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## **Community Development Department Request for Qualifications (RFQ)**

Date of Issue: *December 22, 2014*

Due Date: *January 30, 2015*

### **Comprehensive Plan**

Through this RFQ the City of Greenville is soliciting Requests for Qualifications from planning firms to prepare a new Comprehensive Plan for the City of Greenville, NC.

#### Contact Information:

City of Greenville  
Financial Services/Purchasing  
Attention: Angelene Brinkley, Purchasing Manager  
Post Office Box 7207  
201 West Fifth Street  
Greenville, NC 27835-7207  
abrinkley@greenvillenc.gov

# REQUEST FOR QUALIFICATIONS

## CITY OF GREENVILLE, NORTH CAROLINA COMPREHENSIVE PLAN

### **1.0 Introduction**

The City of Greenville, North Carolina is seeking a qualified and experienced consultant to assist with a new 10 Year Comprehensive Plan to replace Horizons – Greenville’s Community Plan 2009-2010 Update (Comprehensive Plan). Located just inland of the North Carolina coast, East of I-95, Greenville is the state’s 10th largest city as the approximate population in 2013 was 89,130 and the City expects to surpass 100,000 by 2020.

The new Comprehensive Plan will forecast, direct and manage growth in a way that will help the City of Greenville maintain it’s position as the hub of Eastern North Carolina while continuing to grow into a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods, an abundance of first-class arts, cultural and recreational opportunities, well-maintained and cost-effective infrastructure, a diversity of transportation options, and a strong business climate supported by entrepreneurialism and top-quality educational institutions. This vision statement, mission statement and city goals are available on the City of Greenville website at <http://www.greenvillenc.gov/government/city-manager-s-office/notes-to-council> and selecting the right tab entitled, “Strategic Plan.”

The project scope’s planning process will include the inventory, analysis, and synthesis of information which will be organized into a series of planning elements as follows: Introduction including a summary of existing planning documents and Comprehensive Plan amendment procedures; Population Estimates and Projections; Housing; Mobility; Economy; Recreation and Parks; Community Facilities; Utilities; Environmental Quality; Community Character; Urban Form and Land Use; Implementation; Objectives and Policy Statements; Maps; and Supplemental Information that provides supporting data and analysis. The Urban Form and Land Use Element will include an additional focus on small area plans and recommendations for developmental regulatory reforms in the creation of mixed use zoning districts.

The Comprehensive Plan does not include the incorporation of a Capital Improvements Program since this effort is already prepared independently. The selected consultant(s), with direction from the City, will: engage the community in a participatory process; facilitate public meetings; prepare the proposed plan for review by the City; and, based on this collective information and input, finalize the updated Comprehensive Plan. The Comprehensive Plan will be adopted by City Council in order to provide direction to City officials, staff, residents, businesses, and the development community to implement the City’s goals.

## **2.0 Project Scope and Budget**

1. Responders must prepare a preliminary scope of work and project schedule to achieve the following requirements. A preliminary scope of work must be included in the overall response. The City and the selected consultant will determine the final scope of work following selection. The selected consultant will, at a minimum:
  2. Develop a timeline for the completion of the Comprehensive Plan, with clear deadlines and specific action items identified for each task or phase identified in the scope.
  3. Establish and implement a community outreach and information strategy to ensure appropriate resident, business and City staff involvement is present throughout the planning process. The public outreach efforts will help to establish and prioritize goals and strategies to meet the community's vision.
  4. Evaluate the existing Comprehensive Plan as well as current City goals for inclusion in the updated plan. Examples of existing plans and policies include the following documents: Horizon: Greenville Community Plan, 2009-2010 Update; City of Greenville Strategic Plan 2014-2015; 2014 Citizen Survey; Development Code Review and Policy Gap Analysis to Improve Greenville's Health, Design and Appearance (11/8/2012); Comprehensive Recreation and Parks Master Plan (11/6/2008); Medical District Land Use Plan Update (12/20/2007); Neighborhood Plans; and Horizons: and Greenville's Community Plan, 2004.
  5. Prepare for and present at workshops for citizens, property owners, and stakeholders; conduct workshops and visioning sessions with residents, business owners and City officials; and, present formally to the Planning and Zoning Commission and City Council for public input, plan consideration and final adoption. A minimum of two public input sessions are anticipated; one to gather input and a second to present the results. Specific focus groups may be established to identify visions and priorities for specific issues.
  6. Facilitate meetings and calls with City staff and a steering committee to provide updates on progress and solicit input. Meetings are expected to be held at an average of one meeting every two months throughout the planning and adoption process.
  7. Research and analyze existing land use patterns, development patterns and projects, environmental constraints and regulatory codes to establish existing conditions as well as identify issues and opportunities. Data should be used to prepare estimates, projections, and forecasts. Analysis should include identification of future growth areas.
  8. Prepare an analysis of existing public facilities (facilities include water, sewer, wastewater, City streets, parks and recreation facilities) and land availability to determine deficiencies and make recommendations for public improvements or policy changes that will accommodate projected growth and development.

