



# REQUEST FOR PROPOSALS

## FOR THE SANTAQUIN CITY GENERAL PLAN UPDATE



**ISSUED:**

Monday, July 27, 2020

**PROPOSALS DUE:**

Friday, August 21, 2020, 1:00 pm

**PREPARED BY:**

Santaquin City  
275 West Main Street  
Santaquin, UT 84655

**CONTACT:**

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# Introduction

Santaquin City is seeking a qualified consultant (or team of consultants) to conduct a comprehensive update of the City's General Plan with the necessary skills and qualifications to successfully engage with the public throughout the process.



## Section 1: Background

Santaquin is the southernmost city located in Utah County and partially extends into Juab County. It is truly the gateway city to Utah County with Interstate 15 running through and along its eastern side. It is also a major cross-road for Utah County in that State Route 6 (Main Street) connects I-15 to the recreational amenities of the “Little Sahara Recreation Area” and the southern accesses to and around Utah Lake. It is also the corridor to many smaller towns, including Genola, Goshen, Elberta, and Eureka.

Other jurisdictions around Santaquin include Payson, the Spring Lake community, unincorporated Utah County rural areas, and Bureau of Land Management lands to the north. To the south are lands controlled by Juab County and the small community of Rocky Ridge. Santaquin is bounded on the east by the mountainous lands managed by the US Forest Service and lands owned by the Utah State Department of Natural Resources.

Santaquin City is an agricultural community that is experiencing rapid growth. It is important to the current residents to preserve the agricultural heritage of the area while having access to quality services, programs, and amenities.

Balancing these attributes will require creativity and an ability to effectively communicate concerns and opportunities to the public, City staff, and elected leaders.

Santaquin City's General Plan was adopted in 2007 and updated in 2013. In order to be in conformance with recently adopted Utah State legislation, Santaquin City updated the Moderate-Income Housing Element of the General Plan in the Fall of 2019.

## Section 2: Scope of Work

Santaquin City would like to receive proposals from reputable firms regarding the best way to accomplish its goals and objectives to complete a general plan update process. While some suggestions will be made as to content, format, etc., Santaquin City will rely on the firm's creativity and ability to impress the Selection Committee and City Council with their proposal. This RFP document will NOT indicate every detailed parameter (i.e. cost) for general plan update.

This General Plan update should focus on two parts:

1. Extensive Public Involvement
2. A Completely Updated General Plan Document

The public involvement portion will be the most important part of this project. Public involvement may include, but is not limited to, public meetings/open houses, a steering committee, videos, letters, polls, surveys, and any other means to effectively communicate with the public. Goals and objectives for this part of the process include:

- 1.1 Implement an effective promotion strategy to maximize public involvement during the update process.
- 1.2 Listening, receiving, and organizing feedback from the public that will help shape the content of the general plan update.
- 1.3 Educating the public about concepts that promote good planning, fiscally responsible decisions, and overall good governance.
- 1.4 Generally uniting the community together and creating ownership of the updated plan with a common vision and plan for the future.

Two topics that are of particular interest within the community right now are “promoting commercial growth” (i.e. increasing tax base) and “limiting multi-family housing”.

The document portion of this project must, at a minimum, comply with the requirements in Section 10-9a-4 of the Utah State Code. As indicated in Section 1, the Moderate-Income Housing Element was recently updated and adopted (late 2019). Further work may be necessary on this element since multi-family housing is a topic of interest amongst community members. The Land Use Element and the Transportation and Circulation Element will need to be updated accordingly. Other elements and sections of the plan may need to be updated or removed from the plan based on consultant’s recommendations to the Planning Commission and the City Council. The City Council is the approving body for the final document. Goals and objectives for this part of the process include:

- 2.1 Making the general plan document more focused and concise.
- 2.2 Making the general plan document more user friendly and easy to reference when governing bodies consider land use decisions.
- 2.3 Making the general plan document an effective tool that clearly defines the direction for the future of Santaquin City.

