

Request for Proposals

August 19, 2015

Heber City Corporation (Heber City) is soliciting the services of qualified firms to perform consulting services for the following project:

Heber City Master Plan, Form Based Codes and Design Criteria

BACKGROUND

Heber City has experienced unprecedented growth in the past two decades. Future development opportunities are critical to the continued success of Heber City. The city anticipates continued strong residential and commercial growth over the coming years. Additionally, the city anticipates increasing focus on revitalizing the older core of the city. In order to ensure new development and redevelopment of the core occurs in a unified manner that promotes the unique Sense of Place of the valley, Heber City would like to implement a **form-based code** for residential and commercial areas the city and **design criteria** for the core downtown commercial area.

PROJECT VALUES

- The primary intent of the study is to promote a vibrant urban community and create quality neighborhoods within the context of the agrarian Heber Valley.
- The city and its citizens value an inclusive and transparent public process.
- Create mapping and documents that clearly explain the analysis to stakeholders and in formats that are useful, web-accessible and easily distributed.
- Conduct analysis and evaluations without predetermined outcomes or influences.
- Establish clear conclusions to project objectives.

PROCUREMENT PROCESS

Heber City intends to enter into an agreement with a firm to provide professional services as described.

HEBER CITY will award the Contract to the Proposer with the apparent best value after the final contract has been successfully negotiated. If no final agreement is reached between HEBER CITY and the Proposer with the apparent best value proposal, HEBER CITY reserves the right to negotiate a Contract with the Proposer with the second highest score or discontinue the process.

HEBER CITY reserves the right to reject any or all submittals or to waive any formality or technicality in any submittal in the interest of the organization.

I. Contact Information

Except as authorized by a Heber City representative or as otherwise stated in the RFP, communication during the selection process shall be directed to the specified Heber City representative. In order to maintain the fair and equitable treatment of everyone, consultants shall not unduly contact or offer gifts or gratuities to Heber City, any board officer, or employee of Heber City, or selection committee members in an effort to influence the selection process or in a manner that gives the appearance of influencing the selection process. This prohibition applies before the RFP is issued, through selection and Request for Proposals, as the project is developed, and extends through the award of an agreement. Failure to comply with this requirement may result in a disqualification in the selection process. Consultants should be aware that selection committee members will be required to certify that they have not been unduly influenced by any of the proposers in an attempt to influence the selection process.

All communications regarding this project shall be directed to:

Anthony L. Kohler, AICP, Project Manager
Heber City Corporation
75 North Main Street
Heber City, UT 84032
Telephone: 435-657-7900
tkohler@ci.heber.ut.us

II. Submittal Due Dates and Times

Three hard copies and one electronic copy in PDF format of all required submittals must be delivered to Heber City no later than **6:00 pm, September 7, 2015**. Submittals received after the specified time will not be accepted. Please allow adequate time for delivery. If using a courier service, the submitting firm is responsible for ensuring that delivery will be made directly to the required location.

PDF documents must have permissions enabled for comments and printing.

III. Proposal Documents

Each Response to this RFP shall consist of the following:

- 1. Contact information for the responsible party.**
- 2. Listing of Past Performance and References (not to exceed 1 page).** The Past Performance of all Proposers shall be considered in the selection process. Each consultant shall submit a listing of client references on three similar projects completed within the past five years. Include contact information and a one paragraph description for each project.
- 3. Management Plan, Project Schedule, and Statement of Proposals (not to exceed 3 pages)** Firms will be required to develop and submit a plan demonstrating how they will manage their responsibilities, identifying risks, and how risks will be mitigated. An organization chart showing the roles and responsibilities of all pertinent decision-makers is a required part of the PROPOSAL.

While the process and schedule of events shown in the Scope of Work is the anticipated process, the city would look to the consultant to provide feedback on an alternative preferred process in their proposal if in their experience such alternative process has proven more successful than the proposed outline. However, such alternative process will need to meet the requirements of Utah State Code and Heber City Code regarding Open Meetings and Public Hearings.

Address quality control, project specific criteria, risks that have been identified by the RFP and additional risks that the team has identified. State how those risks will be mitigated.

As part of the management plan include your proposed project schedule. Indicate critical dates and other information in sufficient detail for the selection committee to determine if the time frames are reasonable.

The management plan should be concise yet contain sufficient information for evaluation by the selection committee.

3a. Statement of Proposals

The submitting firm shall include in the management plan a Statement of Proposals, a **brief** document that indicates the experience and Proposals of the firm, the project manager and other critical members of the team. It describes what talents their team brings to the project, how their knowledge of the subject will provide benefit to the process, how the team has been successful in the past and how that relates to this project.

