Ephraim City is soliciting the services of qualified teams/individuals (“Team”) to perform consulting services for an updated general plan. Specific requirements and components are outlined in this RFP.

**Responses Due by 5 PM on Wednesday, February 26th, 2020**

**Contact Information**

The primary contact for questions regarding this RFP is the Ephraim City Community Development Director:

Ephraim City Community Development Department  
Attn: Bryan Kimball  
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Ephraim, UT 84627

Office: (435) 283-4631

Email: bryan.kimball@ephraimcity.org
Background and Introduction

Ephraim City was founded in 1854 with an initial population of less than 1,000 people and has since grown to a population of approximately 7,400 people, with much of that growth happening in the last 25 years. It is the largest city in Sanpete County and is projected to grow to a population of more than 18,000 by the year 2040. Ephraim is the economic hub of Sanpete County. Ephraim is home to Snow College, a two-year junior college with approximately 4,000 students in Ephraim. Snow College has recently added a few 4-year programs, including Music and Computer Programming, and may add additional 4-year programs in the future. The presence of Snow College adds a unique demographic and economic dynamic to the City that is not found anywhere else in Sanpete County. There is a rich rural and agricultural tradition in the area. Two prominent local ag businesses in the area include Bailey Farms, the largest ag exporter in the state of Utah (pressed alfalfa cubes, exported primarily to China) located just outside city limits, and Norbest Turkey (Pitman Farms) processing plant located in nearby Moroni. These two prominent businesses support the majority of the local agriculture economy in the area.

The City’s General Plan was last updated and adopted in 2004, when the City’s population was much smaller. The growth is causing changes to the City’s vision and goals related to land use, transportation, parks and recreation, trails, downtown revitalization, open space, economic development, and more. The city needs a current and proactive comprehensive plan that will guide development in accordance with an updated City vision, rather than reactively allowing development itself to guide the future of the city. This plan will coincide with recently completed capital facilities plans for the projected critical infrastructure needs of the City.

Project Description / Scope of Work

The General Plan is the official statement and vision of both short and long-range goals to guide the growth and development of the City. The Plan focuses on improving the physical environment of the City as well as the quality of life of the citizens. It is intended to be an effective working tool employed by the City in making community decisions and achieving planning goals. As such, the final product must be:

- Easy and intuitive for the public to access, understand, and use. (Avoidance of planning jargon is key.)
- Concise, illustrative, consistent with itself, and strategy-based.
- Designed to be integrated with the City’s website and GIS mapping programs.
- In compliance with LUDMA.

The completed General Plan must contain:

- A General Plan Introduction giving a general layout of the process that took place from start to finish.
- A Motto and Vision Statement which adequately and accurately captures the desired future of the City.
- A historic summary and current demographic snapshot of the community.
- Demographics, including a breakdown of both permanent residents and Snow College students.
- An executive summary.
- A land use section capable of guiding Ephraim’s growth in a financially sustainable, pedestrian friendly, traffic congestion minimizing way, including:
  - An updated Future Land Use Map that includes and respects transportation corridors from the City’s General Plan: Future Roads and other long-range planning tools as appropriate.
  - Land Use Goals and Strategies.
- Community Design strategies for Low, Medium and High Density Residential, commercial, mixed-use, and industrial development.
- Environment sustainability
- Annexation plans
- Housing strategies that will lead to a healthy mix of housing types and sizes.
- Affordable housing plan & strategies.
- New and/or revised land use categories, as applicable.
- Strategies and maps for trails and parks and other recreational items.
- Strategies and plans for future roads
- A focus on gathering places and/or activity centers.
- Strategies to help preserve the current rural but vibrant feel of the City
- Strategies for historic preservation as appropriate and applicable
- Analysis of future college and school district master plans, in terms of their adding new facilities due to growth and how those facilities might affect surrounding land uses.

- Future growth illustrations/renderings.
- Clear implementation strategies with specific recommended actions or next steps.
- Fiscal Analysis of the Land Use Plan.
- A citizen’s guide to the plan.
- A developer’s guide to the plan.
- Other components as proposed by Teams or deemed critical by the City during the review process.
- Identification of and recommendations for potential Land Development Code amendments to increase effectiveness and consistency with the updated General Plan and City goals.

Existing documents that can be linked to, referenced in, or used to assist in preparation of the General Plan include: Land Use Ordinance, Subdivision Ordinance, and Ephraim City General Plan (2004). These documents may be obtained from [www.ephraimcity.org](http://www.ephraimcity.org) or through the primary contact.

