



REQUEST FOR PROPOSALS FOR Comprehensive Plan Update

SUMMARY

The City of Ellisville is seeking proposals from a qualified consulting firm, or a team of selected firms, to assist the City in the update of its comprehensive plan. The complete and most current Request for Proposals (RFP) may be obtained from the City's website www.ellisville.mo.us. Any revision to the RFP, or additional information to be provided, will be through addenda published on the City's website. All respondents must verify their submittal considers and responds to addenda.

To be considered, six (6) hard copies and one (1) digital copy of a proposal should be submitted in a sealed envelope labeled "Comp Plan Update" to the City Clerk's Office, Ellisville City Hall, 1 Weis Avenue, Ellisville, MO 63011 by 5:00 P.M. CST on Thursday, March 26, 2020. Any proposals received after this date and time may be returned unopened.

Questions regarding this RFP should be submitted in writing to:

Ada Hood, City Planner
City of Ellisville
1 Weis Avenue
Ellisville, MO 63011
Or via email: ahood@ellisville.mo.us

The City will not pay for any information herein requested, nor is it liable for any costs incurred by those responding to this RFP. The City reserves the right to select the proposal that best meets the needs of the City and to waive any informalities, technicalities, or irregularities in the proposal. Proposals that do not meet the stated requirements will be considered in non-compliance and will be disqualified unless the City waives such non-compliance.

Submission Timeline

The following is a list of key dates for consideration of proposals:

Event	Date
RFP Issued	February 26, 2020
Last Day for Addenda	March 16, 2020
Due Date for Submittals	March 26, 2020
Initial Review of Submittals	Week of March 30, 2020
Interviews	Week of April 6, 2020
Notice to Proceed Issued	April 16, 2020



REQUEST FOR PROPOSALS

FOR

Comprehensive Plan Update

The City of Ellisville is seeking proposals from qualified consulting firms, or a team of selected firms, to assist the City in the update of its comprehensive plan. Interested parties should submit six (6) hard and (1) digital copy of a proposal in a sealed envelope to the City Clerk's office at Ellisville City Hall, 1 Weis Avenue, Ellisville, MO 63011.

**RESPONSES MUST BE RECEIVED BY
5:00 P. M. CST ON THURSDAY, MARCH 26, 2020**

**Questions regarding this RFP may be submitted in writing
to:**

Ada Hood, City Planner
1 Weis Avenue, Ellisville, MO 63011 ahood@ellisville.mo.us

1. SUMMARY

The City of Ellisville is seeking proposals from a qualified consulting firm, or a team of selected firms, to assist the City in the update of its comprehensive plan. The most current Request for Proposals (RFP) may be obtained from the City's website www.ellisville.mo.us. Any revision to the RFP, or additional information to be provided, will be through addenda published on the City's website. All respondents must verify their submittal considers and responds to addenda.

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2. BACKGROUND

2.1. The City of Ellisville

The City of Ellisville is a community of approximately 9,133 residents located eighteen (18) miles west of downtown St. Louis. Ellisville is located approximately five (5) miles south of I-64, five (5) miles north of I-44, seven (7) miles west of I-270 and 35 minutes from Lambert-St. Louis International Airport. There are two primary arterial roads which bisect Ellisville: Missouri Highway Route 100 (Manchester Road) and Missouri Highway Route 340 (Clarkson Road). Ellisville's land mass is approximately 4.12 square miles, and is bordered by the City of Clarkson Valley to the north, the City of Wildwood to the west and southwest, and the City of Ballwin to the east and southeast. A few small unincorporated pockets exist to the southwest of the City of Ellisville, which have been included in the City's current Five-Year Map Plan.

