



*City of Florence*  
**A City in Motion**

## **REQUEST FOR PROPOSALS (RFP)**

### **Goal 9 and Goal 10 Review Economic Opportunities and Housing Needs Analyses**

The City of Florence is requesting interested firms to submit their proposals for planning services to conduct a Goal 9 Economic Opportunities Analysis and a Goal 10 Housing Needs Analysis.

**Responses must be received by 4:00 PM Monday, February 13, 2017. Proposals received after this date will not be accepted. Post marks and faxed copies are not accepted.**

**Questions and requests for clarification must be provided in writing to either the mailing or email address below.**

**Wendy FarleyCampbell, Planning Director**  
City of Florence Community Development Department  
250 Highway 101  
Florence, OR 97439  
Phone: (541) 997-8237  
Email [wendy.farleycampbell@ci.florence.or.us](mailto:wendy.farleycampbell@ci.florence.or.us)

<i><b>RFP Schedule</b></i>	<i><b>Date</b></i>
<i><b>RFP Release</b></i>	<b>January 6, 2017</b>
<i><b>Deadline for Questions</b></i>	<b>February 3, 2017</b>
<i><b>Proposals due to the City</b></i>	<b>February 13, 2017</b>
<i><b>RFP Interviews</b></i>	<b>February 16 &amp; 17, 2017</b>
<i><b>Successful Team Announced</b></i>	<b>February 20, 2017</b>
<i><b>Proposal Negotiation Schedule</b></i>	<b>February 21 – February 27, 2017</b>
<i><b>Contract Execution</b></i>	<b>March 6, 2017 (Council Approval)</b>

The City reserves the right to modify this schedule at its discretion. Notification of changes will be posted on the City website ([www.ci.florence.or.us](http://www.ci.florence.or.us)).

## **I. Introduction**

The City of Florence is located approximately 62 miles west of Eugene, Oregon. Our community has 8,620 residents, and since 2000 Florence's population has grown 18%. Including areas outside the city limits but within the urban growth boundary, the Florence area population is just over 10,400 and serves an urban service area of over 18,000. Florence is a vibrant coastal community that combines small-town charm with the amenities of a regional hub. From our historic Old Town to our rich cultural scene and dramatic landscape, Florence offers unparalleled opportunities to work, live, and play. In 2015, Florence was recognized as Oregon's Most Livable Coastal Town, has been ranked "Best Place to Retire" and recently featured in *Cessna Flyer* magazine.

The City is seeking proposals from interested firms to:

- Prepare a Goal 9 Economic Opportunities Analysis and commercial and industrial lands inventory, to replace the analysis and inventory prepared in 1997 (and partially updated in 2001) and policies adopted in 2002.
- Prepare a Goal 10 Housing Needs Analysis and Assessment and residential buildable lands inventory, to replace the 2004 inventory and 2007 analysis and policies adopted in 2002.

The goal is to assess the City's current buildable lands availability for all commercial, industrial and residential plan designated categories. The process will update and develop long-range policies in a manner that preserves the City's "small coastal town" character and values of a high quality of life. The economic analysis will assess the local economic opportunities to help focus the City in its efforts to redevelop and revitalize its economic base and create a plan which will assist the City in attracting new business and enhance the current economic base within the City. The analyses will assist in future decision making regarding the City's growth and provide direction for the public, staff and the City Council regarding requests for zone changes, increasing density, or expanding to ensure such is taken in a manner that is orderly, efficient, and economically sound. The analysis will assist in future efforts to change zoning code and development code; specifically updates to 1980's residential code and assessing economic impacts of recently implemented commercial development code standards.

## **II. Proposals**

Proposals shall reflect the team's ability to provide a full range of technical expertise in long-range planning in a simple, easy to follow format. Consultants should submit proposals that include:

- The project team and its strengths as it relates to the project,
- A meaningful community participation plan that incorporates opportunities for citizen participation throughout the process using diverse methods,
- A narrative detailing the consultant's philosophy, technical expertise and approach,
- Ability of team members to illustrate and explain complex planning ideas to the general public through the use of public meetings, media campaigns, and presentation graphics.

