

CITY OF UNIVERSITY CITY  
PLANNING AND DEVELOPMENT DEPARTMENT  
6801 DELMAR BLVD.  
UNIVERSITY CITY, MO 63130  
Phone: 314-862-6767 | [ucitymo.org](http://ucitymo.org)



REQUEST FOR PROPOSALS  
For AN

## **COMPREHENSIVE MASTER PLAN UPDATE**

**QUALIFICATIONS MUST BE SUBMITTED BY  
5:00 P.M.(CDT), ON OCTOBER 11, 2019  
RESPONSES RECEIVED AFTER THE DUE DATE  
AND TIME WILL NOT BE EVALUATED**

**ISSUE DATE: September 13, 2019**

## **INTRODUCTION**

The City of University City, Missouri is seeking the services of a qualified planning Consultant/Firm to work with and assist city staff, stakeholders, elected officials and the community in the development of a new 2040 Comprehensive Plan (2040 Plan). The City is seeking qualified Consultants/Firms with considerable experience in community design, land use planning, parks planning, transportation planning, economic analysis and community engagement to evaluate our existing plan with the objective of completing a new 2040 plan that provides a clear vision for future growth and development.

The 2040 Plan will be the foundation for determining effective public policy, master planning, land use decisions and provide an ongoing framework for informed and directed development decisions. The Plan shall include goals, objectives, strategies, graphs and other tools to analyze, assess and recommend best practices for values-based planning decisions that address the economic development, housing, infrastructure and other improvement needs of University City. The ultimate responsibility of the 2040 Plan will be to provide a policy guiding document that will reflect and respond to the priorities, values and requirements of residents and stakeholders while safeguarding the history, sense of place and desires that University City residents, businesses and visitors experience throughout the community.

In addition, to the development of the 2040 Plan, the City is seeking an additional strategic plan document that will identify the planning process, strategies, opportunities and implementation techniques that will guide the City during five (5) year increments. The intent, of this additional strategic plan document, will be to ensure that the 2040 Plan continues to be a non-static document that evolves with the demands of the community. The ultimate goal of this process will be to develop a 20-year policy guiding Comprehensive Plan and a corresponding 5-year Strategic Plan that will ensure that growth management policies and actions remain consistent with the visions and desires of University City residents, businesses and guests.

A Consultant/Firm will be selected for this project based upon criteria stated in the "Evaluation Process". All proposals received by 5:00 p.m. CDT on Friday, October 11, 2019 will receive full consideration. Any inquiries with respect to the expectations and/or scope of work sought through this proposal should be made to the attention of – Clifford Cross, Planning and Development Director - via email at [ccross@ucitymo.org](mailto:ccross@ucitymo.org).

## **ABOUT UNIVERSITY CITY**

University City (City) is an inner-ring suburb on the western boundary of the City of St. Louis, Missouri. The City is located in St. Louis County. It ranks third and sixth with respect to total population and assessed valuation in St. Louis County. The City was founded by Edward Gardner Lewis and was incorporated in 1906.

The form of government established by Charter is Council-Manager. The City Council is the legislative and governing body of the City. It consists of six Council members and the Mayor, all of whom are elected by the residents of the City. Council members are elected from three wards to serve four-year staggered terms. The Mayor is elected at large and serves a four-year term. The City Council and Mayor appoint the City Manager and City Clerk, and enact legislation to protect the health, safety, and general welfare of the citizens of the City. The City Manager directly supervises all City government agencies and departments, except the Library, while also serving as chief advisor to the City Council.

The City is considered a residential community with a diverse population. There are approximately 35,000 residents (U.S. Census Bureau 2017) and 18,000 housing units in the City. The population density is 6,000 inhabitants per square mile. The area of the City is approximately 6 square miles.

The City provides a full range of municipal services for its citizens. These include public safety (police and fire), streets, sanitation (solid waste), culture and recreation, public improvements, community development, and general administrative services.

