

THE CITY OF STERLING, KANSAS

REQUEST FOR PROPOSAL

The City of Sterling ("City") will receive proposals in the City Manager's Office, 114 N. Broadway, Sterling, Kansas 67579, via mail at P.O. Box 287, Sterling, KS 67579 to be postmarked June 24, 2014. One copy must be sent via email to twall@sterling-kansas.com. This Request for Proposal (RFP) is subject to the instructions, conditions, specifications, addenda, and any other elements of this RFP, including those incorporated by reference.

DATE ISSUED: May 27, 2014

PROPOSAL TITLE: Comprehensive Plan; Alternate 1: Zoning and Subdivision Regulations Update

CITY CONTACT PERSON: Taggart Wall, city manager

TELEPHONE NUMBER: (620) 278-3423

E-MAIL ADDRESS: twall@sterling-kansas.com

All proposals must be received and acknowledged in the City Manager's Office on or before the day and time listed below.

SUBMIT PROPOSAL IN SEALED ENVELOPE OR CONTAINER TO:

City of Sterling
City Manager's Office
114 N. Broadway
Sterling, Kansas 67579

Proposal envelope or container must include the proposal title, proposal deadline date, and the proposer's name. Failure to provide this information on the envelope may result in the proposal not being considered. Do not submit proposals by fax or electronically. Proposals submitted electronically will be acceptable to be considered.

PROPOSAL DEADLINE DATE: June 25, 2014; Postmarked no later than June 24, 2014

PROPOSAL DEADLINE TIME: 3:00 p.m., Sterling, Kansas local time

1.1. Purpose

The City is soliciting proposals for the preparation of a 20-year community wide comprehensive plan, and alternate project of updated zoning and subdivision regulations. The area to be considered in this comprehensive plan shall include the area located within the City's existing city boundary as well as the three mile planning area surrounding the City.

The City is part of Rice County which exercises a joint planning commission with all other jurisdictions except for the City of Sterling and the City of Lyons. Previous to countywide zoning and land use regulations in Rice County, the City of Sterling exercised extraterritorial jurisdiction in zoning and subdivision regulations. Today, there is a standing agreement between Rice County and Sterling that should the county be approached for development within the City's three mile radius, the City will be notified and given opportunity for official review and recommendation to the County.

The Comprehensive Plan is intended to be the principal guide for community and governmental decision making regarding land use, zoning, transportation planning, utility capacity and construction, economic development, traffic management, recreation, capital budgeting, provision of municipal services and facilities, housing, and community engagement.

Sterling and the area within its growth area is in a position to experience development for the near term within 5-10 years due to a variety of colliding factors including expanding business sector, educational sector and a major transportation project to the north—the K-96 Bypass and Freeway concept between Hutchinson and Sterling and eventually Great Bend. Over the past three decades, Sterling has remained relatively stable in its population and development. Sterling's last community-wide comprehensive plan was adopted in 1982 and has become outdated, in dealing with the current issues related to a growing community.

The City is seeking an innovative non-cookie cutter approach to the comprehensive planning process. It is the City's desire that there be significant and meaningful community participation in preparation of the plan and that the consulting team includes substantial opportunities for citizen participation in the planning process.

A Consultant's proposal must reflect the ability to provide a full range of proficiency in all areas including but not limited to land use planning and zoning; demographics; community development-neighborhoods and housing; economic analysis; transportation planning; utility planning; urban design; city horticulture. Additionally, proposals must identify experience with public outreach, facilitation of public meetings, and public relations and media campaigns.

The Comprehensive Plan will be funded by local funds and is intended to be complemented by the consultant with staff assistance internally completing much of the actual writing of the plan as an aide to limiting the cost of development of the plan. Staff is prepared to assist the planner in preparation of the plan and facilitation to that end.

