 2,000 businesses of all types and is home to City and County governments, and encompassing part or all of two school districts – Delaware City Schools and Olentangy Local School District.

It has a housing pipeline of thousands of dwelling units, primarily focused in the southern half of the community. It currently has over 20 active residential developments. It has almost 2,000 acres of yet-to-be developed industrial and business parks, a municipal airport and provides a full range of municipal services including water (7.2 million gallons a day), sanitary sewer (10 MGD), refuse collection, road construction and repair, parks and natural resources, fire and police. It currently has 24 city parks (17 active and seven passive), 23 miles of bikeways, A YMCA Community Center, splash pad, and outdoor pool. The community has a full service hospital affiliated with the OhioHealth system.

Based on building permits, Delaware's current population estimate is 39,348. This represents a 13-percent increase since the 2010 census. We have added 15,000 people since 2000, and now cover over 19 square miles. We expect to reach 40,000 people near the end of 2018 at our current pace - doubling the population since the 1990 census.

Delaware is located about 25 miles north of downtown Columbus. It benefits from a favorable Central Ohio economy, as well as growth in Delaware County and northern Columbus suburbs. The City has almost 15,000 dwelling units, and has experienced a remarkable revival of its

historic downtown. The current Plan has been embraced and largely implemented. It is now time to revisit assumptions, visions, goals, and objectives, and help craft both a short-term (10-15 years) and long-term (20-plus years) land use vision, while integrating recently completed sanitary master plans, bikeway and pedestrian master plans, branding and wayfinding plans, economic development plans, parks plans, and thoroughfare plans.

### **Current Plan**

The current Comprehensive Plan was largely completed in-house with a few outside consultants being utilized for technical analysis such as market studies. The community came together over a series of traditional public involvement sessions and mapped out its emerging future. This Plan won a 2004/2005 national award from the American Planning Association (APA) from the Small Town and Rural Planning Division. The community and administration have been diligently implementing the Plan Goals, Objectives, and Strategies during a time of tremendous growth and change. The current Plan is available from the city's web site at:

<http://www.delawareohio.net/about-the-planning-community-development-department/comprehensive-plan/>

The City desires to have a successful major update to the current Plan which will serve as a policy basis for the community over the planning period.

### **Project Goals and Objectives**

The primary goals of the project are to:

- 1) Produce documents and services required for adoption and implementation of the new Comprehensive Plan which can form the policy basis for the City as well as could lead to updates in regulations.
- 2) Build upon the successful current National Award winning Comprehensive Plan and take account of its implementation.
- 3) Retest, refine, and expand the vision for the community for both the planning horizon and long term.
- 4) Market Studies – housing market, land use capacity and by land use category.
- 5) Analyze existing conditions and project future conditions.
- 6) Civic Engagement – Utilize a variety of engagement platforms and techniques including but not limited to face to face meetings, social media, websites, etc.
- 7) Determine visionary goals based upon significant citizen and stakeholder input.
- 8) Determine practical and implementable short, medium and long range strategies, objectives, and specific projects that support the goals.

- 9) Identify focused, prioritized growth areas for a range of land uses and including vacant ground development as well as redevelopment opportunities.
- 10) The Plan should account for assigning responsibility and key stakeholders for the execution and management of plan recommendations to ensure implementation and that goals are being met.
- 11) The plan and plan process should help build leadership capacity in the community, be diverse and participatory, transparent, strategic and long term, comprehensive, sustainable, implementable, be the basis of updating regulations, be focused yet visionary, and provide for continual improvement in the community.
- 12) Include subject areas of at least: land use, future land use, economic development, housing, neighborhoods, downtown, historic preservation, sustainability/environment, parks & recreation, transportation (roads, transit, pedestrian/bikeway, etc.), airport, growth management, community facilities and services, and community character.
- 13) Account for the future impacts of emerging technologies in a flexible way that is future oriented but recognizes the transitional period in the short term – such as autonomous vehicles and drone technology.
- 14) Determine future trends in commercial development and account for re-development opportunities of existing older retail centers.

#### **Deliverables of the Plan**

- Format shall be text (MSWord) and Maps (ArcGIS format for most maps as well as graphical format for presentation).
- 8 1/2 “ by 11” vertically oriented. Three ring binder is preferred but binding is possible if low cost and easy to change out as the plan may be updated.
- Maps shall be standardized in format and size as directed by the City during the final scoping.
- Hard copy and digital formats (including Adobe PDF versions). Final number and quantities to be determined with final scoping. These shall be in formats acceptable to the city to enable low cost reproduction, revision, and direct web and social media posting. High resolution versions shall be expected as well.
- Preparation by the consultant of materials throughout the process is expected to support the intended robust civic engagement and plan development process.
- Digitize new maps, input data, and create new GIS layers, and incorporate selected maps from existing work products to produce GIS maps.
- Prepare Comprehensive Plan
  - Produce all materials for public presentations

- Provide digital, web and social media ready updates and drafts for posting – may include separate Plan web site.
- Produce final copies for review and recommendation by Planning Commission and approval and adoption by City Council.