9. Provide necessary data, inventory and analysis to support the goals, objectives and policies for each Element of the Comprehensive Plan.
10. Formulate and recommend objectives and policies using goals set by City Council, direction in other City plans, the results of the participatory process, and data inventory and analysis.
11. Recommend policies and strategies for plan implementation. Each recommendation should include action steps, responsible parties, estimated costs, and means of funding. The intent is to develop an action-oriented plan.
12. Prepare an updated Future Land Use Plan Map for City limits and extra-territorial jurisdiction.
13. Prepare a Comprehensive Plan that incorporates all existing and new plans. The Plan will include an executive summary, illustrative, and implementable. The final Comprehensive Plan shall be presented to the Planning and Zoning Commission and City Council for adoption.
14. The City's budget for the Comprehensive Plan is \$140,000.

### **3.0 Submittal Requirements**

1. Interested firms shall limit their proposal to a maximum of 15 pages and are required to submit the following information:
2. A letter of interest.
3. An organization chart of the project team including identification of project manager, professional support staff, principal in charge, and known sub-consultant/contractor relationships.
4. Statements of qualifications and resumes for project team members with specific mention of related projects including specific knowledge and experience.
5. A proposed scope of services and timeline to complete the project.
6. A demonstrated record of completing similar projects on schedule and within budget.
7. A list of three references and contacts from past or current client relationships involving similar projects.

#### **4.0 Submittal Timeline**

Interested firms shall deliver one original hardcopy and six electronic (CD or flash drive) submittal packages in a sealed enclosure bearing the name and address of the firm and the project name. Submittals must be received by the Purchasing Manager no later than 5:00 p.m. on January 30, 2015 at the following address. Responses may be hand delivered, mailed or delivered via courier. Faxes and e-mails are not accepted and qualification statements received after the deadline will not be considered.

City of Greenville  
Financial Services/Purchasing  
Attention: Angelene E. Brinkley, Purchasing Manager  
Post Office Box 7207  
201 West Fifth Street  
Greenville, NC 27835-7207

#### **5.0 Criteria for Selection**

The evaluation of the proposals for these services will be based on the following considerations and their respective weights for the services listed in the scope of work:

- 30% Experience in providing professional planning services.
- 25% Education and experience of professional personnel including sub-consultants, if applicable.
- 25% Past performance on similar type of projects of comparable sized cities.
- 20% The commitment of the firm, its key project members and proposed sub-consultants to provide requested services in accordance with City of Greenville plans and schedules. Lead team members with AICP certification will be shown preferences.

The City of Greenville may choose to short list firms for interview, if determined necessary. The presentations and interviews, if applicable, would be held in February or March. The City will notify applicants of their status in the selection process by mid-February.

Based on an evaluation of all materials and the potential interview process, the City will identify the most qualified firm by February 27 and pursue the development of an agreement covering the scope of services, fees, timetable, performance standards, etc. If an agreement cannot be reached, staff will consider another firm.

Once completed, the agreement will be delivered to the City Manager for execution.

## **6.0 Miscellaneous Provisions**

1. **Ownership of Proposals.** Upon delivery, all RFQ's will become the property of the City of Greenville.
2. **Public Disclosure of All Proposals.** All proposals received in response to this RFQ shall become the property of the City. All proposals shall become a matter of public record, and shall be regarded as public records.
3. **Reasonable Inquiry.** The City may conduct any reasonable inquiry to determine the responsibility of the proposer. The submission of a proposal constitutes permission by the proposer for the City to verify all information contained therein. If the City deems it necessary, additional information may be requested from any proposer. Failure to comply with any such request may disqualify a proposer from consideration.