1.2. Project Background Information

The City of Sterling, Kansas (the "City") is a municipal corporation incorporated in 1876 and a city of the second class organized and existing under and pursuant to the Constitution and laws of the State of Kansas. The City has a Commission/Manager form of government since 1925. The City Commission conducts all legislative functions for the City and establishes general policies which are executed by the City Manager, who serves at its pleasure. The City Manager

oversees the City Staff.

The City of Sterling is the second largest city in Rice County, Kansas. Located near the geographic center of the state, Sterling is approximately 22 miles northwest of Hutchinson along K-96, HWY 14. The transportation corridor between Hutchinson and Sterling then further to Great Bend and eventually Interstate 70 carries between 3,000 and 6,000 for an annual average daily traffic count. This corridor is heavy in truck traffic transporting goods and services as well as normal vehicular traffic for retail and other purposes.

The City's population for the 2012 Census estimate was 2,295. The census estimate for 2010 was 2,332, down from 2,675 in 2000. The local economy is currently strong with a combination of local industry, agriculture, small business, and education sectors in an expansion mode.

With the current market of expanding economy and planned transportation infrastructure, housing and infrastructure must be addressed in the Plan. The City currently enforces the International Building Code 2006 as well as an environmental code.

Although Sterling and Lyons are at only 8 miles distance, Sterling maintains a separate identity from its larger neighbor. Sterling is rich in character and history as the city has a long and varied history including that of a progressive City governance, community commitment to historic preservation, Sterling College and post-Civil War roots. The Sterling Community Cemetery has been reported to potentially contain the largest number of Civil War soldiers of any non-military cemetery. Sterling continues to find pride in its agricultural base, but also has seen the development of local industry and a commitment to health and education with the Sterling Medical Center and the recent and ongoing updates and improvements to the public school system and four-year private college. Sterling has a need and desire to continue to develop in a way that maintains its unique character and appreciation for progressive purposeful change and growth with the times.

The City is home to Sterling College, a four year NAIA private school with a Presbyterian affiliation—although walks of many denominations and faiths are present. The enrollment is continuing to grow and most recently is reaching new records with 750 students on ground. The City and university enjoy a close relationship and each recognizes the importance of the other's success for the long- term viability of the community.

Several documents have been completed to assist City staff and the selected planner in the development of the land use regulations and comprehensive planning including, but not limited to:

- 1) 1969 City of Sterling Comprehensive Planning Document
- 2) 1982 City of Sterling Comprehensive Planning Document
- 3) 1982 City of Sterling Zoning Regulations
- 4) 1982 City of Sterling Subdivision Regulations
- 5) 2002 Rice County Comprehensive Plan
- 6) 2003 Rice County Zoning and Subdivision Regulations
- 7) 2005 City of Sterling Strategic Plan
- 8) 2007 City of Sterling Street Improvement Plan
- 9) 2011 City of Sterling Housing Study
- 10) 2012 Rice County Health Needs Assessment
- 11) 2012 Rice County Health Services Directory
- 12) 2012 City of Sterling, Sterling Lake Master Plan
- 13) 2013 City of Sterling Core Connections Main Street Corridor Study (K-96 Bypass Plan)
- 14) 2014 City of Sterling Municipal Code

1.3. *Community Engagement*

The City of Sterling considers itself to be a progressive, diverse, and forward-thinking community and desires formulation of a comprehensive plan that will be inspirational for the community. As part of the plan process, the City desires to place an emphasis on community engagement. The Sterling City Commission has long determined that the City must ensure it continually creates a better quality of life for the community. In fact, the City's current logo includes "where the quality of life shines."

The City Commission and City Manager consider the Comprehensive Plan Update a foremost opportunity to engage the public and involve them in formulating a plan that truly belongs to the community and implements the community values.

The City is seeking a consultant team that will engage the public through various media, such as presentations, public hearings, social media, the internet, and workshops throughout the project. This community engagement process should be empowering for the public, engaging people in the process, and maintaining their continued participation. The consultant should embolden the community to think beyond the status quo, fostering an environment of cooperation in working together for Sterling's future. The methods of public outreach and involvement should be advanced and inventive in manners that encourage residents to connect within the community to bring value to the plan.