It should include information on similar projects that have been completed by the firm, project manager and other team members. Include the experience and special Proposals that are applicable to this project and/or are part of the project specific selection criteria.

- 4. Project Proposal (not to exceed 9 pages).** Each project proposal shall address the following Scope of Work requirements.
- 5. Proposed fee for project.** Provide the proposed fee for the project broken into 4 categories below. Depending upon the proposals received, the city reserves the right to award the bids for a. and b. separate from c. and d.
 - a. Visioning, Visual Preference Survey and Charrette Plans.
 - b. Master Plan.
 - c. Form Based Code and Regulating Plan.
 - d. Design Guidelines.

SCOPE OF WORK

PRIMARY WORK PRODUCT: This contract will result in a proposed form-based code, meant to supersede (either entirely or in part) the present zoning ordinance and other local land development regulations that apply to Heber City and its future growth areas. This code is to be consistent with the definitions and evaluation criteria established by the Form-Based Codes Institute (FBCI) and/or the ideals established in the Wasatch Choice for 2040.

1. INITIAL REVIEW AND ANALYSIS

- a. **Interviews.** The Consultant will interview appropriate stakeholders involved with the project. These interviews will include groups and individuals including elected officials, nonprofit organization leaders, property owners, neighborhood representatives, local design professionals, developers, business organizations, and municipal staff.
- b. **Site Analysis.** The Consultant will become familiar with the physical details of Heber City and the historic patterns of urbanism and architecture in the surrounding region.
- c. **Media coverage.** The Consultant will participate in a press conference with local officials and draft a press release to inform the local citizenry about the planning efforts to be undertaken.
- d. **Website.** The Consultant will provide information for Heber City's website. As officials deem appropriate, the Consultant will provide materials including text, photographs, maps, renderings, and other images for the web site. This material will describe the Consultant's credentials and help explain the project's process.

2. PUBLIC DESIGN PROCESS

- a. **Generate necessary background maps.** Heber City will provide all necessary base map information as needed by the Consultant. These documents will be used to produce the maps that will be used during the preparation of the form-based code.
- b. **Public Workshop (Visioning) and/or Design Charrette.** The Consultant will organize and lead design workshops or a full planning charrette to engage the community, gather ideas and goals, and formulate implementation strategies. The Consultant will tailor the workshop or charrette to obtain maximum community input so as to produce the best possible master plan on which to base the new code. The charrette format will also take into consideration the findings of the initial site analysis, input from staff, and information obtained at previous meetings, workshops, and interviews. The consultant will conduct a visual preference survey. While the end result will be new land development regulations, the public process will include discussions of alternatives for street design, street connectivity, and town planning strategies that create vital town centers, corridors, and livable neighborhoods. At the conclusion of the workshop(s), the Consultant will present the work generated to-date. Plans, renderings, and initial coding ideas that reflect ideas articulated in the workshops will be publicly presented and further feedback solicited from the community. It is essential that

local government officials attend this presentation along with citizens, stakeholders and technicians.

3. DRAFTING THE FORM-BASED CODE

- a. ***Design Parameters for the Form-Based Code.*** The new code will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, and office space. The new code will incorporate a regulating plan, building form standards, street standards (plan and section), use regulations as needed, descriptive building or lot types, and other elements needed to implement the principles of functional and vital urbanism and practical management of growth. Sections of this document would typically include the following:
- Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language.
 - Master Plan, including a Corridor and Transportation Master Plan, Recreation Plan, Public Facilities and Amenities Plan and Utility and Infrastructure Plan, etc.
 - Regulating Plan (a schematic representation of the master plan) illustrating the location of streets, blocks, public spaces (such as greens, squares, and parks), and other special features. Regulating plans may also include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations.
 - Building Form Standards governing basic building form, placement, and fundamental urban elements to ensure that all buildings complement neighboring structures and the street. These standards should be based upon study of building types appropriate for the region, climate, and neighborhood vitality.
 - Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, parking, curb geometry, trees, and lighting.
 - Design Guidelines for the downtown commercial core, including detailed architectural standards (character, style, character, exterior materials and quality, etc.), landscape standards, and parking location and parking management standards.
- b. ***Integration of the Form-Based Code.*** The form-based code must be integrated into Heber City’s existing regulatory framework (zoning and subdivision regulations) in a manner that insures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code.

4. REFINING THE FORM-BASED CODE.

- a. ***Presentation of First Draft.*** The Consultant will present the first draft of the form-based code for the purpose of gathering comments. Copies of the first draft will need to be in hardcopy and digital form and posted on the website. The presentation may be made to a special audience of neighborhood residents or stakeholders, or may be presented before a joint gathering of municipal boards and committees, as determined by Heber City.
- b. ***Presentation of the Second Draft.*** After making revisions in response to comments on the first draft, the Consultant will present the second draft of the form based code at another meeting convened by Heber City.
- c. ***Meetings with Stakeholders.*** The Consultant will attend and participate in up to 2 additional meetings with key stakeholders to explain the details of the new code and obtain further input and comments.

