Town of Wake Forest

RFQ # 19-0002
Request for Qualifications (RFQ)

for

Comprehensive Plan Update and Future Land Use Map
Town of Wake Forest, North Carolina

Issued: May 29, 2019

Responses Due: Wednesday, June 19, 2019 @ 3:00 p.m.
The Town of Wake Forest (further referred to as “the Town”) is soliciting Statements of Qualifications from qualified firm(s) or a team offering comprehensive planning and future land use map services. The Town desires to have a well-organized comprehensive plan that is user-friendly, and a future land use map that identifies key areas for focused development.

The Town seeks to identify qualified consultants who have experience in preparing comprehensive plans and land use maps with knowledge of Wake County, North Carolina and the rapid growth it is experiencing; North Carolina land use law; experience with developing and carrying out creative outreach methods; facilitation of public meetings; compilation and analysis of information; preparation and revisions to comprehensive plans; creating new future land use maps; extensive GIS capabilities; innovative and user-friendly documents and interactive web-based documents; quality design graphics; presentations to boards and commissions; and attainable recommendations for implementation of goals.

**Wake Forest**

Incorporated in 1909, Wake Forest identifies itself with its small-town character, rich heritage, historic downtown, festivals and events, and beautiful parks and greenways. Wake Forest is conveniently located in the rapidly growing Triangle region of North Carolina, with access and proximity to major corridors such as US 1, NC Hwy 98, I-540, and US 401. Home to over 45,000 residents, Wake Forest is one of the fastest growing municipalities in North Carolina and located in the second fastest growing County in the United States. Situated in the heart of Wake Forest, the former Wake Forest College, now the Southeastern Baptist Theological Seminary and its 3,400 students play a vital role in the local economy. New growth in the last 10 years has expanded the Town’s boundaries through voluntary annexations, causing the planning area to expand.

**The Community Plan and Growth Strategies Map**

The Town of Wake Forest currently relies on the adopted Town of Wake Forest Community Plan and Growth Strategies Map as a policy-based comprehensive plan with an action agenda to achieve implementation. The Community Plan was adopted in 2009 and it contains the vision statements, policies, and actions that have guided growth in the Town of Wake Forest for the last 10 years. The plan is broken into the key sections of Town Areas; Town Transportation; Town Appearance; Growth Management; Quality of Life; and Growth Strategy Map. The population in 2009 was 27,662 and the Town has now grown to a population in 2018 of 45,348. The plan and the map are available on the Town’s website: [https://www.wakeforestnc.gov/planning/maps-plans-ordinances/wake-forest-community-plan](https://www.wakeforestnc.gov/planning/maps-plans-ordinances/wake-forest-community-plan)

**Wake Forest Planning Efforts**

The Town is currently in the process of completing a Comprehensive Transportation Plan, expected to be adopted in Fall 2019. A small area plan for the Northeast Neighborhood will be updated in 2019-2020 and a RFQ will be out in June 2019 for the project. The Renaissance Plan for Downtown Wake Forest was updated and adopted in 2017. These and other planning efforts that should be reflected in the update to the Comprehensive Plan are available on the Town’s website: [https://www.wakeforestnc.gov/planning/maps-plans-ordinances](https://www.wakeforestnc.gov/planning/maps-plans-ordinances)
Professional Services Expectations

The Comprehensive Plan update will identify community issues and concerns and include policy statements, goals, objectives, guidelines, maps and graphics that will serve as a working framework for the development of future land use public policy. A new future land use map (to replace the current Growth Strategies Map) will focus on areas where the Town desires to see targeted development for non-residential and mixed-use areas, with the remainder of the planning area being policy driven.

This framework will provide clear and predictable guidance to developers, stakeholders, and citizens. It will help maintain collaborative and respectful relationships within the community and surrounding neighbors, and establish policies and priorities for coordinated development, infill, and redevelopment.

The Comprehensive Plan update will provide strategies to encourage economic development in targeted areas, quality residential growth, commercial development, and general improvements for the protection of the quality of life for the Town’s residents and businesses. Achievable actions should be set with 2030, with visions through 2045.

The scope of work for this update includes, but is not limited to the following tasks:

1. Review the existing Community Plan and update various elements to reflect the changes that have and will occur;
2. Review and assess past and related planning efforts, both local and regional, for relevance and alignment;
3. Conduct a data inventory and land use capacity analysis of the existing conditions of the community, as well as rational projection of the community in 2030, that will help direct growth and development;
4. Prepare a Future Land Use Map with targeted areas for development with the remainder of the planning jurisdiction being driven by policy recommendations;
5. Provide community engagement / public outreach;
   ▪ The consultant will take the lead on public involvement throughout the process with the assistance of Town staff
   ▪ Prepare a community outreach strategy and conduct the community outreach process
   ▪ Establish a work plan detailing the community outreach strategy including any innovative efforts, and timeline
   ▪ Identify and develop methods to distribute project information and updates
   ▪ Presentations to the Planning Board and Board of Commissioner as needed
6. Compliment efforts by other consulting teams retained to update the Town’s Northeast Neighborhood Plan and Comprehensive Transportation Plan;
7. Identify strategic goals and develop strategies to implement the updated comprehensive plan;
8. Deliverables to include an interactive, web-based plan and a digital future land use map;
9. Deliverables to include an interactive, web-based plan as well as an editable print version in Word or InDesign and a future land use map with the GIS files;
10. Identify existing development regulations that need to be revised or updated to be consistent with the comprehensive plan update. Work with Town staff to make recommendations on how to revise existing development regulations that support implementation of the plan.

