

**REQUEST FOR QUOTE
FOR COMPREHENSIVE PLAN SERVICES - 2021**



**City of Ferris, Texas
City Hall
100 Town Plaza
Ferris, Texas 75125**



INTRODUCTION:

The City of Ferris is requesting submission of qualifications from any and all parties wishing to be considered for consulting services related to:

- 1) City's Comprehensive Plan Update
- 2) Facilities Plan
- 3) Major Thoroughfare Plan Update
- 4) Creation/update of Downtown Master Plan
- 5) Creation of Parks, Trails & Open Space Master Plan
- 6) Creation of Streets & Drainage Plan
- 7) Subdivision Regulations
- 8) Zoning Ordinance Update

Qualified Planning Consultant teams are requested to submit qualifications for the project as described in this RFQ.

Proposals will be accepted from individuals, firms, or groups of firms with the necessary expertise and experience. All correspondence and communication regarding this procurement should be directed to Michael (Mike) Grace, Assistant City Manager, at mikegrace@ferristexas.gov.

All questions concerning the RFQ must be emailed by 12:00 PM on October 25, 2021.

All RFQ responses must be submitted by 12:00PM on November 8, 2021.

COMMUNITY BACKGROUND:

In 1874 a local family deeded approximately 100 acres (0.40 km²) of land to four trustees for the establishment of a town and railway station. Judge Justus Wesley Ferris of Waxahachie handled the transaction, and the community was named for him. Within ten years, Ferris had a population of



300 with a post office, gristmills, cotton gins, four churches, and a school. Ferris was incorporated on September 30, 1882.

It is now a rapidly growing 'general law' City with an estimated population of 3,312. The City of Ferris, Texas is located at the intersection of three major roads: Interstate Highway 45 going north/south, and FM 660, 664 and 983 going east/west. Additionally, proposed Loop 9 will intersect with I-45 on the north side of Ferris. The Dallas International Inland Port lies 8 minutes north while Downtown Dallas is just 23 minutes north. Ferris is strategically located along Interstate 45 which is a major economic corridor in international logistics trade connecting the Dallas – Fort Worth metroplex to the major coastal port located in Houston. The city is located within convenient proximity to recreational opportunities at Lake Ray Hubbard (35 minutes to the northeast) and Joe Pool Lake (45 minutes to the west). Cedar Valley College and some of the top institutes of higher education such as the University of North Texas at Dallas are just minutes away. The city's location in the southeast quadrant of the Dallas-Fort-Worth Metroplex places it within close proximity to major logistics operations as well as various cities within Dallas and Ellis counties.

PROJECT DESCRIPTION:

Since adoption of the 2013 Comprehensive Plan, the city has identified changes in its vision for land use, mobility, recreation and trails and open space in many parts of town. The City is also undergoing unprecedented growth and is anticipating this trend to continue in the coming years. To account for this growth trend, its implications to the City of Ferris and to ensure all future growth meets the City of Ferris' vision for land use, mobility and recreation, an update of the comprehensive plan and its related components is needed. Plans will span one calendar year. It should be developed through a robust citizen and stakeholder engagement process. The consultant should seek methods to engage the public through various means of communication, including presentations, public hearings, focus groups, the internet, surveys, and/or workshops. The consultants responding



to the RFQ should have expert knowledge of and experience with comprehensive planning for small towns and cities along major highways as well as hike & bike and recreation corridors. The new comprehensive plan and its components should establish vision, goals, and objectives and should also include feasible implementation steps and strategies to achieve the City's vision.

Plans should be in a format and language that is easily comprehensible and accessible to the public; it must include maps, illustrations, tables, and graphs. Plans should also identify opportunities and constraints having significant impact on short and long-term growth and economic development.

CURRENT PLANS TO BE UTILIZED AS PART OF COMPREHENSIVE PLAN DEVELOPMENT:

The following plan elements should serve as guides for the plan's development. Additional components may be added during planning process. The consultant is welcome to suggest creative or innovative additions or modifications to these components.