### III. Project Coordination

Wendy FarleyCampbell, the Planning Director for the City of Florence will be the City's project coordinator and staff liaison to the consultant team. Unless authorized by the Project Coordinator, no other City official or employee may speak for the City with respect to this solicitation. The City will not be bound by any such information.

### IV. Scope of Work

Selected consultant shall have demonstrated a broad background and extensive experience in Oregon's Land Use Planning System, specifically in Goal 10 and Goal 9 planning, and has conducted this same type of work for small and/or coastal municipalities. The timing of the project is not firmly set, but is intended to inform the Planning Commission and City Council in their future policy making and consists of:

1. Housing Needs Analysis and Assessment
  - a. Formation of a Public Involvement Plan/Strategy
  - b. Create and refine vision and goals
  - c. Residential lands inventory/study
  - d. Existing Conditions
  - e. Housing mixes
  - f. Identification of needed policy updates
  - g. Findings and Reporting
2. Economic Opportunities Analysis:
  - a. Formation of a Public Involvement Plan/Strategy
  - b. Create and Refine Vision and Goals
  - c. Demand analysis (short and long term)
  - d. Supply analysis (short and long term)
  - e. Reconciliation (Determine land need)
  - f. Identification of needed policy updates
  - g. Develop Action Plan

Some elements of the above scope of work may be consolidated for efficiency and elimination of redundancies. All plans must comply with all Statewide Planning Goals. The scope of work for the Economic Opportunities Analysis may include a combination of Basic and Advanced methodologies as presented in DLCD's *"Industrial and Other Employment Lands Analysis-Introduction Guidebook"*. Deliverables for the project consistent with the minimum requirements of Goals 9 and 10 must be incorporated into the consultants' proposed scope of work.

The City in 2013 completed a wetlands and riparian inventory and plan update, updated its TSP in 2012, and completed updates to their water, sewer and stormwater master plans in the past 5 years. The City has GIS capabilities with limited layers but include LIDAR. Building permit

data is available for the last 10 years. City staff and volunteers are available for field surveys.

Suggested elements to the Scope of Work (which may also be consolidated) include, but are not limited to the following tasks:

- Agreeing to a Scope and Schedule
- Formation of a Public Involvement Plan/Strategy
  - Stakeholder/Property owner identification
    - Formation of Technical Advisory Committee(s)
    - Formation of Citizens Advisory Committee(s)
  - Outreach and Education
    - Opportunity to provide the public with information regarding densities, mixed uses, and housing types
  - Dissemination of Information
    - Providing avenues for the public, applicable committees, and supporting agencies to be involved such as visual preference surveys, public outreach opportunities within the community, web-based surveys, etc.
- Analyzing existing plans, regulations, etc.
- Preparation of Alternatives/Draft Reports
- Analyzing alternatives/reports
  - Identifying costs associated with each alternative
  - Identifying Impacts/opportunities/constraints associated with the alternatives
  - Draft phasing plan
- Implementation and Strategies
- Drafting final reports
  - Identifying needed amendments to existing City Comprehensive Plan, development code and maps.
- Adoption

## **V. Proposal Format**

Proposals must be limited to a maximum of 24 pages single-sided or 12 double-sided (one page is considered to measure 8 ½ inches by 11 inches), including attachments. The proposal must include the following information:

### **1. Introductory Requirements**

- a. Letter of Interest (*2 page maximum*)  
Proposals must include a letter of interest signed by an authorized representative of the consultant's company confirming the consultant's availability to accomplish this project and a commitment to complete the project in a timely manner.
- b. Project understanding and approach (*3 pages maximum*)  
A statement describing the consultant's understanding of the project and any special

skills the consultant will bring to the project.

**2. General Information (3 pages maximum)**

- a. Provide the following company information (Prime and Subs):
  - i. Firm name
  - ii. Business address
  - iii. Primary contact name, email and telephone number
  - iv. Year established
  - v. Type of ownership
- b. Experience
  - i. Provide information on consultant's background and experience on similar projects.
  - ii. Provide background of key members of each firm in the team that will be working on this project and their specific experience in previous projects that would relate to this project.
- c. Disclose any potential or perceived conflicts of interest

**3. Project Approach, Schedule and Presentation (9 pages maximum)**

- a. Provide a narrative detailing the consultant's philosophy and approach to complete the study as described.
- b. Provide an overall project schedule including the timing of major tasks, progress reports, public participation events and draft reports.
- c. Describe the consultant's ability to prepare and present information and recommendations to lay citizens, local appointed and elected officials, staff, and other interested stakeholders.
- d. Describe deliverables for the overall project
- e. Provide any additional information or approaches felt to be relevant to indicate the consultant's ability to successfully complete this project.

