
Bid Title:	1997 Comprehensive Master Plan Update
Category:	Professional Services
Status:	Closed

Description:

Notice is hereby given that the City of Ferguson, Missouri is seeking submittal of proposals from qualified Consultants for the purpose of updating the City's 1997 Comprehensive Master Plan.

Background:

The City of Ferguson's current Comprehensive Master Plan was completed in 1997. With the 2018 Comprehensive Master Plan update, the City desires to have an updated, well organized, concise plan that is in plain language and understandable to a lay person.

Plan Update Scope

The City is seeking a Consultant or a team of Consultants to update the City's Comprehensive Master Plan (hereafter the "Plan") with the objective of providing the City Council, Planning Commission, city staff, city residents and the business community with a comprehensive, internally consistent and legally defensible tool to guide the City's decision making and development over the next 20+ years, to the year 2040.

The update to the Plan should identify and confirm the feasibility of the current long-term goals or present new goals; identify mechanisms necessary and potential partners for implementation of these goals; and identify governing bodies, within and outside the City, responsible for authorizing specific revitalization initiatives.

The update to the Plan should take into account a variety of economic factors including, but not limited to, future commercial development opportunities, current trends and long-term economic growth opportunities, green space requirements and policies, existing land use and zoning, Smart Growth principles, public transit requirements, and public policies necessary to facilitate economic growth.

The updated Plan will help maintain collaborative and respectful relationships within the community and with surrounding neighbors, and establish or confirm existing policies and priorities for coordinated development/redevelopment and necessary infrastructure expansion for the City.

The selected Consultant will:

- Review, update and revise, as appropriate, the contents of the Plan, along with updating technical and supporting data consistent with the City Council's updated vision for the future of the City.
- Identify unnecessary, redundant and inconsistent information within the Plan and recommend approaches (e.g. organization, formatting) to develop a more concise and usable Plan that contains relevant data but is not over burdened with statistics that are not informative or useful for long range planning.
- Design an updated Plan, including development of the format and layout, as well as production of high quality illustrations and graphics. Undertake the primary responsibility for editing and writing a cohesive comprehensive Plan document. This will include editing existing text or drafting new clear, concise text and policies that are supported by information in existing documents, new plans and studies, data analysis, public input, best practices and/or successful applications from other jurisdictions.
- Identify existing development regulations that need to be revised or updated to be consistent with the updated Plan. Work with City staff and Counsel to revise as necessary existing development regulations that support implementation of the updated Plan policies.
- Support City staff in the presentation of materials and recommended amendments to the Planning Commission, staff, and City Council.
- Coordinate and support a public participation process for this update. Prepare and produce public outreach materials graphically and in writing describing facts, findings, analysis, and alternatives for use in public meetings or open house webpage.
- Coordinate public meetings, outreach and media relations with the Consultant chosen for the City's branding initiative, who will be chosen in a selection process concurrent with the selection of the Consultant for the Plan update.

The scope of work for this update will include, but is not limited to the following tasks:

- 1) Review and analyze local conditions, including but not limited to, the existing Plan, maps and text, and the documents developed and utilized by the City for past development.
 - 2) Update the Plan to reflect the existing conditions and future trends and desired outcomes of the community, ensure internal and external consistency, and eliminate unnecessary redundancies.
 - 3) Revise and create new materials, schedules, and an updated final Plan document.
 - 4) Describe your proposed public participation plan, work plan and schedule that will allow this update to be reviewed and approved by the City Council before January 14, 2020.
- Plan presentations, public hearings and workshops will be scheduled during the updated Plan process. The purpose of these meetings will be to provide an overview of the update process, present progress reports; receive citizen, elected official, commission members and staff comments; and to present the updated Plan and ancillary materials to the Planning Commission and City Council.
 - Presentations involving public participation should include, but not be limited to the following:
 - o General Workshops/Open House for the public
 - o Presentations to Planning Commission and City Officials
 - o Planning Commission public hearing
 - o City Council public hearing

Additional Information to be considered in the scope of work:

City Council members have expressed specific interest in highlighting existing policies or incorporating the following components into the updated Plan:

- a. Improving public safety and law enforcement.
- b. Improving neighborhood stability through a combination of housing development and improved code enforcement.
- c. Improve and increase outreach and engagement to the community, including engaging the public, enhanced website and media communication, and better internal/external communication channels.

- d. Improved recreational opportunities, particularly for youth and seniors.
- e. Boosting economic development, both through targeted recruitment of sustainable industries, expansion of existing businesses, and generation of new entrepreneurial opportunities.
- f. Improved city services (and perception thereof), through impact analysis, increased training, and adequate staffing.
- g. Updating the city's utility, technology, and recreational infrastructure.
- h. Incorporate and update the Plan with information and procedures from existing best practices in urban planning studies and other communities' plans.

Publication Date/Time:

9/10/2018 12:00 AM

Publication Information:

St. Louis Countian

Closing Date/Time:

10/5/2018 4:00 PM

Submittal Information:

Office of the City Clerk; 110 Church Street, Ferguson, MO 63135

Contact Person:

Elliot Liebson, Director of Planning and Development.
City of Ferguson, 110 Church Street, Ferguson, MO 63135.
Email: eliebson@fergusoncity.com

Qualifications:

Qualified Consultants will have experience in preparation of Comprehensive Plans for cities of similar size, be able to create public outreach programs, facilitate public meetings, and compile information from varying sources (including GIS) to support their recommendations. Finally, the Consultants will have familiarity with any requirements from the State of Missouri and St. Louis County Government that would impact the updated Plan.

Special Requirements:

Submission of Proposals and Budgets

- Consultants should submit a sealed package with the title "City of Ferguson Comprehensive Plan RFP Proposal" containing 5 (five) hard copies of their proposal by 4 pm on 10/05/2018 to Octavia Pittman, City Clerk, Ferguson City Hall, 110 Church Street, Ferguson, Missouri 63135.