1. City of Ferris Comprehensive Plan (2013)
2. City of Ferris Subdivision Ordinance (2006)
3. Zoning Ordinance of the City of Ferris
4. City Water and Wastewater system maps
5. City of Ferris Strategic Plan (20x25)
6. NCTCOG Mobility 2045
7. Major Thoroughfare Plan
8. TXDOT I-45 and Loop 9; FM 660, 664 and 983 Corridor Plans



SCOPE OF WORK:

The city desires an updated comprehensive plan that would include development of a new vision, with goals and actions to direct implementation encompassing a minimum of 20 years in the future. The Comprehensive Plan should position the City of Ferris as a “sustaining place”, leverage economic and environmental geography, result in a vision and policy framework that will position the city to better shape community character and serve as the primary planning tool for the next 20 years. Plan elements may be selected separately for contract award.

PLAN ELEMENTS:

The plan should include the following items. The specifics in each of the elements and their arrangements may be determined during the comprehensive plan development process. Plan elements may be selected separately and/or sequentially for contract award:

1. Community Profile – inventory, review, and analysis of existing conditions, including city/area history, housing, recreation, transportation and infrastructure, economic conditions, and demographics and socioeconomic conditions (current and forecasted).
2. Vision and Goals – a new vision, with goals for each element that will direct future actions.
3. Land Use – current and future land use assessment and identification; update of the City’s Future Land Use Plan.
4. Facilities Plan
5. Major Thoroughfare Plan – update of City’s existing Thoroughfare Plan with inclusion of pedestrian and bicycle transportation networks.



6. Parks Master Plan – creation/update of the existing Park's Plan incorporating pedestrian and bicycle networks.
7. Downtown Strategic Plan – plan for revitalization of downtown core.
8. Streets & Drainage Plan
9. Subdivision Regulations
10. Zoning Ordinance update
11. Implementation Strategies – specific steps and actions for achieving goals mentioned in the Comprehensive Plan
12. Benchmarks – specific measurements and methods for delineating plan performance.
13. Other Elements as recommended by the selected consultant, if needed.

DELIVERABLES:

The following items must be provided to the City at the end of the project:

1. Twenty-five (25) bound copies of the final document for distributing to the City Council, the Planning and Zoning Commission, and the City staff.
2. Digital copy of the final plan document
3. 24" x 36" full-color copy of Future Land Use Plan
4. 24" x 36" full-color copy of Major Thoroughfare Plan
5. 24" x 36" full-color copy of Parks, Open & Recreation Space Master Plan
6. Drainage & Streets Study
7. Facilities Plan
8. Updated Subdivision Regulations



9. Updated Zoning Ordinance
10. PDF copy of summary version of FLUP, MP, PMP, and DSP, showing the map/plan and including a summary of key elements of each plan
11. All maps/plans must be reproducible in 8.5" x 11" and 11" x 17" formats
12. Copies of any .mpk, .shp, .gdb, or other GIS files created for this project
13. Any additional maps created for this project.

All documents shall be provided in both hard and digital copy. Digital products shall be emailed. Electronic copies shall be formatted and indexed for easy download from a website.

- Text: MS WORD and PDF (must be searchable and editable; table of contents and relevant sections must be linked within the document to make them more user friendly)
- Spreadsheets: MS EXCEL
- Database: MS Access
- Mapping Products: ESRI ArcGIS software

Products and materials produced as part of the plan process, including but not limited to, GIS files, studies, drawings, etc. shall be the property of the City of Ferris.

The selected consultant will be responsible for coordinating and facilitating all public and stakeholder meetings related to developing the plan. Consultant will present the final plan to all appropriate approval boards, but the City will be responsible for coordinating the meetings and public hearings at which the plan will be presented to the approving bodies. City will provide meeting rooms and stakeholder contact information.



SCHEDULE AND PROCESS:

Date	Action
October 11, 2021	RFQ released
October 25, 2021	Deadline to submit questions
November 8, 2021	Deadline for submitting RFQ
November 9, to November 15, 2021	Staff review of RFQ submittals
November 16, 2021 to November 19, 2021	Interviews with Selected firms
December 6, 2021	Recommendation to City Council
January 10, 2022	Contract negotiations and contract award by City Council

SUBMITTAL REQUIREMENTS

Project start dates are expected to conclude within 12 months from project start dates. All questions regarding the RFQ must be submitted no later than 3:00 PM on October 25, 2021.

All RFQ responses must be submitted no later than 3:00 PM on November 8, 2021. Responses received after the deadline will not be accepted.