## **EXPECTATIONS OF CONSULTANT/FIRM**

Throughout the process the selected Consultant/Firm will be expected to utilize their experience and drive the process. To achieve this goal, and utilize the experience of the selected consultant/firm, the City will require the following expectations be met and identified within the RFP;

1. Initial meeting with city staff to review a project timeline, schedule meetings and begin the process of data acquisition.
2. Gather all existing plans, maps, documents, data and other materials relevant to the project. The city will provide all available existing documentation to the consultant. The consultant will study and consolidate applicable materials into the comprehensive plan.
3. Describe at least three approaches for providing effective stakeholder engagement and public participation. These alternatives should represent different levels of involvement, complexity and costs. Some examples include (but should not be limited to) formal public hearings, open house meetings, neighborhood meetings, and focus groups.

4. Conduct meetings with key elected officials and citizen advisory groups. The selected consultant will lead stakeholder outreach and participation efforts with city staff providing assistance, where needed.
5. Plan and implement an extensive stakeholder and public outreach process using a range of methods to inform and involve stakeholders, citizen organizations and the general public. Address the public hearing process and meetings with city staff, sub-task citizen groups, applicable advisory commissions, school districts, local units of government, etc.
6. Develop comprehensive plan goals, objectives and implementation strategies based on technical data and public input.
7. Draft materials for review and comment by the city in accordance with a schedule developed at the beginning of the planning process.
8. Confirm the final comprehensive plan conforms to Missouri State Statute.
9. Analyze consistency of current city ordinances and policies in relationship to the comprehensive plan goals and objectives and create an implementation program.
10. Prepare a draft document for public review and comment, and present to City Council and committees. The plan should be presented in a format and language that is user-friendly and easily understood by the general public.
11. Prepare a final draft document and present at a public hearing and all associated meetings for adoption of the plan.
12. Prepare the required documents for submission of the plan to the Planning Commission and City Council, and address any comments necessary to receive approval.
13. Once the plan is approved by the City Council, the consultant will print an agreed upon number of copies.
14. Provide at least weekly updates, primarily via e-mail though occasionally in-person or via telephone, to update city staff on project status, discuss issues and review drafts. Periodic status reports may also be required to the City Council.
15. All working and final documents must be delivered to the city in both hard copy and electronic formats that allow easy reproduction, direct web readiness and the ability for staff to edit. City staff will work with the consultant to post information to the city's website.

## **SCOPE OF WORK**

The Consultant/Firm is expected to conduct the following minimum tasks. The City strongly encourages proposers to expand on these tasks, emphasize tasks and to suggest additional tasks not identified in this RFP that may be necessary or beneficial.

- Project Meetings. The Consultant/Firm is expected to meet regularly with staff.
- Meetings with the Comprehensive Plan Advisory Committee (CPC), Staff, Planning Commission and Council. The consultant will meet with the CPC to provide updates and collect input. In addition, the consultant will solicit input and feedback from the Planning Commission and City Council providing interim reports, presentations and updates to each as required and appropriate; attend the Plan's formal adoption by the Planning Commission and City Council.
- Public Engagement and Communications. Public Participation is essential to this planning effort and must include an outreach and public participation process designed to engage the public and specific stakeholders in visioning the future of the City. Significant public input will be required throughout the process. We anticipate that a number of public meetings will be held in order to seek the opinions and views of the public at large, report on progress as the plan develops, solicit comments on specific ideas or concepts, and identify problems or barriers that must be acknowledged and overcome. Public involvement in the planning process and acceptance of the final plan is critical to the success of this effort, and respondents should explain their approach and public participation plan in detail in their responses.
- 2040 Plan Development. The Consultant/Firm will serve as the primary drafter of the plan and shall update research and develop materials for the 2040 Plan, including but not limited to:
  - A baseline review of existing plans and relevant information, including the existing Comprehensive Plan, Material Associated with 2015 Draft Comprehensive Plan, Neighborhood Plans, Corridor Plans, current codes and policies, demographic and census data and other information relevant to the required plan elements.
  - Develop an inventory and assessment of issues and opportunities based on work with staff, CPC committee, and public participation process.
  - Develop a vision for University City that will serve as a focal point for goals, policy and strategy decisions.
  - Draft a new Comprehensive Plan for Planning Commission and City Council adoption.

