



**REQUEST FOR PROPOSAL
MASTER PLAN UPDATE
RFQ No. 2025-001**

Deadline for Submitting Questions Due: February 13, 2025

**Deadline for Submittal: February 27, 2025
(No later than 5:30 P.M.)**

Deliver to:

**City of Florence
600 W. Third Street
Florence, CO 81226**

Attn: Cortlyne Huppe, City Clerk

Tel. 719-784-4848

Fax 719-784-0228

cortlyne.huppe@florencecolorado.org

<https://www.cityofflorenceco.gov/>

COMPREHENSIVE MASTER PLAN UPDATE REQUEST FOR PROPOSALS (RFP)

PROJECT OVERVIEW

The City of Florence, Colorado Planning Commission, in conjunction with the City of Florence Planning Department, is seeking a qualified Consultant to lead and prepare a comprehensive Master Plan update for mid-late 2025 which addresses the many challenges that impact the City's municipal facilities and services, economic vitality/sustainability/growth, community character, and natural resources.

The Planning Commission's update to the Master Plan will be theme-based and informed by results from public and community engagement anticipated as part of the Comprehensive Master Plan Update process. In addition, the updated Plan shall reference and utilize information from the current Master Plan, including maps and other materials as well as federal, state, regional, and local technical references. The updated plan shall include eye-catching graphic elements, photography, and illustrations to support the theme.

PRIMARY GOALS

- Complete a comprehensive analysis of existing conditions—including, but not limited to, City-wide infrastructure and services, conservation and restricted land, land available for development, current demand for development and resources, municipal management, and environmental considerations—and identify challenges to be addressed.
- Provide actionable recommendations to address current and future issues that will result in positive outcomes for the City.
- Create a streamlined summary document focused on the most critical issues facing the City today and into the future.
- Communicate information in a document that is easily accessible, linked internally and externally, and searchable for members of the public and other users. The updated Master Plan should be presented in printed form, in a web format compatible with the City of Florence's website www.cityofflorenceco.gov, and as a downloadable PDF.

SCOPE OF WORK

The successful bidder will be expected to complete each of the following elements of the Project:

1. Community Outreach

The Consultant will be required to develop a Community Outreach Plan, including focal points and issues to be discussed, organize community outreach events and opportunities, such as focus groups, and facilitate discussions at these events. The Consultant will also coordinate additional surveys and public input methods and attend meetings as needed.

2. Goals and Vision

The Consultant shall lead the City's Master Plan Project Team (MPPT), which shall be comprised of the Planning Commission, Planning Director, and a Master Plan Steering Committee, in reviewing the existing master plan vision statement and developing a new vision statement as part of those bodies' review of the City's existing Master Plan and approved by the Planning Commission. The Vision Statement shall act as a guiding chapter or section of the Master Plan Update. The Consultant shall, where appropriate, recommend revisions to or expansion of the Vision Statement based on further public input and discussion. The Consultant shall support this work by collaborating with the MPPT and, where appropriate, recommending the creation of working groups to develop achievable goals and objectives related to topics of interest identified by Community Outreach activities.

3. Working Groups

The Consultant shall, where appropriate, recommend to the MPPT the establishment of working groups and the scope of those working groups, which shall include expected deliverables and schedules. The Consultant shall also coordinate with these working groups and manage data gathering across said groups.

4. Data Collection and Analysis

The Consultant will be responsible for the following:

- a. Collecting updated information, including, but not limited to, the most recent demographics, traffic and transportation, community facilities and services, housing needs and inventory, natural resources, economic indicators, history and heritage, and recreational needs and opportunities. The MPPT shall assist the Consultant as needed in providing background information about the City and its history. This updated data, as well as background information and input received from future community outreach and engagements, will inform the working groups and will be incorporated into the Comprehensive Master Plan Update document.
- b. Reviewing relevant research/studies previously completed for/by the City and referencing

said research and studies in preparing the Master Plan Update. Such research and studies shall include, but shall not be limited to, the City's existing Master Plan, natural resource inventories, open space recreation plans, conservation/environment studies and information, historical/cultural resource assessments, economic and business development/retention studies, infrastructure assessments and studies, and land use development studies, amongst other pertinent materials. The Consultant shall also review and incorporate regional and statewide reports relevant to the future of the City.

- c. Completing a comprehensive analysis of existing conditions — Florence's strengths, needs, opportunities and weaknesses.

