



CITY OF
OPELIKA
alabama

REQUEST FOR QUALIFICATIONS

#21004

New Comprehensive Plan

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QUALIFICATION PROPOSAL December 17th, 2020, at 4 p.m.

**Request for Qualifications
New Comprehensive Plan
City of Opelika, Alabama**

PROJECT INFORMATION

RFQ Release Date: November 23, 2020

Project Title: City of Opelika, AL Comprehensive Plan

Questions Due: Monday, December 7th, 2020, at 12 p.m.

Qualifications Due: Thursday, December 17th, 2020, at 4 p.m.

Finalist Selected: Early January 2021

Council Approval: Late January/Early February 2021

Project Timeline: 12-15 months following approval

Contact: Matt Mosley, AICP
Planning Director
City of Opelika
334.705.5166
cmosley@opelika-al.gov

The City of Opelika (“City”) desires to create a new comprehensive master plan and is seeking the services of a firm or team (“consultant”) with extensive experience and skills in the development of comprehensive plans with community involvement. The selected consultant will assist the City in defining scope of work, establishing project timeline, facilitating City and public involvement/participation, and producing a new Comprehensive Plan. Joint ventures are welcome.

Background

The City of Opelika is a rapidly growing community in the Opelika-Auburn metropolitan area, covering approximately 61 square miles, and a population of over 30,000. The City is the county seat for Lee County. Once a major textile and manufacturing hub in East Alabama, the City has become more economically diverse with growth in health care, education, retail, automotive and medical manufacturing, among others.

Nestled between two active railroads, Opelika’s vibrant historic downtown is home to many unique restaurants, shops and other businesses including two breweries and a distillery. The City is home to Southern Union Community College’s Opelika campus and only a few miles away from Auburn University. The City of Opelika is located between Atlanta, GA (1.5 hours) and Montgomery, AL (1 hour) along Interstate 85 with five (5) exits. The City is also intersected by U.S. Highway 280 and U.S Highway 431.

Opelika is also home to Grand National on the Robert Trent Jones Golf Trail, which features two, world-renowned 18-hole golf courses. In the past few years, City has heavily invested in new infrastructure. This includes a new police and court complex, major renovations to community centers, and a new state of the art library currently under construction. In 2012, Opelika became Alabama’s First “Gig City” by running its own fiber optic network.

The City of Opelika has a long history of planning with Comprehensive Plans dating back to the 1960’s. The City’s current Master Plan was adopted in 2016, and PDF copies are available at:

<https://www.opelika-al.gov/174/Comprehensive-Plan>

Master Plan 2030 was an internally created document that acted as more of a short-term strategic plan. A newly created document would replace Master Plan 2030 with a true comprehensive vision and framework for the future.

Scope of Work

The City desires to create a plan that will address the changing trends of today and match the City’s values and innovative spirit. The selected consultant will work with the City to determine the specific elements to be addressed in the new comprehensive plan. Expected areas of emphasis will include future land use and typology, transportation, and cultural elements like parks and recreation. A work plan, schedule, deliverables, and cost will be included in the final contract. The City is open to suggestions other than those included in this RFQ which the consultant believes will be of value in

producing a viable Comprehensive Plan that provides practical application for the managed growth and continued improvement of Opelika. The City will finalize scope of work with the consultant prior to contract authorization.

Submission Requirements

The items listed below shall be submitted in the order shown and shall be clearly labeled and separated by tabs. Pages are to be standard letter size. A limited number of larger pages (i.e. 8.5x14 or 11x17) folded to fit to letter size will be acceptable. Submissions should be contained in a ring binder, bound together in a booklet, or by some other acceptable, professional means.

Submit five complete physical copies and one USB flash drive or CD with a PDF copy to the address at the end of this document.

Tab 1 – Cover Letter

Provide a cover letter indicating your firm's or team's interest in and ability to perform the requirements of this RFQ. In addition, state why your firm believes it is the best qualified to perform the services requested, including features, skills, or services which distinguish your firm or team and make it a good choice for the City. Include statement discussing team member availability to perform work in reasonable time period. The primary contact name, phone number, and email should be clearly listed on cover letter. Limit letter to no more than two pages.

