



**City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan**

**City of Alvarado
Request for Qualifications (RFQ)
For Comprehensive Plan
RFQ #2016-0002**

RFQ # 2016-0002 DUE DATE: TUESDAY, MAY 3, 2016, 3:00 P.M.

Sealed Statement of Qualifications should be mailed or delivered to the City Secretary, City of Alvarado, 104 W. College, Alvarado, Texas, 76009. Statement of Qualifications **(NO COST PROPOSAL TO BE SUBMITTED)** will be accepted until **3:00 P.M., TUESDAY, MAY 3, 2016** for professional services for creation of a Comprehensive Plan. Proposals will not be accepted via email or facsimile.

In accordance with State Law, proposals shall be opened in a manner that avoids disclosure of the contents to competing proposers and keeps the proposals secret during negotiations. All proposals are opened for public inspection after the contract is awarded, but trade secrets and confidential information in the proposals are not open for public inspection **(these trade secrets and confidential information must be clearly marked and visible on each page)**.

This proposal shall follow this rule.

The City will first determine and select the most highly qualified provider of these services on the basis of demonstrated competence and qualifications and will then attempt to negotiate with that provider for a contract price. All pre-determined evaluation factors are noted in this proposal document.

Technical questions and RFQ process questions may be directed to:

Clint Davis at davisc@cityofalvarado.org or Emile Moline at molinee@cityofalvarado.org .

The City, in accordance with law, reserves the right to reject any and all proposals and waive informalities. The City shall be the sole judge of “responsible”, “responsive” and “advantageous” and this determination shall be final except in cases of a clear definitive showing that such determination is arbitrary, capricious and unreasonable.

The City of Alvarado intends to select the most qualified provider, or may create a short list of qualified providers, to enter into negotiations for an agreement(s) for Professional Services for Creation of a Comprehensive Plan.

Responses are solicited for this service in accordance with the terms, conditions, and instructions set forth in the RFQ guidelines.



**City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan**

Proposers shall be given fair treatment for discussion and revision of proposals and such revisions will be permitted after proposal submissions and requests for best and final offers may be considered after submission. Successful proposer will be expected to execute a contract upon approval by Council.

Upon release of any City of Alvarado proposal, bid, quote or request for qualifications, firms and their employees of related companies as well as paid or unpaid personnel acting on their behalf shall not contact or participate in any type of contact with City employees, including elected officials with the exception of those listed herein for purposes of clarification and or questions related to this proposal. Any other such contact may result in the vendor being disqualified. All contact must be coordinated through City staff listed as contacts in the proposal, bid, quote or request for qualifications.

Receipt of responses does not bind the City to any contract for said services, nor does it give any guarantee that a contract for the Project will be awarded.



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

TABLE OF CONTENTS

1. TABLE OF CONTENTS	3
2. BACKGROUND INFORMATION	4
3. SCOPE OF WORK	5
4. SUBMISSION OF PROPOSALS	8
5. EVALUATION OF PROPOSALS	10
6. AWARD OF CONTRACT	11
7. ADDITIONAL INSTRUCTIONS, NOTIFICATIONS, AND INFORMATION	1



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

PURPOSE

The City of Alvarado (“**City**”) invites the submittal of responses to this “Request for Qualifications” (**RFQ**) from qualified firm(**s**) interested in developing a Comprehensive Plan for the City of Alvarado. Contact person for questions on this proposal is Clint Davis, City Manager, City of Alvarado. Any questions related to this RFQ shall be submitted via e-mail at davisc@cityofalvarado.org.

INTRODUCTION

The City of Alvarado (“City”) seeks to develop a new Comprehensive Plan to guide future development and redevelopment within the City. The City will engage the community in a participatory process to build consensus for the Comprehensive Plan (“The Plan”) around a vision for the City between now and 2040. The plan will address existing conditions, visioning for the future, growth scenarios, and identification of development opportunities. The Plan will be adopted by the City Council in order to provide direction to City officials, staff, residents, businesses, and the development community to implement the community’s vision. The City is therefore accepting sealed proposals from qualified firms or individuals (the "Respondent") to work with a designated Steering Committee and Staff to complete the Plan for the City.

CITY BACKGROUND AND INFORMATION FOR CONSIDERATION

Alvarado is a city with a blend of residential, commercial, industrial, and institutional uses with a desire to capitalize on its assets. Alvarado is a general law city located in Johnson County, approximately 27 miles from downtown Fort Worth. The City is positioned ideally at the intersection of Hwy 67 and I-35 W.

