

**Date Issued:**

November 25, 2020

**Submittal Due:**

January 6, 2021

**Response Inquiries to:**

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# REQUEST FOR QUALIFICATIONS & PROPOSALS

## **COMPREHENSIVE PLAN UPDATE CITY OF MARSHALL, MINNESOTA**

### **PURPOSE**

The City of Marshall seeks the services of a qualified consultant or consultant team who will be responsible for providing services that result in an updated Comprehensive Plan. The selected consultant will have considerable experience in developing comprehensive plans, particularly for communities of a size and standing similar to Marshall, and possess significant urban planning abilities in the areas of: data collection, trend projection, feasibility analysis, mapping, visioning, and citizen involvement/participation and process facilitation.

The consultant will be expected to develop and lead a planning process that features active public participation in assessing where we are as a community and where we can and want to go in the future. The City's intent is to provide its citizens with a Comprehensive Plan that accurately reflects the physical, environmental, social, economic and cultural resources of the City and to establish a vision and framework for action to achieve its desired outcomes.

### **INTRODUCTION AND BACKGROUND**

The City of Marshall is a vibrant community of approximately 13,680 residents with a market draw of more than 25,000 people, located in Southwestern Minnesota. It is the region's retail trade, health care, education and cultural center and has been selected as one of "The Best Small Towns in America" three times in the past. As a community, Marshall prides itself in its unique blend of small-town character and hospitality with big city amenities. Marshall is home to The Schwan's Food Company, one of the largest frozen food manufacturers in the country, Southwest Minnesota State University, a 7,000 students regional education center, Avera Marshall Regional Medical Center, US Bancorp, Turkey Valley Farm, Archer Daniels Midland Corn Processing facility, several state governmental agencies, and is the site of Lyon County government operations. In addition to its business and industrial assets, the City of Marshall is proud to offer a number of fine educational and recreational facilities such as a recently constructed Red Baron Ice Arena and Expo, Schwan's Community Center for the Performing Arts, a regional library, City and County museum, and the Marshall Area YMCA. Additionally, a new elementary school facility, approved by the referendum, is in the planning stages. The City is situated about 140 miles southwest of Minneapolis at the intersection of US Highway 59 and State Highways 19, 23, and 68. The Southwest Minnesota Regional Airport-Marshall/Ryan Field is located in the City.

The current City Comprehensive Plan dates back to 1996, more than 20 years ago. Even though it was thoroughly updated and amended in 2004, it is definitely outdated and may not represent the current dynamic in the City of Marshall. In order to ensure that the Comprehensive Plan appropriately reflects the current conditions and views within the community, the City Council has decided that it is time to review the successes and challenges of implementing the current Plan, reassess the current state of the community, determine what the desired future of the community is, and develop a revised set of goals and strategies to serve as a policy for achieving the vision.

The previous paragraph is not intended to imply that the current version of the Comprehensive Plan is no longer pertinent in all areas and is totally obsolete. The current Plan should be the point of reference for the beginning of the process that should involve current plan review in order to determine what is valid, what isn't valid, what worked and what did not work.

## **RELATED STUDIES AND AVAILABLE RESOURCES**

The City will make available to the consultant the City's GIS data, which includes the following layers of information:

- Color Aerial Photography (May 2019) 2"/pixel resolution
- Parcels
- Existing Zoning
- Public Utilities: Sanitary Sewer, Water, Storm Sewer, Electric
- Roads/Easements
- 5-year Capital Improvement Plan
- Airport Safety Zoning
- City Limits
- Lakes and Rivers

To aid the consultant in the preparation of a proposal, the 1996 Marshall Comprehensive Plan, including Amendments and Appendices, can be accessed on the City of Marshall website at this location: <https://ci.marshall.mn.us/main/images/works/pdf/City-of-Marshall-1996-Comprehensive-Plan.pdf>.

Additional studies that have been completed should be reviewed and considered within the scope of work proposed. The following are examples of the most recent plans and studies (they can be accessed through this webpage: <https://ci.marshall.mn.us/main/index.php/economic-development/eda-board/studies-statistics>):

- Comprehensive Infrastructure Planning Study (2003)
- Comprehensive Housing Action Plan (2003 to 2010)
- Downtown Development Plan (1997)
- Marshall – Ryan Field Airport Brochure
- Marshall Housing Study (2008)
- Marshall Lyon County Retail Trade Analysis Report (2013)
- Marshall Comprehensive Housing Needs Analysis Report (2015)
- Hotel Market Study (2016)
- EDA Annual Report (2019)

## **PLANNING BODY**

The City envisions process oversight during the development stages of the updated Comprehensive Plan will be performed by a Comprehensive Plan Task Force (8-10 members), appointed by the City Council and representing a cross-section of community interests. The Task Force will also include representatives from the City Council and the Planning Commission. Those representatives will be the communication link for those bodies, who will act on a recommended draft put forward by the Task Force near the conclusion of the process.

