

Request for Qualifications

Comprehensive Plan

City of Dunwoody, Georgia

12/03/2008

City of Dunwoody

Attn: Jennifer Peterson, Director

Community Development Department

400 Northridge Road, Suite 1250

Atlanta, GA 30350

Direct (678) 925-3201 (until December 12th, 2008)

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**REQUEST FOR QUALIFICATIONS
PLANNING SERVICES RELATED TO
CITY OF DUNWOODY COMPREHENSIVE PLAN**

I. PURPOSE.

The City of Dunwoody seeks Statements of Qualifications (SOQ) with fee proposals, until 3:00 p.m. local time January 15, 2009 for an individual, firm, or team of firms to assist in developing and adopting the City of Dunwoody Comprehensive Plan that meets or exceeds all State of Georgia requirements. Selected Consultant shall 1) serve as the lead in developing the Community Assessment, 2) serve as the lead in developing and implementing the Community Participation Program, and 3) develop and assist with adoption of the Community Agenda portion of the Comprehensive Plan. A total of three (3) hard copies and one (1) electronic version of the proposal must be delivered to the attention of Ms. Jennifer Peterson, Director of the Community Development Department at 400 Northridge Road, Suite 1250 Atlanta, GA 30350.

A non-mandatory presubmittal meeting will be held on December 17th at 10:00 a.m. at the City of Dunwoody City offices located at 400 Northridge Road, Suite 1250 Atlanta, GA 30350.

Submittals received after the established deadline will not be considered. No faxed submissions will be accepted.

II. BACKGROUND.

The City of Dunwoody is a newly incorporated city located in DeKalb County, Georgia. Dunwoody is an active suburban city with a variety of housing types, commercial, office, and industrial space. The City covers roughly 12 square miles and contains approximately 33,000 residents as of the 2000 census.

The City of Dunwoody seeks to develop an innovative and useful Comprehensive Plan that can, and will be, implemented. The City wishes to use the planning process and subsequent Comprehensive Plan to develop useful goals, strategies, projects, and initiatives.

III. SCOPE OF WORK.

The Consultant shall assist the City of Dunwoody to develop and adopt a Comprehensive Plan that meets or exceeds the minimum standards for local comprehensive planning as outlined in the Rules of the Georgia Department of Community Affairs, O.C.G.A. Chapter 110-12-1, effective May 1, 2005 or the most recent version available during the contract period. Please note that the City must comply with the Advanced Planning Standard. Said Plan shall be transmitted to DCA no later than December 31st, 2009 unless otherwise indicated by DCA or directed by the City of Dunwoody.

A. Community Assessment.

Develop a Community Assessment that reflects the current status of Dunwoody. This portion of the Comprehensive Plan will meet the minimum planning requirements of DCA, and provide the statistical framework for which to develop the vision for the future of Dunwoody.

B. Community Participation.

Provide for community visioning and implementation of the City of Dunwoody Community Participation Program. Consultant shall draft the City's Community Participation Program.

C. Community Agenda.

Develop policies and implementation strategies required for completion of each element required for adoption and submittal of the Comprehensive Plan. Each element shall be delivered per Georgia DCA standards and as outlined below. At a minimum, this step must include development of a Community Vision, Final Community Issues and Opportunities, and an Implementation Program:

1. Community Visioning.

With the assistance of the City, the Consultant will develop and implement a process for engaging the public and creating a Community Vision. The Community Vision must be supported by the Community Goals and Implementation Program. The Community Vision is intended to create a complete picture of what the city desires to become. Use of visualization efforts, such as a photography-based preference surveys, or other similar techniques is strongly suggested.

The Vision must be based upon public input, the assessment of current and future needs, and coordination with other elements of the plan and must identify how the Community Vision addresses Community, Regional and State Planning Goals and Objectives, and which of these will be used as guiding principles for future development of the community. The Vision document must include pictures, illustrations and/or a complete descriptions of development patterns, including identification of areas to be developed, areas to remain as public or private open space, areas where mixed-use development and similar pedestrian-friendly forms of development will be encouraged, areas where high-rise or mid-rise development could be appropriate, and areas where community and neighborhood revitalization are feasible and desirable.

The Community Vision shall include a General Vision Statement, Future Development Map, and Defining Narrative.

2. Community Issues.

A final list of issues and opportunities shall be identified. Analyze the Community Assessment and finalize issues and opportunities based on new information and community input. Each issue and opportunity must be followed-up with corresponding implementation measures in the Implementation Program.