The estimated population of Alvarado as of 2015 was 3785 (**NCTCOG**). Alvarado has experienced moderate growth the past few years. The median resident age is 32 years. Median household income in 2013 was \$41,589 and the average median house value was \$72,739.

Creation of the Comprehensive Plan should consider the previously approved/adopted plan as a basis of information for the document. While the plan should be referenced, the consultant is encouraged to suggest updates or innovative additions or modifications to these components to align with the goals and objectives of the Comprehensive Plan.



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

SCOPE OF WORK

The following items represent a general Scope of Work. Respondents must prepare a preliminary scope of work and Project Schedule to achieve the following requirements. The City and the Respondent will determine the final scope of work during Respondent selection process. This is a high-priority project, and as such a time frame of **twelve to eighteen months** for completion is expected. If awarded a contract, the successful Respondent will:

- A. Develop and execute a public engagement strategy that incorporates effective and innovative participation techniques and encourages public participation throughout the development of the Comprehensive Plan.

The consultant will be working with a Steering Committee of citizens which represent a range of interests and stakeholders in the community. The role of the Steering Committee is to guide development of the plan and assist in generating support and community involvement. The proposed public engagement strategy must include the latest technologies and be creative and inclusive to maximize citizen involvement and participation.

Elements of the Plan - The following items represent key focus areas for the preparation of the Plan and should serve as a general guide for the plan's development. Final plan elements will be developed as the Comprehensive Plan is advanced.

1. Existing Conditions/Community Snapshot: Research and analyze existing land uses, development patterns and projects, environmental constraints and codes to establish existing conditions, identify barriers to development (regulatory, physical, and economic) and an assessment of the current state of the City.
2. Vision: Engage participants in a visioning process to establish the vision for the City through 2040 and the formulation of subsequent goals and objectives aligned with said vision. The vision should confirm the city's identity based on its best attributes and potential success as well as depict a clear and viable description of what the community wants and expects the city to be in the future.
3. Economic Development: Develop an economic development strategy that includes capacity analysis and creation of preferred development scenarios based on economic feasibility for I-35 W, US HWY 67, Downtown/College Street (Business 67), and Parkway (Business I-35W). The land use development scenarios should be geared toward policies to maximize industrial and commercial properties, attract new businesses and grow the tax base. The economic development element should include recommendations for the creation of policies that promote community branding by highlighting the current character and future opportunities for Alvarado.
4. Land Use: Prepare a Future Land Use Map and land use recommendations for the eventual build-out of the City. Realistic population projections and build-out scenarios are expected to be developed regarding preferred land-use patterns. The Future Land Use Map should identify viable redevelopment areas within the city including infill development and adaptive reuse opportunities and determine redevelopment strategies



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

to initiate the process. Areas of particular interest include the major freeway frontages, major corridors and Downtown/College Street.

5. Housing and Neighborhoods: Evaluate the existing housing stock and develop a strategy for neighborhood stabilization focused on approaches for encouraging reinvestment and the concept of neighborhood organizing and capacity building.
 6. Transportation and Infrastructure: Develop a Thoroughfare Plan for long term connectivity that will emphasize a multi-modal approach to include vehicular, pedestrian mobility, hike/bike trails, and public transit. It should identify functional street classification for key roadways. The Plan should provide recommendations that define and identify - system needs that are coordinated with the Future Land Use Plan and which support desired development priorities. The Thoroughfare Plan update recommendations should consider future infrastructure improvements including:
 - IH 35 W frontage road extensions
 - Future public transit/commuter rail opportunities
 - Multi-modal mobility (vehicular/bike/pedestrian/rail)
 - Major corridor improvements coordinated with adjacent municipalities and other agency improvements/projects (**TXDOT, NCTCOG, Johnson County**)
 - Evaluate existing infrastructure plans and prepare recommendations for future modifications to those plans that will be required in order to achieve the overall community vision and to support the approved build-out scenarios for the future mix of land uses.
 7. Parks and Open Space (Recreation): Review and offer recommendations for better utilization and maintenance of our parks and open spaces. This task shall also include an evaluation of the existing parks and recreation opportunities in the City and make recommendations for expansion or improvement to serve the projected population and existing and future development patterns. An update to the Parks Master Plan will occur separately but concurrently to the Comprehensive Plan development
 8. Community Design: Develop strategies that address community image and preservation of community attributes and character. The strategies should consider enhancing the aesthetics of the city through streetscape design, community design guidelines, wayfinding/branding opportunities along major corridors and identification of significant areas of interests (i.e. Downtown).
 9. Implementation and Monitoring: Develop a strategy for implementation, with clear timelines and specific action items identified such as recommendations for the Capital Improvement Plans, code revisions, process changes, and innovative tools and techniques. The monitoring element should include performance measures of implementation items and a recommended update schedule of the various plans.
- B. The Comprehensive Plan shall be user-friendly and highly visual. In addition, proposals for innovative and creative processes and end product are encouraged.
- C. Develop all graphic elements including but not limited to maps, informational handouts, websites, and presentations.



