

COUNCIL ACTION FORM

SUBJECT: COMPREHENSIVE PLAN – REQUEST FOR PROPOSALS

BACKGROUND:

The current Land Use Policy Plan (LUPP) was adopted in 1997 and was designed to be a plan principally concerned with land use and growth of the City through the year 2030. The City has eclipsed many of the growth projections for the City that are part of the current LUPP and the City has altered its growth assumptions and patterns that were part of the Plan as well. As a result of these changes, the age of the Plan itself, and current interest in the policies for community growth and development, the City Council determined in August 2017 that City would pursue the preparation of a new Comprehensive Plan for the City.

City Council held a workshop in August 2017 to receive background information on the various types of Plans and different aspects of Planning that can be included in a new Plan. **The City Council determined in August that a Comprehensive Plan that included land use and growth policies in coordination with a broader range of issues such as development patterns, existing neighborhoods, environmental/sustainability policies, healthy living, transportation, economic development, housing, open space and parks, and public infrastructure capacity would be the basis for a new Plan. The Council did not set out specific issues and requirements for the topics of the Plan and will rely upon the expertise of a consultant in the preparation of the Plan in conjunction with community outreach, work with City staff, and feedback from the City Council. City Council also determined at the workshop that a community engagement strategy would be a required component of the RFP process, but that a steering committee was not a component of the outreach strategy.**

City Council also requested that as part of the Comprehensive Plan process that scenario analysis for growth be included. Scenario analysis would provide some basic information on development issues and costs related to growth in various directions, including the current Southwest and Northwest growth areas, but also other areas to the north, west, east, and southeast. The scenario process will rely principally on technical work and assumptions from City staff provided to the consultants. The scenario analysis is intended to be an interim step in the process of developing a final Comprehensive Plan.

Staff has prepared the attached Request for Proposals (RFP) for City Council's review. The RFP provides a basic framework for an understanding of the desired scope of work for the Comprehensive Plan. The RFP includes background information, objectives for the project, a planning horizon for the year 2040, tentative project timeline, and elements for scoring of proposals. The selection process will include evaluation of proposals and interviews of the most qualified teams by a multi-disciplinary group of staff. The evaluation team will then present its scoring of the consultants' proposals for final selection by the City Council.

The desired project schedule includes selection of a consultant in July 2018 and for initiation of the project in August 2018. The goal is for initial community outreach to occur in the Fall of 2018 and to then provide a summary of initial findings to the City Council in the spring of 2019. The scenario analysis would also be provided in the spring of 2019. With this information the City Council could then provide direction on how to proceed with a preparation of a draft Plan for the fall of 2019 with the goal of adoption of the final Plan in the spring of 2020. Consultants will provide a more detailed project schedule as part of their approach to the project.

ALTERNATIVES:

1. Direct staff to issue a formal Request for Proposals (RFP) consistent with attached draft RFP.
2. Direct staff to modify the tasks or approach described within the draft RFP.
3. Direct staff to return with additional information before finalizing the RFP.

CITY MANAGER'S RECOMMENDED ACTION:

The attached draft RFP is designed to provide a basic framework for consultants to propose a scope of work to meet the needs of the City. Staff recommends a planning horizon of 20 years for the Plan to allow for combination of visioning for the future and to allow for the Plan to address reasonable expectations for short term (10 year) needs of the community. The overall schedule to hire a consultant and complete the Comprehensive Plan is anticipated to take approximately two years.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby directing staff to prepare and issue a formal Request for Proposals (RFP) consistent with the attached draft proposal.

City of Ames

Comprehensive Plan Request for Proposals

I. Introduction and Background.

The City of Ames is seeking proposals from qualified consulting firms for the completion of a Comprehensive Plan (hereinafter referred to as the “Project”). The goal of this process would be development of a Comprehensive Plan for the City of Ames looking out to a horizon year of 2040. The new Comprehensive Plan would replace the City’s current Land Use Policy Plan adopted in 1997.

The City of Ames seeks preparation of a new Comprehensive Plan to help guide the City forward in a strategic manner, with goals and guidelines that are tangible and achievable during the planning horizon. The City intends for the Comprehensive Plan to help guide long term policy decisions and be directive to specific development issues when relevant. The goal for the Plan is to garner long term support and commitment of stakeholders and the City Council for realizing the goals and vision of the Comprehensive Plan.

Ames is located in Story County and was established in 1864. The City is located 35 miles north of Des Moines, the state capitol. Ames is the eighth largest city in Iowa with a 2016 population estimate of 66,191 and covers an area of nearly 25 square miles.

