



REQUEST FOR QUALIFICATIONS

City of High Point Comprehensive Plan

June 10, 2022

Qualification Due Date: Tuesday, July 12, 2022
and time: 2:00 PM (EDT)

RFQ Number: 9000-071222

Purchasing Contact: Erik Conti, Purchasing Manager
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Phone: 336-883-3222

Pre-Submittal Conference: N/A

IF YOU NEED ANY REASONABLE ACCOMMODATION FOR ANY TYPE OF DISABILITY IN ORDER TO PARTICIPATE IN THE PROCUREMENT, PLEASE CONTACT PURCHASING AS SOON AS POSSIBLE

Contact: Erik Conti (336) 883-3222

Request for Qualifications for City of High Point Comprehensive Plan

Summary

The purpose of the Request for Qualifications (RFQ) is to solicit for professional services to create a comprehensive plan for the City of High Point.

Background Information

The City of High Point, incorporated in 1859, is a city of approximately 58 square miles with a 2020 Census population of 114,059. The City of High Point is in the Piedmont Triad region of central North Carolina and is located near the cities of Winston-Salem to the northwest and Greensboro to the northeast. Most of the city is in Guilford County with portions in Davidson, Forsyth, and Randolph counties. It is the only city in North Carolina that extends into four counties.

The City of High Point has a Land Use Plan that was last completely rewritten in 2000. This document serves as the comprehensive plan for the city. This project will involve the creation of the City's first ever true comprehensive plan. In 2018, a Planning Process Assessment white paper which explains the purpose and benefits of creating a comprehensive plan was presented to City Council. City Council accepted the report and gave staff the go-ahead to proceed with the plan project, but unfortunately funding was not made available until this year. In 2021, staff completed the [Community Inventory and Analysis](#) and they are currently working on establishing an existing land use database. For more information on the [City of High Point 2045 Comprehensive Plan](#) please visit our website.

Project Description

The creation of the City's comprehensive plan consists of the following:

Task 1: Community Inventory and Analysis (CIA) [Completed September 2021]

To ensure that the comprehensive plan shapes the future of the community it must be based on a solid understanding of the current conditions of the community. Therefore, the process was started with a background analysis of existing conditions to inform the planning process. A lot of the data included had been gathered by one department or another, but until now it had not been pulled together into one place. The [CIA](#) compiled and processed the information to tell the full story of the City's existing conditions.

Task 2: Long-Range Plan Policy Audit

Conduct a “policy audit” of the City’s long-range plans, including but not limited to the 2000 Land Use Plan, area plans, corridor plans, housing plans, and system plans such as parks and recreation, transportation, and water and sewer plans. The purpose of the audit is to catalogue and assess existing policies for relevancy. This audit will identify which existing policies should be carried forward, deleted, updated, merged, or redirected to other documents. The policies that are determined to remain relevant will provide a baseline for the development of the comprehensive plan’s policies and actions.

Staff will be responsible for assembling the policy documents and a consultant will be responsible for conducting the policy audit and assessment. The consultant should be a broad-based team that can complete this task and work with the community for the remainder of the comprehensive plan process.

Proposed Public Engagement – 1-2 events should be held to share the results and get feedback. A second event may be needed if a lot of changes are needed. The final product will be presented to City Council but may not need to be adopted.

Task 3: Creative Public Education

Public education is one of the most important steps in creating a comprehensive plan. Therefore, the project should be kicked off with an education campaign that may include a public speaker’s series on various planning “hot topics” that are relevant to High Point, such as equity, current housing trends, housing affordability, placemaking, etc. This could consist of 3-6 speakers/topics/events. The purpose of this task is to get the community engaged and educated on relevant planning issues that may need to be addressed in the comprehensive plan.

This task will be led by staff to organize the public events, but the consultant team will be looked upon to offer innovative ways to educate and engage the public. If professional speakers or guests are brought in, there will be expenses associated with this task that will be separate from the consultant comprehensive plan budget.