10 copies of sealed responses should be hand-delivered or delivered via USPS, UPS, FedEx to:

All submittals should be addressed to:

Michael (Mike) Grace, AICP
Assistant City Manager & CGSO
100 S. Main Street,
Ferris, TX 75125



Comprehensive Plan RFQ Submittal – **Do Not Open**

RFQ Packet must include, but is not limited to, information on the following evaluation criteria:

1. Title Sheet: the title sheet must provide name(s) of the team submitting with the name of the primary contact clearly identified.
2. Cover Letter: the cover letter must indicate the composition of the entire team including the Principal in Charge, Project Manager, and support team.
3. Table of Contents.
4. Qualifications of the Firm: provide a brief description of the firm including the number of years it has been in existence, the range of professional services, office locations, and staff size. Describe any unique qualifications the firm has related to this project, especially relating to long range planning for fast growing cities like Ferris, TX. Provide any additional information that may be of benefit to the City.
5. Project Team Experience and Qualifications: provide an organizational chart for the team that will perform the work, the individual qualifications and expertise of each member of the team, and the
6. Responsibilities to be fulfilled by each team member assigned to the project. Please include an estimated percentage of the total project that is to be completed by each individual team member.
7. Past and/or Current Projects: provide a list of current and past projects, including the name, type of project, location, firm's role in the project, and status of the project.
8. Methodology and Approach: describe the methodology, approach, and tasks the consultant has successfully used and anticipates using for completing this project within the expected timeline. Describe the role of City staff and officials, and members of the



public throughout each phase of the process. A detailed description of the methodology is not required at this stage, but the city review staff should be able to get an understanding of how the consultant approaches this type of project.

9. Public engagement approach: list at least three innovative public engagement activities utilized in the past.
10. Project Schedule: Provide a conceptual timeline for completion of the project within the estimated project completion time of 12 months from the project start date.
11. References:

Provide a minimum of three (3) references from municipalities for similar projects completed within the past five (5) years. Each reference must include the following information:

- a. Project name and description and a written description of why this example is relevant to this comprehensive planning project.
 - b. Name, title and contact information of the primary contact.
 - c. Date of project involvement.
 - d. Probable cost and scope of the project.
 - e. Specific Services performed by the firm.
 - f. A weblink or USB drive with copies of the reference projects.
12. License(s): Evidence of professional licensing in Texas.
 13. Draft Professional Service Agreement: Draft of typical professional service agreement (PSA) terms and conditions (exclusive of pricing)
 14. Fee schedule: Hourly rate and fee schedules for all project team staff who are proposed to work on this project. Fee schedules should include unit rates for all expenses, sub-consultants proposed for use, etc. as part of this project. RFQ packet shall not exceed 20



pages. Resumes of professionals and draft PSA are excluded from the page count.

CRITERIA FOR CONSIDERATION OF QUALIFICATIONS:

1. Technical understanding of comprehensive planning for a City like Ferris, Texas.
2. Experience and knowledge in developing similar plans by consultant personnel who will be directly involved with the project.
3. Ability to complete the plan within the given timeframe.
4. Ability to maintain communication on plan development.
5. Ability to involve partners and stakeholders in the planning process.
6. The ability of the firm to perform the proposed work.
7. References.

Criteria No.	Factor	Weight
1	Project Team experience in successfully delivering comprehensive plans that were implemented by the client	20
2	Project Team's level of understanding of the challenges facing the city of Ferris and how the proposed project demonstrates capacity to perform and deliver	20
3	<u>Project Team members' pertinent experience:</u> Community & Economic Development (10) Physical/Urban Design (10) Transportation Planning (10)	30



4	Project Team ability to engage with the public and secure meaningful public input during the development of the plan	15
5	Project Team members' experience in planning for rapidly growing communities like the city of Ferris	10
6	Diversity of the multi-disciplinary team is representative of the city of Ferris	5

CONDITIONS AND LIMITATIONS:

The City of Ferris expects to select a consulting firm from the qualifications submitted, but reserves the right to request substitution of firms. The City also reserves the right to reject any or all responses to the RFQ, to advertise for new responses, or to accept any responses deemed to be in the best interest of the City. A response to this RFQ should not be construed as a contract or an indication of a commitment of any kind on the part of the City, nor does the City commit to pay for the costs incurred in the submission of a response to this request or for any costs incurred prior to the execution of a final contract. Upon selection, a Professional Services Contract shall be prepared, negotiated, and fully executed and a notice to proceed shall be issued before work is initiated. The City reserves the right to dismiss any part or all of the contracted team when, in the City's opinion, the project is not moving as scheduled or is hindered in any way by the actions of personalities of team members.