5. APPROVAL PROCESS

- a. ***Public Hearing Presentations.*** The consultant will make formal presentations to the Planning Commission and the City Council.
- b. ***Additional Revisions.*** The Consultant will be responsible for two rounds of revisions that may become necessary between presentations.

Deliverables

Final Deliverables required at the conclusion of the project or at various stages of the project include electronic copies (PDF, Shape Files or Cad Files (where applicable), and Adobe InDesign (where applicable)) and 3 hard copies for each of the following:

1. Visioning, Visual Preference Survey and Charrette Plans.
2. Master Plan.
3. Form Based Code and Regulating Plan.
4. Design Guidelines.

Final Scope of Work

The Final Scope of Work document shall be negotiated and executed prior to the start of work. Should Heber City and consultant be unable to come to a negotiated agreement, the contract may be negotiated and awarded to the second highest scoring proposal.

IV. Selection Criteria for Professional Services

The following criteria will be used in ranking each of the teams. The team that is ranked the highest will represent the best value for Heber City. The criteria are not listed in any priority order. The selection committee will consider all criteria in performing a comprehensive evaluation of the proposal. Weights have been assigned to each criterion in the form of points.

- A. **Project Proposal 45 Points** The merits of each Project Proposal will be evaluated by the selection committee in relation to the following:
1. **Apparent understanding of the Project Goals and Values** – How well has the proposer demonstrated a thorough understanding of the issues and concerns embodied in the Project Goals and Values?
 2. **Comprehensiveness of the response to the RFP** – Has the proposal properly addressed each of the requirements and suggestions identified within the RFP, and paid adequate attention to each element?
 3. **Creativity and Professionalism** - Has the proposer demonstrated both creativity and a professional approach to addressing the issues and needs identified in the RFP? Are the proposals realistic and attainable?
 4. **Fee.** Is the proposal the best solution for the lowest cost? Is the proposed fee realistic given the anticipated workload for the project?
- B. **Strength of Team and Management 35 Points** Based on the proposals, the interview, and management plan, the selection team shall evaluate the expertise and experience of the team and the project lead as it relates to this project in size, complexity, quality, duration, etc. Consideration will also be given to the strength brought to the team by critical consultants including how they were selected and the success the team has had in the past in similar projects. Additional consideration will be given to Experience in preparing municipal form-based codes, experience in building community consensus, graphic skills, written and oral communication skills, experience in identifying, evaluating, codifying, and explaining the essential qualities of community design and character, and experience in writing or implementing municipal land development regulations.
- C. **Schedule 10 Points** The consultant's schedule will be evaluated as to how well it meets the objectives of the project. The consultant shall identify in the project schedule all major work items with start and stop dates that are realistic and critical. The completion dates shown on the schedule will be used in the contract. A Critical Path or similar schedule approach is preferred.

D. **Local Knowledge** 10 Points The consultant's knowledge of the local and regional plans for the area and their past involvement with jurisdictions in the area will be evaluated as to how well issues of the area are known.

TOTAL POSSIBLE: 100 POINTS

V. Selection Committee

The Selection Committee will be composed of 5 individuals appointed by the City Council.

VI. Interviews

The selection committee may require interviews to be conducted with all firms who have met all of the requirements, but holds the right to decline holding interviews. If the committee decides to hold interviews, they may convene to develop a short list of firms to be invited to interviews. This evaluation will be made using the selection criteria noted below based on the information provided by the Proposal, Past Performance/ References, Management Plan and Statement of Proposals.

The purpose of the interview is to allow the firm to present its Proposals, past performance, management plan, schedule and general plan for accomplishing the project. It will also provide an opportunity for the selection committee to seek clarifications from the firm.

The proposed primary project management personnel, including the project manager, should be in attendance. The project manager is the firm's representative who has overall job authority, will be in attendance at all job meetings, and is authorized by the firm to negotiate and sign any and all change orders in the field, if necessary. Unless otherwise noted, the attendance of sub-consultants is at the discretion of the firm.

The method of presentation is at the discretion of the firm. The interviews will be held on the date and at the place TBD.

VII. Form of Agreement

At the conclusion of negotiations, the selected consultant will be required to enter into an agreement using the available form of the Professional Services Agreement.

VIII. Licensure

The consultant shall comply with and require its sub-consultants to comply with the license laws of the State of Utah.