- The Consultant is solely responsible for ensuring that proposals are delivered on time via US mail, courier or in person.

- It is the Consultant's responsibility to understand all aspects of the Request for Proposal ("RFP"). Should any details necessary for a clear and comprehensive understanding be omitted or any error appear in the RFP documents, or should the Consultant note facts or conditions which, in any way, conflict with the letter or spirit of the RFP documents, it is the responsibility of the Consultant to obtain clarification before submitting a proposal.

- All questions regarding this RFP must be submitted electronically to Elliot Liebson, Director of Planning and Development, City of Ferguson, via email (eliebson@fergusoncity.com). No questions will be answered via oral communication. Documented questions must be received by 12:00 p.m. CDT on September 21, 2018 in order to be reflected in an addendum or merit a response.

- Consultants must respond to all questions noted in this document. Consultants must respond to all sections in the RFP that require Consultant information. In some cases, it may be acceptable to simply note, "understood" or "agreed". Consultants must also complete and return attachments as applicable. Failure to respond to all questions may result in elimination from consideration.

- While the City intends to proceed with the process, the City does not guarantee that it will contract for any or all intended services described herein.

- Should the City be unsuccessful in executing a contract with the selected Consultant within thirty (30) business days after notification, the City may begin proceedings with another Consultant in order to serve and support the best interests of the City.

- Proposals must remain firm for a maximum period of ninety (90) days after the proposal due date and time.

- Proposals received after the due date and time will not be accepted and will be discarded.

- Faxed or emailed proposals will not be accepted.

- Each proposal must be limited to thirty (30) one-sided pages and shall include:

- o A one-page statement outlining the philosophy of the project team in approaching this project and the team's grasp of the issues and goals to address this Comprehensive Master Plan Update.

- o Names of project team members that will primarily be working on the update, their related experience specific to Plan updates of this type, and their expected roles in this project. List the anticipated percentage of time the project manager(s) and leads will have available for this project. Please identify the portions of the project anticipated to be performed by sub-Consultants and their primary team members(s) performing that specific task if any.

- o Three references from jurisdictions with similar projects performed by the firm/team under a similar scope of work and budget.

- o Proposed approach and methodology to the scope of work, a work program outline with tasks and deliverables, time schedule and budget. Insights or suggestions from the Consultant team on the strategy for updating the Plan and restructuring the document for a more accessible and relevant document are welcome. All tasks & deliverables proposed should be identified in a streamlined list or table, along with general dates and firm/team member(s) responsible for the work. The proposal should include a work program with deliverables, corresponding at a minimum, to the scope of work outlined above with a breakdown of estimated hours and assigned personnel in each work task and phase, and costs associated with each task. A description of how the Consultant team provides quality control to assure a high quality document with a consistent voice, internal consistency, high level of service and successful project completion.

- ? Provide a copy of a Master Plan similar to what is requested in this RFP that the Consultant has prepared within the last two years from the date of this RFP. This document shall be excluded from the RFP page count limit.

Budget

The final fee amounts and projected related expense will be negotiated with the selected firm/team as part of the process for completing the final contract for this update. If the City is unable to negotiate a satisfactory contract with the firm selected within thirty (30) days of the initial selection, negotiations with that firm will terminate, and the City may select another firm.

The proposed budget total should include all expenses and materials to deliver the work products. The

City will not be liable for any costs incurred by the Consultant in preparation of a proposal submitted in response to this RFP, nor for presentations or other activities related to responding to this RFP. No costs chargeable for work under the proposed contract may be incurred before receipt of either a fully executed contract with the City or specific written authorization from the City.

Miscellaneous:

Consultant Selection

Proposals will be considered only from firms that can demonstrate that they have a broad background and extensive experience with municipal planning and community development in Missouri, and which specifically address the following criteria:

- o Clarity of proposal and an ability to demonstrate an understanding of the project's objectives and technical requirements, and an ability to meet the project timeline while meeting project goals.
- o Overall quality of the response including the approach and methodologies the Consultant will use. Demonstration of past ability to complete similar projects and meet deadlines, including references.
- o Current workload and capacity of firm and key personnel to undertake and complete this project in the time allotted.
- o Qualifications and experience of key staff and any sub-Consultants who will participate in the project on state and local planning issues and policies.

INTERVIEWS AND SELECTION

Each complete proposal received prior to 4 pm on 10/05/2018, will be reviewed by City staff and ranked against the other proposals based on the criteria listed above. Consultants from the top two or three proposals (in the City's sole discretion) will be extended an invitation to meet with and explain the details of their proposal to the City's Interview Panel. The tentative date of interviews is expected to be the week of 10/22/2018.

The City's Interview Panel's overall evaluation of each of the Consultants interviewed will focus on the strength of their written proposal and their presentation on how to accomplish the goals of the project. Each interview will be limited to 45-minutes and include up to a 30-minute presentation from the Consultant giving an overview of their approach and methodology and relevant experience with emphasis on the final tasks and deliverables. The panel will be looking at the strength of the Consultant's knowledge of regional, state and local planning laws and policies, and their ability to present their recommendations and findings in a format understood by the public and elected officials. The remaining 15-minutes will give the City's Interview Panel an opportunity to ask questions of the Consultants. A printed copy of any PowerPoint presentation must be provided to the City following the presentation. The Interview Panel will make the final selection after ranking each firm against the other(s) based on the criteria listed above. The top ranked firm will then be asked to enter into a contract with the City for the 1997 Comprehensive Master Plan Update. The Interview Panel's recommendation will be forwarded to the City Council for their approval of the proposed contract.

Related Documents:

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