**Submittal Format / Proposal Requirements**

The RFQ/RFP proposal shall be limited to no more than 10 pages, excluding examples of prior work, and shall include the following information:

- Cover letter that succinctly summarizes the RFP including the Team’s qualifications and interest, approach, deliverables, and contact information for the principal contact person.
- Name, title, and responsibility of each individual or Team member working on the project, along with a statement of their availability and level of responsibility for the project.
- Experience and expertise of Team members, including the use of outside consultants. Describe the talents the Team brings to the project, how their knowledge of the subject will provide benefit to the process, how the Team has been successful in the past (previously completed projects), and how that relates to this project. Include contact information for at least three previous clients for whom project Team members have completed similar projects.
- Strategy and implementation, including:
• a public outreach plan to generate input and buy-in from the public, along with meetings with city staff, stakeholders, and the Planning Commission and City Council. **At a minimum, plan on at least 4 public outreach meetings with identified stakeholders, including the local business community, the college, the local agriculture community, and citizens.**

• Specific methodology, tools, theories, and resources that will be applied to the project.

• The proposed project process, project management plan, schedule (including critical dates, planned meetings, etc.), mitigation of risks, and proposed costs.

• Proposed format, content, and deliverables for the final product.

• Identification of and proposed coordination with adjacent jurisdictions, State and federal departments as appropriate, and affected entities.

• Examples of prior work (this is the only item that may be in excess of the 10-page limit)

• Project Budget - The council has approved a not to exceed budget of up to $30,000. The Team must submit a fee proposal for the project, including:
  • An estimate of time to be spent by respective positions for each phase of the work.
  • The hourly billing rate for each position.
  • A cost breakdown for each phase and for each deliverable.
  • An estimate of reimbursable expenses to be included in the project.

The proposed fee will serve as a not-to-exceed amount.

Upon execution of the agreement by both parties, the Team will receive authorization to proceed with only those services identified in the agreement. The Team must receive prior written authorization before performing any services outside the scope and fee amount identified in the agreement, or the additional services will not be reimbursable by the City.

**Evaluation & Selection Criteria**

All proposals received shall be evaluated by a City selection committee. Teams may be contacted for interviews, if determined necessary by the selection committee. The purpose of any interview is to allow the Team to present its understanding of the project, qualifications, expertise, past performance, management plan, schedule, and plan for accomplishing the project. It will also provide an opportunity for the selection committee to seek clarifications from the Team.

The Team will be selected based upon the following:

• **Strength and Experience of Team**
  - Based on the RFQ/RFP and any interviews, the selection team shall evaluate the expertise and experience of the Team and the project manager as it relates to this project in size, complexity, quality, duration, etc. Consideration will also be given to the success the Team has had in the past with similar projects.

• **Project Management Approach**
  - Based on the information provided in the RFQ / RFP and information presented in the interview, each Team will be evaluated as to their plan to manage the project. The selection Team will also evaluate the degree to which risks to the success of the project have been identified and a reasonable solution has been presented.

• **Schedule**
  - The Team’s schedule will be evaluated as to how well it meets the objectives of the project. The Team shall identify in the RFQ / RFP the project schedule identifying major
work items with start and stop dates that are realistic and critical for the success of the project. **The City desires a completed project by the end of May 2020,** but does not want to sacrifice overall quality.

- **Total Budget**
  - While total cost will be a consideration in the decision, a Team will be chosen mainly based upon the strength and experience of the Team, past project examples, and the planned approach to meeting the project objectives. City will procure a Team to achieve the best project possible within the available budget.

- **Past Performance / Project References**
  - Past involvement with rapidly growing jurisdictions and experience preparing general plans that are concise, illustrative, and action-oriented.

**Question and Answer Period**

Questions can be asked via telephone or email of the primary contact until 5 PM on **Wednesday, February 26, 2020.**

**Submittal Deadline**

Submittals may be digitally by email, thumb drive, downloadable link, or cd. Proposals are due no later than **5:00pm on Wednesday, February 26th, 2020,** if by mail at the address provided on the cover page to this RFP, or if by email to the email address on the cover page to this RFP. The digital copy shall include all pages of the RFP and supplemental exhibits combined into one PDF document labeled “Ephraim General Plan RFP 2020 – [insert Team name]”.