## **7.0 Minority and/or Women Business Enterprise (M/WBE) Program**

It is the policy of the City of Greenville to provide minorities and women equal opportunity for participating in all aspects of the City's contracting and procurement programs, including but not limited to, construction projects, supplies and materials purchase, and professional and personal service contracts. In accordance with this policy, the City has adopted a Minority and Women Business Enterprise (M/WBE) Plan and subsequent program, outlining verifiable goals.

**The City has established a 4% Minority Business Enterprise (MBE) and 4% Women Business Enterprise (WBE) goal** for the participation of M/WBE firms in supplying goods and services for the completion of this project. All firms submitting qualifications and/or proposals agree to employ "good faith efforts" towards achieving these goals and supply other information as requested in the "M/WBE Professional and Personal Services Forms" included in Appendix A. **Failure to complete the M/WBE forms shall be cause to deem the submittal nonresponsive.**

Questions regarding the City's M/WBE Program should be directed to the M/WBE Office at (252) 329-4862.

## **8.0 Equal Employment Opportunity Clause**

The City has adopted an Equal Employment Opportunity Clause, which is incorporated into all specifications, purchase orders, and contracts, whereby a vendor agrees not to discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin or ancestry. A copy of this clause may be obtained at the City Clerk's Office, City Hall, Greenville, NC. By submitting qualifications and/or proposals, the firm is attesting that they are an Equal Opportunity Employer.

Federal law (Rehabilitation Act and ADA) prohibits handicapped discrimination by all governmental units. By submitting a proposal, the vendor is attesting to its policy of nondiscrimination regarding the handicapped.

## **9.0 City of Greenville Local Preference Policy**

It is the policy of the City of Greenville to ensure the best overall value in the procurement of goods and services and to support the City's economic development. Therefore, the City of Greenville has adopted a Local Preference Policy which provides a preference to eligible local bidders in the awarding of certain city contracts. The City's Local Preference Policy may be viewed at [www.greenvillenc.gov/Businesses/PurchasingDivision](http://www.greenvillenc.gov/Businesses/PurchasingDivision).

In accordance with the City's Local Preference Policy, being local is a factor to be considered in determining the qualifications of the entity or person submitting a proposal.

Questions regarding the City's Local Preference Policy should be directed to the Purchasing Division of the City of Greenville at (252) 329-4664.

## **10.0 Acceptance/Rejection of Proposals**

The City of Greenville reserves the right to award to the Firm who will best serve the interests of the City. The City also reserves the right to waive minor variations in the specifications and in the bidding process, as well as to accept in whole or in part such proposal(s) where it deems it advisable in protection of the best interests of the City. The City further reserves the right to accept or reject any or all proposals, and to award or not award a contract based on this proposal.

## **11.0 Questions**

Questions regarding this Request for Qualifications shall be submitted in writing by January 23, 2015 to:

City of Greenville  
Financial Services/Purchasing  
Attention: Angelene E. Brinkley, Purchasing Manager  
Post Office Box 7207  
201 West Fifth Street  
Greenville, NC 27835-7207  
Email: [abrinkley@greenvillenc.gov](mailto:abrinkley@greenvillenc.gov)

Refer to the City of Greenville Purchasing Department website for posted questions and answers associated with this Request for Qualifications at the following address:  
<http://www.greenvillenc.gov/government/financial-services/purchasing-division/current-bid-opportunities>

**Appendix A. City of Greenville/Greenville Utilities Commission  
Minority and/or Women Business Enterprise Program**

**City of Greenville  
M/WBE Guidelines for Professional Service Contracts  
\$30,000 and above**

These instructions shall be included with each bid solicitation.



# City of Greenville/Greenville Utilities Commission Minority and/or Women Business Enterprise Program

## M/WBE Guidelines for Professional Service Contracts \$30,000 and above

### Policy Statement

It is the policy of the City of Greenville and Greenville Utilities Commission to provide minorities and women equal opportunity for participating in all aspects of the City's and Utilities' contracting and procurement programs, including but not limited to, construction projects, supplies and materials purchases, and professional and personal service contracts.

