



Town of Paradise Valley

6401 East Lincoln Drive

Paradise Valley, Arizona 85253-4328

www.paradisevalleyaz.gov

Professional Services

Request for Proposals (RFP)

RFP – 16-000?-CMD

Visually Significant Corridor Master Plan

RFP ISSUED

???, 2016

RESPONSES DUE BY

3:00 PM (MST) on Wednesday, ???, 2016

TOWN PROJECT MANAGER

Community Development Department

Attn: Eva Cutro, Community Development Director

Town of Paradise Valley

6401 East Lincoln Drive

Paradise Valley, AZ 85253

**Request for Proposals
Town of Paradise Valley
Visually Significant Corridor Master Plan**

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SECTION 1 —

INTRODUCTION

The character of a town and its neighborhoods is largely determined by the appearance of its streetscape. The streetscape may include a variety of elements, such as vehicle travel lanes, bike lanes, sidewalks, street furniture, utility poles, trees, accent plantings, lighting, and signage. To encourage high-quality streets that demonstrate the positive character and image of the Town, the concept of Visually Significant Corridors has been included in the Town's General Plan.

Visually Significant Corridors are designated to, “provide visual continuity through attractive, experientially rewarding, and cohesive design elements consistent with Town Landscaping Guidelines”. An example of a Visually Significant Corridor is the newly constructed portion of 56th Street joining McDonald and Lincoln Drives. This handsome stretch of road includes decorative pavers, desert landscaping, informational signage, screened utility boxes, and a stunning pedestrian node.

To assure additional visually significant corridors are created, the Town intends to retain a qualified professional consultant to develop the Town's Visually Significant Corridor Master Plan. The Study will address fundamental quality of life issues within a streetscape, such as safety, accessibility, and Town identity; while promoting attractive treatments that reflect the Paradise Valley quality of life. The final product will be a user-friendly manual, which will include design objectives and guidelines, diagrams, photographs and other information necessary to clearly illustrate appropriate design principals for Visually Significant Corridors.

BACKGROUND

The Town of Paradise Valley lies in central Maricopa County between Phoenix and Scottsdale. Paradise Valley was incorporated as a Town on May 24, 1961. Today, the Town is still a small residential community of 16 square miles, with a 2010 Census population of 12,820 and approximately 5,643 homes. Although the Town of Paradise Valley is conveniently located between two large municipalities – the City of Scottsdale to the east and the City of Phoenix to the west – it continues to maintain its unique residential character that strictly enforces the vision described in the Town's General Plan. Residents enjoy and appreciate the peaceful and quiet surroundings, the open space, the dark nighttime sky and the unobstructed views of prominent geographical features – the Phoenix Mountain Preserve, Camelback Mountain, Mummy Mountain and the Indian Bend Wash. Paradise Valley is also home to nine world class resorts that offer numerous recreational opportunities such as golf and tennis, as well as some of the finest dining in the area.

The Town of Paradise Valley's General Plan land use goal is to “To preserve those elements or features which contribute to the Town's quality of life and character as a premiere residential community and resort destination with strong rural and historic roots.” The Visual Character section of the General Plan's Mobility Element states:

To create high-quality street rights-of-way that shall demonstrate the positive character and image of the Town, Visually Significant Corridors will be designated to provide visual continuity

through attractive, experientially rewarding, and cohesive design elements consistent with Town Landscaping Guidelines.

Town rights-of-way along Visually Significant Corridors shall have attractive, experientially rewarding, and cohesive design elements, including signage, landscaping, medians, interchanges and sidewalks while permitting a reasonable range of treatments of individual properties. Elements that create visual clutter such as unnecessary signage or utility boxes will be eliminated, or their visibility reduced.

SECTION 2 — PROJECT DESCRIPTION

The Town of Paradise Valley is seeking a qualified consultant to develop a Visually Significant Corridor Master Plan which will be incorporated into the Mobility Element of the General Plan. The focus shall be on the major arterials of Tatum and Lincoln, but plan shall also be adaptable to lesser minor, arterial, and collector streets. The purpose of the development of the Master Plan is to:

1. Develop and implement a Visually Significant Corridor Plan that promotes the character and image of the Town by providing specific landscape, hardscape, and infrastructure design guidelines for Town rights-of-way
2. Includes elements such as street lamps, benches, sidewalks, landscaping, trash receptacles, bike racks, bus shelters, way-finding signage and other components as identified by the consultant and the Town. Traffic calming techniques and enhanced pedestrian amenities should be incorporated into streetscape design guidelines. Themes should maintain an element of consistency and connectivity;
3. Provides a comprehensive plan to reduce negative environmental impacts including noise, excess signage, and visibility of utility boxes; while, additionally, minimizing adverse impacts to the neighborhood through the use of roadway cross sections, traffic counts, high quality hardscaping and landscaping;
4. Provides policy for the installation and maintenance of right-of-way landscaping, utilizing Sonoran Desert indigenous plant materials where appropriate;
5. Incorporates safe, comprehensive, and integrated bicycle system that is accessible and compatible with traffic patterns;
6. Integrates a universally accessible, safe, experientially rewarding, convenient, and integrated pedestrian system that promotes walking, running and hiking
7. Identifies opportunities to incorporate public arts projects;
8. Includes gateway elements at the Town boundaries
9. Incorporates paving materials and/or shade trees to minimize the “heat island” effect of asphalt finishing;
10. Is financially feasible for the Town to implement;
11. Support existing and future land use policies and patterns; and
12. Carries out all other applicable goals and policies of the General Plan.