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

- D. Participate in all public meetings and presentations to the public, Steering Committee, Planning and Zoning Commission and City Council. City staff will provide the support for the meetings and presentations.
- E. Present to staff a series of strategies for implementation and process updates.
- F. Present to the Steering Committee, City Council, and Planning and Zoning Commission. Attend and present at all public hearings related to adoption of the Plan.



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

SUBMITTAL INSTRUCTIONS

Sealed Statement of Qualifications will be accepted by mail or hand delivered to the City Secretary, City of Alvarado, 104 W. College, Alvarado, Texas, 76009. Statement of Qualifications **(NO COST PROPOSAL TO BE SUBMITTED)** will be accepted until **3:00 P.M., TUESDAY, MAY 3, 2016** for professional services for creation of a Comprehensive Plan. Proposals will not be accepted via email or facsimile.

CONTENTS OF SUBMITTAL

The RFQ response shall be submitted as outlined in this section. To enable the City to efficiently evaluate the responses, it is **IMPORTANT** that respondents follow the required contents of submittal in preparing their responses. When submitting hard copies, please submit five (5) paper copies of the RFQ response and one (1) electronic copy in word searchable Adobe PDF format. Proposals should provide the following:

A. Project Scope

1. Describe the proposed planning approach, methodology and scope of services within the parameters identified in the previous section **(SCOPE OF WORK)**.

B. Project Timeline

1. Include a project timeline, and identify important benchmarks. Submit a tentative timeline beginning after contract is awarded in June, 2016.

C. Proposed Project Team and Team Organization

1. Identify the staff that would be assigned to the project and responsible for work associated with this RFQ. List by name, qualifications, certifications, education and all other such detailed information for each individual.
2. Responders that have multiple branch offices are required to identify which office will perform the services for this project.

D. Brief Assessment of the Company's Present Workload

1. The company must demonstrate its ability to perform the requested services in a timely manner by providing a current work schedule.

E. Statement of Qualifications (size, history, scope of experience, references)

1. A list identifying the location, client and brief description of all similar projects which have been completed in the past five years. List current and past clients along with names and telephone numbers of contact persons.
2. The respondent's references should include those whom a Comprehensive Plan was the scope of work; and at least 3 references that are from municipal and/or local government entities that with a population of 10,000 or less and/or exhibit similar characteristics in the areas of neighborhoods, land use, and development as the City of Alvarado.



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

Final Project Deliverables

Final deliverables will be determined during the selection process and finalization of the awarded contract. At a minimum the final deliverables are expected to include:

- Preliminary reports and project updates prepared at Comprehensive Plan development milestones.
- Comprehensive Plan Document
 - Twenty **(20)** bound hardcopies
 - One **(1)** unbound hardcopy
 - One **(1)** electronic submission, consisting of all Plan elements in native, web-ready software formats editable by the City **(MS office, mxd, dwg, pdf, etc.)**
 - The Plan shall be professionally written, jargon-free, highly-graphic, and implementable.
- Community Engagement and Facilitation Aids
 - Facilitation aids shall include but not be limited to meeting materials, mailings, surveys, dedicated website for use throughout the development of the plan and post adoption, and social media.
- Meetings and Presentations
 - The Consultant shall attend stakeholder/steering committee meetings and all public meetings and present materials and gather data as appropriate.
 - Provide drafts for stakeholder review.
 - Meeting summaries/minutes shall also be provided.
- Maps in PDF and GIS friendly formats
- Presentation graphics for website, publications, and public meetings



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

EVALUATION OF PROPOSALS

A committee which may include members of the City Management, City staff, and the Steering Committee will review the proposals and if deemed necessary, may select a short list of firms which may be invited for interview and/or presentations. The successful respondent to this RFQ will have proven itself to have the following characteristics:

- High success rate of comprehensive plan adoption;
- Experience in developing comprehensive plans in the state of Texas;
- The knowledge and experience necessary to educate the public and elected officials on the value of comprehensive planning;
- An awareness of the economic, social and environmental consequences of future urban and suburban development; A list of highly-satisfied previous clients.