Ellisville was incorporated in 1932. It remained a village until 1957 when voters approved a proposition for the village to become a city. In 1993 Ellisville voters approved a Home Rule Charter creating a Council-Manager form of government. Ellisville has been awarded the National Arbor Day Foundation's designation of "Tree

City USA” for thirty-nine (39) years. The City has parkland totaling 208.65 acres, which equates to approximately one (1) acre of parkland for every forty-three (43) residents. The park system is comprised of thirteen (13) parks, which weave through residential neighborhoods and business developments and are connected by 4.05 miles of multi-use trails. The City of Ellisville includes single-family homes, townhomes, apartments, duplexes and condominiums. Lots vary from quarter acre to three acres in size. More than 675 businesses, AAA-rated Rockwood School District, one of the lowest crime rates in St. Louis County, and numerous facilities are just a few features our community offers.

The City is comprised of seven operating departments: administration, public works, engineering, planning and community development, parks and recreation, police, and municipal court. The City has 57 full-time employees and an annual operating budget of approximately \$11 million. Respondents not familiar with the City can find more information online at the City’s website, <http://www.ellisville.mo.us>

2.2. Development and Current Land Use Patterns

Ellisville is a mature suburb of St. Louis, Missouri located thirteen (13) miles west of the western city limits of the City of St. Louis. Like many suburban communities across the country, much of Ellisville’s growth has occurred in the latter part of the 20th century. Today, Ellisville is a fully developed city and almost completely landlocked with adjoining communities having similar development patterns.

Incorporation as a Village. In 1902, Edward Froesel opened a blacksmith shop in Ellisville. By 1911, a hotel and tavern had been added and the Ellisville area had approximately 50 people. By 1919, there were many automobiles in the area and Froesel converted his shop into an auto repair garage. In 1932, there were three schools in the area, but residents wanted to start a public school. To start a school, the area had to be incorporated as a Village. A vote was taken and on May 23, 1932, the Village was incorporated and the Ellisville Village School District was established. This district was included in the statewide reorganization of school districts in 1949, designated as Reorganized District R-6 of St. Louis County, which later became known as the Rockwood School District.

Evolution as a Growing City. In 1940, the Village had approximately 300 people. Population growth was slow until 1950. In 1957, residents voted to become a 4th Class City in order to establish a municipally-owned sanitary sewer system. The City had rapid growth from 1950 until 1980. On August 3, 1993, the City’s Home Rule Charter took effect.

Ellisville had a period of healthy growth between 1990 and 2000 but then experienced a period of decreased population growth. Between 2009 and 2014, the City continued to experience relatively flat population growth. Over the last twenty years, population growth has been more pronounced in outlying counties within the metropolitan area. This leveling off of population growth is typical of maturing suburban areas that have reached build-out and lack available empty land for new greenfield development.

2009 Baseline. Based on the Great Streets Master Plan, our area is relatively affluent, with an estimated 57 percent of all households having incomes of greater

than \$75,000 (in 2009). The relative affluence of the corridor has made it an attractive location for retail and other real estate investment in the past and should support ongoing demand over the next few decades. Macroeconomic analysis indicates that the size of households is decreasing and that the share of older adults (age 55 and over) is increasing across our area. A significant portion (37 percent) of the current households include families without children. Short-term economic projections indicate that smaller, affluent households including persons age 55 and older, as well as younger professional households including singles and married couples, will account for most of the population growth over the next five years.

At the same time Ellisville has approached full build-out, with the retail viability of the Manchester Road corridor decreasing in recent years. Economic analysis indicates that a full 20 percent of the retail space along Manchester Road was vacant (as of Fall 2009), and an additional 20 percent of the retail space along the corridor was being used for service uses that do not produce sales tax revenues for the five communities (including banks, attorneys, nail and barber shops, and other service uses). The decrease in sales tax dollars from retail uses along Manchester Road has significantly impacted Ellisville.

We are looking for the Comprehensive Plan Update to determine if the trends of the last decade are still accurate, or have changed. Based on this information, a path forward should be developed. Specifically, identify goals that address housing needs and encourage revitalization along the corridor over the next two to three decades.