- Provide digital, editable, working and printable copies of all final documents including reports, maps, and final plan.
- Areas that will need specific attention are: The City is currently experiencing the presence of multiple abandoned and deteriorating dwellings in the 3<sup>rd</sup> ward. The consultant will assess the current district and identify potential redevelopment opportunities and regulatory overlay provisions within the 3<sup>rd</sup> ward and along Olive Boulevard. Considerations that should be considered include population density, encourage owner-occupied residential properties, mixed-income residential development and planned developments along Olive-Boulevard.
- Formed Based Code Concepts and Suggestions.
- 2040 Plan Content. The Comprehensive Plan document would include assembling and analyzing data regarding all of the existing conditions within University City and utilizing that data to develop policies, actions and an implementation plan to guide future development and decision making over a 20 year timeframe. It is anticipated the new 2040 Plan would cover the following content:
  - Community Assessment
  - Vision and Goals
  - Demographics/Economic Overview
  - Population, housing and demographic trends, and projections
  - Economic trends and forecasts, actions for an economic development plan
  - Natural Resources and Stormwater Management
  - Land Use - Existing land use, future land use plan, with an appropriate balance of commercial and residential uses. This plan should include policies and action steps for implementation to guide future development and land use decisions, including proposals and policy for land use.
  - Housing
  - Transportation
  - Parks & Recreation
  - Public Facilities
  - Implementation

## **SUBMISSION REQUIREMENTS**

The following materials must be received by 5:00 p.m. CDT on Friday, October 11, 2019 for a proposal to be considered. However, during the “Evaluation Process”, the City reserves the right to request additional information or to seek clarification from the consultant/firm, or to allow for correction of errors and/or omissions. The submittal requirements are as follows:

1. Project Overview

- A. General Information: Provides a brief overview of firm, including qualifications to execute the contract, company mission or statement of beliefs.
- B. Project Understanding: – A summary of the consultants understanding of the project as described in the RFP.

2. Qualifications

A. Personal Qualifications:

- a. Identification of lead project manager and their contact information.
- b. Name, proposed role, hourly rate, anticipated time commitment to the project and biography of each team member.

B. References: Include a list of at least three municipal clients for which you have conducted comprehensive planning, visioning, community engagement and /or land use analysis.

3. Proposal

- A. Proposal Overview: Provide specific approaches, methods and assumptions that will be utilized to accomplish each task.
- B. Proposed Work Plan and Schedule: Provide a proposed work plan with schedule, divided into phases identifying key tasks, milestones, approximate dates, project deliverables and resource needs.
- C. Community Engagement Plan: Provide an overview of your approach to community engagement including anticipated activities, approach to collaboration with city staff and efforts to engage populations.

D. Budget: Identify cost estimates for each segment of the scope of the services, associated with the “scope of work” identified within this RFP. At minimum identify costs for the following;

- i. Community Engagement Activities
- ii. Evaluation of existing plans, policies and procedures
- iii. Community Analysis and future impacts/issues
- iv. Implementation
- v. Production and printing of final document
- vi. Any other anticipated budgetary needs including incidentals

E. One electronic copy of the proposal, in Adobe PDF Format, shall be submitted on a flash drive along with 10 physical copies to the following; (*Proposals can be mailed or hand delivered – They must be postmarked or stamped prior to the deadline date*)

City of University City  
Attn: Mrs. LaRette, City Clerk  
6801 Delmar Boulevard  
University City, Missouri 63130

*City further reserves the right to request additional information from any Consultant/Firm.*

## **EVALUATION PROCESS**

Consultant/Firm selection will be based upon a qualitative evaluation of the proposals submitted. During the review process, staff and a selection committee from the City of University City, may request additional clarifying information from any Consultant/Firm that submits a proposal. Staff and the selection committee will evaluate the responses to this RFP, may interview the top-rated Consultants/Firms, and will make a recommendation to the Mayor and City Council as to the selection of the Consultant/Firm determined to be the most qualified for the project. It is anticipated that the City of University City and the selected Consultant will enter into a professional services contract for the period beginning September/October 2019 through project completion.

