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**WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) F**

Date: 1/22/16

Weekly Agenda Date: 2/19/16

DEPARTMENT HEAD / CITIZEN: David Gleiser – Rural Economic Development Director

SUBJECT: Comprehensive Planning Services for Rural Cities Request for Proposals (RFP)

**ACTION REQUIRED:**

Approve Ordinance                       Approve Resolution                       Approve Motion

Give Direction                       Other: Informational                       Attachments

**WORDING FOR AGENDA ITEM:** Information – Comprehensive Planning Services for Rural Cities Request for Proposals (RFP).

**EXECUTIVE SUMMARY:** The Rural Economic Development (RED) department seeks to provide the Board of Supervisors with an update on the development of an RFP for comprehensive planning services to be conducted in Woodbury County's rural cities.

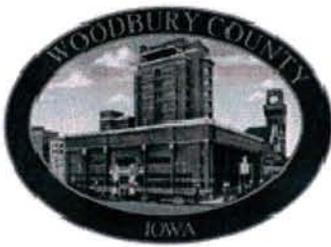
**BACKGROUND:** Woodbury County intends to hire a qualified consulting firm to develop comprehensive plans for rural cities in Woodbury County. During the initial presentation to the Board of Supervisors, feedback was provided to the RED Director, requiring revisions to the language of the RFP to include adding 2 rural Mayors to the RFP review committee. Those revisions have been made, and one additional revision is being presented which relates to quantifying the number of cities that will receive a comprehensive plan via this project. In order to develop an RFP with the most accurate information possible and to receive the most accurate and definitive responses as possible, it is proposed to confirm the cities that will receive a comprehensive plan. The proposed revision to the RFP has been reviewed and agreed upon by the County Attorney's Office.

**FINANCIAL IMPACT:** 0

**RECOMMENDATION:** Allow the Rural Economic Development Director to quantify the actual number of cities that will be listed in the comprehensive plan Request for Proposals (RFP) and revise the language in the RFP accordingly.

**ACTION REQUIRED:** Provide consensus on next steps.

*Approved by Board of Supervisors March 3, 2015.*



## **Request for Proposals (RFP) Woodbury County, Iowa Comprehensive Planning for Rural Cities**

### **Introduction**

Woodbury County is requesting proposals from qualified planning consultants to prepare Comprehensive Plans for the incorporated cities in rural Woodbury County. These plans will create a framework for the development of future public policy, particularly in the area of future land use, infrastructure, and economic development.

Woodbury County has 15 incorporated cities and has a total population of 102,172. The City of Sioux City is the County seat and is the largest metro city in the County with a population of 82,459. The 14 incorporated cities outside of Sioux City are rural communities with populations ranging from 100+ to 4,000+. Most of the rural cities have outdated Comprehensive Plans, or they do not have one at all.

Woodbury County is currently experiencing an economic boom. Recent large-scale industrial developments have created more high-paying jobs, as well as adding substantial growth to the overall tax base. This growth has created pressure for the County in the areas of housing and workforce. While Sioux City serves as the predominant holder of residential and retail stock in the County, the current economic climate provides the rural cities with tremendous opportunities for growth and prosperity.

Furthermore, recent advancements in transportation improvements in Woodbury County poise the County for continued growth. The scheduled completion of a four-lane U.S. Highway 20 throughout Woodbury County and across the State of Iowa provides a major East/West transportation artery throughout the County and presents a strong opportunity for increased traffic volumes and economic development. Other recent improvements and requests for additional improvements along Interstate 29 throughout Woodbury County increase the likelihood for additional economic development activity to occur on the County's major North/South transportation corridor.

The Woodbury County Rural Economic Development Department is devoted to promoting and facilitating economic and community development in the incorporated and unincorporated areas of Woodbury County outside of its urban center, Sioux City. As the department's overarching objective is to provide support for growth and prosperity and to enhance the overall quality of life in Woodbury County, the Rural Economic Development Department seeks to assist the rural cities with obtaining Comprehensive Plans for each of their respective communities. It is anticipated that a Comprehensive Plan will provide each rural city with a clear vision for its respective community, and will help generate consensus amongst its residents and elected officials on issues related to growth. It will also provide recommendations that are designed to promote quality development that is congruent with the vision of the

community. Furthermore, many municipal grant opportunities require a city to have a Comprehensive Plan in order to be eligible to submit an application for an award.

The Comprehensive Plan will be the basis for establishing policies and priorities for coordinated development and redevelopment, as well as future infrastructure expansion. It will include policy statements, goals, objectives, guidelines, maps and graphics that will serve as a foundation for future land use decisions. The Comprehensive Plan shall provide strategies to encourage economic development, quality residential growth, and general improvements for the protection of the quality of life for the residents and businesses in rural cities.