1.4. *Scope of Work- Primary and Alternate*

The selected consultant will identify and assess local conditions and needs, analyze demographic implications, identify areas for potential growth or improvement, and formulate strategies necessary to foster the successful implementation of the Plan.

There are two primary objectives of the Comprehensive Plan: (1) to provide a comprehensive plan for the community that examines the challenges faced by the community and provides strategies for overcoming those challenges; and, (2) to provide for a community plan and approach to development, land use and infrastructure planning for the community's growth area directly related to the proposed K-96 Bypass. The Plan should inspire, guide, and direct the growth of the community while being sensitive to existing residents and development.

The Plan should provide clear and defined guidance to the development community and serve as a framework for the development of future land use policy. The Plan should assist in the continued maintenance of collaborative and considerate relationships with Sterling's surrounding neighbors, including Lyons and Rice County. The plan should examine the City's current boundary, identify and plan for potential development of the growth area including any annexation procedures. It is important to the City that its Comprehensive Plan be respectful of the adopted Rice County Comprehensive Plan.

The Comprehensive Plan should include a vision statement for the City and provide policy statements, goals, objectives, guidelines, maps, and graphics that will serve as a working framework for the development of future land use, infrastructure, and public policy. Each element of the plan shall include strategies and action steps to achieve the desired outcome for the community.

The Comprehensive Plan should provide clear and predictable guidance to citizens, stakeholders, developers, and the City's Staff. It should maintain collaborative and respectful relationships within the community and surrounding neighbors and establish policies and priorities for coordinated development/redevelopment and potential infrastructure improvement and/or expansion.

Required Tasks: The scope of work will include, but will not be limited to, the following tasks:

1. Project Reconnaissance:
 - a. Meet with City staff to review the scope of work and existing information available.
 - b. Conduct community visits and inventory physical conditions.
 - c. Review previously completed planning documents for various City Departments.
 - d. Prepare an existing conditions and influencing factors report to submit to the City Manager and Planning Commission.
2. Project Management:
 - a. The Consultant shall select a Project Manager who will serve as the primary point of contact for the duration of the project.
 - b. The Consultant shall prepare a project management plan.
 - c. The Consultant shall prepare and submit monthly progress reports, invoices, and billings.
 - d. The Consultant shall establish and maintain a project schedule with key milestones.
 - e. The Consultant shall organize and coordinate meetings for review and provide status updates of various elements of the overall project.
3. Project Initiation:
 - a. Participate in work sessions with elected officials, appointed officials, the public and City staff.
 - b. Familiarize the above-referenced groups in 3.a. with key issues.
 - c. Establish areas of focus in relation to the plan.
 - d. Refine prospective goals and objectives for both technical analysis and public involvement components.
4. Public Involvement: Develop a public engagement process that outlines methods to engage the public, encourage active participation, and foster an environment for idea-sharing. It is imperative that the Consultant develop a public engagement process that can engage all segments of the community.
 - a. The Consultant shall prepare a public involvement/engagement and public relations campaign and present this plan to the city manager for approval. The campaign must meet the community engagement goals and vision described above, and the campaign shall include an extensive interactive visioning session to obtain input from all sectors of the public.
 - b. The Consultant must be prepared to present workshops for citizens, property owners, and stakeholders; conduct workshops and visioning sessions with the public, Planning Commission and City Commission; and, present formally to the Planning Commission and City Commission for public hearing, input and plan consideration/adoption.
5. Data Development and Analysis: The Consultant shall prepare population, economic, and market studies of the community and prepare estimates, projections, and forecasts for five, ten and twenty year planning horizons.
6. Capital Facilities Analysis: The Consultant shall prepare an analysis of existing public facilities to determine deficiencies and make recommendations for public improvements that will accommodate projected growth and development.
7. Implementation and Strategies: The Consultant shall prepare priorities, goals, and objectives and make recommendations for policies and strategies for plan implementation.

