



## **REQUEST FOR PROPOSAL**

# **Community Plan Update**

**City of Dublin, Ohio**

Issued: **August 24, 2022**

Proposal Deadline: **September 30, 2022**

Proposals are to be submitted to:

City of Dublin Division of Planning  
Attention: Tammy Noble  
5200 Emerald Parkway  
Dublin, Ohio 43017

Contact Information:

Tammy Noble, Senior Planner  
[tnoble@dublin.oh.us](mailto:tnoble@dublin.oh.us)  
(614) 410-4649

## 1.0 Overview

### **Purpose**

The City of Dublin Planning Director is hereby requesting a proposal from multi-disciplined, professional land use planning consulting firms to lead in the update of our Dublin Community Plan in accordance with Scope of Services within the Request for Proposal (RFP). The Community Plan is both a visioning and implementation tool, and is the key guiding document for City Council, City Staff, boards and commissions, the business community, and our residents.

### **Community Description**

Dublin is located northwest of Columbus and firmly at the center of the quickly growing and evolving Central Ohio region. With close to 50,000 residents, Dublin is the second largest city within Central Ohio. Convenient access to the region's highway transportation network and highly educated workforce have attracted many global headquarters and regional operations to call Dublin home. With an established presence in the corporate, tech, research, healthcare, and education sectors, Dublin is also one of the largest employment hubs in Central Ohio with more than 49,000 jobs in our corporate boundary. Dublin residents, workers, and corporate citizens are supported by first-in-class community services, recreation, schools, cultural institutions, and leisure activities. Our thoughtfully designed neighborhoods are surrounded and connected by a wealth of greenspace and community open spaces; including 60+ parks, 100 miles of bike paths, and over 1,200 acres of preserved open space.

More recently, the Bridge Street District created an urban, mixed use walkable district. Dublin has a commitment to our regional partners for technology advancement which highlights our West Innovation District. As we continue to grow, we concentrate on reinvigorating areas of our city including the Metro and Blazer office parks which are our legacy office parks.

For more information about Dublin and to learn more about the City's goals and objectives please visit the City's website at [www.dublinohiousa.gov](http://www.dublinohiousa.gov).

### **Background**

The current Community Plan was created in 2007 and last updated in 2013. To learn more about current Community Plan please visit the Plan website at [www.communityplan.dublinohiousa.gov](http://www.communityplan.dublinohiousa.gov). A list of current and prior plans and studies can be found here: [www.dublinohiousa.gov/strategic-plans-documents](http://www.dublinohiousa.gov/strategic-plans-documents).

Initiated in February 2020, City Council established the Dublin 2035 Visionary Framework that focused the mindful consideration of the planning, navigating, and establishment of long-term future direction organized around four overarching themes: Infrastructure, Land Use, Economics and Quality of Life. The results of the Dublin 2035 Framework efforts has developed into City Council's newly adopted Strategic Framework, which aims to ensure the City of Dublin is the Most Connected, Most Sustainable, and Most Resilient. The Framework provides the foundation and direction that will drive the update of the Community Plan.

### **Selection Process and Timeline**

All proposals received by the City will be reviewed to determine whether they are responsive to the requisites of the RFP. Please see below for the tentative timeline for the selection of a consultant. In the event an interview is performed, the consultants will be provided advanced notice of three (3)

business days. Interviews shall be held in-person at the City of Dublin Development Building at 5200 Emerald Parkway. The City may offer virtual accommodations at the request of respondents. In preparation of the final submission of the RFP, questions may be submitted up until September 9, 2022 and should be sent to the project manager. These questions will be compiled and responses provided via a virtual meeting with all potential candidates on September 16, 2022. Please submit all questions in writing to Tammy Noble at [tnoble@dublin.oh.us](mailto:tnoble@dublin.oh.us).

Deadline for Submitting Questions: **September 9, 2022**

Virtual Meeting to Respond to Questions: **September 16, 2022**

Proposals due on **September 30, 2022**

Finalist selected and notified on **October 5, 2022**

Interviews the week of **October 10, 2022**

Selection and initial scope meeting the week of **October 17, 2022**

Target to begin work on **November 1, 2022**

## **2.0 Scope of Work**

The following section describes the minimum components which should be included in the scope of work. The goal of the project is an update to the existing document, which should include a holistic review of the existing plan components and considerations for new topics, as needed. The City is open to suggestions other than those items listed which the consultant believes will be of value in producing a viable comprehensive plan and provide practical applications for day-to-day planning activities. City staff will finalize the scope of work with the selected consultant prior to contract authorization.