5. Implementation

The Consultant shall recommend strategies to accomplish the goals of the City, and propose mechanisms to reasonably implement those recommendations. As part of those strategies, the Consultant shall:

- a. Provide details about municipal regulatory structures that need to be amended to achieve the specified goals of the Master Plan Update.
- b. Identify which entities should carry out the steps needed to achieve those goals.
- c. Prepare a clear timeline for implementation that considers how best to prioritize the goals.
- d. Recommend amendments to the City's Zoning Ordinances, Infrastructure Design, Construction, and Administration Standards, and Land Development Regulations, as well as policy changes or amendments to other provisions of the Municipal Code, and specify details of potential capital improvements, additional studies, and/or additional strategies that may be needed.
- e. Identify resources necessary for the implementation of the recommendations.
- f. Be innovative and creative with plan implementation suggestions. Some examples are "next step" kits for top-priority projects and/or a related website or social media platform to keep the public informed of progress on the Master Plan Update and implementation.

6. Interim and Final Draft Plans

With the assistance of the MPPT, the Consultant shall prepare an engaging, useful Master Plan Update which can be implemented in a practical manner that is consistent with the options available under Colorado law. The Plan will be presented in written form, have an online presence and be downloadable as a PDF. The Consultant shall incorporate visuals, graphics, summaries, and other presentation tools tailored to the Master Plan's various audiences. The Master Plan Update shall include the following content sections/content areas:

- a. Executive Summary;
- b. Introduction/Overview of the current state of the City and current and emerging issues;

- c. Vision Statement;
- d. Summary of public input
- e. Theme-based content that identifies the needs, challenges, and opportunities available to the City;
- f. Implementation Plan outlining specific actions suggested to be taken by the City and staff over a period of ten years and the amount of funding needed to complete those actions;
- g. References to existing Master Plan chapters and related/referenced documents, reports, and information as needed; and
- h. References to information used to create the Master Plan Update.

7. Deliverables

The Consultant shall prepare an interim draft of the Master Plan Update for review by the MPPT and, subsequently, by the Planning Commission and the public. The Consultant shall collect comments from stakeholders and prepare a final draft of the Master Plan Update for the Planning Commission's consideration and adoption at a public hearing.

The Consultant shall provide ten (10) (spiral bound) printed copies and one (1) copy each in Adobe PDF and MS Word format of the interim draft(s) and final Master Plan Update documents, including narrative, graphics, schedules, appendices, and addenda. Any large maps shall be provided in PDF format. (Cost for mass production of final Master Plan documents will be the responsibility of the City.) The Consultant shall also provide spreadsheets and charts in Excel format, including supporting data for all tables and graphs.

CONTRACT DOCUMENT

Upon selection, the successful bidder will provide a contract deemed suitable by the City's legal counsel. The Consultant shall be required to sign the written contract with the City within ten (10) business days of notification of their selection.

Once the contract is executed by both parties, the Consultant will be instructed to commence providing the work as outlined in the executed contract. All information, plans, documents, photos, and other materials of any kind acquired or developed by the Consultant pursuant to this project shall be the property of the City of Florence, CO.

The contract shall include the following:

1. The requirement for the Consultant to maintain professional liability, worker's compensation, and motor vehicle insurance in an amount satisfactory to the City and covering assigned personnel who will be engaged on the project, together with the requirement for the Consultant to provide a certificate of insurance, give advance notice of cancellation, and name the City as an additional insured;
2. An indemnification clause that indemnifies, protects, and holds the City harmless against

the negligence and willful misconduct of the Consultant, its employees, and its subcontractors;

3. An acknowledgment that all work products used or created in conjunction with the services covered by this Agreement shall be the sole property of the City of Florence, and that, in the event of cancellation or termination, such products will remain in the possession of the City of Florence;
4. An acknowledgment that the Consultant will be compensated as an independent contractor and will be responsible for providing F.I.C.A., Worker's Compensation, Unemployment Compensation & Liability to all of the Consultant's employees assigned to the City's project; and
5. Such other provisions as deemed necessary for the protection of the City's best interests.

PROJECT SCHEDULE

The Consultant shall begin work upon contract approval and complete all tasks no later than the end of October, 2025. A completed interim draft of the Master Plan Update shall be delivered to the MPPT at least two months prior to the project completion date to allow time for final review and revisions. The Consultant will provide a final draft of the Master Plan Update, reflecting final revisions and including supporting documents, for the Planning Commission's public hearing process and will make any additional changes until the Plan is adopted.