The Consultant should provide an analysis of potential funding mechanisms that can be utilized toward the investment of public and economic improvements.

8. Final Report: The Consultant shall prepare a draft final report(s) complete with results, analyses, conclusions and recommendations for approval by the City. Preparation and publication of the final report, the Comprehensive Plan, shall be presented to the Planning Commission and City Commission for adoption.

Plan Elements: The Comprehensive Plan shall, at a minimum, contain an Introduction, Executive Summary, and eleven (8) plan elements: Community Character: Population and History; Economy and Economic Development; Land Use; Housing and Neighborhoods; Utilities; Community Facilities, Services and Infrastructure; Design, Historic Preservation and Cultural Resources; Natural Resources and Environment; and Community Health; (*Note: The following outline is intended to provide information about expected content for the purpose of formulating a proposal. Consultants are encouraged to present additional information and different document organization.*)

Introduction and Executive Summary – The Comprehensive Plan shall include an introduction section in which general information about the organization of the plan and its purpose, role, and function is discussed. An overview of the planning process including the nature of public involvement is to be provided in this section. The executive summary shall include a brief overview of the Comprehensive Plan including key elements and conclusions.

Community Character: Population and History – A brief history of the community shall be included as Sterling has changed over time and different factors have influenced growth and development. Sterling's role in the county and region as part of the transportation link between Wichita, Hutchinson, Great Bend and I-70 shall be analyzed with recommendations on how that role should be shaped in the future. The Comprehensive Plan shall include estimates, projections, and forecasts to determine future public facilities necessary to maintain adequate service levels. Projections shall be provided up to the year 2035 with milestones for years five, ten, and twenty years. The Comprehensive Plan must examine the demographic estimates and projections, including base year 2010 data regarding housing, ethnicity, employment, income, education, and tax base.

Economy and Economic Development – As part of the existing conditions analysis, the City is seeking a review of market conditions and economic forecasts. The Comprehensive Plan shall conduct an analysis of local economic factors that may influence growth and development and the consultant shall create a market overview identifying existing or emerging opportunities for the City of Sterling. The Comprehensive Plan should identify opportunities for the City to retain and attract quality jobs to the area. Additionally, the Comprehensive Plan shall address Sterling's commercial and industrial development market factors and identify existing and potential employment areas. The City desires to be prepared to assist in the realization of economic opportunities and diversity of its economy and will be looking for recommendations at potential development areas as part of the Comprehensive Plan. The Comprehensive Plan should also look at how Sterling can promote opportunities for conferences/tourism.

Land Use – The Consultant shall review and analyze local conditions, the existing Comprehensive Plan, and other plans developed and utilized by the City of Sterling. The Comprehensive Plan should include a land use map as well as policies and recommendations pertaining to land use. The Comprehensive Plan should prepare a land use capacity analysis that will help direct growth and redevelopment within the City. The plan should review the City's growth area and three mile radius area for potential annexation, future development, and potential amendments that should be made within the growth area. The plan should examine zoning and potential impediments to future growth and development that will coincide with the development of new subdivision regulations and zoning

regulations. The Comprehensive Plan should include a thorough understanding of the interrelationship of local patterns and the identification of means to mitigate negative impacts of potentially incompatible land uses.

Housing and Neighborhoods – The Comprehensive Plan shall include strategies for housing that are broad and inclusive to ensure sufficient quantity and quality of local housing for all incomes with special emphasis on affordable housing. An assessment of the current housing market and long-term projections for new development and overall inventory has been performed. The need for affordable housing must be examined, and previously commitments to fair housing shall be reviewed and incorporated into the Comprehensive Plan. The Consultant shall identify mechanisms to address neighborhood preservation and redevelopment, infill development, the current housing stock available, including neighborhoods, and areas of the community with opportunities for redevelopment.