Transportation and traffic needs, housing strategies, sustainability, utility planning, economic development strategies, parks planning, and fiscal analysis will be separate contractual agreements completed outside the scope of the RFP and overseen by other City divisions and departments. However, the consultant chosen as part of this RFP process will be required to work with these individual consultants to analyze data, provide a thorough analysis and culminate into recommendations and implementation strategies and incorporate into the Community Plan.

### **Consultant Tasks**

#### **A. Community Plan Audit**

Conduct an audit of the current Comprehensive Plan and identify required modifications. This includes adding necessary chapters, omitting redundant chapters covered by other City documents, or modifying as necessary.

#### **B. Community Engagement**

Identify a robust and thorough public engagement plan that includes engagement at strategic stages of the process. This includes providing multiple opportunities for public engagement, a range of engagement strategies, one-on-one meeting with local officials and/or board and commissions, as well as other stakeholders will be expected. The City will ask the consultant to provide a menu of innovative engagement strategies that will provide ample opportunities for meaningful engagement of all segments of our community. This may include providing opportunities at City events, meetings in key locations that provide easy access to our various sections of the City, digital surveys, or other strategies that

encourage meaningful participation and feedback.

### **C. Existing Conditions Assessment**

The consultant shall consider the impacts of changing demographics, social and economic trends in the region on the planning area. Review other existing City plans and studies to summarize and align relevant material. Update existing conditions information and maps.

### **D. Needs Assessment**

The use of data, community visioning, and best practices research to highlight and frame key community issues and opportunities.

### **E. Future Land Use and Growth Management**

Define a feasible and well-planned future land use plan that address all various types of land uses within the City. Identify areas for redevelopment, infill, and adaptive reuse opportunities and determine strategies to initiate the process.

### **F. Special Areas**

Review and refine special area plans with increased focus on the Southwest Area, Bright Road Area, West Innovation District, Dublin Corporate Area, Historic District, and Bridge Street District.

### **G. Fiscal Modeling**

Conduct fiscal modeling and analysis to test land use, infrastructure, and policy scenarios, tailored specifically to Dublin's unique fiscal operations.

### **H. Sustainability**

Update and expand upon environmental suitability policies.

### **I. Implementation Plan**

Craft an implementation plan for short and long term actions. Prepare priorities, goals and objectives and make recommendations for policies and strategies for plan implementation. The tasks should establish indicators, benchmark baseline conditions, and set targets for each indicator to help quantifiably measure and track progress. The City can lead this effort and will work with your team to support this work.

### **J. Meetings**

The consultant team will be expected to facilitate key meetings at the major milestones of the project, including a kick-off meeting, steering committee, stakeholder meetings, public engagement, and the adoption process that will occur throughout the plan process. All public engagement meetings and meetings throughout the adoption process will be conducted with the assistance of City Staff. A steering committee will be established including city representative and key stakeholders from the community, at-large. These meetings should include a kickoff meeting, a minimum of three check-in meetings, and a meeting to review the Draft Plan, prior to public approval process.

## **K. Final Deliverables**

The final deliverables will be a graphic-rich final Community Plan document and summary document in both printed and digital format. Additionally, the consultant will work with City Staff to format plan material to be included on the City's website.

### **City Staff Tasks**

The following services will be performed by City staff:

- Facilitate meetings, notices, attendance, minutes, and record keeping for the Steering Committee and other key special meetings.
- Schedule and coordinate engagement meetings.
- Staff the general awareness/engagement activities including attendance at community events such as Farmers markets and festivals. Manage social media and general community awareness of the project. Provide communications outreach/project updates to the community.
- Review and provide secondary research and feedback for all technical reports written by consultant.

## **3.0 Proposal Requirements**

Responding firms shall include in their proposals all content following the formatting and submittal instructions as requested below. Firms are encouraged to provide any additional information that will further demonstrate the firm's qualifications and abilities to acceptably complete this project but are hereby instructed to limit such additional information to that which is directly relevant to the services being requested.