A series of selection criteria will be utilized (not necessarily in priority order) during the evaluation of proposals and throughout the selection process:

1. Demonstrated level of qualifications, experience, and professionalism for the respondent firm (or team), its principals, project management team, project manager, key staff, and sub-consultants (if applicable) assigned to the project;
2. Demonstrated level of professional and technical expertise and proven record in the preparation of Comprehensive and Strategic Plans / planning experience by the respondent Consultant/Firm (or team);
3. Demonstrated level of multi-disciplinary experience on the project team, with respect to the range of experience and services;
4. Demonstrated experience in community engagement, public participation, and outreach as part of similar efforts;
5. Demonstrated experience working with public agencies, city departments, and other regional entities as part of similar efforts;
6. Demonstrated adherence to, and ability to stay on task, schedule, and budget as part of similar efforts;
7. Demonstrated capacity and capability of the firm to perform the work within the specified timeline;
8. Overall value of the proposal and proposed services relative to the level of creativity and innovation in the proposed approach to the project; and
9. Other issues which may arise during the selection process.

## **GENERAL TERMS AND CONDITIONS**

1. Applicable Laws and Courts - This RFP and any resulting contract shall be governed in all respects by the laws of the State of Missouri, and the Consultant/Firm shall comply with all applicable federal, state, and local laws, rules, and regulations.
2. Assignment of Contract - A contract shall not be assignable by the Consultant/Firm in whole or in part without the written consent of the City of University City.
3. Changes to the Contract - Changes can only be made to the contract in one of the following ways:
  - a. The parties may agree in writing to modify the scope of the contract. An increase or decrease in the price of the contract resulting from such modification shall be agreed to by the parties as a part of their written agreement to modify the scope of the contract.
  - b. The City of University City may order changes within the general scope of the contract at any time by written notice to the Consultant/Firm. The Consultant/Firm shall comply with the notice upon receipt and shall be compensated for any additional costs incurred because of such order or shall give the City of University City a credit for any savings.
4. Default - In case of the Consultant's/Firm's failure to deliver goods or services in accordance with the contract terms and conditions, the City of University City, after the submission of sufficient written notice to the Consultant/Firm, may procure the services from other sources and hold the Consultant/Firm responsible for any resulting additional purchase and administrative costs, which shall be in addition to any other remedies available to the City, including termination of the contract.
5. Work Products - All papers, reports, forms, materials, creations or inventions created or developed in the performance of this contract shall become the sole property of the City of University City. On request, the Consultant/Firm shall promptly provide an acknowledgment or assignment in a written form satisfactory to the City to document the City's sole ownership of any specifically identified intellectual property created or developed in the performance of the contract.
6. No Corrections - Once a competitive proposal is submitted, the City may not accept any request by any proposer to correct errors or omissions in any calculations or competitive price submitted.
7. Openness of Procurement Process - Written competitive proposals, other submissions, correspondence, and all records made thereof, as well as negotiations conducted pursuant to this RFP, shall be handled in compliance with the Missouri Open Records Act. Proposals may not be subject to disclosure during the evaluation and negotiations process but will be subject to public requests for review at the conclusion of the contracting process. The City of University City gives no assurance as to the confidentiality of any portion of any proposal once submitted.