Utilities – The City of Sterling provides a city compost/burn site, streets, stormwater, water, sewer and electric services within its corporate boundary. Solid waste services and recycling is provided through a franchise agreement with a private contractor. The Consultant shall prepare their recommendations for the Comprehensive Plan understanding the City's water, sewer, stormwater and electric infrastructure capacity and the demands that various land uses will place on the utility systems. Any existing City of Sterling plans shall be reviewed and incorporated into the Comprehensive Plan. Conflicts between the existing plans and the Comprehensive Plan shall be identified. In addition, the Comprehensive Plan shall examine the extension of utilities for growth (as well as capacity), and provide a recommendation concerning the need for density of development relative to utility capacity.

Community Facilities and Services – The Comprehensive Plan should include an inventory and assessment of City and community assets that will support the City's growth and development. The City envisions this assessment as including, but not being limited to a review for public safety needs, yard waste disposal and management, solid waste disposal, public buildings, educational facilities, libraries, Jefferson Plaza senior community center, parks, open space and greenways, and recreational facilities. Conflicts among needs shall be identified and public space and facilities needs prioritized. The City recognizes that the location and design of public facilities have a significant impact on the neighborhoods in which they are located. When considering new municipal facilities, it is appropriate that the Comprehensive Plan identify how the City might meet its future space and facilities needs.

Design, Historic Preservation and Cultural Resources – Good design ensures attractive, usable, durable, and adaptable places. The Design, Historic Preservation and Cultural Resources element should guide the public and private development to create and build upon a Sterling that is diverse, progressive, people and community oriented, aesthetically appealing, and functional. The Comprehensive Plan should provide a framework of areas appropriate for the application of urban design elements, possibly including the gateways, major corridors, and downtown area. The Comprehensive Plan shall identify significant historic resources throughout the City. In addition, the Design, Historic Preservation and Cultural Resources element shall identify important local cultural and historic resources and establish goals, policies, and actions for the protection and preservation of those resources. By identifying historic areas and cultural resources for preservation, the City anticipates the Comprehensive Plan will encourage appreciation for the City's history and culture, maintain the character and identity of the community, and contribute to the City's economic vitality through historic preservation.

Natural Resources and the Environment – The City of Sterling has a high water table and is adjacent to the Arkansas River, Bull Creek and tributaries thereof. A significant portion of the community has traditionally be in a flood plain. Recently, the City undertook an effort to be re-

mapped resulting in savings for many residents as they are no longer required to purchase flood insurance. Future development will require that water management be a considerable part of the process. The Natural Resources and Environment element shall include information on open space, stormwater management, drainage, floodplain management, and natural resources. The Comprehensive Plan should identify goals and policies that seek a balance between the built environment and the protection and preservation of the City's natural resources and the environment.

Community Health- The City of Sterling has long been a proponent of healthy living. Through the acquisition and continued ownership of the Sterling Medical Center, the community has continued to have physicians and dental professionals in the community. Rice County uses the Center for Counseling and Consultation in Great Bend for Mental Health analysis. The organization and delivery of health care services have undergone rapid evolution in recent years. For many in Sterling, the cost of services and access to care are important issues. This certainly is true in many rural areas where communities have worked to maintain affordable, quality health care systems. The Community Health element should evaluate the local healthcare system including access to healthy food, recreation, fitness and healthcare providers. The planner should identify economic forces and technical that advances and changes that continue to change health care for Sterling residents and identify any goals, objectives and action steps.

Alternate 1: Update of Zoning Land Use and Subdivision Regulations.

The Consultant will work concurrently during the Comprehensive Plan process with City staff, Planning Commission, Public and City Commission to compile necessary direction and thought towards development of modern, well drafted Kansas lawful zoning and subdivision regulations including a new zoning map.