2.3 Challenges and Opportunities

Commercial Development as of 2009 -- According to the Great Streets Master Plan, the total overall square footage of retail space along the corridor will decrease over the next few decades, as land use diversifies to include additional residential and office space. Additionally, the Manchester Road Corridor has far more acreage zoned for retail than the market can support, either today or over the next three decades.

The Great Streets Master Plan recommended the goal of creating a distinct and vibrant town center at the intersection of Manchester and Clarkson Roads. The Great Streets planning effort revealed that creating a more distinct town center along Manchester Road would improve the livability of Ellisville and provide benefit from a fiscal perspective. As trends are changing so rapidly, the City would like a re-assessment of these trends and recommendations.

Residential Trends as of 2009 -- The City is currently experiencing a strong housing market as reflected in the assessed values for residential properties for the past few years. While Ellisville has not experienced overwhelming “tear-down and rebuild” phenomena as other communities have, Ellisville has had a few lot splits with new homes being built. In addition, there has been a small increase in re-investment of existing homes throughout the City. The multi-family housing market is also strong with a very low vacancy rate. Development proposals of new multi-family projects further exemplify this fact. Affordable housing options, opportunities for older residents to stay in their homes, and alternative residential options (i.e. accessory dwelling units) have all become topics of conversation within the community.

The trend toward smaller household sizes and larger numbers of Empty Nester and younger adult households will drive demand for smaller, lower-maintenance residential units, including attached townhomes, patio homes, condominiums, and apartments. As trends are changing so rapidly, the City would like a re-assessment of these trends and recommendations.

Transportation as of 2009 -- Ellisville followed the typical development pattern observable in most post-war suburban municipalities: that of the subdivision of cul-de-sacs, feeder roads and related arterials where primacy in land-form decision-making was given to the needs of the automobile and efficiency in vehicular transportation rather than the needs of the pedestrian. The land uses in the corridors evolved over time with little cohesive vision or plan guiding development. The dominant consideration in the planning and development of land within the corridors seems to have always been vehicular access and convenience. This has been much to the detriment of both pedestrian circulation and access as well as the physical appeal of the built environment along Manchester Road and Clarkson Road. This “auto-centric” development, the width of the Commercial Corridors and the setback and signage regulations in the City’s zoning ordinance have created what feels, to the driver and observer, like broad rivers of swift-moving traffic on whose sides rest destinations that are hard to find because both signs and buildings are often hard to see from the road.

In its current condition, the preponderance of varied, commercial architecture within the corridors presents a built environment whose design rolls along with every other municipality along Manchester Road and provides a continued sense of rapid, haphazard commercial development ruled by auto-centric considerations rather than an aesthetic sensibility. Future redevelopment should be encouraged to be both aesthetically pleasing, pedestrian friendly and sustainable, so that, over time, the built environment within the corridors develops a sense of place.

2.4 Comprehensive Plan and Other Plans

- [Comprehensive Plan adopted June 8, 2011](#)
 - [Comprehensive Plan Appendix A: Manchester Road Great Streets Master Plan](#)
 - [Comprehensive Plan Appendix B: Bikeable Walkable Community Plan](#)
- [2019 Ellisville Strategic Plan](#)
- [2019 Ellisville Long Range Plan](#)
- [Economic Development 2014 Strategic Assessment](#)
- [Economic Development Strategic Implementation Plan adopted April 30, 2010](#)
 - [Ellisville Commercial Corridors Study: Existing Conditions Assessment](#)

3. SCOPE OF SERVICES

3.1. Purpose

The City of Ellisville is seeking proposals from qualified firms/providers to create a user friendly and graphic-rich Comprehensive Plan that easily transitions onto an

interactive web-based platform. The Plan shall incorporate land use planning, design guidelines, fiscal impact modeling, infrastructure analysis, other City plans and documents, as well as current and relevant market analysis. The selected firm will employ a highly engaging public process with various community residents, businesses, stakeholders, City officials and staff using computerized polling for real-time results. The selected firm will provide multiple opportunities for community input throughout the process of developing the community's vision for the development and redevelopment of the City with a timeframe projected through the year 2040. The Plan will address existing conditions, future visioning for potential growth/annexation, land use, economic development, infill and redevelopment opportunities, housing, projected need and opportunities for aging in place, assessment and long-term solutions for transportation issues (including traffic and public transportation), community facilities, public art and parks and recreation. The Master Plan will be adopted by the Planning and Zoning Commission in order to provide direction to City officials, staff, residents and the development community in the implementation of the community's desired vision.