7. No Collusion - By proposing a submission to the RFP, the proposer certifies the proposer has not divulged to, discussed or compared his/her competitive proposal with other proposers and has not colluded with any other proposers or parties to this competitive RFP whatsoever.
8. Rejection of Bids or Informality Waiver – The City of University City reserves the right to reject any or all responses or to waive any irregularity, variance, or informality whether technical or substantial in nature, in keeping with the best interests of the City.
9. Litigation and Debarment – Consultants/Firms must disclose any prior, current, or proposed business-related debarment, suspension, ineligibility, voluntary exclusion from contracts, suspension, litigation, bankruptcy, or loan defaults within the past five (5) years; as well as if the Consultant/Firm or any of its principals are the subject of any pending investigations or hearings by any Federal, State, or local regulator agency. If none, a statement to that effect must be included with the RFP.
10. Merger and Severability – This RFP contains the entire agreement between the parties relating to the subject matter hereof. The invalidity or unenforceability of any provision hereof, or of the application of any provision hereof to any circumstances, shall in no way affect the validity or enforceability of any other provision, or the application of such provision to any other circumstances. This Agreement (and each amendment, modification and waiver in respect of this Agreement) may be executed and delivered in counterparts (including by facsimile transmission or e-mail), each of which will be deemed an original, and all of which together constitute one and the same instrument. Delivery of an executed counterpart signature page of this RFP by e-mail (PDF) or facsimile transmission shall be effective as delivery of a manually executed counterpart of this RFP.

## **Insurance**

1. **Liability Insurance** – The Consultant/Firm shall furnish, pay for, and maintain during the life of the contract with City of University City the following liability coverage:
  - a. Comprehensive General Liability Insurance on an “occurrence” basis in an amount not less than \$1,000,000 combined single-limit Bodily Injury Liability and Property Damage Liability;
  - b. Business Automobile Liability insurance in the amount of at least \$1,000,000, providing Bodily Injury Liability and Property Damage Liability;
  - c. Workers’ Compensation Insurance applicable to its employees for statutory coverage limits, and Employers’ Liability with a \$500,000 limit, which meets all applicable state and federal laws; and
  - d. Professional Liability/Malpractice/Errors or Omissions insurance, as appropriate for the type of business engaged in by the Consultant/Firm, shall be purchased and maintained by the Consultant/Firm with minimum limits of \$1,000,000 per occurrence.
2. **Additional Insured** – The City of University City is to be specifically included as an additional insured on the Comprehensive General Liability and Business Automobile Liability policies referenced above.
3. **Notice of Cancellation or Restriction** - All policies of insurance must be endorsed to provide the City of University City with thirty (30) days' notice of cancellation or restriction.
4. **Certificates of Insurance/Certified Copies of Policies** - The Consultant/Firm shall provide the City of University City with a certificate or certificates of insurance showing current coverage as required by this RFP. The Consultant/Firm will maintain this coverage with a current certificate or certificates of insurance throughout the term stated in the proposal. New certificates and new certified copies of policies (if certified copies of policies are requested) shall be provided to the City of University City whenever any policy is renewed, revised, or obtained from other insurers. The certificates and/or certified policies shall be sent or delivered to the City's Finance Director and addressed to: City of University City, 6801 Delmar Blvd., University City, MO 63130.
5. **Hold Harmless Provisions** - The Consultant/Firm shall defend, indemnify, save and hold the City of University City harmless from any and all claims, suits, judgments and liability arising directly or indirectly from the performance of the contract by the Consultant/Firm, its employees, subcontractors, or assigns, including legal fees, court costs, or other legal expenses. The Consultant/Firm acknowledges that it is solely responsible for complying with the terms of this RFP. In addition, the applicant shall, at its expense, secure and provide to the City of University City, prior to beginning performance under this RFP, insurance coverage as required in this RFP. The primary Consultant/Firm providing services or products to the City will be expected to enter to

a written agreement, contract, or purchase order with the City that incorporates, either in writing or by reference, all the pertinent provisions relating to insurance coverage. Any party providing services or products to the City of University City will be expected to adhere to the requirements as contained herein. A failure to do so may, at the sole option of the City, disqualify any bidder or proposer of services and/or products to the City of University City.

### **RFP Questions and Clarifications**

To ensure consistent response and correct information to all interested parties, Consultants/Firms should submit all questions in writing to Clifford Cross, Planning and Development Director via email: [ccross@ucitymo.org](mailto:ccross@ucitymo.org). No questions will be accepted after 5:00 p.m. (CDT) on October 4, 2019.