SECTION 3 — SCOPE OF WORK

The Town intends to retain a qualified professional consultant to develop the Town's Visually Significant Corridor Master Plan. The Town is open to different approaches in developing this Master Plan. The items listed below are components that the Town staff expects to see incorporated into the proposal submitted by the consultant. However, the consultant is encouraged to propose other proven creative approaches. The proposal submitted should clearly indicate and/or explain how the items listed below are incorporated into the proposed approach.

1. Use a proven approach that brings forth a high level of stakeholder involvement and encourages Town residents to want to participate in the process

The consultant shall explain how this will be done. This may include, and is not limited to, any combination of approaches using one-on-one meetings with stakeholder groups, online/mail-in surveys, town-hall style meeting format, small group meetings that include hands-on activities, NCI Charrette System approach, charrette style meetings, and/or other approaches.

2. Develop a Master Plan that has limited pages, is easy to read, and include visuals

The end product will become a supplement of the Town's General Plan. Excluding appendices, the Master Plan should be a "user-friendly" document that someone can easily find information, and be designed in such a way that inspires someone to open it and read it.

3. Develop a Master Plan that supports the goals, policies, and plans of the Town

In addition to the goals and policies for Mobility, there are other goals and policies of the General Plan that may relate to this Master Plan that the consultant should consider with development of the plan. This may include special consideration along Special Use Permit properties, economic development potential, and preservation of mountain views.

The proposed plan must also coordinate with other Town plans/policies such as the Bicycle and Pedestrian Plan (in process) and revisions to storm water management.

The consultant should review all existing Town plans and policies, with a deliverable that summarizes the key components of the plans reviewed and how these key components could be applied to this Master Plan. This Master Plan may result in enhanced and/or additional new goals or policies.

4. Include an implementation component with the Master Plan

The implementation component shall reflect the Town's Capital Improvement Program (CIP); identify tasks, timeframe, and responsible parties. It should include, and is not limited to, providing the following:

- Best practices in optimizing safety, improving existing infrastructure, developing design standards, and ways the Town can best implement and monitor the realization of this plan;
- Specific recommended improvements with associated visuals, maps, and estimated costs;
- Ranking and phasing of the recommended improvements, including possible funding sources to be incorporated in the CIP; and

- Ensure consistency with local and Federal engineering design standards such as MAG, MUTCD, and other standards.

5. Identify and engage stakeholders

Stakeholders should include, but are not limited to Planning Commissioners, Special Use Permit property principles, community groups, homeowners' associations, etc. The idea is to develop a plan that will build community consensus for such improvements, will engage residents to participate, and facilitate communication and understanding among the stakeholders.

At a minimum, there should be an initial meeting to explain the scope of work to be performed, determine stakeholder level of involvement, and discuss the schedule. There should be follow-up meetings with stakeholders to report on project progress/findings and solicit feedback on findings/recommendations. At a minimum, three (3) meetings with the stakeholders are to be scoped. If the consultant feels additional meetings are required, this is to be included in the scope. At each meeting, the stakeholders' comments are to be recorded and addressed in the plan or an explanation as to why the comments were not addressed is to be provided, in writing, to Town staff. The consultant will be responsible for all preparation required and meeting coordination for the stakeholders' meetings. The consultant is also responsible for the development of meeting notification material, (i.e. press release and meeting flyers). Town staff will be responsible for the coordination of location, issuing press releases and notifying the public.

6. Develop an initial draft plan and final draft plan

A deliverable of an initial plan should be developed and delivered to Town staff and the Town Manager for review. The initial plan should be developed from input from the stakeholders. The consultant will review this initial plan with the stakeholder group(s). The approach selected must include methods for feedback from stakeholder group(s).

The consultant will be expected to participate in at least two (2) c meetings to present the initial plan to the public. One meeting will be a community conversation to present the initial plan and get feedback from those in attendance. The other meeting may be another community conversation or other public meeting.

