

REQUEST FOR PROPOSAL

TO UPDATE THE CURRENT COMPREHENSIVE PLAN
by
PREPARING AN UPDATE TO THE LAND USE CHAPTER
For the
CITY OF NORWALK, IOWA



Qualification Due Date/Time
Friday, October 23, 2015
12:00 PM

City of Norwalk, Iowa
Development Services Department

705 North Avenue
Norwalk, Iowa 50211

www.norwalk.iowa.gov

Request for Proposal – Consultant Services

Comprehensive Plan Land Use Update
City of Norwalk, Iowa

Submittal Deadline: Friday, October 23, 2015

Submittal Contact: Luke Parris, AICP, City Planner
& Wade Wagoner AICP LEED GA, Planning Director
City of Norwalk
705 North Avenue
Norwalk, Iowa 50211
515-981-9530
lukep@norwalk.iowa.gov & wadew@norwalk.iowa.gov

The City of Norwalk, Iowa is seeking a consulting firm to lead the process to review and update the Future Land Use Chapter of the City of Norwalk Comprehensive Plan. The City's last Comprehensive Plan Update was completed in 2013, and since that time the City has continued to experience tremendous growth resulting in a population nearing or perhaps exceeding 10,000. During that growth, the City has experienced several difficult rezonings which have started discussion related to whether or not the Future Land Use section of the Land Use chapter is reflecting the vision of the Community.

The goal of the process would to conduct a review of the current Land Use chapter and Future Land Use section, solicit public input, and develop necessary updates to the chapter that align with the Community's vision for growth.

An electronic copy of the Comprehensive Plan which contains the Land Use chapter is available on the City's website at www.norwalk.iowa.gov

COMPREHENSIVE PLAN UPDATE PROCESS & CONTENT

1. Public and Stakeholder Review, Input, & Visioning
 - a. Project Kick-Off Meeting with Steering Committee
 - i. Informational meeting, overview of the basics of planning, review project scope, set roles, etc.
 - b. Joint Council & Planning Commission Workshop
 - i. Review existing plan, develop growth vision & goals
 - c. Key Stakeholder Interviews

- i. Discuss growth vision & goals with key stakeholders individually
 - d. Public Workshop
 - i. Structured public workshop to identify key issues, priorities, and land preferences. Workshop would include a brief discussion of planning basics and an overview of the current Land Use chapter.
 - e. Public Input Review with Steering Committee
 - i. An overview of the public input received and identifying the key issues and themes that developed through the process. Result would be direction for the update to the Land Use chapter.
- 2. Development of the Draft Land Use Chapter
 - a. Prepare a first draft
 - i. The consultant will develop a first draft of the land use map and text. The consultant will review the first draft with City staff and make any necessary changes.
 - b. Draft Presented to Steering Committee
 - i. The revised draft will provided to City staff and the Steering Committee for review. A Steering Committee will be held to present the draft and to record any feedback/comments. Necessary changes will be made following review.
 - c. Joint Workshop with Council/Committee/Commission
 - i. A Joint Workshop will be held with the City Council, Planning and Zoning Commission, and the Steering Committee to present the revised draft and record any feedback/comments. Necessary changes will be made following review.
 - ii.
- 3. Development of the Final Draft
 - a. Prepare the final draft
 - i. The consultant shall prepare a final draft based on feedback and comments gathered during step 2 of the process.
 - b. Planning and Zoning Commission Public Hearing
 - i. The consultant shall present the final draft at a public hearing during a Planning and Zoning Commission meeting.
 - c. City Council Public Hearing
 - i. The consultant shall present the final draft at a public hearing during a City Council meeting.

CONSULTANT RESPONSIBILITIES AND DELIVERABLES

The selected consultant will work under the direction of the City Manager, Planning and Economic Development Director, and the City Planner and will be responsible for consultation with the major stakeholder organizations, citizen boards, and the public and the following additional items:

- General management of the project
- Drafting and preparation of plan documents, graphics, mapping and other support services

- Data collection, analysis and presentation (with support from City staff)
- Organization and facilitation of public meetings (with support from City staff)
- Budgeting project funds
- Presentation(s) to the Planning and Zoning Commission and City Council

Products and deliverables shall be as follows:

- A final draft of the Land Use chapter of the City of Norwalk Comprehensive Plan, including any relevant maps and images.
- Maps and associated data shall be in ARCGIS 10.x format and shall be provided to the City (the City's GIS data will be made readily available as needed to the consultant).
- Text and report files shall be in MS Word and PDF formats.
- All final reports shall be presented in digital format for archiving and reproduction.

RFP TERMS AND CONDITIONS

1. The City of Norwalk reserves the right to amend the request for proposal at any time.
2. Questions regarding this RFP should be submitted in writing to the contact provided no later than October 16, 2015.
3. The City reserves the right to reject any or all proposals.
4. Although cost is an important consideration, the City shall not be obligated to accept the lowest cost proposal, but will base its decision on the criteria noted.
5. Expenses incurred in the preparation of submittals, presentations and other incidental activities related to this solicitation are solely the responsibility of the respondent.
6. All data, documents and other information provided to the City of Norwalk by the consultant because of this RFP shall become property of the City of Norwalk.

CALENDAR MILESTONES

Submittal deadline:	October 23, 2015
Interviews:	October 26 – November 6, 2015
City Council Consultant Selection:	November 19, 2015
Approval of Final Contract:	November 20, 2015

EVALUATION CRITERIA

The City will evaluate proposals based on a variety of factors:

- Firm's experience with projects of similar size, scope and complexity
- Firm's experience in meeting similar project goals
- Firm's experience in incorporating active public participation in similar projects
- Firm's proposed project timeline
- Firm's references

Based on the materials submitted, the City may invite any or all firms to make a verbal presentation on their proposal.

SUBMISSION INSTRUCTIONS

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

- **Contact Information** — Name, address, phone numbers and e-mail.
- **Statement of Qualifications** — A statement of the firm's experience and qualifications relevant to the proposed project, including public participation experience.
- **Overview and Form of Organization** — A general overview and history of the company, including form of organization, number of years in business, number of employees, corporate headquarters location, and the names of principals, officers and directors of the firm.
- **Key Personnel** — Names of key personnel, their respective titles, experience and periods of service with the firm, including resumes if desired.
- **Project Timeline/Availability** — A brief overview of the anticipated timeline to complete such a project, including a statement on the availability of key personnel of the firm to undertake the proposed project.
- **Firms Fee Structure** — A summary of the firm's fee structure for all personnel that would be involved in the project and a general cost estimate to complete the project. A detailed project budget is not necessary with the RFQ.
- **References** — Names and telephone numbers of persons the City of Norwalk can call for references regarding the firm's past performance, preferably on similar projects.

Ten hard copies and one electronic copy of the RFP shall be submitted.

The submittal shall be limited to 30 pages of material.

Please include one hard copy and ten electronic copies (CDs) of 2 to 3 deliverables from prior clients demonstrating the candidate's capabilities to accomplish the scope of work indicated above, these deliverables are not included in the 30 page limit for the RFP.

Firms may submit the RFP in person or by mail. In any case, **submissions must be received by October 23, 2015 to be considered.** Submissions received after the deadline will be returned unopened to the firm and will not be considered.