The Town anticipates completing and adopting this update twelve months after commencing work and the timeline submitted should reflect that adoption date.
Qualification Package Evaluation Criteria

Qualifications Packages will be evaluated on the firms’ ability to meet the requirements of this Request for Qualifications (RFQ). Some evaluation criteria, among other factors, will include:

1. The firm/team experience in providing similar services for similar projects;
2. Qualifications and accessibility of key individuals identified in the Qualifications Package that will be assigned to the project;
3. Capability of lead firm to manage the work;
4. Past performance references;
5. Ability to meet established schedules;
6. Ability to deliver within budget;
7. A plan to communicate with staff on a regular basis;
8. Qualifications package appearance and presentation.

Submittal Requirements

Any firm that would like to be considered for this project must submit the following information as part of their Qualifications Package:

1. A signed cover letter from a principal in the lead firm (a) expressing interest in the project, (b) certifying that the firm is properly licensed to carry out the professional services described in this RFQ, and (c) certifying that sufficient resources in personnel, equipment, and time are available and can be committed to this project.
2. Up to five (5) examples or statements of previous work completed by the firm and staff that will be involved in this project and that are similar in nature to the scope of work proposed for this project. Content should include scope of work performed by the firm, images of plans, location and timing of the project, and outcomes.
3. Short resumes or bios of professional staff that would be involved in project design and management, including professional registrations and certifications, office location, position title, length of service in current position, role in past projects of similar nature, and role/commitment to this project.
4. References from three recent clients on similar projects.
5. Similar information to that above for any sub-contractors, consultants or partners anticipated to be involved in this project.
6. A proposed simple work plan for delivering the services with monthly milestones over the estimated twelve-month project duration.
7. Availability of key personnel to be dedicated to the project through completion of the planning and on a consultative basis for three months after final concept plan approval.

The Town invites all interested and qualified firms to electronically submit their Qualification Package for this project as a PDF to Brendie Vega at bvega@wakeforestnc.gov. Attachments must be less than 10 MB.
Submittal and Evaluation Timeline

Each firm is solely responsible for the timely delivery of its Qualifications Package. Electronic submittals must be received by 3:00 p.m. on Wednesday, June 19, 2019 to Brendie Vega @ bvega@wakeforestnc.gov. No Qualifications Packages will be accepted after this deadline. Firms accept all risks for late delivery of Qualifications Packages regardless of fault.

Questions regarding the RFQ can be submitted in writing to Brendie Vega by e-mail at bvega@wakeforestnc.gov. A summary of the questions asked, and answers provided can be requested by e-mail from Brendie Vega. Anytime a new question is submitted, a response will be provided to all interested parties.

The Town will evaluate the submittals and short list firms for interviews the week of June 24, 2019.

The selected firm will be expected to begin work immediately upon execution of a contract.

Additional Information about this RFQ

1. Public Records

Upon receipt by the Town, your Qualifications Package is considered a public record except for material that qualifies as “Trade Secret” information under North Carolina General Statute 66-152 et seq. Your Qualifications Package will be reviewed by Town of Wake Forest staff, as well as members of the general public who may submit public record requests. To properly designate material as a trade secret under these circumstances, each firm must take the following precautions: (a) any trade secrets submitted by a firm should be submitted in a separate document marked “Trade Secret - Confidential and Proprietary Information - Do Not Disclose Except for the Purpose of Evaluating this Qualifications Package,” and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the document.

In submitting a Qualifications Package, each firm agrees that the Town may reveal any trade secret materials contained in such response to all staff involved in the selection process and to any outside consultant or other third parties who are hired to assist in the selection process. Furthermore, each firm agrees to indemnify and hold harmless the Town and each of its officers, employees and agents from all costs, damages, and expenses incurred in connection with refusing to disclose any material that the firm has designated as a trade secret. Any firm that designates its entire Qualifications Package as a trade secret may be disqualified from the selection process.

2. Conditions, Clarifications and Reservations

a. The Town expects to select one firm or team, but reserves the right to request substitutions of sub-consultants.

b. The Town reserves the sole discretion and right to reject any and all responses received with respect to the RFQ and to cancel the RFQ process at any time prior to entering into a formal agreement. The Town further reserves the right to request additional
information or clarification of information provided in any response. The Town also reserves the right, but is under no obligation, to waive technicalities and informalities. The Town shall make the award as deemed in its best interest.

c. A response to this RFQ should not be construed as a contract, nor indicate a commitment of any kind. The RFQ does not commit the Town to pay for costs incurred in the submission of a response to this RFQ or for any cost incurred prior to the execution of a final contract. No recommendations or conclusions from this RFQ process concerning an individual firm shall constitute a right (property or otherwise) under the Constitution of the United States or under the Constitution, case law or statutory law of North Carolina. Neither binding contract, obligation to negotiate, nor any other obligation shall be created on the part of the Town unless the Town and your firm execute a contract.

d. All responses to this RFQ shall be the property of the Town.

Contacts/Further Information

The Town of Wake Forest appreciates your interest in providing services for this important project.

For further information or questions regarding the content of this RFQ, please contact: Brendie Vega at bvega@wakeforestnc.gov.