Ames offers four seasons of recreational activities through more than 37 parks, 55 miles of bike trails, golf courses, and more. Centrally and conveniently located in the heart of the Midwest and Iowa, Ames is known for its robust, stable economy, flourishing cultural environment, healthy environment, top-quality schools, acres of parks and recreational opportunities, and the world-renowned Iowa State University with its 36,000 students, a growth of over 30% in enrollment in the past 8 years.

Ames residents have a rich history of encouraging innovative and forward-thinking ideas. Ames has been recognized nationally for offering residents a great place to live, work, raise a family, and go to school:

- "Technology Community of the Year" (Technology Association of Iowa, 2017)
- Top 5 Small Metro Areas for Successful Aging (NCOA, 2017) "Top 3 Cities Where Job Growth is Happening" (NationalSwell, 2017)
- Home of the "Best School District in Iowa" (Business Insider, 2017)
- "Best School District in the State" (Niche, 2017)
- "The 25 Best Cities for Entrepreneurs" #8 (Entrepreneur Magazine, 2017)
- "Best Places to Live 2016" (MONEY, 2016)
- "Best Performing Cities" #11 (Milken Institute, 2016)
- "Best Small Cities for New Grads" (OnlineDegrees, 2016)
- #9 "Top 10 College Towns to Live In" (SmartAsset, 2016)
- #3 "The Healthiest Cities in America" (24/7 Wall St., 2016)
- #4 "Best Small Cities for Making a Living" (MoneyGeek, 2016)

II. Comprehensive Plan Tasks

A. Community Outreach

The City considers citizen input essential to developing a community vision for the city. The Comprehensive Plan process should be structured to maximize citizen involvement and participation in understanding issues facing the community, visioning for the future, and on the content of the Plan itself. The consultant is encouraged to propose a process that is both creative and interactive for soliciting input from a diverse population and those individuals in the community who do not typically provide input to the City Council, including but not limited to students, long term residents, minority groups, and the business community. Focus should be placed on the development of a holistic approach to public participation in this process, employing multiple techniques to ensure an open public dialogue and participation throughout the development of the Plan through regular meetings and presentations available to the public.

A formal citizen steering committee is not planned for in the Comprehensive Plan process. Rather, the City Council will have the primary responsibility of evaluating concepts, policies, and issues identified in the process and providing direction to the consultant regarding how to proceed.

B. Themes

The City of Ames is a diverse community with well established thriving neighborhoods, areas of expansion and growth for residential and commercial/industrial uses, infill and redevelopment interests, all serving a mix of short term residents, visitors, and long term residents. The City of Ames also works to coordinate community interest with other governmental institutions such as Story County and Iowa State University. With the broad range of issues affecting the community, the Comprehensive Plan, and the process employed to develop the Plan, will likely include issues or topics related to the following:

- expansion of the city,
- opportunities for infill development,
- future demand for housing and commercial use,
- sustaining neighborhoods ,
- support of social and cultural connections,
- transportation choices,
- sustainability,
- well being and healthy living
- sub-area planning, and
- urban fringe management.

Additional themes or topics will likely be identified in the community outreach steps and through the consultant's professional experience that are relevant to the City. Ultimately, the final Comprehensive Plan may take on any format that appropriately addresses the priority themes for the community and is a well thought out and clear approach to addressing the identified priorities.

C. Coordination of Other Infrastructure and Planning Documents

The City has evaluated a variety of issues in recent studies. The findings and policies of these recent studies will assist in providing background and policy guidance for the preparation of the new Comprehensive Plan.

Recent plans and data that should be considered or incorporated as part of the Project include:

- Complete Streets Plan (2018, in progress)
- Lincoln Way Corridor Plan (2018)
- CyRide System 2.0
- Ames Mobility 2040 Long Range Transportation Plan
- Land Use Policy Plan (adopted 1997, with amendments)
- Ames Urban Fringe Plan and Agreement (2011)
- Apartment Development Trends past 5 years (2017)
- 2013-2018 Parks Master Plan
- Retail and demographic assessment data from ESRI and Buxton analytics

Copies of these plans are available on the City's website at www.cityofames.org or they can be provided upon request.

D. Scenario Analysis

As an interim step in the preparation of the Comprehensive Plan the City desires to review growth assumptions and evaluate development options for directional growth of the City. City staff will provide technical data work with consultant to create an evaluation of the growth scenarios. The scenario analysis may inform components needed for the preparation of the Comprehensive Plan.