The Planning Commission and City Council must be involved, informed, and consulted throughout the process.



## Section 3: Mandatory Pre-Proposal Meeting

The City will hold a **mandatory Pre-Proposal Meeting on Wednesday August 5<sup>th</sup>, 2020, at 10:00 am in the Santaquin City Public Safety Building located at 275 West Main Street in Santaquin City.** All interested firms that intend to submit a proposal must be in attendance at this meeting. Prior notice must be given to participate via Zoom. Proposals will not be accepted from any firm that is not represented at the mandatory Pre-Proposal Meeting.

## Section 4: Schedule and Form of Contract

The consultant shall develop and submit a proposed project schedule that identifies realistic time periods to complete all the project tasks identified in their proposal. The goal of the City is to have the General Plan update completed at or near the end of April 2021. The contract shall be a not-to-exceed form of contract (i.e. not to exceed a total agreed upon amount) supported by a schedule of values for all proposed costs for each individual task identified in the proposal.

## Section 5: Proposal Format

These guidelines were developed to standardize the preparation of a Request for Proposal (RFP) by Santaquin City on a project. Submitting an RFP is the beginning of the selection process and is used as the basis for selecting or for short-listing consulting firms. If the City determines interviews are necessary or desired prior to a selection, a minimum of two and a maximum of four consultants will be short-listed and invited to an interview with Santaquin City.

The purpose for these guidelines is to assure consistency in format and content in the RFP prepared by consultants and submitted to Santaquin City. Preparing an RFP in this way reduces the time requirements for the consultants and simplifies the review process for Selection Committee.

### **RFP PROPOSAL SECTIONS**

The RFP must contain the following sections in the order listed.

1. Cover Page
2. Introductory Letter

3. Executive Summary
4. Project Team
5. Relevant Experience
6. Approach to the Project
7. Fee Estimate Proposal (SEPARATE)

## RFP FORMAT REQUIREMENTS

It is very important that submittals be clear, concise, and in the required format so they may be evaluated in an objective manner by the Selection Committee.

1. **Electronic PDF File of RFP must be submitted**

RFP should be labeled with consultant name and project name (e.g. Santaquin 2020 General Plan Update).

2. **One-inch (1") Margins** – (Exceptions: Consultant Name/Logo and Page Headers/Footers may be within margin)
3. **10 Pt Font and 12 Pt Line Spacing, Minimums** – (The minimum font size is 10-point font or greater everywhere in RFP including graphics, unless the graphics are a duplication from another source and the source is referenced. The minimum line spacing is 12 point.)
4. **10 Page Maximum** – A page is defined as a **single-sided** 8.5" x 11" or 11" x 17" sheet that contains text, pictures, tables, graphs, charts, plan sheets, or any other graphics. There is a limit of four 11" x 17" "Z" folded sheets.

**Penalties: Any RFP that exceeds the 10-page maximum will receive a three-point penalty per page over the limit. Any violation of numbers 1-3 of the format requirements will receive an additional 1-point penalty per violation for a total penalty of up to 15 points.**

## RFP EVALUATION CRITERIA

<b><u>Total Maximum of 100 points</u></b>
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1. **Cover Page** – A cover page must be included with the submittal. The cover page should include the proposer's company name and logo, address and telephone number of the person to be contacted along with others who are authorized to represent the company in dealing with this RFP. The cover

page may not include any content (informational graphics, text, etc.) that should be included within the body of the submittal. If content (informational graphics, text, etc.) is included on the cover page, the cover page will be counted as one of the allowed pages.

No evaluation points are assigned to this section and the cover page will not count as one of the allowed pages, so long as the above instructions are followed.

2. Executive Summary – A **one-page** executive summary must be included which briefly describes the proposer's approach and clearly indicates any options or alternatives that could be included. It must also indicate any major requirements that cannot be met by the proposer. This summary should also highlight the major features of the proposal and identify any supporting information considered pertinent. In short, the Selection Committee should be able to determine the essence of the proposal and how well it meets the requirements.