The Consultant will provide a draft format of the revisions that coincide with the updated comprehensive plan changes and present the changes to the Planning Commission and any public hearing thereof or after throughout the process until approval by City Commission.

The firm will provide up to ten (10) hours of post consultation on the regulations after the adoption of the new regulations on matters pertaining to the interpretation and application of the new regulations.

For this alternate, consistency between the zoning regulations, subdivision regulations and the comprehensive plan will be a principle objective.

These regulations should be drafted concurrently with the Comprehensive plan, thus taking the community through one planning process instead of two or three. The reduction in actual meetings for the planner, thus cost to City, should be considered. Specific alignment with the comprehensive plan development includes:

1. An understanding of city comprehensive plan goals, policies and strategies to be supported in zoning and subdivision regulations.
2. A public involvement process that informs the public early on in the process of the effort and seeks initial input, as well as public involvement on proposed regulations.
3. A draft unified zoning/subdivision code that will be presented to the Planning Commission for their consideration in recommendation to the City Commission. Note: In Sterling, the Commission has the authority to adopt zoning regulations and subdivision regulations.

1.5. Project Timetable

The proposer's submittal shall include detailed project task and components and associated task timelines that would serve to allow evaluation by the City of the proposer's assessment of the Project task and time estimated to complete said task.

1.6. City Staff Expectations

The Proposer's submittal shall include what expectations for information they expect to receive from the City staff to support the initiation, research, and development phases of the project. City Staff is comfortable being involved in the process and expects to be so in an effort to limit the cost of the Plan.

2.0 INSTRUCTIONS AND CONDITIONS

2.1. Submission to City of Sterling

The City is seeking proposals for the provision of Professional Services set forth in the proposal requirements. The City of Sterling ("City") will receive proposals in the City Manager's Office, 114 N. Broadway, Sterling, Kansas 67579, or via mail at P.O. Box 287, Sterling, KS 67579 to be postmarked no later than June 24, 2014. One electronic Mail submission is required at twall@sterling-kansas.com. This Request for Proposal (RFP) is subject to the instructions, conditions, specifications, addenda, and any other elements of this RFP, including those incorporated by reference. Late proposals will not be considered and will be returned unopened.

2.2. Deadline and Late Responses

No proposal received after the deadline date and time will be accepted. Proposals postmarked after the deadline date but received in the City Manager's office after the specified time will be considered late and will be returned unopened. The City shall not be responsible for proposals that are mailed or sent via private delivery services. The City will accept proposals submitted by electronic mail at twall@sterling-kansas.com.

2.3. Organization of Proposal and Completeness

The proposer shall submit an original plus one (1) copies of the proposal to the City Manager's Office at the address set forth in 2.1 above. In addition, each proposal shall submit at least one electronic copy. All proposals must be sealed and the envelope or container clearly marked with the proposer's name and the words "Comprehensive Plan". Failure to provide this information on the envelope or container may result in the proposal not being considered. Proposers must allow sufficient time to ensure receipt of the proposal. It shall be the sole responsibility of the proposer to have the proposal delivered to the City before the proposal deadline.

Each proposal shall be organized in the order and manner as outlined in Section 3 of this Request for Proposal. Any negative, incomplete or outright failure to respond to questions, inquiries or required information will permit the City to reject or refuse to consider the proposal.

All proposals shall be typewritten. Erasures, white-outs, typeovers, and other modifications should be initialed. Proposers are cautioned to verify their proposal prior to submission.

2.4. *Proposal Interpretation-Communication with the City of Sterling*

The City of Sterling will solicit the proposal from some consultants and planners known to the City. The request for proposal will also be available at www.sterling-kansas.com. In addition, the City encourages all responders to request more information from the City. Any major addenda will be supplied to all known vendors via electronic mail or posting to the city website.