## **WORK SCOPE**

Proposers are encouraged to provide innovative and well thought out approaches to the comprehensive planning process. Consultants submitting proposals are expected to present a work program that addresses all major components of a typical Comprehensive Plan. In addition, it is anticipated that the City will identify other major

and minor topics and issues that will require research, education and facilitation in developing consensus recommendations in the Comprehensive Plan. The following have been identified as major components of the Comprehensive Plan update:

**Updated Community Inventory/Profile** – *Where are we now?*

This component will provide baseline information that presents a concise qualitative and quantitative “status report” on the City of Marshall. The consultant shall review and compile all relevant and current local, regional, state, and federal information in order to succinctly portray the existing physical, socio-demographic and economic state of the City. The data should be assembled into a concise format, using similar base dates, when possible, and using compatible mapping scales and forms and other techniques necessary to ensure the “existing conditions” analysis consists of useful information. At a minimum, the following categories of existing conditions in the community should be included in the analysis:

- Cultural & recreational assets
- Population/employment
- Economy
- Physical/geological/environmental factors
- Land use, including existing Zoning Map, and growth
- Transportation/circulation & accessibility (all modes)
- Public Utilities (sanitary sewer, water, storm sewer, electric, street light)
- Private Utilities (natural gas, communication services)
- Public Facilities, including park, trail, and open space
- Emergency Facilities (Fire, Police, EMS)
- Housing and Neighborhoods
- Community safety & appearance

**Community Assessment/Issue Identification** – *Where can we go?*

Utilizing the information gathered in the previous section as well as soundly planned and executed public outreach, the consultant will develop and lead a process that will identify the strengths and weaknesses of the community along with the recognition of the problems and issues the city faces. The planning process should include an appropriately timed assessment of feasibility without limiting the consideration of alternatives or having a constraining effect. This component of the process will develop a shared understanding of the most important issues and will ask essential questions about the economic, environmental, and social implications of these issues.

**Community Vision/Goals** – *Where do we want to go?*

Informed by the previous existing conditions inventory, community assessment and issue identification, the consultant shall design and lead a planning process that builds community consensus and support for the final version of the updated Comprehensive Plan. The process shall validate and update the vision for the future design and character of the community and establish measurable specific goals and objectives directed toward the vision that shall represent interests of a broad range of citizens rather than a few special interest groups. In the process, the Consultant should analyze the assumed effects of external forces (physical, social, economic and political) on the future of the city, including issues and forecasts of local and regional growth.

## WORK APPROACH AND PRINCIPLES

**Public Participation** –The process should be heavily participatory, employing a variety of citizen participation techniques, including at least two public informational meetings, two informational mailings, and two community surveys, one on-line and one mailed in.

The approach toward citizen participation should be designed to achieve maximum response, taking into account the busy lives our citizens lead. Presentations in front of the Task Force, Planning Commission, Economic Development Authority, and City Council will be required along with frequent interaction with staff. The consultant will be responsible for managing, facilitating, publicizing/marketing (with assistance from the City), informing, recording, and at times, mediating the process.

The process proposed by the consultant shall meet and exceed the minimum requirements for public hearings. In past comprehensive planning projects, there have been public hearings at both the Planning Commission and City Council levels during final approval. The Marshall Economic Development Authority (EDA) shall have a prominent role in the process of reviewing and updating the Economic Development element.

**Guiding Principles** – the Plan shall be guided by the following principles to assure the best outcome and future collaborative work for the Plan implementation:

- Community oriented: The Plan should be centered on the people that live, work, play, and learn in Marshall and designed to make the city healthy, safe, livable, prosperous and sustainable for all;
- Consensus-focused: The Plan should be organized around an agreed upon vision and driven by a set of community values/guiding principles;
- Inclusive: The Plan should be reflective of the engagement process and should incorporate disparate viewpoints, specific needs, and opinions of segments of the population with the intent of hearing and acknowledging all voices, especially those that typically may be underrepresented in the planning process;
- Accessible: The Plan should be consistent in tone, easy-to-read, and easy-to-use, the one that avoids technical terms when possible, with a strong emphasis on visual interest and the use of photographs, charts, tables, and infographics;
- Action-oriented: The Plan should be primary goal driven and focused on pragmatic and measurable outcomes;
- Interconnected: The Plan should acknowledge and address the interconnectedness of the various planning elements and be reflective of the complexities of modern society;
- Data-driven: The Plan should be an evidence-based strategic framework based on valid statistical data and commonly accepted theories to achieve long-range planning goals efficiently and effectively;

- **Accountable:** The Plan should be viewed as an agreement between the city and stakeholders, in which the city will do its best to achieve the vision laid out in the plan, including a process designed to update the community on progress made following plan adoption.