### **Proposal Evaluation**

The Proposal evaluation and selection criteria are as follows in no particular order:

- A. A high level of professional competence and proven track record of accomplishment in the preparation of outstanding Comprehensive Plans.
- B. Demonstration of professional, technical, and legal expertise (Ohio focused) and experience of the principal personnel assigned to the project.
- C. Relative proximity / location of the consultant team to the City, anticipating a high level of direct interaction and communication with City staff and/or public officials will occur.
- D. Experience, knowledge, and expertise with Comprehensive Planning regulations, uses, and laws in the State of Ohio.
- E. Public facilitation capabilities and experience working with the public, steering committees, and stakeholders in diplomatically crafting standards and/or criteria to be incorporated into the work products as well as outstanding and creative experience in civic engagement through a variety of platforms, outlets, and methods.
- F. Clear demonstration of the city's goals, objectives, and needs of the Comprehensive Plan Update project.
- G. Ability to produce high quality documents and graphics that are user friendly, yet able to be flexibly updated into the future.
- H. Ability to make high quality oral and visual presentations.
- I. Creative and successful use of technology in a Comprehensive Plan Update process as well as civic engagement processes.
- J. Ability to listen, be flexible, and follow and/or implement direction and/or ideas and concepts.
- K. Ability to adapt throughout the Comprehensive Plan Update process for the inevitable changes and, ideas, and items that are raised throughout the process.
- L. Ability of consultant team to demonstrate initiative, motivation, and knowledge of the City of Delaware and a desire to produce the highest quality Comprehensive Plan for our community that could additionally compete for national planning awards.
- M. Cost of preparation in relationship to the services proposed. The lowest cost will not necessarily be the selected proposal and quality of the proposal is a significant factor within the established City budget parameters.

- N. Demonstrated ability of the Consultant to absolutely stay within a negotiate budget amount without cost over runs, change orders, and the like.
- O. Project schedule and duration.
- P. Review of references, experiences, and work product for similar projects and dynamic cities.

The City administration shall review the proposals and may decide to interview a select and limited number of consultants in order to make a final determination. The City intends to enter into a contract for a lump sum amount and then, as a first step in the plan process, refine the scope of services into a final form acceptable to the City and consultant. In the unlikely event, terms of the scope cannot be reached the City reserves the right to cancel the contract and withhold any and all payments.

### **Timelines / Schedule**

- 1) Timeline – up to 18 month time horizon
- 2) Fall/Winter 2017 – Consultant and City to finalize Scope of Services and enter into Contract prior to the end of the year.
- 3) The City anticipates beginning the primary process in early 2018 with analysis, review, and forecasting and moving into the civic engagement and steering committee process in the spring.

### **RFQ/P Proposal Content and format**

Proposals shall be limited to 20 pages plus appendix material. 3 paper copies and one electronic copy (PDF format, on a memory stick or CD – these materials can be emailed if not over 10Mb in file size) shall be submitted by 5 PM the day of the Submission deadline noted herein. All submission materials shall be retained by the City and not returned. At a minimum the RFQ/P response shall include:

- 1. Letter of transmittal.
- 2. Executive summary.
- 3. Consultant team organizational profile including background and experience of the team and the primary Staff members who are proposed to work directly on the project.
- 4. Previous project experience and summaries, including reference and contact information for a minimum of five (5) relevant projects of similar scope and scale which demonstrate pertinent experience. An additional listing of pertinent projects may be

included. The City reserves the right to contact any references provided herein or otherwise obtained.

