



Date: July 14, 2026
Department: Planning and Zoning
Presenter: Gina Corson, Planning and Zoning Administrator
Subject: Selection of Land Use & Development Code Rewrite Consultant

Purpose:

The purpose of this agenda item is for the Town Council to review the consultant proposals submitted for the comprehensive rewrite of the Town's Land Use and Development Code (LUDC), consider staff's evaluation together with the Planning & Zoning Commission's advisory input, and determine which consultant the Town should authorize staff to negotiate a professional services agreement with.

Background:

Earlier this year, the Town received consultant proposals from OPS Strategies and Kendig Keast Collaborative (KKC) to prepare a comprehensive rewrite of the Town's Land Use and Development Code. During the initial review, differences in scope, deliverables, and pricing made a direct comparison of the proposals difficult.

To provide a more equitable evaluation, the Town prepared and issued a Request for Proposals (RFP) establishing a common scope of work, required deliverables, and evaluation criteria. Both firms submitted revised proposals responsive to the RFP, allowing staff to evaluate each proposal using the same criteria.

Staff reviewed the revised proposals based on the evaluation criteria established in the RFP, including project understanding, relevant experience, proposed approach, project team qualifications, and overall value. **Both firms demonstrated the qualifications and experience necessary to successfully complete the project. While each proposal offers distinct strengths, neither demonstrated material deficiencies that would prevent successful completion of the Town's objectives.**

While cost remains an important consideration, staff's evaluation focused primarily on each firm's qualifications, experience, and ability to successfully complete the project in accordance with the RFP. The fiscal differences between the proposals are presented to assist the Town Council in evaluating overall value and should be considered alongside the technical merits and long-term benefits of each proposal.



Following completion of the staff evaluation, the Planning & Zoning Commission independently reviewed the revised proposals and provided advisory recommendations, which are included in the attached Recommendation Summary for the Town Council's consideration.

Alternatives:

Option A — Authorize negotiations with OPS Strategies

Benefits Include:

- Extensive Wyoming and regional planning experience.
- Familiarity with Alpine and surrounding communities.
- Strong emphasis on collaboration and direct principal involvement.
- Planning & Zoning Commission currently favors this option based on the responses received.

Challenges Include:

- Fewer specialized technical staff than a larger multidisciplinary consulting team.
- Does not include the optional enCodePlus digital publishing platform.

Option B — Authorize negotiations with Kendig Keast Collaborative

Benefits Include:

- Extensive national experience preparing comprehensive land development regulations.
- Large multidisciplinary project team.
- Strong emphasis on code organization and long-term administration.
- Optional enCodePlus platform for future online code management.

Challenges Include:

- Less regional familiarity than OPS Strategies.
- Fewer opportunities for in-person collaboration due to geographic location.

Option C — Reject both proposals and direct staff to pursue an alternative procurement process.

Benefits Include:

- Allows Council to reconsider project scope or consultant selection.

Challenges Include:



- Delays implementation of the recently adopted Master Plan.
- Delays modernization of the Land Use and Development Code.
- May increase project costs and extend the project schedule.

Fiscal Impact:

The Town Council previously approved a budget of **\$112,000** for the comprehensive rewrite of the Town's Land Use and Development Code.

The final proposal submitted by **OPS Strategies** falls within the Town's approved project budget.

The **Kendig Keast Collaborative (KKC)** proposal includes a **Phase 1 Comprehensive LUDC Rewrite** totaling **\$134,800**, which exceeds the currently approved budget by **\$22,800**. KKC also submitted an **optional Phase 2 Digital Implementation** proposal totaling **\$17,750** in one-time implementation costs and **\$4,250** in annual software and maintenance costs. Phase 2 services are optional and are not required to complete the LUDC rewrite.

If the Town Council selects KKC, it may wish to consider whether to:

Strategic or Community Impact:

The comprehensive rewrite of the Land Use and Development Code is one of the primary implementation strategies identified in the recently adopted Master Plan. Selecting a qualified consultant will allow the Town to modernize its development regulations, improve administrative efficiency, provide greater clarity to applicants and staff, and ensure the Code reflects the community's long-term vision.

Key Questions:

- Which consultant's approach best aligns with the Town's long-term goals and implementation of the recently adopted Master Plan?
- Does the Council place greater value on regional familiarity and local collaboration or broader national experience and code modernization expertise?
- Which consultant is best positioned to produce a Land Use and Development Code that is practical for staff to administer, straightforward for applicants to navigate, and sustainable over the coming decades?
- How should the Planning & Zoning Commission's advisory recommendations be weighed alongside staff's objective evaluation of the proposals?



Suggested Motion: 1 or 2 suggested motions

I move to authorize the Mayor to negotiate and execute a professional services agreement with _____ to prepare the Town of Alpine's comprehensive Land Use and Development Code rewrite, subject to final review by the Town Attorney.

Attachments:

1. **Request for Proposals (RFP)** – Establishes the project scope, required deliverables, evaluation criteria, and budget expectations used to obtain comparable consultant proposals.
2. **Updated Consultant Proposals (June 2026)** – Revised proposals submitted by OPS Strategies and Kendig Keast Collaborative in response to the Town's Request for Proposals (RFP).
3. **Consultant Staff Evaluation** – Objective staff evaluation of the revised consultant proposals using the criteria established in the Request for Proposals (RFP), including a comparison of each firm's qualifications, experience, project approach, and overall responsiveness.
4. **Consultant Recommendation** – Summary of the Planning & Zoning Administrator's recommendation and the Planning & Zoning Commission's advisory recommendation, including the primary strengths identified for each consultant.
5. **Original Consultant Proposals (December 2025)** – Original consultant proposals submitted before issuance of the Request for Proposals, provided for historical reference and comparison.