



## **Request for Proposals City of Moorhead, Minnesota Comprehensive Plan Update**

### **PROJECT OVERVIEW**

The City of Moorhead, Minnesota is seeking qualified firms with considerable experience in community design, land use and transportation planning, economic analysis and community engagement to update the city's Comprehensive Plan with the objective of providing the city with a clear vision for its future, the strategies and tactics needed to achieve that vision in an easy-to-read and legally defensible document. Multidisciplinary teams, which may be a single firm or a consultant team consisting of individuals and/or firms with specialized expertise, are encouraged to submit a proposal.

### **COMMUNITY BACKGROUND**

For an overview and background on the city of Moorhead, please visit [www.cityofmoorhead.com/rfp](http://www.cityofmoorhead.com/rfp)

### **PLAN DESIGN & PLANNING PROCESS**

#### **Design Principles**

This comprehensive planning process is expected to be a thorough revision of the city's existing 2004/2009 plans with incorporation of the 2016 Growth Area Plans and other relevant planning documents. Moving away from a largely technical document, the City is seeking a plan which is anchored by a clear 20-year vision and written in a way that ensures its use as a guiding document for City decisions.

The vision for the updated Moorhead Comprehensive Plan is one that incorporates the following design principles:

1. Community-oriented
2. Consensus-focused
3. Inclusive
4. Accessible
5. Visionary
6. Strategic
7. Data-driven
8. Transparent
9. Accountable

## **Community Engagement**

A one size fits all approach to engagement does not reach the vast majority of residents, heralding the need for a new set of tools. To create a plan that includes the above-mentioned design principles, an extensive and authentic community engagement process will be necessary. The City expects proposals to include plans for multiple forms of community engagement, which may include but is not limited to:

1. Community education series (i.e. demographic trends, housing, economic development, resilience).
2. Focus groups
3. Community-sponsored events and meetings
4. Website
5. Social media
6. One-on-one discussions
7. Workshops
8. Public comment tracking tool, visual preference survey, etc.
9. Web videos
10. City-sponsored event and meetings (e.g. open houses, City Council and Planning Commission meetings, Parks and Recreation events, etc.)

To be an inclusive process and plan, engagement activities will need to be tailored and adjusted based on the specific needs, history, culture, and language of the community or population being engaged. An engagement process designed to meet the needs of those most likely to not engage – high priority populations - is likely to result in a process in which more people of all backgrounds are engaged. Be sure to include your firm's experience working with diverse populations, including successes and lessons learned.

## **Trends and Issues**

In addition to the traditional planning chapters, the Moorhead Comprehensive Plan should address the following trends and issues:

1. Redevelopment and Revitalization
2. Expansion into future growth areas
3. Placemaking
4. Arts & Culture
5. Downtown and neighborhoods (incorporating Downtown Plan)
6. River corridor and connections to the Red River of the North
7. Inclusive public engagement, equity, and changing demographics
8. Impacts of technological advancements on jobs, transportation, land use, and social connections
9. Long-term infrastructure maintenance
10. Building community pride
11. Sustainability and resiliency

## **SCOPE OF SERVICES**

The following is a general description of the tasks to be required of the consultant. A final scope of services will be negotiated and finalized once a consultant is selected. In preparing a proposal, the consultant is free to modify, revise or otherwise amend the list of tasks to best satisfy the requirements of the plan.

1. Initial meeting with City staff to meet collaborative partners; review the project scope, schedule, and deliverables; map out timeline and community engagement plan; begin the process of data collection and issues analysis; and clarify any outstanding questions or concerns.
2. Determine how best to organize the plan. This includes balancing the need to include technical and non-technical information; the focus on vision, mission, values/principles, outcomes, and action-oriented strategies and tactics; the need for a well-designed and attractive document.
3. In partnership with City staff, creation of name, brand, and other communication efforts for the Moorhead Comprehensive Plan update planning process.
4. Review, update, and revise, as appropriate, the contents of the relevant plans, along with updating technical and supporting data consistent with the vision for the city. Additionally, a handful of new chapters will be added to the plan.
5. Submittal of draft plan to adjacent municipalities and other agencies for one month review period.
6. Regular project meetings with the study review committee.
7. Periodic reports to the Community Development Director and City Manager.
8. Presentation of draft plan to Parks Advisory Board, Planning Commission and City Council for approval. Presentations to other advisory boards or commissions may be required upon request.
9. Revisions and amendments upon review.
10. Final adoption of plan by City Council.