### **Format**

Each consultant shall submit a formal proposal to include three (3) bound copies. Proposals shall not exceed thirty (30) pages, page count is inclusive of all material. No pages shall be larger than 11x17. The proposal shall also be submitted electronically, via email or USB flash drive. The submission must be compatible with Adobe Acrobat, in a single file, and be formatted to print on standard office paper sizes. Fax submissions will not be accepted.

### **Content**

The proposal must address the following items in the following order. Failure of the proposal to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation.

#### **A. Cover Letter**

Cover letter indicating interest in the project, an understanding of the Scope of Work, and familiarity with the planning area. The letter shall be signed by a representative authorized to legally bind the firm, and include: name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the proposal (ideally the day-to-day project manager for this work).

#### **B. Consultant Team and Qualifications**

A description and identification of the companies and individuals involved, their office/work locations, along with the background and experience of these companies and individuals

shall be provided. Each key personnel identified in the proposal should list five (5) example project they took part in and their role. The description should include the project team's availability and capacity to perform the work, and an organization chart showing key personnel and their affiliations should be included.

### **C. Project Examples and References**

The lead consultant should provide five (5) projects for which similar services have been provided, summarize work provided, list key personal, and included both the estimated cost and final cost of each project. The examples should include contact information for each project; including, name of primary client contact, organization, email, and phone number. For each if any sub-consultant(s) were used, please provide two (2) example projects and references.

### **D. Project Approach and Work Plan**

Describe the project approach by phase, task, and subtasks, including milestone deliverables, meetings, and how the project approach will fulfill the needs of the Scope of Work included in this RFP. Please indicate your approach to integrate the City and Staff into the project.

### **E. Schedule**

Identify a schedule that summarizes all phases, tasks, sub-tasks, deliverables, and milestone meetings described in the proposed work plan. The project is expected to begin no later than November 1, 2022 and completed within eighteen months. If an alternative timeline is proposed, the consultant should explain.

### **F. Fee**

Identify total proposed cost as well as an estimated cost per phase and task based on the tasks identified in the work plan. The proposal shall present a breakdown of hours and expenses by task, the hourly billing rates for team members, and all non-labor expenses expected to be reimbursed. This includes all direct labor costs by person or position, overhead costs, non-salary direct costs including any travel time, equipment costs, per diem, printing costs, any fees, subcontractor costs, conversion of data and delivery to City incurred by the consultant and any vendors. Please also provide line item costs for any proposed additional services.

### **Deadline and Submittal**

Proposals should be submitted to the following address no later than **5:00 PM Eastern Time Zone on September 30, 2022**. Proposals received after this deadline may NOT be considered. All material submitted in accordance with this RFP becomes property of the City and will not be returned.

Proposal copies should be submitted to:

City of Dublin Division of Planning  
Attention: Tammy Noble  
[tnoble@dublin.oh.us](mailto:tnoble@dublin.oh.us)  
5200 Emerald Parkway  
Dublin, Ohio 43017

If you have any questions regarding this RFP, please contact the City's Project Manager Tammy Noble, [tnoble@dublin.oh.us](mailto:tnoble@dublin.oh.us) or (614) 410-4649. Any other contact with City personnel related to this RFP, prior to the formal selection of the consultant, is expressly prohibited without the consent of the City's Project Manager.

### **Evaluation and Criteria**

All proposals received by the City will be reviewed to determine whether they are responsive to the requisites of the RFP. Proposals which are determined to be non-responsive may be rejected. Although the City may request an oral interview of any respondents prior to the final scoring and selection, the City reserves the right to award contracts on the basis on initial proposals received, without discussions; therefore, the proposer's initial proposal should contain its best technical and price terms.

Consultant order will be based on the following criteria:

<b>Example of Proposal Evaluation Criteria</b>	<b>Points</b>
Project understanding, original approach and familiarity with innovative comprehensive planning concepts.	35
Capabilities and previous experience in comparable projects and specialized experience and technical competence of the consultant.	25
Demonstrated ability to meaningful and successfully engage the community in development of plans.	15
Personnel assigned to the project demonstrating the consultant's capacity to complete the requested service on time and within budget.	15
Logistics and familiarity with the planning area.	10
<b>100 Points Possible</b>	