

## **RFP GENERAL OVERVIEW**

The purpose of this RFP is to solicit the information needed for the City of Sparks to select a consultant firm to provide zoning code assessment consulting services. The City of Sparks is assessing its zoning ordinance which governs the use of and improvement of land within its corporate boundary and sphere of influence. The selected consultant will assist the City by reviewing Title 20 (Zoning and Land Use Controls) of the municipal code and associated development standards incorporated by reference (Design Standards Manual, TOD Corridor Development Guide) with the objective of:

1. Identifying provisions of the current code that may be hindering real estate development or job creation; and
2. Recommending ways in which development and job creation may be facilitated through subsequent code updates.

# PROFESSIONAL SERVICES OVERVIEW

## BACKGROUND

The City of Sparks is located in Washoe County, Nevada with an incorporated area of approximately 36 square miles and a population of 92,000 people. Sparks is directly adjacent to Reno, Nevada, which is to the west of Sparks.

The City of Sparks has a council/manager form of government where the Mayor and City Council make policy decisions which the city manager and his staff implement. The Mayor and five member Council are elected to staggered four year terms. The City also has an elected City Attorney, who attends all meetings of the City Council.

The City of Sparks has elected to conduct an analysis of the chapter of its municipal code which governs zoning and development (Title 20). Title 20 regulates the use and improvement of land while controlling the location, soundness and use of structures located thereon. The analysis should identify 1) potential barriers to development that may exist and 2) recommend potential ways in which these barriers may be addressed through subsequent updates of the code. The scope of work below outlines a process for completing these objectives.

In recent years staff, in conjunction with a planning consulting firm, updated and revised all sections of the zoning code relating to “Industrial” development, created a Master Plan and zoning standards for a Transit Oriented Development Corridor, and created a content neutral sign ordinance. Other sections of Title 20 date to 1976 (when the zoning code was established) and have been updated only on a piecemeal basis. In addition, there is a large part of the City that has been master planned and zoned through the use of planned development handbooks. This has resulted in many of the newer parts of the City having “custom” zoning. The Sparks Master Plan (Comprehensive Plan) is also being revised and updated to reflect the needs of the City of Sparks into the future. It is anticipated that a formal adoption process will occur in 2012.

## SCOPE OF WORK

The Scope of work should be completed in approximately four months and the consultant should not anticipate that the contract will be extended. The cost range of the proposal should be in the \$20,000 to \$40,000 range.

### **Task 1: Data Collection and Analysis**

Conduct a review of Title 20, a set of draft amendments to the sign ordinance, the city’s draft comprehensive plan, Transit Oriented Development master plan and zoning standards and any other relevant plans, ordinances, and policies as identified by the City of Sparks. Analyze and compare draft plan policies with the current code language, map, and regulatory structure identifying key issues

### **Stakeholder Meetings**

Meet with the City planning staff and key stakeholders in the development process to discuss overall project goals and finalize a project work plan and schedule. The consultant team will interview the stakeholders regarding the development process in small groups or one-on-one to get their views on the City’s development code.

### **Interviews and Surveys**

Following the document review and initial stakeholder meetings, the Consultant will oversee an intensive initial discussion of land development issues with City staff and elected and appointed officials (including the Sparks City Council and Planning Commission).

### **Task 2 - Assessment Report**

Based on information gathered in the preceding tasks, the consultant will prepare a targeted analysis of the zoning code in order to refine key issues and themes to be addressed through the project.

The analysis should focus on strengths and weaknesses of the code including areas of inconsistency between City policy, ways to make the revised document more user friendly and how to streamline processes.

### **Assessments**

The assessment report will present options and may provide for alternative techniques for addressing issues with the zoning code. The report will include an annotated outline of recommended revisions allowing staff, elected and appointed officials, and the public the opportunity to review the proposed revisions before a process for implementation is defined. The outline should set out the structure of any code amendments and explain the purpose and scope of each proposed amendment.