SELECTION CRITERIA

Bids for the Master Plan Update project will be reviewed and evaluated based on the following criteria:

1. The completeness of the proposal;
2. Consultant's experience and approach to similar projects;
3. Consultant's proposal and plan for accomplishing the Scope of Work;
4. The proposed contract price as a lump-sum, inclusive of all costs, fees, and expenditures;
5. References from previous projects;
6. Professional qualifications of individuals who will be assigned to the project;
7. Consultant's demonstrated ability to manage project costs, manage schedules; and work effectively with working groups and stakeholders.

The City may reject any and all bids for any reason.

SUBMITTAL FORMAT FOR PROPOSAL

1. Outside cover to read "Proposal for Master Plan Update, City of Florence, CO"

2. Transmittal Letter:

- a. A description of the firm, including, but not limited to, the number of employees employed by the Consultant; the employees available for the work and their areas of specialization; the number of years the Consultant has been in operation; and the location of office(s) proposed to handle the work. Limit to one single-sided page.
- b. The names, contact information, and resumes of key staff who will be assigned to this work in a format that identifies each team member's education and qualifications. Limit to one single-sided page per staff member.
- c. The identity and contact information of the Project Manager.
- d. If multiple consulting organizations will be working together on the project, include the identity of the lead Consultant.
- e. A statement summarizing how the Consultant and/or Project Team is specifically qualified for this project. Limit to one single-sided page.
- f. A minimum of three (3) references for comparable projects, including identification of the specific projects and communities for which those projects were completed and reference contact information. Each reference should be described in no more than one single-sided page.
- g. A description of how actual or perceived conflicts of interest based on relationships with the City, City officials, interested stakeholders, or the Consultant's other clients will be prevented or mitigated. Limit to one single-sided page.
- h. One copy of the transmittal letter must be marked Original and have the original signature of an officer of each principal firm that comprises the Consultant.

3. Proposal Narrative (*Limit to one single-sided page.*)

The Proposal Narrative shall describe the Consultant's approach and technical plan for accomplishing the project elements described in the RFQ's Scope of Work, including methods and team member participation. The Consultant is encouraged to elaborate and improve on the list of tasks in the Scope of Work but shall not delete any of the Scope of Work tasks described herein.

4. Scope of Work:

- a. Consultant's specific proposal and strategies for addressing each element of the Project, as identified in the Scope of Work section of the RFQ; Limit to 4 single-sided pages.
- b. Detailed schedule, which includes timetables for accomplishing milestones for each element of the Project, as identified in the Scope of Work section of the RFQ; Limit to 2 single-sided pages.
- c. Specific deliverables that will address each element of the Project, as identified in the Scope of Work section of the RFQ; Limit to two single-sided pages.
- d. Schedule of anticipated onsite meetings with the MPPT, working groups, the Planning

Commission, and public hearings/outreach meetings; *Limit to two single-sided pages.*

SUBMITTAL PACKAGE INSTRUCTIONS

1. Five (5) copies of the Submittal are required.
2. Pages shall be stapled single-sided, letter-size (8 ½ x 11 inches).
3. The Submittal must be in a sealed envelope plainly marked on the outside as follows:
 Consultant’s Name
 Proposal for Master Plan Update City of Florence, CO
 600 W Third Street
 Florence, CO 81226
 Attention: Cortlyne Huppe, City Clerk
4. Submittals must be received at the Florence City Hall, 600 W Third Street, Florence, CO, 81226 no later than 5:30 pm, Thursday, **February 27, 2025.**
5. Bidders are responsible for all of their costs in preparing and submitting bids for this RFQ.
6. Upon selection, the successful bidder shall be required to enter into a written contract with the City within ten (10) business days of notification of selection.
7. The total cost for the Work should be provided on a lump-sum, not-to-exceed basis.
8. Proposals should include a milestone billing schedule which acknowledges that the City of Florence will hold 15% of the project funding until the final product has been approved.
9. Cost proposals should identify the hourly rate for personnel associated with work that may be considered optional or outside the scope of the engagement.

CONSULTANT SIGNATURE(S)

This statement indicates that, to the best of my abilities, all information contained in this Submittal is complete and accurate.

I grant the City of Florence, CO and its representatives authorization to contact any of my existing or previous clients (or a team member’s clients) for purposes of obtaining an independent evaluation of my or my team member’s performance.

I certify under the penalty of perjury that this bid is in all respects bona fide, fair and made without fraud or collusion with any other person, corporation, company, or other entity.

_____ Date _____

Signature Required

_____ Date _____

_____ Date _____

CONTACT INFORMATION

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Planning Director

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Florence, CO 81226

(719) 784-4848

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