ANTICIPATED PLAN CONTENT		
Chapter	Update	Author
Executive Summary	<ul style="list-style-type: none"> <li>Highlights of the plan, short summary of principles/values and goals</li> </ul>	Primary: Consultant, Community Development
Introduction	<ul style="list-style-type: none"> <li>Overview</li> <li>Why we plan, how the plan is used</li> <li>Engagement process</li> <li>Outcomes</li> <li>Principles/values</li> <li>Over-arching issues</li> <li>Data</li> </ul>	Primary: Consultant, Community Development
Community Context	<ul style="list-style-type: none"> <li>History</li> <li>Existing Land Use</li> <li>Downtown – incorporate Downtown Plan</li> <li>Growth Areas</li> <li>Demographics – incorporation of 2020 US Census information</li> <li>Housing</li> <li>Economic Climate</li> <li>Transportation Systems</li> <li>Environmental Systems</li> <li>Educational Systems</li> <li>Parks and Recreation</li> <li>Historic Structures</li> <li>Infrastructure Systems</li> <li>Human Capital – People of Moorhead</li> </ul>	Primary: Consultant, Community Development  Secondary: Engineering, Economic Development
Land Use Plan & Design	<ul style="list-style-type: none"> <li>Analysis, strategic plan, and maps</li> <li>Urban design concepts</li> <li>Incorporate/Update 2016 Growth Area Plan</li> </ul>	Primary: Consultant, Community Development  Secondary: Engineering
Art, Heritage & Culture	<ul style="list-style-type: none"> <li>Preservation of structures, trees, and social and cultural assets</li> <li>Diversity and Inclusion</li> <li>Incorporation of principles outlined in the Arts and Cultural Framework Plan</li> <li>Placemaking - locations/ focuses</li> </ul>	Primary: Consultant, Community Development

<p>Transportation: local streets</p> <p>Transportation: county and state roads (as needed)</p>	<ul style="list-style-type: none"> <li>• Multimodal: Airport, bike, pedestrian, transit, train, other freight</li> <li>• Coordination with and integration of Transportation Improvement Plan, Long Range Transportation Plan and traffic/roadway studies as well as infrastructure system policies</li> <li>• Transportation design considerations (i.e., lanes, parking, sidewalk, street lighting, etc.)</li> <li>• Electric and self-driving vehicles</li> <li>• Review of arterial/collector roadway spacing</li> <li>• Consider policy options regarding rail – including Quiet Zone expansion and improved vehicular and bike/ped crossings</li> <li>• Consider traffic-calming street design options (e.g., round-a-bouts)</li> </ul>	<p>Primary: Consultant, Community Development</p> <p>Secondary: Engineering, Parks and Recreation, and Moorhead Public Service</p> <p>Primary: Clay County and MnDOT</p>
Environmental Systems, Sustainability & Resilience	<ul style="list-style-type: none"> <li>• Resilience, climate adaptation</li> <li>• Waste systems including recycling</li> <li>• GreenSteps</li> <li>• Renewable (Solar/Wind/Geothermal)</li> <li>• Urban Agriculture</li> </ul>	<p>Primary: Consultant, Community Development</p> <p>Secondary: Parks and Recreation, Engineering, Moorhead Public Service and Public Works</p>
Natural Resources, Parks & Recreation	<ul style="list-style-type: none"> <li>• Cropland</li> <li>• Woodlands</li> <li>• River/Corridor/Floodplain/Levees</li> <li>• Open space</li> <li>• Trails and connections</li> <li>• Park Development and Maintenance Strategy, including evaluation of existing parks and demand for future parks, future parks needs/spacing, Neighborhood Recreation Centers and park type</li> <li>• River Corridor Plan</li> </ul>	<p>Primary: Consultant, Parks and Recreation</p> <p>Secondary: Community Development, Engineering and Public Works</p>
Public Services & Facilities	<ul style="list-style-type: none"> <li>• Overview of Facility Planning <ul style="list-style-type: none"> <li>○ Fire Stations</li> <li>○ Aquatic/Splashpad/Community Center</li> <li>○ City Hall/Library</li> <li>○ Public Works Facility</li> </ul> </li> </ul>	<p>Primary: Consultant, City Manager's Office</p> <p>Secondary: all City departments</p>