5. Disclosure of any competing interest or potential conflicts of interest in the City including consultant's work for persons or firms who own land or have development interest in the City.
6. Cost Estimate – The Consultant shall provide a detailed cost estimate for completing the entire project including a lump sum dollar figure for all consultant and sub-consultant services, fees, and charges as well as document and graphics preparation, reproduction, and delivery. The basis of the total budget shall be on the required tasks identified in your proposal. The budget should include all anticipated costs. The contract is expected to be constructed in a single total fee arrangement for all items.
7. Suggested schedule of anticipated tasks and general proposed time line (in weeks and months) with key tasks and target dates.
8. Civic Engagement preliminary plan. The selected consultant will be required to develop a multi-pronged public participation plan that actively engages elected and appointed officials, various stakeholder and advocacy groups, neighborhoods, the general citizenry, and City Staff in the pursuit of Plan development.
9. Project management including:
  - a. Project organizational chart for the key staff to be assigned for the team. Clearly identify who will be the project manager and day to day contact person as well as those who will make significant contributions. Describe each team member's role and office location.
  - b. Location of office from which the management of the project will be performed
  - c. Summary/matrix of key personnel's shared experience.
10. Response to the goals and objectives of the plan as noted within this RFQ/P.
11. Response to the Plan deliverables as noted within this RFQ/P.
12. Disclose any alleged significant prior or ongoing contract failures, contract breaches, and civil or criminal litigation or investigation pending which involves the consultant or sub-consultants or in which the consultant has been judged guilty or liable or which may affect the performance of the services to be rendered herein. This should be documented for any circumstances arising or ongoing over the last 3 years minimum.
13. Appendices – supplementary material that shall not be counted against the 20 page limit.

PROPOSALS SHALL BEAR THE FOLLOWING INFORMATION ON THE OUTSIDE OF THE PACKAGING:

1. Proposal for City of Delaware Comprehensive Plan Update
2. Lead Consultant Company Name
3. Listing of Company Name of any sub-consultants

### **Special Conditions**

- 1) City is open to suggestions other than those listed in this proposal which consultants believe would be of value to producing the best Comprehensive Plan Update for the City of Delaware
- 2) The city intends to select a consultant and proceed to contracting for an agreed upon lump sum amount. The first phase of the contract will involve determining the final scope of work as acceptable to the city but allowing for creativity from the consultant team within the parameters outlined.
- 3) The budget for the project shall not exceed \$175,000. The City expects to have some contingency for unforeseen items within this budget maximum. A low bid shall not be a guarantee of award. The City seeks the best response possible in keeping with this RFQ/P within stated budget parameters for this important project.
- 4) The City of Delaware shall not be liable for any costs incurred for the preparation of this RFQ/P.
- 5) The City reserves the right to reject any all proposals, to waive any nonmaterial irregularities or information in any Proposal, and to accept or reject any item or combination of items. The City further reserves the right to cancel the contract if a final scope of services cannot be acceptably agreed to between the selected Consultant and the City.
- 6) The City reserves the right to inspect the business reputation, or other qualifications, of any firm and to reject any proposal, irrespective of quoted prices, if it is determined to be lacking in any of the essential components to assure acceptable standards of performance. The City reserves the right to obtain financial data or other supplemental information concerning the consultant or any sub-consultant.
- 7) Proposals submitted shall constitute a binding offer from the consultant and sub-consultants. Acknowledgement of such shall be indicated by the original signature of a Principal legally authorized to execute contractual obligations and shall also signify acceptance of all terms and conditions including compensation, as set forth in this RFQ/P.
- 8) Firms shall clearly and completely identify any variations between its proposal and the City's RFQ/P. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms and/or conditions.
- 9) All proposals received shall become the property of the City. All proposals shall become a public record and shall be regarded as public records except for those parts of each proposal which are defined by the proposer as business or trade secrets, provided that such parts are clearly marked as "trade secret", "confidential", or "proprietary."

- 10) Submit with your proposal your certificate of Equal Employment Opportunity or your firm's own Affirmative Action Plan.

### Insurance

The selected Consultant(s) is(are) responsible for maintaining the level and type of insurance coverage in all locations when working under the direction of this contract.

- **The Contractor shall obtain and maintain during the life of the contract such full insurance coverage wherein the City of Delaware is named as an additional insured**, and shall protect himself, the City of Delaware and any Subcontractor performing work covered by the contract from claims from property damage, product liability and personal injury, including accidental death which may arise from operations be performed by the Contractor or by any Subcontractor or by anyone directly employed by either of those parties.
- These policies shall contain the following special provisions: "The Company agrees that ten (10) days prior to cancellation or reduction of the insurance afforded by this policy, with respect to the contract involved, written notification shall be mailed to the City of Delaware, City Hall, 1 South Sandusky Street, Delaware, Ohio 43015.
- Certificates of Insurance indicating the availability of the described coverage will be filed with the City of Delaware within five (5) business days from the award of the contract. The amounts of the insurance shall be as follows:
  - Public Liability Insurance for bodily injuries, including accidental death, in the amount of not less than \$1,000,000 for each accident or occurrence and \$1,000,000 aggregate, and
  - Property Damage Insurance in the amount not less than \$1,000,000 for each accident or occurrence and \$1,000,000 aggregate.
  - The successful contractor, vendor, etc... must submit their insurance certificate naming the City of Delaware as an additional insured on ISO Form CG 2010 (11/85 edition). All other forms will be rejected.