



CITY OF MONROE

REQUEST FOR PROPOSALS

Consultant Services to Prepare a Comprehensive Plan

PROPOSALS DUE: No later than September 16, 2020 3:00 PM EST.

Late proposals will not be accepted.

INTRODUCTION

The City of Monroe (City), located within Walton County, Georgia, is seeking responses to a Request for Proposals from qualified consulting firms for the completion of a Comprehensive Plan (Project). The goal of this process would be the development of a Comprehensive Plan for the City of Monroe looking out to a horizon year of 2032.

Citizen involvement is the cornerstone of the Monroe Comprehensive Plan. A successful plan is identified not just with the elected and appointed officials of the City who adopt it, but with the entire community and its residents who help draft it and want to see it followed and maintained. The Monroe Comprehensive Plan should not be considered a static document but rather the result of a continuous process to gather and evaluate information and make informed decisions based upon constantly changing conditions.

Project financing will be accomplished over two fiscal years. The projects is expected to occur over two fiscal years and the contract will be structured accordingly.

SCOPE OF SERVICES

The Project should be completed with input from the City Council, Planning and Zoning Commission, City staff, and interested citizen stakeholder groups. It is envisioned that the Project will include a public participation process that employs multiple techniques to ensure an open public dialogue through the development of the Project.

The Project will include assembling and analyzing data regarding all of the existing conditions within the City of Monroe and utilizing that data to develop policies, actions, and an implementation plan to guide future development and decision making within the community with a horizon year of 2032.

The following basic elements shall be addressed in the Comprehensive Plan:

- Vision and Goals
- Land Use and Redevelopment
- Transportation
- Housing and Neighborhood development and redevelopment
- Parks, Recreation, Open Space, and Trails/Sidewalk Plan
- Health and Wellness
- Utilities, Infrastructure, and Community Facilities
- Economic Development
- Capital Improvements
- Implementation

CONSULTANT RESPONSIBILITIES AND DELIVERABLES

The selected consultant will work under the direction of the City Economic Development Director and will be responsible for consultation with the City Council, Planning and Zoning Commission, major stakeholder organizations, and the public. In addition, the consultant is responsible for the following items:

- General management of the Project
- Drafting and preparation of the plan document, graphics, mapping and other support services.
- Data collection, analysis, and presentation
- Organization and facilitation of public meetings
- Budgeting project funds
- Presentations to the Planning and Zoning Commission and the City Council.

Project and deliverables shall be as follows:

- Maps and associated data shall be in ArcGis format and shall be provided to the City.
- Text and report files shall be in Microsoft Word and PDF formats.
- All final reports shall be presented in digital format for archiving and reproduction.

QUALIFICATIONS

The City will evaluate consultant experience, qualifications and capabilities for developing and implementing a Comprehensive Plan. The desired qualifications are outlined below. Responders are required to submit a written narrative corresponding to each of the following section items:

1. Introduction
 - Overview and summary of how your company will assist the City in completing our desired plan
2. Company Profile
 - Company overview and history
 - How long has the company been in business?
 - Number of current employees
 - Number of clients in the past 5 years
 - Capabilities of company – Why should your company be chosen?
3. Management Team/Key Members of Implementation Team
 - Name, title, role, education, years of experience
 - Who will be the primary contact with the City throughout the entire scope of the project? (Name, title, role, education, years of experience)
4. Project Development Approach

- Proposed timeline
 - Detailed explanation of all project phases with deliverables
 - What will be expected of the City
 - What the City can expect from the company
5. Experience with Municipal Comprehensive Plan Production
- References (minimum of five references, include Georgia municipal clients, if available)
 - Client name
 - Website
 - Client contact person and title
 - Phone
 - Email address

EVALUATION CRITERIA

The contract will be awarded by the City no later than Monday, November 1, 2021 to the best-qualified candidate. All responses to this request for proposals will be analyzed for completeness and cost effectiveness. The following criteria will be used in evaluating submissions:

1. Overall responsiveness and approach to the RFP.
2. Previous experience in comparable projects.
3. Demonstrated ability to utilize public engagement in development of plans.
4. Qualifications of the personnel team assigned to the project.
5. Fee structure and budget.
6. Timeline/Availability for completion.

The agreement will only be entered into with reasonable candidates found to be satisfactory by the City, qualified by experience, and in a financial position to do the work specified. The City reserves the right to waive any informality in proposals, make the award in whole or in part, re-advertise or reject any or all proposals when such action is in the best interest of the City. Alternatives shall be accepted by the City as the budget permits and as may be in the best interest of the City.

SUBMISSION INSTRUCTIONS

The guidelines for submission of the RFP package should be as follows:

- The RFP package should be delivered in a completely sealed envelope or package no later than: **Thursday, September 16, 2021 at 3:00 pm (EST)**.
- The outside of the package should be clearly marked "Comprehensive Plan Proposal".
- The RFP may be submitted in person or by mail to the following address:

City of Monroe
 Attn: Sadie Krawczyk
 215 North Broad Street, 2nd Floor
 Monroe, GA 30655
 P: 770-266-5331
 E: sadiek@monroega.gov

- All packages should contain three (3) printed copies and one (1) digital copy (USB) of the submitted Proposal.

All submitted RFPs should follow instructions and be complete in scope as requested by the City. Late submissions will not be accepted, and will be returned unopened to the original sender.

Please make sure upon downloading a copy of the RFP that you email the Economic Development Director at sadiek@monroega.gov with your company's name and information in order to be included on any additional addenda or items of information that may be distributed during the course of the RFP. Please submit any questions regarding this RFP to Sadie Krawczyk, Economic Development Director via email at sadiek@monroega.gov.

While these estimates will serve to understand reasonable and customary charges for the vendor, final financial agreements will be negotiated after the vendor has been selected. Both sides will then agree to negotiate in good faith to reach a financial agreement that is equitable to both parties.

Proposals will be reviewed and evaluated by a selection committee based on the criteria listed herein. At the discretion of the selection committee, companies may or may not be invited to participate in an interview process. We thank you in advance for your qualification submission and welcome any questions you may have during the process.