

**REQUEST FOR QUALIFICATIONS
TO UPDATE / PREPARE A COMPREHENSIVE PLAN
FOR WINDSOR HEIGHTS, IOWA**

Qualifications Due Date/Time
July 24, 2015
4:00 p.m. (C.S.T.)



City of Windsor Heights, Iowa
Planning and Zoning
1145 66th St., Ste 1
Windsor Heights, Iowa 50324
www.windsorheights.org

Request for Qualifications – Consultant Services

I. CLIENT PROFILE

The City of Windsor Heights is a community that was incorporated in 1941. Windsor Heights has the unique distinction as its location is in the center of the Des Moines metropolitan area. It is completely bordered by four communities; Des Moines, Urbandale, Clive and West Des Moines. It is unmatched in its strategic location, convenient to all of the metro and suburban amenities while offering affordable housing, business opportunities and a strong sense of community.

Windsor Heights grew dramatically in its early years of the 50's and 60's and has remained stable at around 4,800 for the past couple of decades. As the baby boomer generation ages, Windsor Heights has more adults nearing retirement age. Windsor Heights has also experienced an in-migration of some young adults in their late 20's and early 30's since 2000. At the same time, adults in their late 30's have migrated out of Windsor Heights from 2000-2010.

In order to provide effective services with a diverse audience of established residents and businesses, and new community members development clients, the City recognizes that a complete and dynamic plan is essential. The goal of the process would be the development of a Comprehensive Plan with the potential to integrate an ongoing bike and pedestrian plan study for the horizon year of 2040.

II. PROJECT DESCRIPTION

The City of Windsor Heights is seeking a consulting firm to update/prepare a Comprehensive Plan. The City's last Comprehensive Plan was completed in 1997 with an update conducted in-house in 2013. The consultants must demonstrate their expertise in planning, urban design, master planning, bike and pedestrian planning and park and trail development.

Since the initial Comprehensive Plan, the following studies and plans have been completed that should be considered or incorporated as a part of the planning process:

1997 – Windsor Heights Comprehensive Plan (RDG Planning and Design)

2000 – University Avenue (Town Center) Corridor Plan

2010 – Hickman Road Master Streetscape Plan (Confluence)

2011 – Des Moines Area Regional Transit - DART Forward 2035 (TMD:
Transportation Management & Design, Inc)

2012 – City of Windsor Heights Stormwater Management Plan (Emmons and Olivier
Resources)

2013 – Windsor Heights Comprehensive Plan update

2013 – The Tomorrow Plan (Sasaki Associates and RDG Planning & Design)

2014 – Capital Crossroads – A Vision Forward

2015 – Colby Park Trail Hub Study

COMPREHENSIVE PLAN CONTENT

The project includes assembling and analyzing data regarding all of the existing conditions within the City of Windsor Heights and utilizing that data to develop policies, actions and an implementation plan to guide future development, redevelopment and decision making within the community. The requested services cover all phases of the work to develop a Comprehensive Community Plan and shall specifically include a response for each of the following aspects of the plan:

Project Scope: The City Council has budgeted for both a Comprehensive Plan update and a Trail Hub Study in Colby Park. The City wishes these two projects to dovetail with one another due to their integrated relationship. The consultant may be asked to work with another recreational planning group.

Developing the Community's Vision and Identity: The consultant must use pertinent data to develop or enhance a brand for the City of Windsor Heights and create or identify a community identity and vision. This information should then be used to enhance future growth and redevelopment and create a sense of place for the existing and future residents.

Public Involvement and Participation: This project will require a large amount of public involvement and participation in the planning process. The public involvement will likely include a series of public discussions and informational meetings. The City will work with the consultant to develop committees that may be needed to encourage participation with the community and stakeholders.

Supplementary Plans: There are a few areas of the community that will require more detailed and focused studies, including areas of potential redevelopment, Colby Park, and University Avenue and Hickman Road corridors. The City will work with the selected consultant to develop a scope of work to include areas.

Smart Growth and Sustainable Policies: The Comprehensive Plan should be organized according to recognized smart growth and livability principles as outlined in the Iowa Smart Planning Legislation of 2011.

Transportation: All transportation needs and modes should be considered and accommodated for including bicycle and pedestrian modes. The City recognizes the increasingly and widely used regional Walnut Creek Trail that stretches along the western edge of the City and wished to utilize the trail to its full potential.

Housing: A housing study should be provided that measures assessment of present and future unmet housing demands over the next 5, 10, and 15 years. Conversion of formerly owner-occupied single-family dwellings into renter-occupied single-family dwellings should be studied.

Economic Analysis: The scope of work for the project should include an economic analysis of the community to help drive the goals of the planning effort. Consultants may need to team with other firms as necessary to perform these services.

Zoning: The current zoning code for the City of Windsor Heights is becoming outdated. The comprehensive planning process may include updates or further exploration into the current zoning ordinance and recommend updates to the existing code that could include unified development code or form based code considerations.