It is expected that the end product will be a user friendly and graphic-rich Comprehensive Plan that easily transitions onto an interactive web-based platform and which reflects the aspirations and values of the community in land use, economic development and redevelopment for the next 20 to 25 years. The plan will serve as a basis for the establishment of future priorities and policies for the coordinated development and redevelopment of the City, and supporting components including transportation, infrastructure, and environment. The plan will provide recommendations for encouraging quality development and redevelopment, as well as strategies for preserving the economic vitality and quality of life currently enjoyed by the City's residents and businesses.

3.2. Analysis to Be Provided

3.2.1 Review of Existing Plans

The selected firm will familiarize themselves with the City's current comprehensive plan as well as other plans and studies. This review should not only be for background, but also with an eye toward whether these plans are still relevant and the recommendations applicable. The selected firm will make recommendations for updates or additional studies that may be appropriate.

3.2.2 Analysis of Community Population and Emerging Trends

The selected firm will review current community population and demographics in order to project future population and demographic trends for set periods of time. Emerging demographic trends will be important in this analysis.

3.2.3 Analysis of Housing Development and Emerging Trends

The selected firm will review the community's current housing stock and compare it to future population and demographic projections. This review should not only be for background, but also with an eye toward whether existing plans are still relevant and the recommendations applicable.

Additionally, the selected firm will review emerging trends regionally and nationally in the housing development sector such as tear-downs and rebuilds, accessory dwelling units, multi-family residential and affordable housing. Recommendations will be developed to address identified trends and needs.

3.2.4 Analysis of Commercial Development and Emerging Trends

The selected firm will review the community's current commercial development (retail, service, and office), as well as any emerging trends regionally and nationally in the commercial development sector. This review will include a market analysis of commercial development in the City with recommendations that better position the City for current and future development and business activity. The City is also seeking an evaluation of solutions to the employee shortage experienced by many retail and restaurant businesses.

3.2.5 Analysis of the Transportation Network

The selected firm will review the City's current transportation network, including access management, sidewalks, bicycle/walking trails, and transit opportunities. The review will include an evaluation of the current network's ability to support existing and future land use patterns, and recommendations for improvements.

3.2.6 Analysis of Existing Land Use Classifications and Zoning

The selected firm will review the City's current land use classifications and develop recommendations based on the analysis in the above sections. The selected firm will also be expected to review the City's existing zoning code with an eye toward any amendments that may need to be made to support recommendations in the above categories.

3.3 Community Engagement

The selected firm will facilitate a highly interactive, public engagement process for updating the comprehensive plan. It is expected that the process will include an advisory committee made up of representative sampling of the community (City officials, business owners, property owners, home owners, renters, new residents, long-time residents, young residents, mature residents, etc.). This advisory committee will provide guidance in identifying key areas of focus for the plan update and key stakeholders and desired public input processes. It is expected that there will be two or three public workshops, two or three focus groups, several stakeholder interviews, and a Planning and Zoning Commission workshop.

Social media and an active website with maps, analysis, computerized polling for real-time results and draft recommendations for community feedback will be an important component of this process.

3.4 Preparation and Presentation of a Draft Plan

The selected firm will prepare a nearly finished, draft plan that will be presented to the Advisory Committee, Planning Commission and City Council as well as in a

general public forum. The presentation should include a methodology or process for gathering input and weighting the value of the input on the final plan.