III. Comprehensive Plan Content.

The Project will include assembling and analyzing data regarding all of the existing conditions within the City of Ames and utilizing that data to develop policies, actions and an implementation plan to guide future development and decision making within the community with a horizon year of 2040. It is expected that the Project will include the following specific topics:

1. Demographics
 - a. Population, housing and demographic trends, including projections to 2040. Insight into demographic projections for the future needs.
2. Natural Resources and Stormwater Management
 - a. Incorporate data, policies and action steps related to natural resource protection
 - b. Floodplain management
3. Land Use
 - a. Future land use plan, with an appropriate balance of commercial, industrial, and residential uses. The plan should include policies and action steps for implementation to guide future development and land use decisions, including

proposals and policy for strategic land annexation related to both residential growth and economic development initiatives.

4. Housing
 - a. Analysis of existing conditions, proposals and policies for expansion and development of housing at all price points and housing needs.
5. Economic Development and Business
 - a. Employment trends, including projections to 2040
 - b. Retail and Industrial Sector trends
 - c. Commercial Development
 - d. Industrial Area Expansion
6. Multi-modal Transportation
 - a. Utilize Complete Streets and Long Range Transportation Plan as framework for future transportation needs.
 - b. Identify policies for future integration and improvements to multi-modal needs.
7. Parks and Recreation
 - a. Park and Open Space needs.
8. City Services
 - a. Water System
 - b. Sanitary Sewer System
 - c. Stormwater
 - d. Emergency Services
9. Implementation

III. Consultant Responsibilities and Deliverables.

The selected consultant will work under the direction of the Planning and Housing Department Director.

In addition, the consultant is responsible for the following items:

- General management of the Project
- Data collection, analysis and presentations (with City staff support)
- Content for project webpage hosted on City website (with City staff support)
- Organization and facilitation of public meetings (with City staff support)
- Budgeting project funds
- Drafting and preparation of the plan documents, graphics, mapping, presentation materials, and other support services
- Regular updates and milestone presentations to the Planning and Zoning Commission and City Council

Projects and deliverables shall be as follows:

- Maps and associated data shall be in ARCGIS format and shall be provided to the City (existing City data will be provided to Consultant as needed).
- Text and report files shall be in MS Word and PDF formats, or other agreed upon publishing software format.
- All final reports shall be presented in digital format for archiving and reproduction.

- o Format of the Plan shall be of style, font, and layout conducive to online viewing as a PDF.

It is the City’s intent that upon final payment to the consultant, all final Project documents, studies or graphic materials, drawings, plans and digital files prepared by the consultant shall be deemed property of the City. The consultant shall be permitted to retain copies, including reproducible copies, of the consultant’s documents, studies or graphic materials, drawings, plans and digital files.

IV. Project Schedule.

Issue RFP:	May 7, 2018
Final Date to Submit Written Questions:	May 23, 2018
Responses to Questions Posted:	May 31, 2018 or Sooner
Proposals Due:	June 11th, 2018
Evaluation & Interviews:	June 18- 29, 2018
Selection Recommendation to City Council and approve Service Agreement:	July 10, 2018
Initiate Project	August 2018
Begin Community Outreach	September 2018
Present Initial Findings and Policy Options	January 2019
Provide Results of Scenario Analysis and refined option	May 2019
Provide Draft Plan for Public Comment	September 2019
Finalize and Adopt Comprehensive Plan	June 2020

V. Proposal Submittal Instructions.

Interested firms shall respond in written form to this RFP and submit documentation substantiating their qualifications to perform the services required. At a minimum, the RFP shall include:

1. Letter of Transmittal

Provide a letter of transmittal briefly outlining the Consultant's understanding of the work and the name, address, telephone number and fax number of the consultant's primary contact person.

2. Profile of Consultant

The proposal shall include general information about the Consultant, the Consultant's scope of expertise related to this RFP, and the Consultant's official name, address, and principal officers, including qualifications of the project manager and other key personnel who would be assigned to the project.