### Overview of Cities

Listed below are the rural cities in Woodbury County that will receive a comprehensive plan as outlined in this RFP:

<u>City</u>	<u>Population</u>	<u>Status of Most Recent Comprehensive Plan</u>
1. Anthon	565	2004
2. Bronson	322	-
3. Correctionville	821	2008
4. Cushing	220	-
5. Danbury	348	-
6. Hornick	225	-
7. Lawton	908	1970
8. Oto	108	-
9. Pierson	366	1974
10. Sloan	973	-
11. Smithland	224	-

### Project Area and Timeframe

The physical scope of the Comprehensive Plan will be the incorporated area of each respective rural city. Areas outside of the city's current jurisdiction may be addressed as they pertain to potential annexation for future residential, commercial, and industrial growth opportunities.

The project shall commence, be completed, and presented within a 36-month timeframe. The County anticipates the project beginning by May 2016.

## Scope of Services

The following is a general description of the tasks to be required of the consultant. In preparing a proposal, the consultant may modify the list of tasks to best satisfy the requirements of the Plan.

1. Initial meeting with the Rural Economic Development Director and Rural City Mayors and City Clerks to review the project schedule, schedule meetings and begin the process of data acquisition for each rural city (City).
2. Obtain existing plans, maps and other documents relevant to the project.
3. Schedule and conduct meetings with appropriate elected and appointed officials. These meetings should include the City Council, Planning & Zoning Commission, and various City Staff members. The purpose of these meetings will be to obtain input and guidance as it relates to the Comprehensive Plan process.
4. Schedule and conduct public meetings and topic-specific focus groups as necessary.
5. Conduct a community asset mapping and visioning session for the development of a vision statement and goals and objectives for the future growth of the City.
6. Identify issues/needs, and develop goals, objectives and implementation strategies.
7. Prepare draft topical document sections for City Staff review.
8. Make periodic reports to the City Councils and Rural Economic Development Director.
9. Deliver presentations at public hearings to secure adoption of the Plan for each City.
10. Key-sections of the Comprehensive Plan that MUST be included:
  - **Executive Summary** – Concise summary of the information contained in the Plan.
  - **Introduction** – Provide an introduction to the Plan, a brief look at the history of the City, and include pertinent information relating to the City and the planning process.
  - **Community Profile and Analysis** – Present population trends and projections, demographic characteristics, household information, income and education levels, revenues and expenditures of the City and current conditions of the community.
  - **Community Vision** – Develop vision statement along with goals and objectives.
  - **Housing** – Assess the current condition of the housing stock available within the City. Describe housing characteristics (physical/financial) and housing market

(sales/foreclosures/new construction). Identify issues/needs, and establish goals and objectives related to housing.

- **Public Infrastructure and Utilities** – Provide an overview of current public infrastructure, utility accommodations and capacities. Include water and sewage management, electricity, natural gas, and telecommunications. Identify issues/needs and establish goals and objectives addressing future infrastructure improvements and funding sources.
- **Land Use and Zoning Ordinances** – Provide current land use map and develop a future land use map along with development growth pattern projections. Include zoning ordinances and annexation policies. Address natural resources and sensitive land use areas. Identify issues/needs, and establish goals and objectives.
- **Community Facilities and Services** – Address the provision of shared private and public facilities services. Provide information on protective services, education, health and social services, parks and recreation, and arts and culture. Identify issues/needs, and establish goals and objectives.
- **Economic Development** – Assess past and current labor force conditions and employment trends of the City. Describe commuting patterns, and existing businesses and vacancies. Identify issues/needs, and establish goals and objectives related to the coordination of growth and development decisions within the City.
- **Transportation** – Assess major thoroughfares, roads and streets, sidewalks, railroads, and airports. Develop transportation connectivity plans in conjunction with future land uses and development. Identify issues/needs, and establish goals and objectives.
- **Implementation and Administration** – Identify how the plan will be implemented to achieve the community's vision.

The planning process shall be such that the Plan document will be developed and submitted to the City in topical sections for review, comment and approval. Not only will this enable the project to remain at a manageable scale, but it will allow the City Council, City Staff and Planning & Zoning Commission to more effectively monitor the progress of the work program.

The final report shall be submitted in three formats per City:

1. 10 printed, bound, color copies;
2. An unbound reproducible original copy;
3. CD-ROM of the text and all computer graphics, compatible with those programs utilized by the City.

**End Product**

The Plan will be presented in a format and language that is user-friendly and easily comprehended and accessible to the general public. The consultant should make an effort to minimize the use of technical planning jargon. The extensive use of maps, graphics and other devices that will enhance the readability and ease-of-use of the Plan is required. At the completion of the Plan process, the consultant must provide a Plan complete with all maps, graphs and tables.

A number of summaries, in brochure or poster format, condensing the findings, goals and objectives of the Plan must also be supplied. This information, like all information supplied to the City, should also be available in electronic format. The City and Woodbury County shall retain ownership of all generated data.