Focus Areas	<ul style="list-style-type: none"> <li>• Downtown (incorporate available elements of Downtown Plan)</li> <li>• Highway 10 Corridor Study (incorporate)</li> <li>• Camtown (<i>neighborhoods around Concordia College &amp; Minnesota State University – Moorhead</i>) - revisit and update</li> <li>• Neighborhood preservation, communications and support - new</li> <li>• EasTen (<i>shopping area along Highway 10 from 21<sup>st</sup> St to 34<sup>th</sup> St</i>) - revisit and update</li> <li>• Holiday (<i>area around I-94 between Hwy 75/8<sup>th</sup> St S &amp; 20<sup>th</sup> St S</i>) - revisit and update</li> <li>• 20th St/21st St Grade Separation Area - new</li> <li>• MCCARA Industrial Park (<i>south of I-94 along Main Ave SE to 40 Ave S</i>) - set the stage for future expansion - new</li> <li>• Bob Fogel Riparian Forest (<i>just north of Bluestem Center for the Arts</i>) - new</li> </ul>	Primary: Consultant, Community Development, Economic Development, Parks & Recreation
Utility Services	Water: <ul style="list-style-type: none"> <li>• Update information based on existing infrastructure system policies</li> </ul>	Primary: Consultant, Moorhead Public Service
	Sanitary sewer: <ul style="list-style-type: none"> <li>• Review and update, as needed, existing infrastructure system policies</li> <li>• 2016 GAP Sanitary Sewer Analysis - incorporate</li> </ul>	Primary: Consultant, Engineering
	Storm/surface water: <ul style="list-style-type: none"> <li>• Review and update, as needed, existing infrastructure system policies</li> <li>• 2010 Surface Water Management Plan – incorporate</li> <li>• Incorporate 2016 GAP Stormwater Analysis</li> </ul>	Primary: Consultant, Engineering
	Electric: <ul style="list-style-type: none"> <li>• Update information based on existing infrastructure system policies</li> </ul>	Primary: Consultant, Moorhead Public Service
	Gas (private): Minimal <ul style="list-style-type: none"> <li>• Analysis, goals and strategies if necessary</li> </ul>	Primary: Consultant, Engineering
	Phone/cable/internet/mobile telecommunications (private): Minimal <ul style="list-style-type: none"> <li>• Analysis, goals and strategies if necessary</li> <li>• Broadband availability throughout City</li> <li>• Fiber optic availability throughout City</li> <li>• 5G and future technology systems</li> </ul>	Primary: Consultant, Moorhead Public Service, Engineering
Other Suggested Ideas/Innovations		

## PROPOSAL SUBMITTAL

The following materials (*recommend 50 pages or less*) must be received by **9 a.m. (CST) on Monday, December 9, 2019** for a proposal to be considered. During the evaluation process, however, the City of Moorhead reserves the right to request additional information or seek clarification from a consultant/team, or to allow for corrections of errors and/or omissions.

The proposals are intended to demonstrate the qualifications, competence, and capacity of the consultant seeking to provide the services specified herein in conformity with the requirements of the RFP. Respondents will be evaluated and ranked on the basis of the information below; interviews may be conducted at the discretion of the City. Upon completion of the evaluation process, respondents will be notified of the results. Fees shall be negotiated with the successful firm. If the fee cannot be agreed upon, the City reserves the right to terminate negotiations and engage in negotiations with the second and third ranked firms, if necessary, until a satisfactory contract has been negotiated. The City reserves the right to reject all proposals.

A committee will review all proposals and will consider the following criteria in selecting a consultant/team:

<b>PROPOSAL CHECKLIST</b>	
<b>Project Overview</b>	<p><b>General Information:</b> provide a brief overview of firm, including qualifications to execute the contract, company mission or statement of beliefs</p> <p><b>Project Understanding:</b> include a summary of the consultant's understanding of the project as described in this RFP including the desire by the City for an innovative, community-focused plan</p>
<b>Qualifications</b>	<p><b>Personal Qualifications:</b></p> <ol style="list-style-type: none"> <li>1. Identification of lead project manager and their contact information</li> <li>2. Name, proposed role, hourly rate, anticipated time commitment to the project, and biography of each team member</li> </ol> <p><b>References:</b> include a list of at least three municipal clients for which consultant has conducted comprehensive planning, visioning, community engagement and/or land use or transportation analysis</p>
<b>Proposal Overview</b>	<p>Provide specific approaches, methods and assumptions that will be utilized to accomplish construction of the plan</p> <ol style="list-style-type: none"> <li>1. <b>Consideration will be given to:</b> <ol style="list-style-type: none"> <li>a. Approach which acknowledges interconnectedness and complexity of issues</li> <li>b. Acknowledgement of future trends and experience in planning for these issues</li> <li>c. Techniques that are engaging and made the plan accessible and easy to use</li> </ol> </li> </ol>
<b>Proposed Work Plan and Schedule</b>	<p>Provide a proposed work plan with schedule, divided into distinct phases and including a list of key tasks, milestones, approximate dates, project deliverables and resource needs</p>
<b>Community engagement plan</b>	<p>Provide an overview of your approach to community engagement including anticipated activities, approach to collaboration with stakeholders, and efforts to engage high priority populations</p> <ol style="list-style-type: none"> <li>1. <b>Consideration will be given to:</b> <ol style="list-style-type: none"> <li>a. Strategies around a consensus-based community vision</li> <li>b. Multiple engagement techniques</li> <li>c. Transparent decision making</li> <li>d. Process that provides updates to the community on progress</li> </ol> </li> </ol>
<b>Project Deliverables</b>	<p><b>Anticipated Timeline (anticipated completion around second quarter 2021)</b></p> <p>Electronic copies of final plan, including PDF and other associated files</p> <p>10 Printed copies of the plan</p>
<b>Attachment</b>	<b>Sealed cost proposal (see following page)</b>