3. Implementation Program.

An overall implementation program for achieving the Community Vision based on addressing the Community Issues and Opportunities shall be created. The Program shall identify specific measures to be undertaken to implement the Plan. The use of specialized tools, such as "Sketch-

Up,” “Index,” or other tools that helps analyze information or convey information is strongly encouraged. At a minimum, the Implementation Program shall include:

a. Minimum Planning Elements.

Previous planning standards have required certain planning elements to be included within the Comprehensive Plan. DCA now requires the Community Assessment to include the majority of this information. Although not required by DCA as part of the Community Agenda, these elements provide useful data and information that helps to “tell the story” of the Implementation Program. As part of the Community Agenda, prepare a summary document for incorporation into the Agenda that includes a discussion of each element. This is not meant to replace or dismantle the Community Assessment, but instead to supplement - if necessary - and highlight important summary information, maps, graphs, etc.

The following planning elements shall be included in the City of Dunwoody Comprehensive Plan: Population, Economic Development, Natural and Cultural Resources, Community Facilities and Services, Housing, Land Use, Transportation and Intergovernmental Coordination.

1. Population Element.

The Population Element provides the opportunity to inventory and assess trends in population growth or decline and in the demographic characteristics of the population. This information, merged with information in the natural and cultural resources element that identifies constraints and/or opportunities affecting future development, forms a foundation for the economic development, community facilities and services, transportation, housing and land use elements of the plan.

2. Economic Development Element.

The Economic Development Element provides the opportunity to inventory and assess the community's economic base, labor force characteristics (including its spatial distribution over time), and local economic development opportunities and resources; to determine economic needs and goals; and to merge this information with information about population trends and characteristics, natural resources, community facilities and services, housing and land use so that a strategy for the economic well-being of the community can be developed.

3. Housing Element.

The Housing Element provides the opportunity to inventory the existing housing stock and its condition, occupancy and affordability characteristics; to assess its adequacy and suitability for serving current and future population and economic development needs; to articulate community housing goals; and to formulate an associated implementation program for the adequate provision of housing for all sectors of the population.

4. Natural and Cultural Resources Element.

The Natural and Cultural Resources Element provides the opportunity to inventory the natural, environmentally sensitive, historic, archeological and cultural resources of the city; to assess current and future needs for protection or management of these resources; and to develop goals, policies and strategies for their appropriate use, preservation and protection.

5. Community Facilities and Services Element.

This element provides the opportunity to inventory a wide range of community facilities and services, to assess the adequacy for serving present and future population and economic needs, and to articulate community goals and an associated implementation program for providing the desired level of public facilities and services throughout the planning period. The purpose of this element is to assist in coordinating the planning of public facilities and services in order to make most efficient use of existing infrastructure as well as future investments and expenditures for capital improvements and long-term operation and maintenance costs.

6. Land Use Element.

The Land Use Element provides the opportunity to inventory existing land use patterns and trends; to guide/direct future patterns of growth, based on community needs and desires; and to develop goals, policies and strategies for future land use that support and reflect the economic, housing, community service and natural and cultural goals and policies of the plan. At a minimum, the plan must contain a Future Land Use Map and a land use character map called the Area Plan Policy Map.

Land use goals and policies must implement the Community Vision; establish meaningful and predictable standards for the use and development of land, and meaningful guidelines for the content of more detailed land development and use regulations.

The City's Future Development Map for shall be developed. The Future Development Map will become a primary input for forecasting infrastructure needs within the city. Therefore, the Community Development Department must approve the final configuration of land uses represented on the proposed Future Land Use Plan Map before it is presented to the Mayor and Council for preliminary approval. Preliminary approval of the Council will be sought subsequent to sketch planning analysis, but prior to final drafting of the goals and policies that will be developed in the Community Agenda program.

7. Intergovernmental Coordination Element.

The Intergovernmental Coordination Element provides an opportunity to inventory existing intergovernmental coordination mechanisms and processes with other local governments and governmental entities that can have profound impacts on the success of implementing Dunwoody's comprehensive plan. The purpose of this element is to assess the adequacy and suitability of existing coordination mechanisms to serve the current and future needs of the community and articulate goals and formulate a strategy for effective implementation of community policies and objectives that, in many cases, involve multiple governmental entities.

8. Transportation Element.

The Transportation Element should describe planned or needed projects and programs. Discuss all modes of transportation, including pedestrian, bicycle, vehicle, rail, and bus.

b. Short-Term Work Program.

Develop a Short-Term Work Program setting out the specific actions the city intends to take during each of the next five years to further the Community Goals. The City of Dunwoody will

use the short-term work program as an annual implementation tool. It must be developed accurately and carefully.