### **Task 3 – Public Draft of Assessment Report**

A public draft shall be released once all comment has been considered. A City Council meeting may be necessary to discuss the report and provide the opportunity to discuss the report. A final assessment report may be necessary after this public meeting occurs.

## **SUBMITTAL PARAMETERS**

Firms replying to this RFP are required to complete the necessary forms indicated in the Bidder's Checklist (Page \_\_\_ of this RFP) and submit relevant information that will be used in the evaluation of firms. The submittal shall have, at a minimum, the following information:

**1) Company Overview (*Recommend 2 pages or less*)**

- Geographic location of the principal office of the firm and the office (if different) which would be responsible for providing services to the City of Sparks.
- Description of the overall capabilities of the firm and the services which the firm is interested in providing the City of Sparks.
- Number of employees within the firm responsible for providing services to the City of Sparks.
- Firm hierarchy
- A list of management and staff personnel in the office(s) that would be providing services to the City of Sparks (full resumes may be added in an appendix if desired but should be limited to one page per person, or less).

**2) Company Experience (*Recommend 3 pages or less*)**

- Summary of the three most recently completed projects on which the firm provided services similar to those sought by the City of Sparks. Proposers must specifically identify projects where they have provided development code analyses for local government. The project summaries should include a brief description of the project scope, the services provided, and the name and telephone number of a contact person, familiar with the consultant's work. Please describe any work to involve the community/public. (*No more than 1 page/project*)

**3) Project Approach (*Recommend 5 pages or less*)**

- Outline of approach and work program for all services requested. The outline must include the following minimum information:
  - a) A detailed work schedule for the proposed work program in tabular form. The work schedule must set forth a timeframe for completion and submittal of work products.
  - b) The maximum number and type of public meetings, workshops, meetings with staff, and meetings City committees and the City Council the firm will attend
  - c) Expectations of City staff. State the minimum expectations for involvement of, and information the responding firm needs from, City staff to accomplish the project.

**4) Fee Proposal (*Recommend 2 pages or less*)**

- Provide a cost proposal to conduct the work on a fixed fee basis.
- The cost proposal should cover all costs including consultant fees, mileage and production costs.

## **EVALUATION PROCESS**

Proposals shall be reviewed, evaluated, and ranked by a committee composed of City of Sparks staff from the Community Services Department. The City reserves the right to include non-city representatives on the evaluation committee.

The evaluation criteria may include but not be limited to the following considerations.

- 1) Understanding of the requested work and responsiveness to the RFP.
- 2) Professional qualifications and standing of the firm and the personnel assigned to the project. Evaluation criteria may include, but not be limited to: professional excellence, demonstrated competence in the service requested, and the education and related experience of the key personnel assigned to project.
- 3) Completeness of proposal, and the proposed schedule.
- 4) Consultants past performance and ability to meet the project schedule.

Starting with the highest ranked firm and progressing in descending order, a short list of firms will be generated by the evaluation committee. One or more top firms, as determined by the evaluation committee, may be invited for an oral interview.

Listed below is the evaluation form that will be used to evaluate each proposal.

<b>CRITERIA</b>	<b>SCORE</b>
<b>CAPABILITIES</b> RELEVANT SERVICES MANAGEMENT ABILITIES ABILITY TO PROVIDE TIMELY RESPONSE QUALITY CONTROL PROGRAMS SPECIAL EQUIPMENT	____ out of 20 points
<b>RELEVANT PROJECT EXPERIENCE</b> SIMILARITY OF PROJECTS QUALITY TIMELINESS	____ out of 25 points
<b>LOCAL GOVERNMENT EXPERIENCE</b> SIMILARITY OF PROJECTS	____ out of 20 points
<b>PERSONNEL</b> QUALIFICATIONS EXPERIENCE TRAINING	____ out of 25 points
FEE PROPOSAL	____ out of 10 points
<b>TOTALS</b>	____ out of 100 points