## SEALED COST PROPOSAL

All proposals must be clearly identified and marked with the project name with a separately sealed cost proposal. All proposals shall be based on an hourly “not to exceed” amount and follow the general format as provided below. The City may, in its sole discretion, negotiate a price for the project after the selection committee has completed the final rankings. Negotiations will begin with the most qualified, as determined in the evaluation process. If the City is unable to negotiate a contract for services, negotiations will be terminated and negotiations may begin with the next most qualified consultant. The only cost proposal opened will be for the most qualified proposer the City has selected for negotiation.

REQUIRED BUDGET FORMAT							
1.	Direct Labor	Hours	X	Rate	=	Project Cost	Total
	Name, function, title	0.00	X	0.00	=	0.00	0.00
		0.00	X	0.00	=	0.00	0.00
		Subtotal					
2.	Overhead/Indirect Costs (indirect rate x direct labor)					0.00	0.00
3.	Subcontractor Costs					0.00	0.00
4.	Materials and Supplies					0.00	0.00
5.	Travel Costs					0.00	0.00
6.	Fixed Fee					0.00	0.00
7.	Miscellaneous Costs					0.00	0.00
Total Costs					=	0.00	0.00

**The total budget for the project is negotiable, but intended to be approximately \$200,000.** The City will not be liable for any costs incurred by the consultant in the preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or other activities related to responding to this RFP. No costs chargeable for work under this proposed contract may be incurred before receipt of either a fully executed contract with the City or specific written authorization from the City of Moorhead.

The final contract dollar amount will be negotiated with the selected consultant/team. If the City is unable to negotiate a satisfactory contract with the selected firm, negotiations with that firm will terminate and the City may select another firm.

All responses, questions and correspondence should be directed to Robin Huston, City Planner/Zoning Administrator, using the contact information below. In the interest of fairness to all respondents, please do not contact other staff or elected or appointed officials unless instructed to do so. A list of questions and pertinent responses will be posted on the City’s website.

Robin Huston  
City Planner/Zoning Administrator  
City of Moorhead  
500 Center Avenue  
PO Box 779  
Moorhead, MN 56560  
[planning@cityofmoorhead.com](mailto:planning@cityofmoorhead.com)  
218-299-5374

Five hard copies of the proposal and one copy in Adobe PDF, shall be submitted to the address above.

**PROPOSAL TIMELINE**

The following is the anticipated review and selection schedule:

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| 1. Request of Proposals Release: | October 23, 2019                  |
| 2. <b>Submission Deadline:</b>   | <b>December 9, 2019, 9 am CST</b> |
| 3. Interviews, if needed:        | January 2020                      |
| 4. City Council Contract Award:  | January/February 2020             |

**RESERVATION OF RIGHTS**

The City of Moorhead reserves the right, at its sole discretion, to use without limitation any and all information, concepts, and data submitted in response to this RFP, or derived from further investigation of such proposals. The City further reserves the right at any time and for any reason, to cancel this solicitation, to reject any and all proposals, to supplement, add to, delete from, or otherwise change this RFP as determined in the sole and absolute discretion of the City. The City may seek clarification from a respondent regarding their proposal at any time and failure to respond promptly may be cause for rejection. The City also reserves the right to interview only those respondents it determines shall provide the most advantageous services and to negotiate with one or more respondents to contract terms acceptable to the City.