**4. Resumes (3 pages maximum)**

- a. Provide resumes of individuals who will be working on the project. For each individual, describe their proposed role, the anticipated percentage of time they will be dedicated to the project, and list their relevant experience as requested in 2b above.

**5. References (2 pages maximum)**

- a. Provide references from at least three projects for which the consultant has provided similar services.
- b. References are to include the name of a project contact along with their position, email address and telephone number.
- c. Each reference is to include a description of the services provided to the client and the consultant's specific role.

#### **6. Project Costs (1 page maximum)**

Expenses are to be broken down into line items showing the cost of each major task as well as the overall cost.

#### **VI. Proposal Submittal Requirements**

An original, five paper copies, and one CD or flash drive containing the entire submittal in PDF format copy of the proposal must be received by **4:00 PM, February 13, 2017**. Post marks and late submittals will not be accepted. Submissions are to be mailed or hand delivered to:

City of Florence

Attn: Wendy FarleyCampbell, Planning Director

250 Highway 101

Florence, OR 97439

#### **VII. Evaluation Procedure**

The City will form a selection committee to evaluate and score each of the proposals. Each proposal will be evaluated based upon the relevant qualifications and experience of the consultant. Staff will verify references. The proposals will be evaluated using the following criteria:

- 1) Does the firm or team proposal meet the prescribed proposal format and provide all of the requested information? **(5 Points)**
- 2) Does the firm or team have demonstrated experience and technical competence in similar projects? **(15 Points)**
- 3) Does the firm or team show sufficient capacity to provide the requested services? **(10 Points)**
- 4) Do key personnel possess the qualifications to be assigned to the anticipated projects? **(5 Points)**
- 5) Has the firm described its ability to achieve budget and project delivery goals for projects of similar complexity as described in the suggested Scope of Work? **(5 Points)**
- 6) Proposed approach to the suggested Scope of Work. Although the City has identified the general suggested scope of work, the consultant and their team is afforded flexibility toward their approach in an effort to spur innovative and creative strategies in achieving the best product for the City. **(40 Points)**
- 7) Are the firm or teams references from past clients favorable? **(5 Points)**
- 8) Is the firm familiar with the local, regional, and state laws associated with the suggested scope of work? **(5 Points)**
- 9) Estimated Cost of providing the services. **(10 Points)**

#### **VIII. Selection Process**

Based on the selection committee evaluation of the proposals, the top three (3) firms or teams will be invited to a 1 hour interview to be scheduled for the afternoons of February 16<sup>th</sup> & 17<sup>th</sup> 2017.

## **IX. Acceptance or Rejection of Proposal**

The City reserves the right to accept or reject any and all proposals. The City also reserves the right to waive any informality or irregularity in any proposal. Additionally, the City may for any reason, decide not to award an agreement as a result of this RFP or cancel the RFP process. The City reserves the right to negotiate project deliverables and associated costs. The City is not obligated to respond to any proposal submitted, nor be legally bound in any manner by the submission of the proposal.

## **X. Questions**

For questions regarding this RFP, please submit your questions in writing via mail or e-mail to Wendy FarleyCampbell, Planning Director at [wendy.farleycampbell@ci.florence.or.us](mailto:wendy.farleycampbell@ci.florence.or.us).

Questions must be received no later than February 3, 2017. It is the consultant team's responsibility to assure they receive responses to questions if any are issued. Questions and answers to the proposal will be posted on the RFP website found at:

[http://www.ci.florence.or.us/rfps?field\\_bid\\_rfp\\_status\\_value\\_1=open&=Apply](http://www.ci.florence.or.us/rfps?field_bid_rfp_status_value_1=open&=Apply)

## **XI. Addenda**

Addendums to the RFP, if any, will be posted to the project website. It is the responsibility of the consultant team to learn of the addendums, and ensure that the submitted proposals incorporate them.