### Goals and Good Faith Efforts

Service providers responding to this solicitation shall comply with the M/WBE program by making Good Faith Efforts to achieve the following aspirational goals for participation.

	CITY	
	MBE	WBE
<b>Professional Services</b>	4%	4%

Submitters shall submit M/WBE information with their submissions on the forms provided. This information will be subject to verification by the City prior to contract award. **As of July 1, 2009, contractors, subcontractors, suppliers, service providers, or M/WBE members of joint ventures intended to satisfy City M/WBE goals shall be certified by the NC Office of Historically Underutilized Businesses (NC HUB) only.**

Firms qualifying as "WBE" for the City's goals must be designated as a "women-owned business" by the HUB Office. Firms qualifying as "MBE" for the City's goals must be certified in one of the other categories (i.e.: Black, Hispanic, Asian American, American Indian, Disabled, or Socially and Economically Disadvantaged). According to new Statewide Uniform Certification (SWUC) Guidelines, ethnicity supersedes gender; therefore, firms who are certified as both a "WBE" and "MBE" will satisfy the "MBE" category only.

The City shall accept NCDOT certified firms on federally funded projects only.

Please note: A service provider may utilize any firm desired. However, for participation purposes, all M/WBE firms who wish to do business *as a minority* must be certified by NC HUB. A complete database of NC HUB certified firms may be found at <http://www.doa.nc.gov/hub/>

## Instructions

The submitter shall provide the following forms:

FORM 1—Sub-Service Provider Utilization Plan

This form provides the amount of sub-contracted work proposed on the project for M/WBE. This proposed participation is based on the current scope of work. Submitter must turn in this form with submission. If the submitter does not customarily subcontract elements of this type of project, do not complete this form. Instead complete FORM 2.

FORM 2--Statement of Intent to Perform work without Sub-Service Providers

This form provides that the submitter does not customarily subcontract work on this type of project.

Sub-Service Provider Utilization Commitment

Submitted by the selected service provider after negotiation of the contract and prior to Award, this form lists the M/WBE firms committed to participate on the project. This commitment will reflect any changes in the Plan due to adjustments in project scope.

NOTE: A firm is expected to maintain the level of participation proposed in FORM 1 – Sub-Service Provider Utilization Plan – unless there is a negotiated change in the service required by the City. A firm is also encouraged to increase M/WBE participation in the Utilization Commitment as a result of ongoing Good Faith Efforts.

Proof of Payment Certification

Submitted by the selected service provider with each payment application, listing payments made to subcontractors. This form is not provided with the submission.

*In addition to the forms provided above, each service provider must provide a discussion of its diverse business policies and procedures to include the good faith efforts it employed to utilize minority and women-owned firms on this project. This discussion must include:*

- 1. Outreach efforts that were employed by the firm to maximize the utilization of M/WBE's.*
- 2. A history of M/WBE firms used on similar projects; and*
- 3. The percentage participation of M/WBE firms on these projects.*

*NOTE: Those service providers submitting FORM 2 should discuss why they are not utilizing Sub-Service providers on this particular project **in addition to** a discussion of the above as it relates to other projects where sub-service providers were utilized.*

Minimum Compliance Requirements: All written statements, signed forms, or intentions made by the Submitter shall become a part of the agreement between the Submitter and the City for performance of contracts. Failure to comply with any of these statements, signed forms, or intentions or with the minority business guidelines shall constitute a breach of the contract. A finding by the City that any information submitted (either prior to award of the contract or during the performance of the contract) is inaccurate, false, or incomplete, shall also constitute a breach of the contract. Any such breach may result in termination of the contract in accordance with the termination provisions contained in the contract. It shall be solely at the option of the City whether to terminate the contract for breach or not. In determining whether a Submitter has made Good Faith Efforts, the City will evaluate all efforts made by the Submitter and will determine compliance in regard to quantity, intensity, and results of these efforts.