No evaluation points are assigned to this section and the executive summary will not count as one of the allowed pages, so long as the above instructions are followed.

3. Project Team – The Selection Committee will consider how well the qualifications and experience of the members of the project team relate to the specific project. The following information should be provided.
  - Project team flow charts indicating chains of communication between the Team, any sub-consultants, and city personnel.
  - Describe the qualifications, experience, and availability of key personnel on your proposed project team. (NOTE: Do not include percentages of availability nor wages/costs of personnel hours within this section as this may be misinterpreted.)
  - Describe any unique qualifications your firm has to perform this type of work.
  - Describe your firm's internal quality and cost control procedures.

A maximum of **20 points** is available for this section

4. Project Experience– Provide a list of 3 similar projects your firm has completed since 2015. This may be in spreadsheet form or as informational pages, but must include the following points of information:

- Name of Project Manager
- Year Completed
- Project Name
- Project Description
- Final Project Cost
- Services Performed
- Reference Contact and Telephone Number

The Selection Committee will check all provided references.

A maximum of **35 points** is available for this section

5. Approach to the Project – The Selection Committee will evaluate how well you have planned a basic course of action, what alternatives and/or preliminary approaches are proposed, and what provisions are identified for dealing with potential impacts, impediments, or conflicts. Include the following:

- A complete narrative of the proposer's assessment of the work to be performed and the firm's ability to meet those aims, along with the resources necessary to meet the requirements of this RFP. This overview should clearly demonstrate the proposer's understanding of the desired overall performance expectations and how they will be achieved.
- Provide a Project schedule of meetings, timeframes of work, deliverable milestones, noticing periods, and anticipated final completion of the updated general plan document.
- Describe the course of action proposed to meet the goals and objectives of the project. Be realistic, clear, and concise.
- Identify potential impacts, impediments, conflicts, or potential mitigation.
- Technical or other assistance from the City that the consultant deems necessary for a successful project outcome.
- A complete project work plan showing all proposed team members, hours, tasks to be assigned, etc.

- Other anticipated/recommended major components of work not included within the scope of work that the consultant deems necessary for a successful project outcome.

The City discourages the inclusion of materials that do not add substantively to the proposal or otherwise assist City staff in understanding the qualifications of the firm.

A maximum of **35 points** is available for this section

6. Fee Estimate Proposal (SEPARATE) – The contract for services shall be based on a Lump Sum (not to exceed) contract amount, supported by a breakdown of proposed costs for each individual task. The consultant should identify the proposed fee for each major task in the scope of work and submit the total fee as part of the proposal. A fee estimate should also be included that shows labor rates and hours for project staff proposed by name, labor rates and hours for project staff proposed by position and/or role. The consultant should also identify any special services to be provided by resources outside of the firm and the cost of such services (i.e. sub-consultants, etc.).

A maximum of **10 points** is available for this section

## Section 6: Submittal Requirements

Submitted proposals must contain all information identified in Section 5 above. **Five (5) hard copies and one (1) PDF copy** of the technical proposals shall be submitted. The required fee estimate must be submitted separately in a separate envelope. The City reserves the right to delay or deny approval of the work if it is determined in the City's best interest to do so.

Submit proposals to Santaquin City no later than **1:00 pm, Friday, August 21, 2020**. **Label all submitted proposals as follows: "Santaquin City General Plan Update Request for Proposal". Submit all proposals to Santaquin City Corporation, 275 West Main Street, Santaquin, UT 84655. Proposals received after the deadline will be sent back to the submitting firm unopened and will not be considered. Proposals submitted to Sciquest WILL NOT BE CONSIDERED.**

## **No public opening of proposals will occur.**

Any and all questions pertaining to this request for proposal shall be submitted electronically via [www.SciQuest.com](http://www.SciQuest.com). If it becomes necessary to revise the RFP, addenda will be posted on [www.SciQuest.com](http://www.SciQuest.com) and all proposers notified as such.

