

## **INTRODUCTION**

Madison County, Iowa, is seeking to prepare a new comprehensive plan using the ten Iowa Smart Planning Principles and the applicable thirteen elements as outlined in the Iowa Smart Planning Act of April 2010. Madison County's current Comprehensive Plan was updated in 2002. Since that time, the County has experienced increased residential growth and is expecting commercial growth to follow. The cities of West Des Moines and Cumming have annexed or plan to annex, parts of the North East section of Madison County. Zoning requests for subdivisions and housing permits continue to rise along with the increased traffic using the secondary road infrastructure. The growth in the North East corner will continue to expand further into the county resulting in increased development pressures upon, but not limited to, the county infrastructure, quality of life, natural resources, and agriculture, all of which creates friction with the existing plan goals that may not reflect the current demographics of the county. These pressures are expected to continue into the foreseeable future as the demand to use the lands of Madison County for multiple uses persists.

The goal of this planning process is to develop a comprehensive plan for Madison County looking out into the future of 2050. The plan will create a framework for the development and updating of public policy with a focus in the areas of future land use, infrastructure and economic development. It is anticipated that a comprehensive plan will provide a clear vision and generate consensus among residents and elected officials on issues related to growth and provide recommendations that promote quality development congruent with the vision of the county residents.

## **PURPOSE**

Madison County Board of Supervisors are hereby soliciting consultant qualifications for professional services to prepare an updated Comprehensive Plan for the County. This request invites qualified consultants to submit a proposal to accomplish the items of work described below under Scope of Services. Information shall be prepared and submitted in accordance with the requirements described in this Request for Proposal (RFP). Once the consultant is selected, a contract will be negotiated based on a mutually agreed upon scope of services.

## **PROJECT DESCRIPTION**

Proposals are being requested to prepare an updated Comprehensive Plan for the Madison County, Iowa, Board of Supervisors. The current Comprehensive Plan was completed in 2002 and does not address the Iowa Smart Planning Principles. The updated plan needs to comply with Iowa's Smart Planning Act of 2010 to include any subsequent updates.

## PROPOSAL SUBMISSION

Responses to the RFP must be received by Madison County as follows:

Due Date: May 11, 2018

Time: 4:00 PM Central Daylight Time

Deliver to: Madison County Auditor

Mail:

In Person:

P.O. Box 152

112 N. John Wayne Drive

Winterset, IA 50273 Winterset, IA 50273

Number of copies: 2

## PROPOSAL CONTENT

To standardize responses and simplify the comparison and evaluation of responses, all statements must be organized in the manner set forth below, separated into sections, and appropriately labeled. All information and materials requested shall be provided in the proposal under a single cover. The proposal length shall be limited to a maximum of 30 single-sided pages not including dividers and covers. Minimum font size shall be ten (10) point with 1 inch margins.

### Business Organization

The full name and address of the responding firm's organization and the branch office that will perform the services described herein shall be stated. The Principal-in-Charge of the branch office shall be identified.

### Technical Approach and Scope of Work

The responding firm shall state its understanding of the project as outlined in the Scope of Services. The approach in rendering the services required, including the use of sub-consultants, shall be detailed in a proposed Scope of Services.

### Related Technical Experience

Descriptions of a minimum of two (2) and a maximum of five (5) projects of similar size and nature shall be submitted. The project description must contain the scope of services performed, locations, and references.

### Project Staffing and Organization

Qualifications of the project manager and personnel, including anticipated sub-consultants, with specialized skills shall be highlighted. A list of sub-consultants that will be used and the work they will perform must be included. Resumes for all key personnel listed shall be included and show the following:

- Name, specialty, and job title
- Years of relevant experience with firm (and previous employers)
- Academic degree(s), discipline, and year(s) degree(s) received
- Professional registrations
- Office location where employed
- A synopsis of experience, training, or other qualities that reflect the individual's related experience and expected contribution to the project.
- A brief history of professional certifications, registrations, and licenses held by the firm/individuals that pertain to this project.

#### Timely Completion of the Project

Discuss the consultant's and anticipated sub-consultant's current workload and its ability to complete the project in a timely manner.

#### Quality Control (QC) and Quality Assurance (QA)

Provide and describe the QC and QA program that will be used.

#### Additional Information

Provide any additional information regarding the firm's experience and capabilities that would be important to the success of the project.

#### **SCOPE OF SERVICES**

A proposed Scope of Services is included as Attachment 1. The proposed Scope of Services is not intended to be a detailed scope of work that will be required as part of the final consultant services agreement, but it is intended to provide general information to firms wishing to submit qualifications. It is the intent of the County to draw upon the expertise and experience of firms submitting qualifications as to their recommendations as to exact tasks of work to accomplish the County's goals. The County will negotiate the detailed Scope of Services with the successful firm should the County elect to proceed with the project.