1. Brief description of the activity;
2. Timeframe for undertaking the activity;
3. Responsible party for implementing the activity;
4. Estimated cost, if any;
5. Funding source(s), if applicable;
6. Success Measures.

c. Long-term and Ongoing Activities Work Program.

Create a Long-term and Ongoing Activities Program that identifies specific long-term and ongoing activities to be undertaken beyond the first five-year timeframe.

d. Policies.

Identify any policies needed to provide ongoing guidance and direction to the City.

IV. DELIVERABLES.

1. Monthly Interim Plan Reports.

At a minimum, provide a monthly written report of activities complete and actions underway to the City. Said report shall be submitted by the first working day of each month. Reports may be submitted via email or hard copy. Provide draft documents at regular intervals for informal review and approval as appropriate.

2. Final Plan Documents.

Consultant shall prepare a final document(s) for the City that should be easy to read, with planning terms explained, illustrated or otherwise described. The final document shall be a first-class, presentation-grade document containing text, charts, maps, graphs, pictures, illustrations, renderings, and other similar elements.

At least three weeks prior to the final scheduled public hearings required by the State Minimum Standards (dates to be approved by the City at the appropriate time), the consultant shall provide fifteen (15) printed copies and one electronic copy on CD-ROM of the Draft Comprehensive Plan with an MS-Word version and .pdf format. Comprehensive Plan Maps shall be prepared in printed reports at 11"x17".

The final document(s), and all draft deliverables shall be provided in electronic format (both pdf. and Word formats). All maps shall be delivered in ESRI's ArcGIS in the format and version the city is using at the time the data is delivered. Other associated graphics shall be in digital format and included in the document in a reproducible format. Reference material shall be properly noted.

All hand mapping is required to be transferred to digital format and shall adhere to all digital data requirements previously mentioned.

Other associated graphics shall be in digital format and included in the document in a reproducible format. Reference material shall be properly cited. The consultant will be responsible for converting all maps to formats acceptable to DCA and ARC.

Provide a minimum of 25 bound color copies and one electronic copy on CD of the final approved document.

The ARC is requesting all local governments to submit their major updates via electronic delivery and input it into the Department of Community Affairs plan system. The Consultant will format the Plan and input it into the proper software for Dunwoody after review and approval of the City.

V. SUBMITTAL REQUIREMENTS.

The City hereby requests 1) Statements of Qualifications and 2) Cost of Services from professional firms to complete and undertake the above referenced services.

Part I. Statement of Qualifications.

Please provide the City with the following information:

- 1) Qualifications and Experience. Provide the qualifications and experience of the firm, team and any proposed subconsultants, as needed, regarding this type of project.
 - a. Representative Projects. Provide the names and references for a minimum of three similar projects.
 - b. Identify previous experience working with the Dunwoody community, if any.
- 2) Proposed Scope of Services and Project Approach. Provide information describing how the project would be approached and what project deliverables would be created.
 - a. Describe your understanding of the project;
 - b. Describe any modeling, visualization, rendering or illustrative techniques, or any other special approach to completing the Plan;
 - c. Describe the proposed deliverables.
- 3) Personnel. Provide the names and qualifications of personnel that would be directly performing said work, including subconsultants if needed. Describe their role in the process.
- 4) Timeframe. Provide a proposed schedule.

Provide a total of three (3) hard copies and one electronic copy. Hard copies shall be unbound color copies on 8 1/2" X 11" paper not exceeding 20 total informational pages (not including cover, organizational dividers, etc.). Separately, provide a single color copy of a similar representative study that is comparable to the proposed project.

Part II. Cost of Services.

As a part of the proposal, provide an estimated lump sum cost to complete the project as outlined in the proposal. Provide a schedule of charges for additional services (broken down on an hourly basis).

Please provide said documents to Jennifer Peterson City of Dunwoody no later than January 3:00 p.m. January 15th, 2009.

VI. SELECTION PROCESS.

This project is considered Professional Service for the City. The City will evaluate proposal based on qualifications and quality of the firm, proposal, and cost. The proposals will be evaluated to select the Consultants that best meet the City's needs. If the City and said Consultant cannot come to contract agreement with the selected Consultant, the City reserves the right to negotiate and select another consultant.

The City reserves the right to accept or reject any and all proposals, waive technicalities and informalities, change the scope of work, and amend said Request for Qualifications as it desires. The City reserves the right to negotiate with any Consultant and to select the Consultant that best meets the City's needs.