Such presentation will provide for a systematic, participatory process for gathering and recording comments on the plan and its recommendations. The selected firm will then lead the advisory committee in evaluating recorded comments and making final adjustments to the recommendations in the plan.

3.5 Preparation and Presentation of Final Plan

A final, completed update to the Comprehensive Plan will be presented to the Planning Commission for formal adoption. The plan will be a user friendly and graphic-rich Plan that easily transitions onto an interactive web-based platform. The Plan will include necessary maps, tables, and graphs to further clarify and support the analysis, narrative and recommendations of the comprehensive plan update. The plan will be presented in a format that is easily comprehensible and minimizes the use of technical, legal and planning jargon.

4. SUBMITTAL REQUIREMENTS AND TIMELINE

4.1 Submission of Response

Those desiring to submit a response to this RFP shall **submit six (6) hard copies and one (1) digital copy of their proposal to the City Clerk's Office by no later than 5 P.M. CST on Thursday, March 26, 2020.** Submission should be clearly marked "Comp Plan Update" and addressed to:

City Clerk
City of Ellisville
1 Weis Avenue
Ellisville, MO 63011

Submissions received after the date and time stated in this RFP may not be considered. Any submissions received after the deadline may be returned unopened provided the entity submitting the response is identified on the response envelope.

4.2 Submission Timeline

The following is a list of key dates for consideration of proposals:

Event	Date
RFP Issued	February 26, 2020
Last Day for Addenda	March 16, 2020
Due Date for Submittals	March 26, 2020
Initial Review of Submittals	Week of March 30, 2020
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Notice to Proceed Issued	April 16, 2020

4.3 Contents of Submittals

To be considered for selection, proposals shall be (1) clear and concise, (2) responsive to all RFP requirements, and (3) presented in the form of a written report with the following subheadings clearly marked:

4.3.1 Cover Letter (Limit One (1) Page)

Submit a cover letter signed by an individual authorized to obligate the Respondent to fulfill the commitments contained in the proposal. The letter must include the following: (1) a contact for all communication pertaining to the proposal (including name, position, address, direct phone number and email); (2) a statement of the Respondent's understanding of the scope of services to be provided and overall ability and qualifications to successfully fulfill the scope of services; and (3) acknowledgment by respondent that it meets all requirements for award of a contract.

4.3.2 Experience of the Respondent / Statement of Qualifications (Limit Two (2) Pages)

Provide a brief description of the Respondent including length of time in business, services provided, and any certifications and/or affiliations that may be relevant. Provide sufficient information in the proposal for the selection committee to evaluate the ability and experience of the Respondent to successfully fulfill the requirements of the scope of services.

4.3.3 Project Team Organization (Limit Two (2) Pages)

Describe the Respondent's team that is being proposed for the project. In particular, describe how the proposed team will be organized to provide the requested scope of services. Provide a brief background of each team member's experience and the role they will play in the project. If any sub-selected firms are proposed, indicate who these are and if they have a track record of successful projects with the Respondent.

4.3.4 References (Limit Two (2) Pages)

List the most significant projects (maximum of 5) performed in the last five years that are similar to the project described in this RFP. Entities located within the St Louis area are preferred, but not required.

Indicate the date, scope of services, and total cost of the projects; and the name and telephone number of the principal client contact. The City reserves the right to contact the clients listed to perform reference checks.

4.3.5 Project Approach (Limit Four (4) Pages)

Provide a detailed description of the process for accomplishing the services outlined in the Scope of Work. The Respondent should document a clear understanding of the scope of services including data requirements, technical analysis, and public participation process. Note any methods for accomplishing what is desired in the most efficient manner or utilizing innovative approaches. Suggest anything that may not be mentioned in the Scope of Work, but may be beneficial to the process.