This task may be able to overlap with the end of Task 2.

Task 4: Update Community Growth Vision Statement

The City’s *Community Growth Vision Statement* is the overarching long-range view of what the community wants to become over time. The vision statement contains broad-based goals and multiple objectives that explain, generally, how to achieve the goals. The City’s current Vision Statement was established in 2006 as part of the Core City Plan process. This Vision Statement and the Core City Plan, which was adopted in 2007, were the starting point for establishing plans and policies that emphasized the importance of revitalizing the Core City.

Information from the Policy Audit, as well as from existing area and system plans, should be used as a base for working with the community to update the *Community Growth Vision Statement*.

A steering committee, that will serve for the remainder of the process, should be established by this point in the project. The City will be responsible for the creation of the committee in consultation with the consultant team. The purpose of this committee will be to help publicize, inform, and guide the process by representing community interests. The committee should consist of members that represent the demographics of the community by having a diversity of age, race, gender and other characteristics. They will meet periodically to participate in the public process and to guide the creation of the comprehensive plan.

Public Engagement – The consultant team will guide this part of the process to utilize modern ways of soliciting input and garnering public participation. Input should be solicited and then the draft should be reviewed with the public prior to moving towards the adoption process.

The final product would be presented to City Council for adoption, as the vision statement will serve as the broad-based guidance for creating the comprehensive plan.

Task 5: Scenario Planning

This will be an opportunity to identify spatial relationships between various factors that influence the growth of the city. For example, because infrastructure plans such as transportation plans and water and sewer extension plans impact where future neighborhoods will be located, they need to be aligned with the vision that the community wants to implement. The City owns CommunityViz software that can be used, but the consultant will be responsible to lead this task. It is envisioned that the City's planning area boundary will be evaluated and adjusted as needed during this task.

This task will conclude with the selection of a desired growth scenario.

Public Engagement – Public events will be needed to share the different growth scenarios and get feedback on the preferred scenario. Consideration should be given to adopting the preferred scenario, prior to drafting the plan.

Task 6: Draft Plan Based on Preferred Scenario

Create a comprehensive plan that establishes policies and guides the future growth and development of the city with an integrated approach to all aspects of High Point's physical development including, but not limited to economic, social, environmental, land use, transportation, infrastructure, and public safety. The plan should also include guidance for amending, implementing, and tracking progress of the Plans' goals and policies.

The comprehensive plan should also include an explanation of the importance of having a close linkage between the City's Capital Improvement Plan (CIP) and the comprehensive plan. Capital planning and expenditures should be based on recommendations of the City's area plans and system plans.

It is of vital importance that the community, steering committee, staff and consultants work together on this task.

Public Engagement – Public events and interaction will be needed to share drafts and get feedback prior to creating a draft for adoption.

Task 7: Plan Adoption

The final product should be a web-based “hub”, not a printed document, that is accessible and interactive, as well as flexible. This is the modern-day preference of how people expect to get information. If someone is considering moving to High Point, this comprehensive plan “hub” would be where they can go to see what the city's future will look like.

Public Engagement - This task includes public events, preparation of a public hearing draft and taking the plan through the adoption process.

Task 8: Implementation and Monitoring

Plan adoption is merely the first step in the implementation process. The final feature of the process will be the creation of an on-going mechanism to track the progress and success of the plan. An action plan should be created and maintained on an annual basis. This action plan should include a list of action items, the agency responsible for the action item, and an anticipated timeframe for completion of the item. This will help prioritize projects, inform the CIP process, and ensure that responsibilities are clearly stated and carried out in a timely fashion.

The plan should also be monitored using identified benchmarks to ensure that progress is being made towards achieving the desired vision. The consultant will help identify the relevant benchmarks to be measured.

Project Timeline

Since this project has many components that require different fields of expertise, the City anticipates that the team may need to consist of multiple specialties/companies. It is anticipated that this project will take approximately 18-24 months to complete from the policy audit to adoption by City Council.