# Sub-Service Provider Utilization Plan FORM 1

(Must be included with submission if subcontracting any portion of work)

We \_\_\_\_\_, do certify that on the  
 \_\_\_\_\_  
 (Company Name)  
 \_\_\_\_\_ we proposed to expend a minimum of \_\_\_\_\_%  
 (Project Name)  
 of the total dollar amount of the contract with certified MBE firms and a minimum of \_\_\_\_\_% of the total  
 dollar amount with WBE firms.

Name, Address, & Phone Number of Sub-Service Provider	*M/WBE Category	Work description	% of Work

\*Minority categories: Black, African American (**B**), Hispanic or Latino (**L**), Asian American (**A**) American Indian (**I**), Female (**F**) Socially and Economically Disadvantaged (**S**) Disabled (**D**)

The undersigned intends to enter into a formal agreement with M/WBE firms for work listed in this schedule conditional upon execution of a contract with the current scope proposed by the Owner.

The undersigned hereby certifies that he/she has read the terms of this agreement and is authorized to bind the submitter to the agreement herein set forth.

Date: \_\_\_\_\_

Name & Title of Authorized Representative \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_

# Statement of Intent to Perform work without Sub-Service Providers FORM 2

(Must be included with submission if not subcontracting any portion of work)

We, \_\_\_\_\_, hereby certify that it is our  
intent to perform **100% of the work required** for the \_\_\_\_\_ contract.  
(Project Name)

In making this certification, the Proposer states the following:

- i. It is a normal and customary practice of the Proposer to perform all elements of this type of contract with its own workforce and without the use of subcontractors. *The Proposer has substantiated this by providing documentation of at least three (3) other projects within the last two (5) years on which they have done so.*
- ii. The Proposer has a valid business reason for self-performing all work on the Contract as opposed to subcontracting with a MWBE. The Proposal must describe the valid business reason for self-performing, and the Proposer must submit with its Bid or Proposal documentation sufficient to demonstrate to the Authority reasonable satisfaction the validity of such assertions.
- iii. If it should become necessary to subcontract some portion of the work at a later date, the Proposer will notify the City and institute good faith efforts to comply with all requirements of the MWBE program in providing equal opportunities to MWBEs to subcontract the work.

The undersigned hereby certifies that he or she has read the terms of this certification and is authorized to bind the Proposer in accordance herewith.

Date: \_\_\_\_\_

Name & Title of Authorized Representative \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_

# Sub-Service Provider Utilization Commitment

(Must be submitted after contract negotiation and prior to Award)

We \_\_\_\_\_, do certify that on the  
 \_\_\_\_\_ we will expend a minimum of \_\_\_\_\_%  
 \_\_\_\_\_  
 \_\_\_\_\_

of the total dollar amount of the contract with certified MBE firms and a minimum of \_\_\_\_\_% of the total dollar amount of the work with WBE.

Name, Address, & Phone Number of Sub-Service Provider	*M/WBE Category	Work description	% of Work

\*Minority categories: Black, African American (**B**), Hispanic or Latino (**L**), Asian American (**A**) American Indian (**I**), Female (**F**) Socially and Economically Disadvantaged (**S**) Disabled (**D**)

The undersigned will enter into a formal agreement with M/WBE firms for work listed in this schedule. Failure to fulfill this commitment may constitute a breach of contract.

The undersigned hereby certifies that he/she has read the terms of this commitment and is authorized to bind the submitter to the commitment herein set forth.

Date: \_\_\_\_\_

Name & Title of Authorized Representative \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_

Pay Application No. _____ Purchase Order No. _____
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**Proof of Payment Certification**  
 M/WBE Contractors, Suppliers, Service Providers

Project Name: \_\_\_\_\_

Prime Service Provider: \_\_\_\_\_

Current Contract Amount (including change orders): \$\_\_\_\_\_

Requested Payment Amount for this Period: \$\_\_\_\_\_

Is this the final payment? \_\_\_Yes \_\_\_No

Firm Name	M/WBE Category*	Total Amount Paid from this Pay Request	Total Contract Amount	Total Amount Remaining

\*Minority categories: Black, African American (B), Hispanic or Latino (L), Asian American (A) American Indian (I), Female (F) Socially and Economically Disadvantaged (S) Disabled (D)

Date: \_\_\_\_\_

Certified By: \_\_\_\_\_

Name

Title

Signature