

# REQUEST FOR PROPOSAL

## 2045 Comprehensive Plan Update

October 21, 2020

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### **PURPOSE**

The City of Green Cove Springs is seeking proposals from a planning or interdisciplinary firm with pertinent experience in comprehensive planning, urban design consulting, and economic development strategies for the housing, commercial and industrial sectors. The consultant shall draft the Future Land Use and Transportation Elements of the Comprehensive Plan and assist staff with the preparation of all other elements of the Comprehensive Plan as part of the 2021 Evaluation and Appraisal Report (“EAR”).

### **Community Profile**

Green Cove Springs is situated on the West Bank of the St. Johns River. Originally, Governors Creek was the northern City limit and the St. Johns River was the City limit on the west and north. The City limits were extended beyond its original limits with the annexation of Reynolds Industrial Park to the south and Magnolia Point to the north. The City is centrally located on the eastern edge of Clay County midway between the Duval and Putnam County boundaries. It is located on U.S. Hwy. 17, Orange Avenue and is 12 miles south of Orange Park and 18 miles south of Jacksonville Naval Air Station. U.S. Hwy. 17 and S.R. 16 intersect in Green Cove Springs. S.R. 16 East provides access to the east bank of the St. Johns River and St. Johns County via the Shands Bridge. S.R. 16 West is a main artery through the City westward toward Penney Farms and Starke. Green Cove Springs is the seat of government in Clay County.

The City’s population, as of 2019, is 8,577, a 23% increase from 2010.

### **Key Components**

The City’s comprehensive plan is designed to guide and provide confidence in development of the city, in part through limitations on amendment and requirements for financial feasibility. It is also designed to react to changes within the local jurisdiction. The City’s plan included the elements required by the State of Florida (Section 163.3187, F.S.).

Changes to the comprehensive plan come through amendments, revisions to methods of implementation, and in large part through a periodic evaluation of the plan.

An update to the Comprehensive Plan is needed to ensure that Green Cove Spring’s quality of life is enhanced and protected as the City grows. The forthcoming construction of the First Coast Expressway, which will ultimately connect from Interstate 95 to Interstate 10 and will be located just to the south and west of the City, will have a major impact on growth in and around the City. Due to the potential growth, it is important that the City explore innovative growth management and

development strategies that will encourage economic prosperity and increase quality of life opportunities for future generations. The City is striving to encourage economic growth and establish better land use management policies and strategies focusing on Land Use and Transportation. Some of the critical issues and choices that are facing the City include:

- Growth and Annexation: analyze undeveloped areas within the City’s Electric and Water and Sewer Service areas to determine appropriate land use and infrastructure needs
- Development of Reynolds Park
- Downtown
  - Identify the Boundary
  - Policies and strategies for the Development of a Form Based Code
- Standards that improve the visual character of the City’s entry corridors: US 17 and SR 16
- Working with the North Florida Transportation Planning Organization (TPO) and the Florida Department of Transportation (FDOT) to develop a context sensitive design for US 17 through the City limits.
- Adding a Future Land use designation of Traditional Neighborhood Design (TND), to provide for an interconnected, mixed use development through specific site and design standards that create pedestrian and bicycle friendly communities.
- Creation of Historic Districts
- Managing Traffic Congestion
- Developing an interconnected Bike/Pedestrian Trail system

## **SCOPE OF SERVICES DELIVERABLES**

### **Task I – Citizen Engagement and Data Collection**

- Public and Stakeholder Engagement. The consultant should include a plan for public engagement in their proposal. A variety of methods shall be used to encourage broad and diverse public involvement, some of which could include stakeholder interviews, advisory committee, an interactive website, presentations to the Planning and Zoning Board and City Commission, open houses and public workshops or meetings. The consultant is encouraged to propose other innovative public engagement methods. Comments and suggestions made through the participatory process should be summarized in a report format.
- Existing Conditions. The consultant should analyze key current conditions in the City. The existing conditions analysis should include a market study to address recent changes in the housing market and economic conditions along with an examination of demographics, land use and zoning, transportation, the natural environment, community services and infrastructure, and image and identity.

Task II –Draft Comprehensive Plan Elements

- Draft EAR-Based Future Land Use Element Goals, Objectives and Policies
- Draft EAR-Based Transportation Element Goals, Objectives and Policies
- Review of EAR-Based Amendments for other Comprehensive Plan Elements
- Draft Maps and Exhibits for Future Land Use and Transportation Elements

Task III – Draft Presentation/review

- Draft Plan. The consultant should provide a draft of the Future Land Use and Transportation Element to be reviewed by City staff, the Advisory Committee, Planning and Zoning Board, and City Council in order to analyze information and data from the existing conditions research, the public engagement process, and the response to the presentation of key recommendations. Preparation of all other Comprehensive Plan elements shall be completed by staff using the same time frame and in coordination with the Future Land Use and Transportation Elements.

Task IV – Revision to Draft Plan

- Once input has been provided at the various levels of participation, the consultant shall make appropriate changes to the plan and submit to the City.

