



Oelwein Request for Proposals

To Prepare a New Comprehensive Plan for the City of Oelwein, Iowa



PROPOSALS DUE NO LATER THAN:

4:30 P.M. CST ON April 6, 2022

City of Oelwein City Hall
20 2nd Ave SW Oelwein
Iowa 50662



Introduction

The City of Oelwein, Iowa, is soliciting interested and qualified firms to submit a proposal to lead a review and complete update of its Oelwein Comprehensive Plan adopted in 1999. Firms may drop-off proposals at the Oelwein City Hall located at 20 2nd Ave SW Oelwein, Iowa 50662, or by mailing them to the same address. In any case, submissions must be received no later than 4:30 P.M. on April 6, 2022, to be considered. Consultants must submit seven (7) hard copies and one (1) digital copy, as well. All communication on the proposal should be made to:

Dylan Mulfinger
City Administrator
City of Oelwein City Hall
20 2nd Ave SW Oelwein, Iowa 50662
319-283-5440
dmulfinger@cityofuelwein.org

The City of Oelwein last completed a comprehensive plan in 1999 with their local planning cog. This effort laid out the future for Oelwein. This next effort will help guide a new council as they determine the direction for Oelwein. While valuations and the population has dipped, the community continues to see investment. The next comprehensive plan should focus on the needs of a rural community working through future trends for small towns in Iowa. This plan must encompass a 20-year outlook with a five-year strategic plan. Oelwein continues to see investment from industry, commercial, and residential properties. The Community, City Council, and City staff are ready to commit to a new plan.



Comprehensive Plan Content

The project of reviewing and holistically updating the City's Comprehensive Plan will include the assembly and analysis of data relating to existing conditions in the City of Oelwein and utilize that data to develop policies, actions, and an implementation plan to guide future development and decision making. The new Comprehensive Plan shall establish a compelling and effective vision and strategy for Oelwein future through 2040.

The City expects the new Comprehensive Plan to achieve the ten Iowa Smart Planning Principles, established by Iowa Code Chapter 18B.1. The guidance provided within that chapter and information referenced from Chapter 414 of the Iowa code shall be incorporated. Additionally, the City expects the new Comprehensive Plan to incorporate the following content areas:

- 1) Plan Introduction and Vision
 - a. Demographic information and trends, including projections to 2040
 - b. Iowa Smart Planning Principles and Guidelines
- 2) Background and History Report
- 3) Economic Development
 - a. With an emphasis on growing the downtown
- 4) Identity & Marketing
- 5) Community Aesthetics
- 6) Sustainability
- 7) Health
- 8) Housing
- 9) Existing Land Uses, Future Land Uses, and Growth Management
- 10) Infrastructure
- 11) Downtown
- 12) Government
- 13) Implementation

This plan must take a hard look at Oelwein and determine a clear path. The City of Oelwein cannot implement the same policies of growing cities, or metro cities. The Consultant must find creative solutions that lead Oelwein toward success for their own community. Oelwein should have a plan that understands population loss and the hardships of rural Iowa. This plan must outline risks that Oelwein will need to take to ensure the City maintains the level of services and amenities as expected by its residents.

The City will require the Consultant to make specific efforts to establish and support an inclusive and welcoming public participation process throughout the project. Effective and meaningful public outreach will involve a multifaceted approach to enhance engagement with Oelwein residents. This outreach will need to include but is not limited to, regular collaboration through meetings and presentations with different stakeholder groups, public workshops, the City's website and social media, local media including newspaper (Oelwein Daily Register), surveys, and Community events.



Scope of Work

The final scope of services will be the result of discussions between the City and the successful respondent. The City feels that the new Comprehensive Plan will serve as a dynamic guide for Oelwein's future, which will necessitate dedicated and inclusive public engagement, as well as, innovative planning techniques. In general, the scope of work will include, but is not limited to:

- Facilitate a thorough planning process to ultimately develop a robust and valuable Comprehensive Plan.
- Utilize an innovative and multidimensional approach to engage the public to develop a vision for the City's future. The Consultant shall facilitate public input meetings/workshops both online and in person.
- Incorporate updated information to reflect changes in conditions and demographics, and recognize any unnecessary or inconsistent information from other City plans or programs to establish a consistent Comprehensive Plan.
- Explore historical or current trends in planning for the future, referring to current plans where appropriate.
- Collaborate with City Staff throughout the project, especially for data collection and inventory, public participation, and any electronic media communications.
- Design the Comprehensive Plan document, including the formatting, layout, and high-quality graphics, maps, and illustrations in a format that can be maintained by City Staff after completion of the Consultant's work.
- Assume the lead role of writing and editing a cohesive Comprehensive Plan document. This includes text and policies that are supported by information from existing documents, other plans and studies, data analysis, input from the public, best practices, and/or examples of successful application from other jurisdictions.
- The City expects several maps will be created for use during public engagement or other presentations along with additional maps and/or graphics created to represent said public input.
- Provide and present materials, documents, analyses, and amendments to the City, stakeholders, and Oelwein City Council.
- Develop an implementation strategy that is user-friendly, quantifiable, and adaptable to changes in the future (i.e., a "living document").



Submission Requirements

Any Consultant wishing to be considered for providing the services described herein shall submit seven (7) hard copies and one (1) electronic copy (Adobe PDF or Microsoft Word file) of their proposal no later than 4:30 P.M. CST on Friday, April 6, 2022.

Proposals will not be accepted after the submission deadline, regardless of the reason for such tardiness. Proposals that are received after the submission deadline will not be considered and returned to the sender.

In the RFP response, the Consultant shall provide the following information:

- 1) Company background information:
 - a. Name and resume of lead employee for the project.
 - b. Names and resumes of additional employees who will work on the project.
- 2) Description of similar work including examples/references to any recent work*, if available.
 - a. *Include reference(s) including the organization/business, address, contact person, phone number, date of services, and scope of services.
- 3) General approach to the project, including expectations and understandings required of all parties to complete this project on time and within budget.
- 4) Proposed work program including a project schedule/timeline, public engagement strategies, deliverables, and expected project completion date.
- 5) Summary of technical capabilities, including but not limited to, GIS and mapping, data analysis, illustrations and graphics.
- 6) Cost estimate, including proposed fee range and lump sum dollar amount for all services, fees, materials, and charges for completing all work anticipated to be necessary to complete the project.