The City of Sterling has designated Taggart Wall, city manager, to be responsible for coordinating communications between the City and the firm(s) submitting proposals. If additional information is required in order to make an interpretation of items in this RFP, written questions (including e-mails) will be accepted until ten (10) days prior to the proposal submittal date. The City will attempt to respond promptly but will nonetheless provide written answers to questions within five (5) days prior to the proposal deadline, and all answers will be posted on the aforementioned website. All questions regarding the RFP should be addressed to:

Taggart Wall
City of Sterling
City Manager's Office
114 N. Broadway
Sterling, Kansas 67579
Telephone: (620)278-3423
Email: twall@sterling-kansas.com

The City specifically requests that no contact concerning this RFP be made with any other City personnel or official, except the above-referenced, until the selection process has been completed.

2.5. *Cost and Contracting*

The City of Sterling requests that the proposing firm submit a preliminary cost summary to provide services for the project and alternate. The successful Consultant shall provide their proposed cost for services rendered which shall include labor, travel, supplies, mapping, surveys, and all other costs that may be incurred for the delivery of services requested as part of the price and contract negotiation. Pricing shall be effective for the duration of the project and no additional compensation shall be payable based on proposer's future labor rates, overhead or other fixed or variable Consultant cost. Submittal of a proposal implies consent to the terms set forth in this RFP.

The final pricing and rate schedule shall be negotiated separately by the City of Sterling and the selected firm. If a fair price for services cannot be reached with the first choice, then the City of Sterling will go to the next choice for fee negotiations. The proposer shall provide a written statement indicating the firm's willingness to accept a City-written contract and must not construe this against the City. The City may also be willing to accept the proposer's standard contract, so long as it is deemed acceptable by the City. This will be part of the contract negotiations upon selection of a successful Consultant.

2.6. *Subcontracting*

If any part of the work is, or is intended to be subcontracted, the proposer shall provide within the proposal submittal a list of the subcontracting firm(s) participating in the Comprehensive Plan and their respective roles. All subcontractors will be subject to approval by the City.

2.7. *Proposal Modification*

Proposals may be modified, withdrawn, and/or resubmitted in writing to the City prior to the deadline for proposal submission. After this deadline, no resubmissions may be made for any reason.

2.8. *Approval Required*

No award or acquisition can be made until approved by the City Commission. The City will not be obligated to proposers for services until the completion of a signed contract approved by authorized officials of the City. This solicitation in no manner obligates the City to the eventual rental, lease, or purchase of any equipment or services described, implied, or which may be proposed, until confirmed by a written contract. Progress towards this end is solely at the discretion of the City and may be terminated at any time prior to the signing of a contract.

2.9. *Cost of Response*

The City will not be liable for any costs incurred by the proposers in preparing a response to this solicitation. Proposers shall submit responses at their own risk and expense. The City makes no guarantee that any equipment or services will be purchased as a result of the solicitation and reserves the right to reject any and all responses. All responses and their accompanying documentation will become the record of the City.

2.10. *Conflict of Interest*

By submitting a response, it is represented that no officer, committee member, or director of the City or other persons whose duty is to vote for, let out, overlook, or in any manner supervise any work on any contract for the City has a "direct interest" in the proposer or in the work which is subject to this RFP.

2.11. *Payments*

The remuneration to the Consultant by the City for services performed under a resultant contract will be negotiated as part of the contract. Payments under the contract shall be made upon submittal of an invoice after performance of the portion of the services which each payment represents. The final payment shall not be made until after the performance is complete.

2.12. *Contract Term*

The term of this contract shall be determined at time of proposal award. It is expected the project should be completed within twelve (12) months from the time the Notice to Proceed is issued.

3. PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposal be organized in the manner specified below and contain all specified information.

All proposals shall contain the following information and adhere to the prescribed format.
All proposals shall be bound with all required information listed in this section.

3.1. *Title Page*

Show the name of proposing firm, address, and telephone number, name of contact person and title, and date.