Task V – Final Plan

- The consultant will provide one (1) printed color copy and one (1) digital copy with print- ready graphics in .pdf format. The digital copy shall not be protected or prevent future editing. The final plan shall include both documents for the Future Land Use and Transportation elements, all maps and exhibits to staff for presentation to the Advisory Committee and subsequently to the Planning and Zoning Commission for a recommendation to forward the final plan to the City Council for transmittal to DEO for comments. All maps included in the plan shall also be provided separately in .pdf format. All maps shall be prepared using GIS software and all component files (i.e. shapefiles, geodatabases) shall be provided digitally. The consultant will address any outstanding comments from state agencies and provide any needed documentation. Once all comments are satisfied, the City Council will adopt the final plan.
- Any other documents or files, as agreed upon by both parties.

<b>Task</b>	<b>Estimated Timeline</b>
Citizen Engagement and data collection	February – April 2021
Draft Comprehensive Plan Amendments	February – July 2021
Advisory Group Meetings	March -- July 2021
Public Meetings*	March – July 2021
LPA Commission Transmittal Hearing	August 2021
City Council Transmittal Hearing	September 2021
State (DEO) Review	October – December 2021-22
LPA Commission Adoption	January 2022
City Council Workshop	February 2022
City Council Adoption	February 2022

## PROPOSAL SUBMISSION REQUIREMENTS

Each proposal shall include the following information:

- **Primary contact** - Provide the name and title of the person who will be the primary contact and manager for the contract, plus contact phone number, email and mailing address.
- **Company information** - Provide an overview of the history of the company, range of services typically provided, expertise, number of employees and states in which company operates.
- **Consultant qualifications** - Provide a summary of three (3) projects or related work that the consultant has recently completed. Include similarities in scope of work and other relevant information as it pertains to this RFP. List key personnel and role for each example, as well as client reference contact information and a link to the completed product, if available. A list of additional similar projects beyond three may be provided without the inclusion of summaries.
- **Proposed approach** - Review the scope of services and provide a detailed approach for completing the services and providing the deliverables requested. Review the scope of services and provide a detailed approach to and methodology for completing the services and providing the deliverables requested. This section will also evaluate the quality of the oral presentation and of the submitted example products. This section shall also include a preliminary proposed timeline, initial cost estimate and hourly rates for the key personnel identified.
- **Available capacity** - The consultant shall provide a statement confirming that it has the available capacity within its current personnel and workload to complete the scope of work within this RFP. Professional resumes of key personnel and any relevant previous work product as deemed appropriate by the consultant shall be included. Consultants that anticipate subcontracting portions of the project must state this fact in the proposal and clearly identify the subcontracting consultant(s). Following the award of contract, no additional subcontracting will be allowed without the prior written consent of The City. The consultant shall provide a statement noting any conflicts of interest that may exist with other clients or projects currently underway.

## ECONOMY OF PRESENTATION

Each proposal package shall be prepared simply and economically, providing a straightforward, concise description of the respondent's capabilities to satisfy the conditions and requirements of this RFP. Emphasis in each proposal package must be on accuracy, completeness and clarity of content. To expedite the evaluation of proposal packages, it is mandatory that respondent follow the format and instructions contained herein. If the respondent's proposal package deviates from these instructions, such proposal package may, in the City of Green Cove Springs's sole discretion, be rejected. The City of Green Cove Springs is not liable or responsible for any costs incurred by any

respondent in responding to this RFP including, without limitation, costs for presentations and/or demonstrations if requested.

Indexing - Each section may contain a more detailed table of contents to delineate the subsections within that section. Tab indexing shall be used to identify sections.

Page Size and Format - Page size shall be 8.5 x 11 inches, not including foldouts. Pages shall be single-spaced. The text size shall be 11 point or larger. Pages shall be numbered sequentially by section.

Legible tables, charts, graphs and figures shall be used wherever practical to depict organizations, systems and layouts, implementation schedules, plans, etc. These displays shall be uncomplicated, legible and shall not exceed eleven (11) by seventeen (17) inches in size. Foldout pages shall fold entirely within the section, and count as a single page. Foldout pages may only be used for large tables, charts, graphs, diagrams, and schematics; and not for pages of text.

Responses must be limited to eighty (80) pages. Covers, tables of contents and divider tabs will not count as pages, provided no additional information is included on those pages. Work product samples (reports, schedules, etc. provided in response) will not be counted in the eighty (80) page limit. Package the work product samples separately from the proposal, labeling the sample clearly.

## **EVALUATION PROCEDURES**

Each proposal will be evaluated to determine the ability to provide the required services and have the proper fit with the City. The proposal should follow all the procedures in this document and send the sealed RFP information to the City of Green Cove Springs by the due date and time. Once the RFP's are received, the selection committee members will independently review each submittal and score each RFP based on the evaluation criteria. The City's decision to select a consultant will be based upon the following criteria, plus any other relevant factors that would further demonstrate a consultant's qualifications:

Consultant qualifications	0-30 points
Proposed approach	0-40 points
Available capacity	0-30 points
<b>Total available</b>	<b>100 points</b>

## **PROCEDURE REQUIREMENTS**

Proposal submittals will be reviewed and ranked by the City's selection committee. Oral presentations/interviews shall be requested from a shortlist of finalists selected by the committee as a result of their evaluation of the initial proposals. The committee can re-rank the proposals after the oral presentations. The committee will recommend its ranking of the top vendor to the City Council for approval. The City of Green Cove Springs reserves the right to revise and/or limit the scope of professional services and to reject any and all proposals.