#### **CONTACT PERSON**

Any questions concerning the Request for Proposal should be directed to Supervisor Aaron Price ([Aprice@madisoncoia.us](mailto:Aprice@madisoncoia.us)) or Zoning Administrator Jeff Nicholl ([Jnicholl@madisoncoia.us](mailto:Jnicholl@madisoncoia.us)).

**EVALUATION AND SELECTION PROCESS**

Qualifications will be evaluated by a selection committee established by the County using the Selection Criteria included in Attachment 2 to identify the firm(s) best qualified to meet the County needs on this project. The firm(s) deemed best qualified by the selection committee may be invited for additional presentations and interviews. However, the County reserves the right to request interviews of any, all, or none of the consultants.

**ACCEPTANCE/REJECTION OF RESPONSES**

The County reserves the right to accept or reject any or all responses submitted, in whole or in part, and to waive any informalities or technicalities which at the County’s discretion are determined to be in the best interests of the County. Further, the County makes no representation that a contract will be awarded to any responder. The County expressly reserves the right to reject any and all response without indicating any reasons for such rejection(s). The County reserves the right to negotiate with any responder it deems suitable to carry out this project. The County reserves the right to postpone due dates for its own convenience and to withdraw this solicitation at any time without prior notice.

**SCHEDULE**

Responses are due by 4:00 p.m. CDT on May 11, 2018. Responses should be delivered to the County Auditor’s office in person or mailed to Madison County Auditor, PO Box 152, Winterset, IA 50273. Listed below are estimated dates and times of actions related to the RFP. These dates are for planning purposes only and represent the County’s desired timeline for implementing this project. The timeline may be adjusted as needs and circumstances dictate.

DATE	EVENT
April 13, 2018	RFP Issue Date
May 11, 2018	RFP Due
May 14, 2018	Review of Proposals
May 21 – May 25, 2018	Consultant Interviews (if necessary)
No later than May 29, 2018	Board of Supervisor Approval/Notice to Proceed
May 30 – June 8, 2018	Contract Negotiations/Preparation
June 11, 2018 – As determined in negotiations	Duration of Project

**COMPENSATION**

The payment terms of the contract for this project will include mutually agreed upon line items with a maximum cost not to exceed the fee negotiated with the successful consultant. Only those services rendered after approval of the agreement will be eligible for compensation.

**MISCELLANEOUS PROVISIONS**

All documents, graphics, maps, and exhibits produced by the successful firm as part of this project shall be provided to the County, become the property of the County, and are to be available for use by the County in any manner the County deems appropriate.

This RFP does not commit the County to award a contract, pay any costs incurred in preparation of these qualifications or participation of the interview process, or to procure or contract for any services.

## **ATTACHMENT 1**

### **SCOPE OF SERVICES**

#### **COMPREHENSIVE PLAN FOR MADISON COUNTY, IOWA**

This proposed Scope of Services is not intended to be a detailed scope of work that will be required as a part of the final consultant services agreement, but it is intended to provide general information to firms wishing to submit qualifications.

The project will include assembling and analyzing data regarding all of the existing conditions within Madison County and utilizing that data to develop policies, actions, and implementation plans to guide the future development and decision making with a horizon year of 2050. It is expected that the updated plan will include the Smart Planning Principles and comprehensive plan elements per the Iowa Smart Planning Act of 2010 which establishes 10 Smart Planning Principles to apply during deliberation of all appropriate planning, zoning, development, and resource management decisions.

The specific focus will be required for the development of a comprehensive public participation process employing multiple techniques to ensure an open public dialogue throughout the development of the plan. This should include regular meetings and presentations to a comprehensive plan advisory team, Planning and Zoning Commission and Board of Supervisors. The Madison County Supervisors recognize the best comprehensive plans include resident input. To that end, the Supervisors have authorized a county-wide leadership team to implement the Madison County Heart & Soul Initiative. The purpose is to help people identify what really matters to them about their community by taking time to identify its “heart and soul.” Community Heart & Soul is a 10 year, field-tested method, and a resident-driven approach to community planning and development that invites residents to shape the future of their communities in ways that uphold the unique character of each place ([www.orton.org](http://www.orton.org)).

We also understand the importance of Smart Planning Principle #1 – Collaboration. We are confident that a collaboration between the consultant who writes the comprehensive plan and the Heart & Soul Team (who are focused on getting as many resident voices to the table as possible) will result in a plan that doesn’t get filed on a shelf to collect dust. We anticipate the

Heart & Soul method will result in county-wide buy-in and an organized, deliberate effort to transition resident leaders to stewards who can put the Comprehensive Plan into action.