3.2. *Letter of Intent*

Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified. Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, and telephone numbers. The letter must be signed by a corporate officer or other individual who has the authority to bind the firm and the capacity to negotiate on behalf of the firm. The letter of intent shall respond to the Scope of Work and the contents of the Request for Proposals reflecting a clear understanding of the project. It shall also indicate the firm's willingness to accept the City's fee approach of negotiating a price upon selection of the Consultant.

3.3. *Proposer Information & Experience*

The proposal shall include general information about the Consultant, a history of the Consultant's firm, and shall include the Consultant's related experiences with the type of project that is the basis of this RFP. The Consultant shall demonstrate that it has past experience in performance of projects in similar size and scope. Any related staff members shall be identified for this project.

Comparable work, related to Comprehensive Plans or other master planning.

If any, the proposal shall identify any projects the consultant or its team members have completed for the City of Sterling.

Samples of previous projects may be submitted, including links to on-line versions, to avoid necessary printing.

3.4. *References*

Contact information shall be provided for the projects listed and experience, including name, title, address and telephone number for the representative of the organizations or firm for which purported similar duties were performed.

3.7. *Project Plan & Schedule*

The proposer shall include a detailed work plan and schedule for the Project as generally outlined in Section 1 of this RFP. The work plan and schedule shall identify important and identifiable milestones for and within each phase of the Project. The schedule should be expressed in terms of days or weeks from the time the contract is signed rather than actual dates in the event an unanticipated delay occurs.

The proposer shall additionally provide a best-estimate of the entire project timeline from Notice to Proceed to Final Adoption of the Comprehensive Plan document.

It is expected that the entire scope of services shall be performed within twelve (12) months of the Consultant's receipt of the Notice to Proceed.

3.8. *Understanding of Scope/Technical Approach*

The proposer shall include a detailed synopsis of the Project and Professional Services that would convey a clear understanding of the tasks that will be required to complete the Project. This should be of sufficient detail to provide evidence that there is a clear understanding of the tasks and issues

both identified herein as well as those that may be anticipated based on experience. The proposer shall provide evidence that they have invested sufficient time in reviewing the Scope of Services and Plan/Project elements and that the synopsis reflects a thorough, thoughtful and creative approach in Design Services implementation and that any proposed implementation methodology is sound and reliable.

3.9. Staff Resources

The proposer shall provide a summary of the experience and technological expertise of the staff that will be assigned to this Project and describe the responsibilities and the role(s) that each of these individuals will contribute to the Project. Full resumes of these individuals should be included in this section of the proposal.

4. EVALUATION

4.1. *Proposal Evaluation*

All submitted proposals will be evaluated by the individual members of the proposal review team in accordance with the following categories:

- Compliance with the RFP and completeness of the proposal.
- Experience and project staff's availability and exhibited history in compiling a comprehensive plan or other master plans.
- Exhibition of Scope and approach to project including proposers understanding of the objectives of the proposed plan elements and methodology.
- Community engagement and public outreach.
- Schedule and timeline for the project.

It is estimated that the City evaluation will result in a recommendation of an award of contract to the City Commission within thirty (30) days.

4.2. *Proposal Review Team*

All proposals will be evaluated by a committee of City of Sterling Officials/Staff and community members.

After a review of the proposals, the committee may request additional information or, at the City's discretion, ask representatives of the Proposer to participate in an interview.

All proposals are subject to review by the City of Sterling Legal Counsel before they can be recommended for final approval.

The city manager will make a recommendation for approval to the City Commission.

4.3. *Contract Negotiations*

One Consultant will be selected for contract negotiations. Realizing that the final basis for agreement between the Consultant and the City of Sterling must be a contract, firms must indicate their willingness to negotiate a contract acceptable to both parties. This RFP and specified portions of the Consultant's proposal will be included in such a contract. The selected Consultant will be required to execute a written contract for and by the City. The City may execute the firm's standard contract upon approval by the City's Legal Counsel. However, all proposals must contain a statement indicating the firm's willingness to accept a City-written contract. The firm must agree not to construe this against the City.