



**Town of Clayton
Planning Department**

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**TOWN OF CLAYTON COMPREHENSIVE PLAN
REQUEST FOR QUALIFICATIONS**

June, 2014

The Town of Clayton, North Carolina (population approx. 17,500) is seeking a qualified and experienced consultant(s) to assist with a new Comprehensive Plan to replace the Town's 2008 Strategic Growth Plan (Comprehensive Plan). Clayton is a community experiencing rapid growth (with 6,973 residents in 2000, up to 16,116 residents in 2010, a 231% increase), with no signs of slowing down. The Town's proximity to Raleigh and the Triangle, good schools, low housing costs, a vibrant downtown, and recreational amenities make Clayton a desired location for residents and businesses. Further, a future nearby link to Interstate 540 is expected to draw even more growth to the area.

The new Comprehensive Plan will be forward thinking and address anticipated growth in a way that preserves community character, reduces sprawl, maximizes existing infrastructure, enhances multi-modal opportunities, considers environmental impacts, and improves quality of life. The process will include the inventory, analysis, and synthesis of information which will be organized into a series of planning elements (Land Use, Transportation, Infrastructure, etc.). The selected consultant(s), with direction from the Town, will engage the community in a participatory process; facilitate public meetings; prepare the proposed plan for review by the Town; and, based on this collective information and input, finalize the updated Comprehensive Plan. The Comprehensive Plan will be adopted by Town Council in order to provide direction to Town officials, staff, residents, businesses, and the development community to implement the Town's goals.

Project Scope

Responders must prepare a preliminary scope of work and project schedule to achieve the following requirements. A preliminary scope of work must be included in the overall response. The Town and the selected consultant will determine the final scope of work following selection. This is a high-priority project, and as such, an aggressive schedule towards completion is anticipated. The selected consultant will, at a minimum:

1. Develop a timeline for the completion of the Comprehensive Plan, with clear deadlines and specific action items identified for each task or phase identified in the scope.
2. Establish and implement a community outreach and information strategy to ensure appropriate resident, business and Town staff involvement is present throughout the planning process. The public outreach efforts will help to establish and prioritize goals and strategies to meet the community's vision.
3. Evaluate the existing Comprehensive Plan approved in 2008 as well as current Town goals for inclusion in the updated plan. Examples of existing plans and policies include the 2014

Town Council Adopted Goals and Work Program, Downtown Master Plan, existing small area plans, Parks & Recreation Master Plan, Comprehensive Transportation Plan, Comprehensive Bicycle Plan, Infrastructure Plan, and the recently completed wastewater flow projection element of the wastewater transmission/transportation analysis.

4. Prepare for and present at workshops for citizens, property owners, and stakeholders; conduct workshops and visioning sessions with residents, business owners and Town officials; and, present formally to the Planning Board and Town Council for public input, plan consideration and final adoption. A minimum of two public input sessions are anticipated; one to gather input and a second to present the results. Specific focus groups may be established to identify visions and priorities for specific issues.
5. Hold meetings and calls with Town staff (a steering committee) to provide updates on progress and solicit input. Monthly meetings are expected.
6. Research and analyze existing land use patterns, development patterns and projects, environmental constraints and regulatory codes to establish existing conditions as well as identify issues and opportunities. Data should be used to prepare estimates, projections, and forecasts. Analysis should include identification of future growth areas.
7. Prepare an analysis of existing public facilities (facilities may include but are not limited to water, sewer, wastewater, and Town streets) and land availability to determine deficiencies and make recommendations for public improvements or policy changes that will accommodate projected growth and development.
8. Provide necessary data, inventory and analysis to support the goals, objectives and policies for each Element of the Comprehensive Plan.
9. Formulate and recommend objectives and policies using goals set by Town Council, direction in other Town plans, the results of the participatory process, and data inventory and analysis.
10. Recommend policies and strategies for plan implementation. Each recommendation should include action steps, responsible parties, estimated costs, and means of funding. The intent is to develop an action-oriented plan.
11. Prepare an updated Future Land Use Map for town limits and extra-territorial jurisdiction.
12. Prepare a Comprehensive Plan that incorporates all existing and new plans. The Plan will include an executive summary be highly graphic, illustrative, jargon-free and implementable. The final Comprehensive Plan shall be presented to the Planning Board and Town Council for adoption.

Deliverables

1. Summary report of key issues and priorities.
2. Summary of results from questionnaires or other methods utilized to gather public input.
3. Executive Summary of the Comprehensive Plan.
4. All GIS data and maps utilized in the process.
5. 30 copies of the final Comprehensive Plan.

6. Electronic version of the final Comprehensive Plan in both Word and PDF format.

Submittal Requirements

Interested firms shall limit their proposal to a maximum of 18 pages and are required to submit the following information:

1. A letter of interest.
2. An organization chart of the project team including identification of project manager, professional support staff, principal in charge, and known sub-consultant/contractor relationships.
3. Statements of qualifications and resumes for project team members with specific mention of related projects including specific knowledge and experience.
4. A proposed scope of services and timeline to complete the project.
5. A demonstrated record of completing similar projects on schedule and within budget.
6. A list of three references and contacts from past or current client relationships involving similar projects.

Submittal Timeline

Interested firms shall deliver one original hardcopy and six electronic (CD) submittal packages in a sealed enclosure bearing the name and address of the firm and the project name. **Submittals must be received by the Planning Director no later than 3:00 p.m. on Wednesday, July 3, 2014.** Responses may be hand delivered, mailed or delivered via courier. Faxes are not accepted and qualification statements received after the deadline will not be considered.

Points of Contact for Inquiries:

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Criteria for Selection

The evaluation of the proposals for these services will be based on the following considerations and their respective weights for the services listed in the scope of work:

1. 30% - Experience in providing professional planning services.
2. 25% - Education and experience of professional personnel including sub-consultants, if applicable.

3. 25% - Past performance on similar type of projects.
4. 20% - The commitment of the firm, its key project members and proposed sub-consultants to provide requested services in accordance with Town of Clayton plans and schedules.

The Town of Clayton may choose to short list firms for interview, if determined necessary. The presentations and interviews, if applicable, would be held in July. The Town will notify applicants of their status in the selection process by July 11, 2014.

Based on an evaluation of all materials and the potential interview process, the Town will identify the most qualified firm by July 31, 2014 and pursue the development of an agreement covering the scope of services, fees, timetable, performance standards, etc. If an agreement cannot be reached, staff will consider another firm.

Once completed, the agreement will be delivered to the Town Manager for execution.

Miscellaneous Provisions

1. Ownership of Proposals. Upon delivery, all RFQ's will become the property of the Town of Clayton.
2. Right to Reject/Modify. The Town may, at its sole discretion, reject any or all RFQ's or waive any irregularities without disqualifying the proposal. The issuance of this RFQ does not bind the Town to award a service agreement for services described herein.
3. Public Disclosure of All Proposals. All proposals received in response to this RFQ shall become the property of the Town. All proposals shall become a matter of public record, and shall be regarded as public records except for those parts of each proposal which are defined by the proposer as business or trade secrets, provided that said parts are submitted in a sealed envelope and clearly marked as "trade secret", "confidential" or proprietary."
4. Reasonable Inquiry. The Town may conduct any reasonable inquiry to determine the responsibility of the proposer. The submission of a proposal constitutes permission by the proposer for the Town to verify all information contained therein. If the Town deems it necessary, additional information may be requested from any proposer. Failure to comply with any such request may disqualify a proposer from consideration.