**Existing Plans**

Existing Comprehensive Plans will be made available to the consultant.

**Citizen/Business Community Participation**

Citizen participation is paramount to the development of these Comprehensive Plans. The planning process shall incorporate citizen participation program to encourage and facilitate input from City residents. Additionally, the City's business community should also be engaged in the planning process and be solicited for input on this Plan.

**Client Responsibilities**

The Cities shall provide all available existing documentation to the consultant and will make staff available on an as needed basis. City Staff, primarily the City Clerk, will schedule, coordinate and make all necessary arrangements for meetings conducted by the consultant during the course of this project.

**Submission Requirements**

In order to be considered, the qualifications and bid must be received by the Rural Economic Development Director on or before 5:00pm, Friday, April 1st, 2016.

All proposals must be in a sealed envelope marked:

REQUEST FOR PROPOSALS  
COMPREHENSIVE PLANNING SERVICES  
ATTN: DAVID GLEISER

Each proposal must be limited to no more than thirty (30) pages and shall contain the following information:

1. A proposed work program based upon the scope of work in this request. The consultant may incorporate his or her own ideas beyond those outlined in the RFP.

2. A detailed theoretical timeline for the completion of the project, including specific areas of concentration (i.e. background documentation, demographic analysis, redevelopment areas, public meetings etc.)
3. A statement of qualifications, relevant experience and key personnel who will be responsible for the execution of this project, including qualifications of any sub-consultants named in the proposal. This may include addendum copies of past projects.
4. A list of three (3) professional references with mailing address, email address and phone numbers.
5. A detailed cost breakdown of the project.
6. The name, title, mailing address, email address, and telephone number of the individual authorized to negotiate and contractually bind the company during the period of the proposed evaluation.
7. A statement that the proposal is binding for not less than 60 days after the proposal due date.
8. List, by partner and staff level, hourly billing rates to be charged should the County expand the scope of the project or require additional services.

Proposals that consist of more than thirty (30) pages of text and graphic will not be considered by Woodbury County.

#### **Copyright Release**

Those firms responding to the RFP shall supply a limited copyright release in order for County Staff to make copies of any copyrighted materials submitted within the proposal.

#### **Selection Process**

The deadline for submission of proposals is on or before 5:00pm, Friday, April 29<sup>th</sup>, 2016.

The Rural Economic Development Director will serve as the County's primary liaison to the successful firm. There will be a selection committee for this project consisting of two members of the Woodbury County Board of Supervisors, the County Planning & Zoning Director, the County Finance Director, the County Rural Economic Development Director, and 2 Rural City Mayors.

The selection of a planning consultant will occur as a result of a detailed process. After review of the RFP qualifications and bids by the selection committee, a short list will be created and those firms will be requested to make a brief presentation detailing their qualifications and bid to the selection committee. Several criteria will be closely evaluated, including, but not limited to the following: technical approach to the project, qualifications of staff, logical capabilities

and previous performance with planning projects in similar communities in the Siouxland Region. Interviews will be limited to a maximum of three (3) or four (4) consultants.

Following the interview process, the County will attempt to negotiate an agreement with the top-ranked consultant. If no agreement can be reached with the top-ranked consultant, that consultant shall be dismissed and the County shall proceed with negotiations with the second-ranked consultant. This process may be repeated as necessary until an agreement can be negotiated that is satisfactory to both parties.

The selection committee will make their final recommendation to the entire Board of Supervisors who will then vote to approve the hiring of the selected firm and enter into a formal contract for planning services.

### **Compensation**

Following the selection of a firm and the successful negotiation of an agreement, a contract shall be negotiated between the County and the successful firm. Reimbursement shall be made according to an agreed upon schedule, specified within the contract.

### **Contact Information**

Firms responding to this solicitation should mail proposals to and direct all inquiries to:

David Gleiser  
Woodbury County  
620 Douglas Street, 6<sup>th</sup> Floor  
Sioux City, IA 51101  
Telephone: (712) 279-6609  
Email: [dgleiser@woodburycountyiowa.gov](mailto:dgleiser@woodburycountyiowa.gov)

### **Reservation of Rights**

Woodbury County reserves the right, at its sole discretion, to use without limitation any and all information, concepts, and data submitted in response to this RFP, or derived from further investigation of such proposals. The County further reserves the right at any time and for any reason, to cancel this solicitation, to reject any and all proposals, to supplement, add to, delete from, or otherwise change this RFP as determined in the sole and absolute discretion of the County. The County may seek clarifications from a respondent regarding his or her proposal at any time and failure to respond promptly may be cause for rejection. The County also reserves the right to interview only those respondents it determines shall provide the most advantageous services and to negotiate with one or more respondents to contract terms acceptable to the County.