4.3.6 Proposed Hours and Fees

Submit a breakdown of the proposed number of hours for each portion of the plan development and costs associated with that portion. Provide any

additional fees that may be associated with the plan development including travel, copying, and supplies. This should tie to an overall proposed cost for the plan. This will serve as a basis for further refinement and negotiation of costs.

4.4 QUESTIONS

Questions regarding this RFP must be submitted in writing and addressed to:

Ada Hood, AICP
City Planner
1 Weis Avenue
Ellisville, MO 63011
ahood@ellisville.mo.us

4.5 GENERAL REQUIREMENTS AND STIPULATIONS WITH SUBMISSION

All responses and related reference information submitted in response to this RFP will become the property of the City and will not be returned. Each Respondent submitting a response waives any right of confidentiality as to the response documents. If a Respondent submitting a response considers certain material in the response proprietary information, it shall clearly designate those portions of the response it wishes to remain confidential. As a public entity, the City is subject to making records available for public disclosure. The City will attempt to maintain confidentiality of material marked proprietary; however, it cannot guarantee that information will not be made public.

The City reserves the right to (1) accept or reject any and all submissions and to waive any technicalities or irregularities involving any submission and to cancel the RFP process at any time prior to entering into an agreement, (2) not award a contract for any or all of the services that are the subject of this RFP process, (3) negotiate a contract terms acceptable to the City with the respondent and (4) disregard all nonconforming, non-responsive or conditional submissions.

During the evaluation process, the City reserves the right to request additional information or clarifications from those Respondents submitting proposals and to allow corrections of errors and/or omissions.

Submission of a proposal indicates acceptance by the Respondent submitting the proposal of the terms, conditions and specifications contained in this RFP to include any contract requirements set forth herein.

The City will not pay for any information herein requested, nor is it liable for any costs incurred by those Respondents submitting proposals. The City reserves the right to select the submission that will best meet the needs of the City. Submissions that do not meet the stated requirements will be considered in non-compliance and will be disqualified unless the City waives such non-compliance.

No submission may be withdrawn for a period of ninety (90) days from the date set for the opening thereof.

By submission of a response, each Respondent submitting a proposal certifies and acknowledges that:

1. It has not paid nor agreed to pay any person, other than a bona fide employee, a fee or brokerage fee resulting from the award of the RFP.
2. The City may, by written notice to the respondent submitting the response, reject the RFP or cancel any award under this RFP if it is found by the City that gratuities, in the form of entertainment, gifts or otherwise were offered or given to any representative of the City with a view toward securing an agreement or other favorable treatment with respect to this RFP or the entity submitting the response participated in collusion with another entity to restrain or eliminate competition.
3. The contents of this RFP and any clarifications distributed or issued by the City shall become part of the contractual obligation and incorporated by reference into the ensuing contracts as the City deems appropriate.

4.6 NO FINANCIAL INTEREST OR OTHER CONFLICT:

By submission of its response, the submitter certifies that they are in compliance with the following:

- Elected or appointed officials or employees of the City of Ellisville or any political subdivision thereof, serving in an executive or administrative capacity, must comply with sections 105.452 and 105.454, RSMo, regarding conflict of interest.
- The Contractor hereby covenants that at the time of solicitation submittal the Contractor has no other contractual relationships which would create any actual or perceived conflict of interest. The Contractor further agrees that during the term of the contract neither the Contractor nor any of its employees shall acquire any other contractual relationships which create such a conflict.

4.7 DEBARMENT and SUSPENSION STATUS:

By submission of its response, the submitter certifies that:

- Contractor is not currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any government agency, nor is Contractor an agent of any person or entity that is currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transaction by any government agency.
- Contractor has not within a three year period preceding this Invitation been convicted of or had a civil suit judgment rendered against Contractor for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain or performing a public transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
- Contractor is not presently indicted for or otherwise criminally or civilly charged by a government entity (federal, state, or local) with commission of any of the offenses enumerated above.
- Contractor has not, within a three-year period preceding this Invitation, had any

government (federal, state, or local) transactions terminated for cause or default.