Consultant/Contractor Selection

- A) General:** This request for qualifications does not commit the City to enter into agreement, to pay any costs incurred in the preparation and submittal of a proposal in response to this request or in subsequent interviews and negotiations, or to procure a contract for the project. The City will require the selected consultant(s) to negotiate the fees for the project and to submit a scope, technical and/or other revisions to the proposals, as needed. The City reserves the right to perform all or some of the services described in this document with its own work force. The City also reserves the right to issue future Requests for Qualifications (RFQs), as needed, and solicit responses from firms not selected as part of this process.
- B) Qualifications-Based Selection Criteria:** RFQs are traditionally evaluated and ranked based upon objective qualifications-based criteria. However, due to the complexity and importance of this project, the City will select a short list of consultants for interviews prior to making a final selection. The selection criteria are as follows:
- a) Overall content and quality of the submitted RFQ
 - b) Relevant experience, expertise, and qualifications of the project team
 - c) Overall technical capabilities
 - d) Project management (strength and experience on similar projects)
 - e) Track record on past projects in delivering quality professional services in a timely manner
 - f) Consultant's performance on previous North Carolina municipal projects based on information gathered by the City and/or through the references provided by the Consultant
 - g) Demonstrated commitment to the City's M/WBE Program for professional services either directly through Historically Underutilized Business certification or indirectly through sub-consultant partnering with a HUB firm and/or demonstrated commitment to the City's DBE Program for professional services either directly through Disadvantaged Business Enterprise certification or indirectly through sub-consultant partnering with a DBE firm. To receive full consideration under this criteria, include recent project(s) and the participation percent awarded to HUB certified firms or DBE certified firms.
 - h) Firm's proximity to the city and knowledge of issues from previous work for the City
 - i) Any special or unusual terms and conditions for the contract
 - j) Information obtained through interviews with short-listed consultants
- C) Rating and Selection Team:** A selection committee has been established to review and evaluate all documentation submitted in response to this Request for Qualifications. The committee will conduct a preliminary evaluation of all documentation to determine that firms are qualified to perform the required services.

- D) To be considered for this project, each submittal must contain the information indicated in this RFQ. It is the intent of the City of High Point to make a selection in a timely manner following the submittal date. The City of High Point reserves the right to reject any or all qualifications or to waive any and all formalities and the right to disregard all non-conforming or conditional qualifications and to enter into a contract with the firm or firms that will serve in the best interest of the City of High Point. The City is not legally required to enter into a contract as a result of this Request for Qualifications. All deliverables will become the property of the City of High Point.
- E) Interviews will be required for this process. The selection committee may elect to short list firms to conduct an informal interview to discuss any innovative project approach, schedule, and/or to meet key members of the proposed project team. All firms submitting qualifications will be notified in writing as to the outcome of the selection process.

Schedule for The Selection Process

EVENT	DATE
RFQ Issued	Friday, June 10, 2022
Questions pertaining to RFQ due by	Tuesday, June 21, 2022, by 3:00 PM
Responses to questions due by	Tuesday, June 28, 2022, by 3:00 PM
RFQ Submittals Due to the City	Tuesday, July 12, 2022, By 2:00 PM
City review of RFQs and Selection of Short List of Qualified Consultants to be interviewed	July/August 2022
Interviews with potential Qualified Consultants	September 2022
Council Approves contracting with selected consultants	October 2022
Prepare and send master agreements to selected consultants	October 2022
Contract Initiates	November 2022

Submission Guidelines

To facilitate the City's objective review of the RFQs, the consultants are requested to organize the main document using a standardized format. Each RFQ should contain the following:

- A) A cover letter on company letterhead signed by a principal or other member of the firm authorized to commit the firm to contract for professional services.
- B) Table of contents, with page numbers
- C) Information on the following topics:
 - a) **Executive Summary**: Should address the highlights of the RFQ, along with the strengths and special expertise of the firm and the associated team to successfully accomplish the objectives of the City. Please limit the executive summary to one page.
 - b) **Statement of Qualifications**: Identify and describe the qualifications of the firm and professional services that may be provided by the consultant or consultant team in response to this request. Also include information on any proposed sub-consultants. Note which team members were involved in referenced projects and the time period involved in referenced, completed or current projects. Also highlight any projects performed for the City of High Point during the past 5 years.
 - c) **Project Team & Project Management**: Identify the proposed project team (including any sub consultants) and key personnel for the successful completion of projects in partnership with the City. Include brief resumes of the project manager and up to four (4) project team members including office location, years of experience, certifications, and education. Identify the project manager or primary contact and any other team leaders proposed, and briefly describe how projects will be successfully managed. It is expected that the team members proposed in the RFQ will be those assigned to work on the project for the City. Also describe the firm's quality assurance / quality control methods.
 - d) **Project Schedule**: Describe the planned and envisioned workload of the proposed team members for the timeframe of this contract and verify that proposed staff will be prepared for timely completion of projects under a potential contractual agreement with the City.

- e) **Terms and Conditions of the Contract:** The City proposes to use a standard City of High Point contract for professional services. This information will be provided to the selected consultant(s) during contract and scope negotiations. Should the consultant have any special or unusual contract conditions or limitations, the City should be advised of these in this section of the RFQ. Also note your understanding of and commitment to the City's M/WBE program.
- f) **References:** Project reference list describing at least four (4) projects completed within the past five years that represent the strengths and unique qualifications of the firm or team. The list should contain project titles, locations, start and end dates, name of project managers, and name, phone number, and email address of references. The contact person should be capable of speaking to the firm's and team's ability to finish projects within the project timeframe and the firm's demonstrated ability to respond to the proposed project.
- g) **Format:** RFQs must be submitted electronically and be 12pt font size and limited to **no more than 20 pages** (8 ½ x 11) excluding the cover page, cover letter, table of contents, and any section dividers. The proposal shall be submitted by an official authorized to bind the submitter to its provisions and who is authorized to negotiate the final scope of work and fees for inclusion in a later Supplemental Professional Services Agreement with the City.
- h) **Questions:** Any questions regarding this RFQ requiring responses prior to due date are to be submitted in writing by no later than **Tuesday, June 21, 2022, by 3:00 PM** to the attention of:

Erik Conti erik.conti@highpointnc.gov

Responses will be provided via Addendum by **Tuesday, June 28, 2022 by 3:00 PM**

General Requirements

- a) If selected, the consultant(s) shall be registered through the NC Department of the Secretary of State and the City of High Point.
- b) Insurance Requirements: Proposals shall include information certifying that the consulting firm is capable of providing the following minimum insurance coverage prior to execution of a professional services agreement. **A copy of firm's Certificate of Insurance (COI) will be required at the time of selection. A copy may be provided along with submittal.**

c) <u>Insurance</u>	<u>Amount</u>
(a) Workers' Compensation	\$500,000
(b) Employers' Liability	\$500,000
(c) General Liability	\$1,000,000
(d) Automobile Liability	\$1,000,000
(e) Umbrella	\$1,000,000
(f) Professional Liability	\$1,000,000

Submission Date

Firms are invited to submit letters of interest and qualifications to the City of High Point Purchasing Department by **2:00 P.M. on Tuesday, July 12, 2022.** Letters of interest and qualifications submitted after this deadline will not be considered.

Electronic Submittals

Only electronic submittals will be accepted, and firms shall submit one electronic (PDF) version of the proposal.

Firms submitting proposals are encouraged to carefully check them for conformance to the requirements stated above. If submittals do not meet these requirements they will be disqualified. **No exception will be granted.** Submittals shall be provided to Erik Conti erik.conti@highpointnc.gov