



Staff Evaluation Summary

Land Use and Development Code (LUDC) Consultant Selection

Purpose

This evaluation summarizes staff's assessment of the revised consultant proposals submitted in response to the Town's Request for Proposals (RFP). The evaluation is based on the criteria established in the RFP and is intended to provide an objective comparison of each firm's qualifications, experience, proposed approach, and overall responsiveness to the requested scope of work.

Evaluation Summary

RFP Evaluation Criteria	OPS Strategies	Kendig Keast Collaborative (KKC)
Understanding of the Project	Meets/Exceeds Expectations – Demonstrates a strong understanding of Alpine, Wyoming, planning issues, and mountain-community development.	Meets/Exceeds Expectations – Demonstrates a strong understanding of Alpine's regulatory needs and implementation of the Master Plan.
Relevant Experience	Strong – Extensive Wyoming and regional planning experience, particularly in Jackson, Teton County, and mountain communities.	Exceptional – Extensive national experience preparing comprehensive Land Use and Development Codes, including numerous western communities.
Quality of Proposed Approach	Strong – Collaborative approach emphasizing staff involvement, public engagement, and practical implementation.	Exceptional – Comprehensive regulatory approach focused on code modernization, administrative clarity, and long-term usability.
Project Team Qualifications	Strong – Smaller team with direct involvement from the principal consultant throughout the project.	Exceptional – Larger multidisciplinary team with specialized expertise in code



RFP Evaluation Criteria	OPS Strategies	Kendig Keast Collaborative (KKC)
		drafting, implementation, mapping, graphics, and project management.
Cost & Value	Comparable – Proposal is responsive to the RFP and provides good overall value.	Comparable – Proposal is responsive to the RFP and provides good overall value.

Evaluation Observations

Both consultant proposals demonstrate a clear understanding of the Town's objectives and respond comprehensively to the requirements established in the Request for Proposals (RFP). Each firm possesses the qualifications, experience, and technical capability necessary to successfully prepare a comprehensive rewrite of the Town's Land Use and Development Code.

Although both proposals satisfy the requested scope of work, they reflect different organizational strengths, project approaches, and implementation philosophies, which are summarized below.

OPS Strategies

- Extensive Wyoming and regional planning experience.
- Strong familiarity with Alpine and surrounding communities.
- Collaborative, hands-on approach with direct principal involvement.

Kendig Keast Collaborative

- Extensive experience preparing comprehensive land development codes nationwide.
- Strong emphasis on objective standards, code organization, and long-term administration.
- Optional enCodePlus platform for future digital publishing and code management.



Evaluation Conclusion

Based on the evaluation criteria established in the Request for Proposals (RFP), staff found that both consultant proposals are highly responsive and demonstrate the qualifications necessary to successfully complete the requested work. No material deficiencies were identified in either proposal.

The evaluation identified meaningful differences in experience, project approach, team composition, and implementation strategy. Kendig Keast Collaborative demonstrated particular strengths in comprehensive code drafting, multidisciplinary technical resources, and long-term code administration, while OPS Strategies demonstrated particular strengths in regional familiarity, local collaboration, and Wyoming planning experience.

Either proposal would successfully meet the Town's objectives. Ultimately, the selection of the consultant depends upon which approach the Town Council believes best aligns with Alpine's priorities, budget, and long-term vision for implementation of the recently adopted Master Plan.