## **SCOPE OF SERVICES**

The scope of work will be finalized once a consultant is selected. At a minimum, the following scope of work and approach is required:

### **Plan Analysis**

The consultant will be expected to complete a thorough review of the existing comprehensive plan and identify relevant sections that should remain, be revised, or removed. This review should include recognition of deficiencies of the current plan and identification of elements that should be incorporated into the updated plan including Iowa Smart Growth Planning Principles. The consultant will analyze development trends as a tool that can be used to help identify future development goals.

### **Public Outreach**

The consultant is expected to take the lead in public outreach, visioning, and plan branding and promotion. The consultant, in collaboration with staff, shall plan and play a major role in community engagement to include town hall meetings, open houses, public hearings, and other informal information sessions as needed. A broad based participation plan or citizen engagement plan and publicity materials should be provided by the consultant to generate participation. A web page should be developed to publish plan updates and allow the public to interactively comment on the planning process and provide feedback.

### **Plan Framework**

The plan framework below details some required inclusions. This may be amended as public feedback is considered in the process, and additional services may be requested as identified by the project manager:

#### Executive Summary and Graphic Overview

The executive summary should serve as a plan overview, state the Comprehensive Plan goals, and provide an introduction to the format of the plan. The graphic overview should be a one-page graphic representation of the plan elements designed for distribution to the public and staff as a visual reminder of our Comprehensive Plan goals.

#### County Profile

The County profile will analyze the previous and existing conditions regarding development patterns, the economy, infrastructure, demographics, housing, and make future projections for population growth, demographic change, economic growth, and development patterns.

#### Land Use and Future Land Use Map

The plan should define a feasible land use plan for future development within the county. The plan should evaluate land use goals and visions including identifying areas for residential growth and development.

#### Housing

The housing section should include a study that provides an assessment of the present housing conditions and future housing demands in the county over the next five, 10, and 15 years.

#### Quality of Life

The plan should evaluate means to improve quality of life for the residents of Madison County. This section will tentatively include health, historic preservation, and parks and recreation. This section should address coordination with the school districts regarding future plans for expansion and/or consolidation of schools.

#### Infrastructure and Transportation

The plan should evaluate transportation infrastructure goals to determine investments that should be considered. Connectivity goals and requirements, in conjunction with multi-modal transportation initiatives, should be addressed. This section should incorporate regional trails planning, identify transportation corridors that should be improved, and address future public works, storm water drainage, and utility needs.

#### Economic Development

Identify objectives, policies, and programs to promote the stabilization, retention, or expansion of economic development, growth and retention of employment.

#### Environment

Identify potential natural or other hazards that have the greatest likelihood of impacting the county or posing a risk of catastrophic damage. The plan should evaluate objectives, policies, and programs addressing preservation and protection of agricultural and natural resources.

#### Implementation Plan

The plan should include a roadmap to implement the outcomes of the Comprehensive Plan.



## ATTACHMENT 2

### SELECTION CRITERIA

#### COMPREHENSIVE PLAN FOR MADISON COUNTY IOWA

Proposals will be reviewed using a quality-based evaluation process. A selection committee will evaluate each proposal based on the documentation requested herein utilizing criteria which include, but not necessarily limited to or in the order of, the following:

1. The proposal's responsiveness to the RFP (format, firm capabilities) approach, clarity, and ability to meet requirements.
2. A high level of professional competence and a proven record of accomplishment in the preparation of comprehensive plans, the implementation of public participation programs, and the utilization of Iowa Smart Planning Principles.
3. A firm understanding of the County's overall objectives in the comprehensive plan update process.
4. Demonstration of professional, technical, knowledge of applicable laws and experience of the principal personnel assigned to the project.
5. Ability of consultant team to demonstrate initiative, motivation, and knowledge of Madison County.
6. Public facilitation capabilities and experience working with the public as well as diplomatically crafting standards and/or criteria to be incorporated into the work products.
7. Review of references and work products.
8. Ability to complete the project within the required timeframe.
9. Cost of preparing the comprehensive plan update in relationship to the services offered.
10. Ability to produce high quality documents and graphics that are user friendly.
11. Ability to interact with the public, township, and county officials.

#### Selection Procedure

A selection committee comprised of a Board of Supervisor representative, Zoning department head, one or two citizens, Historic preservation committee representative, one to two representative from the cities in the County, and two township representatives. This committee will select and recommend the consultant for the Board of Supervisors to consider.