Submittals from interested firms will be evaluated based on a combination of factors, such as: qualifications of primary team-members, experience of firm on similar services, and reference checks. The City has the sole authority to select a firm for this project and reserves the right to reject any and all submitted RFQs.



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

Evaluation Factors

FACTOR		SCORE
1 .	Experience preparing comprehensive plans for similar governmental entities and overall proposed project approach addressing scope of work elements	25
2 .	Experience with both traditional and innovative forms of public outreach and incorporating public feedback into plans; Demonstration of cohesion in working with citizens, city staff, and other stakeholders	25
3 .	Experience creating documents that are flexible, durable and have innovative implementation techniques with specific action items	25
4 .	Professional background and experience of key personnel and the project team, and identification of project team's previous work together; positive references	20
5 .	Experience with integration of economic development analysis within comprehensive plans	15
6 .	Experience with integration of transportation plans, addressing multi-modal transportation, with comprehensive plans	15
7 .	Experience with developing implementation plans addressing redevelopment	15
8 .	Proposed project schedule and ability to work within confines of expected completion date	10
TOTAL		150

The final overall score will be computed by each evaluation team member scoring each factor separately, applying the appropriate points, and then by adding all of these scores together.



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

AWARD OF CONTRACT

After evaluating the selection criteria, the City anticipates negotiating a contract with the selected firm. If negotiations are unsuccessful, the City reserves the right to negotiate with the next highest-ranking firm. Submittals from interested firms will be evaluated based on a combination of factors, such as the aforementioned evaluation criteria.

The City has the sole authority to select a firm for this project and reserves the right to reject any and all submitted RFQ's. The City will use an Evaluation Panel to review and evaluate the submittals and select the most qualified firms to proceed to an oral interview and/or a Cost Proposal stage. In the final stage of the selection process, the City will negotiate a fee and contract conditions with the firm of choice. The City has the right to request cost proposals and negotiate with multiple parties at one time. If a reasonable fee cannot be achieved, in the opinion of the City, negotiations will proceed with the second choice firm until a mutually agreed contract can be negotiated. Successful provider for the project will be required to execute and sign a contract for services. **It is anticipated that the contract will be awarded on or before the Council meeting of June 20, 2016 and that work will commence immediately.**



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

ADDITIONAL INSTRUCTIONS, NOTIFICATIONS, AND INFORMATION

A. No Gratuities: Respondents shall not offer any gratuities, favors, or anything of monetary value to any official or employee of the City of Alvarado for the purpose of influencing this selection. Any attempt by the Respondent to influence the selection process by any means, other than disclosure of qualifications and credentials through the proper channels, shall be grounds for exclusion from the selection process.

B. All Information True: Respondent represents and warrants to the City of Alvarado that all information provided in the response shall be true, correct and complete. Respondents who provide false, misleading, or incomplete information, whether intentional or not, in any of the documents presented to the City for consideration in the selection process shall be excluded.

C. Interviews: After the initial evaluation of the statements of qualifications, respondents will be notified in writing of their status in the selection process. Respondents who are “short-listed” should expect and anticipate a subsequent interview(s) which will most likely focus not only on the respondent’s program approach, but also on an appraisal of the individuals who would be directly involved in the project.

D. Inquiries: Do not contact the City of Alvarado or the Evaluation Team during the selection process to make inquiries about the progress of this selection process. Respondents will be contacted when it is appropriate to do so.

E. Cost of Responses: The City of Alvarado will not be responsible for the costs incurred by anyone in the submittal of responses. The City may withdraw or modify this request at any time.

F. Contract Negotiations: This RFQ is not to be construed as a contract or as a commitment of any kind. If this RFQ results in a contract offer by the City, the specific scope of work, associated fees, and other contractual matters will be determined during contract negotiations. To ensure that the appropriate staff is assigned to the project, the City intends to make the inclusion of a “key persons” clause as part of the contract negotiations.

G. No Obligation: The City reserves the sole right to:

1. Evaluate the responses submitted.
2. Waive any irregularities therein.
3. Select candidates for the submittal of more detailed or alternate proposals.
4. Accept any submittal or portion of submittal.
5. Reject any or all respondents submitting responses, should it be deemed in the City’s best interest.
6. Cancel the entire process.



City of Alvarado, Texas
RFQ# 2016-0002 for Comprehensive Plan

H. Professional Liability Insurance: The respondent shall have the appropriate liability insurance written by an insurer authorized to transact insurance in the State of Texas, and include the city as an additional insured.