3. Qualifications

- a) The proposal shall include the name of the project manager, his or her qualifications and experience, and the names, qualifications, and experience of other key personnel who would be associated with the project. The selection of a project manager by a consultant will constitute a contractual commitment by that consultant and a substitute manager will not be allowed without prior written approval by the City of Ames.
- b) Name and location of all other key personnel involved in the project if applicable; the type and approximate percentage of the work that would be performed by each of these firms; and the names, qualifications and experience of their personnel who would be associated with this project.
- c) The proposal must clearly describe the relevant experience of the project manager and other key personnel in undertaking and completing project relevant to this RFP.
- d) The proposal shall include at least three references of past clients for projects relevant to this RFP. These projects must have been completed within the past ten years with the same project manager, sub-consultants and other key personnel proposed for this project.
- e) The proposal shall discuss the consultant's ability to integrate this project into the consultant's present workload.

4. Scope of Services / Methodology

Describe the methodology or strategy by which the consultant would satisfy the Scope of Services, and/or an alternative or hybrid strategy recommended by the consultant - what process and outcomes the consultant would suggest to make the Comprehensive Plan a reality. This is the consultant's opportunity to convey ideas and concepts with respect to vision and goals outlined in the Scope of Services. This will help the selection committee better evaluate the consultant's vision, abilities, and interest with respect to the RFP.

5. Proposed Selection Process Schedule

Provide a project schedule outlining the time period and estimated completion date of the proposed scope of work, including a statement on the availability of key personnel of the firm to undertake the proposed project. This should include a schedule for and description of all deliverable products throughout the period. Products should be delivered in hardcopy and electronic formats compatible with the City's computer software and hardware.

6. Certificate of Insurance

The selected firm will be required to meet the City's insurance requirements for professional services. A Certificate of Insurance is optional for inclusion with the proposal. A Certificate of Insurance must be provided upon selection.

7. Fees and Compensation

Provide a proposed cost plus expenses budget for completion of the scope of services with cost breakdowns by scope element. Quotation of fees and compensation shall remain firm for a period of at least 90 days from the proposal submission deadline. The final contract will include compensation based on time and materials, with a not to exceed amount.

8. Contract

A contract for services will be prepared by the City of Ames.

VI. Evaluation Criteria.

Proposals will be screened to ensure that they meet the minimum requirements of the RFP. The review committee will review qualifying proposals, and may invite any or all firms to make a presentation on their proposal before making a recommendation on a final selection to the City Council.

A highly qualified consultant will demonstrate experience knowledge and skills in evaluating growth options for the City as wells as potential infill opportunities and needs of existing neighborhoods. A consultant with experience addressing the unique housing and employment considerations associated with a university city are also a plus.

Factors to be considered by the committee in evaluating the proposals will include the following:

- o Clarity and completeness of the proposal
- o Qualifications and experience of the firm and any sub-consultants with similar projects
- o Qualifications and experience of the principal consulting staff and sub-consulting staff that will work on the project
- o Information from references on similar projects,
- o Quality and format of representative work for similar Comprehensive Plan documents
- o Understanding of the community and the project requirements
- o Project approach/methodology in developing a new Comprehensive Plan for the City
- o Proposed schedule required to complete the project
- o Proposed cost to complete the project

VII. Submittal.

The City of Ames reserves the right to reject any and all proposals and to negotiate changes with any firms. The City of Ames is not liable for any cost incurred by any firms prior to the execution of an agreement or contract. Nor shall the City of Ames be liable for any costs incurred by the firm that are not specified in the contract. The City of Ames is an Equal Employment Opportunity Employer.

Firms may submit the RFP in person or by mail. In any case, submissions must be received by 4:00 PM on _____, 2018 to be considered. Submissions received after the deadline will be returned unopened to the firm and will not be considered.

Five (5) hard copies and one (1) electronic copy of the RFP shall be submitted to:

XXXXXXXXX
City of Ames
515 Clark Ave, P.O. Box 811
Ames, IA 50010

The proposals shall be sealed and be clearly labeled: "City of Ames Comprehensive Plan." Proposed fees and compensation are to be provided under separate cover. Responses received after the deadline will be returned unopened to the respondent. No faxed or emailed responses will be accepted. Each consultant assumes full responsibility for delivery and deposit of the completed proposal package on or before the deadline. The City of Ames is not responsible for any loss or delay with respect to delivery of the proposals.

VIII. General Terms and Conditions

This request is not subject to Iowa public bidding law. The request does not obligate the City of Ames to award a contract to the lowest responsible bidder or any firm, nor to pay any cost incurred in the preparation of the submittals in response to this request.

All data, documents and other information submitted as a result of this request become the property of the City of Ames.

The City reserves the right to waive any informalities or discrepancies in this request.

The City reserves the right, at its sole discretion, to reject any and all responses.

All information contained in this request, including the project scope, schedules and selection process, is subject to change by the City.