III. PROJECT TIMELINE

It is the City's goal to complete the comprehensive plan in early 2016.

July 24, 2015 – Responses due

August 17, 2015 – Consultant selected

June 24, 2016 – Comprehensive Plan completion

IV. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- **Experience, Qualifications and Expertise:** Consultant experience and references in providing similar services. Include appropriate resumes for participating staff and their functional roles on the project. Provide the same details for any partnering firms on the project.
- **Capabilities and Resources:** Consultant's ability to perform the requested services and methods used, including implementation, maintenance and customer support.
- **Scope of Work and Timeline:** Consultant understands the services to be provided and is able to work within the desired timeline outlined by the City.
- **Quality, Thoroughness and Responsiveness of Proposal:** How well the proposal is detailed as pertaining to the desired services.
- **References:** Information received from references.

The City reserves the right to accept any or all proposals in whole or in part, to waive any irregularities in any proposal, to accept the proposal which in the judgment of the City is most advantageous to the City and to re-advertise if desired.

The City will review and evaluate all responses. The City may short list the responses to the two or three firms it deems best suited to address the needs of the project. The selected teams will be notified if necessary for an interview/presentation time. Those not selected will be notified by U.S. mail or e-mail.

**V. SUBMITTAL REQUIREMENTS
PROPOSALS:**

Proposals must be received no later than 4:00 pm on July 24, 2015 and delivered to:

City of Windsor Heights
Attn: Sheena Nuetzman
1145 66th St., Ste 1
Windsor Heights, IA 50324

Firms may submit the RFQ in person or by mail. All methods of delivery are subject to the proposal deadline date and time. Proposals received after the closing time and date will not be considered. The City of Windsor Heights accepts no responsibility for delays in the receipt of your RFQ due to mail delivery, messenger services, or any other method of delivery. The responsibility for timely RFQ delivery rests with the bidder.

Ten hard copies and one electronic copy of the proposal must be submitted bearing the name and address of the consultant, addressed as above, and clearly marked "Comprehensive Plan".

The submittal shall be limited to 40 pages of material.

PROPOSAL FORMAT:

To standardize responses and simplify the comparison and evaluation process, all proposals must be organized in the manner below with each section correspondingly titled as per the list below:

- **Business Organization:** The full name and address of the firm that will lead the project and a brief history of the company. Include appropriate resumes for participating staff and their functional roles on the project. Provide the same details for any partnering firms on the project.
- **Scope of Work:** State in detail the understanding of the project and approach to the proposed scope of work.
- **Technical Experience:** Include an explanation of methods to be used to perform the requested services and a list of past projects completed by the vendor(s) for similar services.
- **References and Work Samples:** Consultant(s) should provide a description and contact information for several similar projects. The last three projects completed by the company along with their respective budgets should be included. In addition, three projects (including budgets) that represent the firm's best work shall also be submitted. Representatives of the City may contact any of the references list or any known references to verify the performance of the consultant (s).
- **Timeline:** Provide and estimated summary timeline for completion of this project and estimated start date availability.

VI. ADDITIONAL INFORMATION

Please direct any questions or requests for further information to:

Sheena Nuetzman

Planning Director

(515) 645-6826

snuetzman@windsorheights.org

Written answers will be provided by email. No respondent may rely on any verbal response to any question submitted concerning this RFQ.

The City of Windsor Heights reserves the right to formally amend any portion of the Request for Qualifications. All proposals will remain open for acceptance by the City of Windsor Heights for a period of not less than ninety (90) days from the date of proposal opening. Any addendums to the RFQ will be posted on the City's website.

Data contained in the response and all documentation provided therein, become the property of the City of Windsor Heights, without compensation to the respondent, and the data becomes public information upon opening the response. The laws of Iowa require that the contents of all proposals be placed in the public domain and be opened to inspection by interested parties. Trade secrets or proprietary information that are recognized as such and are protected by law may be withheld if clearly identified. The entire proposal cannot be designated as proprietary or a trade secret. If a request is received to examine portions designated as proprietary or a trade secret, the City will notify the vendor to permit the vendor to defend the proprietary nature of the information.

Consultants are solely responsible for all expenses associated with responding to this RFQ. The City accepts no financial responsibility and will not be liable in any way for any cost incurred in the preparation of documents for this RFQ, or any costs associated with onsite presentations or follow-up questions requested by the City, unless previously agreed to by the City in writing. The City of Windsor Heights is not under any obligation to award a contract, and reserves the right to terminate the RFQ process at any time and to withdraw from discussions with any or all of the consultants who have responded. All documents and materials prepared pursuant to this proposal are the property of the City of Windsor Heights. The City shall have unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data, or other material prepared under this process.

If any provision of this Request for Qualifications is invalid, illegal, or unenforceable under any applicable statute or rule of law, the remaining provisions of this agreement shall remain in force and effect and vendor agrees to substitute for the invalid provision a valid provision which most closely approximated the economic effect and intent of the invalid provision.