**Plan Elements** – The updated Plan shall contain, at a minimum, the following elements/chapters typical for a Comprehensive Plan:

- Introduction and Summary
- Community Vision and Values
- Land Use Analysis and Plan
- Community Facilities and Services Analysis
- Economic Development Analysis and Plan
- Transportation Analysis
- Utilities and Other Infrastructure Analysis, including surface water
- Housing Analysis
- Parks and Open Spaces Analysis
- Implementation Program

Development of an updated Land Use element should include the creation of an ArcGIS based updated Future Land Use Map. The Land Use element should, at a minimum, examine:

- Existing desirable and undesirable land use patterns
- Land use compatibility
- Land demand
- Environmental opportunities and constraints
- Transportation influences
- Redevelopment opportunities
- Suggested Ordinary Annexation areas

## **OBJECTIVES/DESIRED PLANNING OUTCOMES**

The planning process and the completed update to the Comprehensive Plan should:

- Provide legal justification for land use decisions and ordinances.
- Be community-oriented and provide an opportunity for, and center on, residents and property owners to guide the future of Marshall.
- Help Marshall identify issues and prepare for demographic and development changes.
- Provide a comprehensive plan for future development and land use.
- Protect and make the most of public investments by:
  - Encouraging sustainable development patterns that use land, energy and other resources efficiently
  - Planning growth so that it maximizes existing assets and coincides with the investment in new assets, such as the extension of public infrastructure.
- Foster sustainable economic development
- Protect property rights and values
- Provide implementation strategies that can be used by the City to ensure development results in the desired physical form and responds to social needs.
- Provide an opportunity to consider future impacts of today's decisions.

## PROJECT SCHEDULE

The City of Marshall anticipated timeline is as follows, although the dates may be subject to minor adjustment as the City deems necessary for accommodating public meeting dates.

- Issuance of Request for Proposal.....November 25, 2020
- **Proposals Due** .....**January 6, 2021, by 4:00 p.m.**
- Review of proposals/Interview selected consultant.....Jan. 7 – Feb. 16, 2021
- Recommendations to City Council .....February 17, 2021
- Notice to proceed .....February 23, 2021
- Draft report submittal..... ..July 27, 2021
- Project completion/Final report submittal.....October 19, 2021

## REQUIRED PROJECT DELIVERABLES

- Ten bound copies of the Plan and one unbound copy of the plan.
- A digital searchable copy in PDF format and Microsoft Word format.
- The Plan should be submitted in booklet form, using standard size sheets including text, photographs, graphics, tables, charts and renderings to facilitate client reproduction.
- All deliverables should be compatible with Windows operating systems, Microsoft Office, ArcGIS and other formats as determined during the project work program.
- Rights to all data, work products, etc., revert to the City of Marshall upon completion of contract.

## PROPOSAL CONTENTS

The consultant's proposal shall include, at a minimum, the following information:

- Provide a complete statement regarding the understanding of the project and your interest in working with the City of Marshall on the Comprehensive Plan and ability to complete the project within the prescribed timeframe, signed by a duly authorized officer or agent empowered with the right to bind the consultant submitting a proposal for consideration.
- Firm background including information on the size, location, available resources and brief discussion on past experiences related to updating comprehensive plans, transportation plans, and other policy documents.
- A summary of the experience and qualifications of the consultant team and individuals that will work on the project.
- A general restatement and/or enhancement of the desired project objectives/outcomes.
- A detailed description of the consultants proposed work plan and methodology that will lead to the desired outcomes.
- A separate description of the consultant's plan to optimize public participation.
- A proposed project schedule including a detailed phasing and task list and estimated completion time of each task.
- An example and detailed description of the SINGLE past project that the consultant believes is most similar to this project along with references including names, email, and telephone numbers.

- A list of three other recently completed projects of a similar scope with references including names, email, and telephone numbers.
- A statement regarding the level of effort and degree of detail that can be provided in the project, given the proposed fee.
- A description of the assistance required of City staff during the project.
- In a separate, sealed envelope, a cost proposal for providing the requested consultant services. The cost proposal shall be in the form of an “hourly, not to exceed fee”. The cost proposal shall include a listing of hourly rates for each position within the consultant team, an estimate of staff hours for each task within the proposed work plan, and suggested travel and material expenses.

If a proposing firm is not selected for an interview, the “cost envelope” will be returned unopened.

The City shall retain ownership of all documents, plans, maps, reports and data prepared under this proposal. The City reserves the right to reject any and all proposals or to request additional information from any and all applicants. All costs including, but not limited to, travel and expenses incurred in the preparation of this proposal shall be borne by the proposing firm.

### **PROPOSAL SUBMITTAL**

Six copies of the proposal (with only one cost envelope) along with an electronic copy in PDF format shall be submitted to:

Ilya Gutman  
Assistant Zoning Administrator  
Community Development  
344 West Main Street  
Marshall, MN 56258

Proposals must be received by 4:00 p.m., January 6, 2021.

Questions regarding the proposal process may be directed to Ilya Gutman at (507) 537-6773 or at [ilya.gutman@ci.marshall.mn.us](mailto:ilya.gutman@ci.marshall.mn.us).