By submitting a response to this RFP, the submitting firm represents that it has thoroughly examined and has become familiar with all work required under this RFP and that it is capable of performing quality work to achieve the project objectives and perform all tasks.



## **Section 7: Selection of Consultant**

The Selection committee will review and rank the responsive proposals at which time they will decide whether to forward a recommendation to award the project to the City Council, or whether to invite several top ranked proposing firms to prepare and present an oral presentation to the committee. The City reserves the right to reject any or all proposals received. Furthermore, the City shall have the right to waive any informality or technical defect in proposals received when deemed by City staff to be in the best interest of the City. If oral presentations are requested, the Selection Committee will then rank the oral presentations and recommend which firm they selected as the highest ranking firm. The Selection Committee will make a recommendation to the City Council for award, if any, accordingly.

The successful consultant will be selected in accordance with the City procurement policy. Some of the selection criteria that may be used by the Selection Committee includes the following:

- Grasp of Project Requirements
- Firm's analysis, interview preparation and level of interest, focus on the project's specific requirements, approach and execution

- Design Approach/Methodology: Technical alternatives, creativity, problem-solving ability
- Project Management: Schedule, cost control, quality assurance;
- Project Design Team: Experience, depth of staff support, sub consultants;
- Key Project Personnel: Experience and qualifications of project manager and other key personnel;
- Firm Responsiveness: Progress reports, general attitude, ability to communicate;
- Geographic Considerations: Familiarity with locale and local government agencies;
- Approach to Work: Understanding of scope, schedule and interfacing tasks;
- References: Previous work that reflects special expertise or groundwork available for the proposed project;
- Schedule: Proposed project schedule; and
- Fee: The reasonableness of labor hours, rates, and other elements of the fee estimate proposal.

## Section 8: City Reservation of Rights

The City reserves the right to:

- Reject any and all proposals in response to this RFP
- Wave or modify any irregularities in proposals
- Request any additional information or modifications of proposals prior to an award, if such is in the best interest of the City
- In the event of unsuccessful contract negotiations or contract termination, enter into contract negotiations with other qualified firms that submitted responsive proposals
- Cancel or modify the terms of this RFP and or the project at any time and for any reason preceding the execution of a contract
- As part of the proposal evaluation process, several selected firms may be invited to make oral presentations to the City. These oral presentations, if conducted, must be made by the same project team personnel who will be assigned to the project, should the proposer be awarded a contract.



## **Section 9: Competitive Selection Process**

Santaquin City is committed to protecting the integrity of the competitive selection process and is respectful of and grateful for the resources of firms submitting proposals. To that end, prospective firms are not to have any direct or indirect communications relating to this project with any of the selection committee members. Furthermore, if during the selection process a proposer is contacted by a member of the selection committee directly or indirectly regarding the project or selection process, or if any conflict of interest is identified, the proposer shall notify Jason Bond, Santaquin Community Development Director, of the contact or conflict. This will allow for modifications to the selection committee or other action necessary to preserve the professional integrity of the selection process.

## **Section 10: Proposal Costs**

All costs associated with the preparation of the proposal, travel and time for the interview, as well as any other related materials and delivery will be borne by the Consultant. All proposals become the property of Santaquin City. Santaquin City will not be responsible for said costs in any event, including but not limited to, termination of the contract in whole or in part, rejection of a proposal as non-responsive, or rejection of a proposal as non-responsible.

## **Section 11: Ambiguity, Conflict, or Other Errors in the RFP**

If a consultant discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP, Consultant shall immediately notify Santaquin City of such error in writing and request modification or clarification of the document. Santaquin City will make modifications by issuing a written revision

(addendum) and will give written or electronic notice via Sciquest. The Consultant is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other error in the RFP prior to submitting the proposal or it shall be waived.