Tab 2 – Firm or Team Background

Name and address of each office location

Years in business under current name(s)

Ownership structure(s)

Names and titles of officers in the company

An organizational chart and explanation of who project manager will be, team members, and their responsibilities on this project; if a joint venture, make sure this is clear in the chart

Tab 3 – Qualifications

Describe and demonstrate firm or team qualifications and experience, in regard to the stated project. Or describe any applicable experience in Opelika, similar communities, and/or Alabama or Georgia. Provide resumes for key personnel who will be assigned to this project.

Tab 4 – References

Provide examples and references for similar projects for which your firm or team, in whole or in part, have provided service in the previous five years; work portfolio may be provided electronically as discussed later in this document

Tab 5 – Client Support

Describe the firm's or team's availability to the City in terms of communication, meetings, and fieldwork. Specific interest will be in the firm's ability communicate and continue projects during the Covid-19 pandemic.

Tab 6 – Additional Information (Optional)

Any additional information which you feel will be valuable to the City in making its decision in choosing a consultant; limited to five pages

Selection Criteria

The potential consultant will be evaluated by the following criteria:

- Professional and technical expertise, experience, and success in producing comprehensive plans
- Proven experience in community participation and engagement
- Ability to produce high quality documents and graphics that are user friendly
- Experience and familiarity with Opelika, similar communities, and/or Southeastern United States
- Availability of team members and ability to complete project in reasonable timeframe
- Review of references and past work product

Interviews may be requested after initial evaluation. The City may request additional information from consultants during the selection process. Upon selection, the City will negotiate an agreement with the selected consultant. If negotiations with the most qualified consultant are unsuccessful for any reason, the City will terminate negotiations and proceed to negotiate with the next most qualified firm until an agreement is reached.

Miscellaneous

- Any existing or potential conflicts of interests should be disclosed
- The City will not be responsible for any costs incurred by anyone in the preparation or submittal of qualifications or information
- This request is not to be construed as a contract or commitment of any kind
- All information submitted is public information
- All materials submitted in response to this RFQ shall become the property of the City and will not be returned unless specifically requested at the time of the submittal

Conditions of RFQ

The City of Opelika (City) reserves the right to withdraw this solicitation of a qualifications at any time without prior notice. Further, the City makes no representations that any agreement will be awarded to any firm submitting a qualification.

The City reserves the right to reject any and all qualifications submitted in response to this request and to reject any sub-consultant or individual working on a consulting team without explanation.

In any event, the City shall not be liable for any pre-contractual expenses incurred by any Consultant. This shall include pre-contractual expenses such as preparing the Proposal, submitting the Proposal to the City, negotiating with the City on any matter related to the Proposal or other expenses incurred prior to the date of award for any agreement related to the services herein described.

No prior, current or post award verbal agreement(s) with any officer, agent or employees of the City shall affect or modify any terms or modifications of this RFQ or any contract or option resulting from this process.

The City reserves the right to waive any minor irregularities, informalities, or oversights at its sole discretion. The term "minor" as used herein means any proposer or City irregularities or oversights that does not materially affect or alter the intent and purpose of this RFQ, and is not in violation of any State of Alabama or Federal Government rules, laws and regulations that may apply to this request.

Any questions regarding RFQ must be submitted via email no later than 12:00pm on December 7, 2020, and will be posted online as an addendum to this RFQ on December 8, 2020. Submit questions to:

Matt Mosley, Planning Director, at cmosley@opelika-al.gov

Final Submission

Submit five complete physical copies and one USB flash drive or CD containing a PDF copy of the submission document and any work product referenced in Tab 4. Submissions must arrive before the deadline in a package clearly marked "RFQ-Comprehensive Plan." Submission must be received on or before 4:00pm on Thursday, December 17, 2020.

Submit to:

City of Opelika

Purchasing Department

Attn: Planning Director (RFQ-Comprehensive Plan)

204 S. 7th Street

Opelika, AL 36801