The consultant will need to provide at least three deliverables of the complete final draft plan: a deliverable of a draft plan at least three weeks prior to the first study session of the Planning Commission, an updated draft plan at least three weeks prior to the first study session of the Town Council, and the final draft plan at least three weeks prior to the Town Council meeting to take action on the plan. The consultant will be responsible for making edits and changes directed by the Town Council, Planning Commission and/or Town staff during the Town Council/Planning Commission review phases. The consultant shall provide the final Master Plan document and any associated appendices in an electronic, editable format acceptable to the Town (e.g. Word, InDesign) within 30 calendar days after Town Council approval. Town staff will be responsible for making any hard copies of the plan from the electronic version provided by the consultant.

The final product will be a user-friendly manual, which will include design objectives and guidelines, diagrams, photographs and other information necessary to clearly illustrate appropriate design principals for streetscapes, landscapes, hardscapes and signage. The manual will be distributed to owners and potential developers for use when developing and/or improving their streetscape.

7. Present the plan to the Planning Commission / Present the plan to Town Council

The consultant selected will be expected to attend at least three Planning Commission meetings. These will likely be two (2) study sessions and the meeting at which the Planning Commission votes on a recommendation of the Master Plan to the Town Council. Participation by the consultant may require presentation and/or addressing questions.

The consultant selected will be expected to attend at least three (3) Town Council meetings. These will likely be two (2) study sessions and the meeting that the Town Council takes action on the Master Plan. Participation by the consultant may require presentation and/or addressing questions.

For each meeting, (stakeholders, public meeting, Planning Commission and Town Council) comments are to be recorded and addressed in the plan or an explanation as to why the comments were not addressed is to be provided, in writing, to Town staff.

Additional tasks that add value and will enhance the plan are to be included in the scope of work. The scope should clearly identify tasks, if any, which the Town of Paradise Valley will be responsible to do. For example, meeting coordination and publication of the meetings will be Town staff's responsibility.

SECTION 4 — SUBMITTAL FORM, CONTENT, AND EVALUATION CRITERIA

The Town of Paradise Valley will select a consultant through a 1,000-point scale based on the criteria below. Firms interested in providing these services must submit a proposal that addresses the following items:

1. *Cover Letter:* The proposal shall be transmitted with a cover letter describing the consultant's interest and commitment to the proposed project. The letter shall state that the proposal shall be valid for a 90-day period and should include the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process. The person authorized by the consultant to negotiate a contract with the Town shall sign the cover letter.

Address the cover letter as follows:

Town of Paradise Valley
Attn: Paul Michaud, Senior Planner
Town of Paradise Valley

6401 East Lincoln Drive
Paradise Valley, AZ 85253

2. *Methodology (500 Points)*: This section shall clearly convey the consultant understands the Scope of Work, including coordination with the stakeholders, the community, other agencies and approvals from the Town. The Town Selection Committee will rate the proposal on the understanding of the Scope of Work, comprehensiveness of the response to the RFP, creativity and professionalism of the approach in addressing the issues and needs in the RFP, the submitted schedule, and project budget.

Describe your preliminary approach methods and plan to carry out the Scope of Work. Describe the anticipated interaction with Town Staff. Items to be included are as follows:

- Provide a proposed scope and schedule to complete the project beginning from the issuance of a notice to proceed to the completion of the adopted plan. Discuss how subcontracted staff, if any, will participate in the implementation defined by the Scope of Work. The scope shall include all items identified in Section 3 along with any additions, the consultant deems as adding value to the project.
 - The proposal shall provide a staffing plan (detailed by major task) required for providing professional services for the Pedestrian / Bicycle Master Plan. Discuss the workload, both current and anticipated, for all Key Team Members, and their capacity to perform the requested services according to your proposed staffing schedule. Key team members are expected to be committed for the duration of the project. Replacement of key team members will not be permitted without prior consultation with and approval of the Town.
3. *Experience and Expertise (300 Points)*: This section shall provide the qualifications and relevant experience of the specific consultant team members (including subcontracted staff that may be involved in this project) that will provide services in connection with the Pedestrian / Bicycle Master Plan. Provide details on at least three (3) projects of comparable scope, size, character and complexity (particularly for the Project Manager and the managers of key disciplines). The projects referenced should be within the last five (5) years of this RFP submittal date. Each project must include at least one reference. The reference must include the contact name, organization, phone number, and e-mail address.

For each key person identified, list their length of time with the firm and at least three comparable projects in which they have played a primary role. If a project selected for a key person is the same as one selected for the firm, provide just the project name and the role of the key person. For other projects provide the following: description of project, role of the person, contract dates, project owner, and reference information.

4. *Cost/Fee/Terms (200 Points)*: 150 of the 200 points will be based on the proposed cost/fee. This section shall identify the fees, including an estimate of any expenses, to complete the Scope of Work outlined in this RFP. The consultant proposal with the

lowest fees will receive the maximum number of points. The Town has a maximum budget of \$150,000 for this Pedestrian / Bicycle Master Plan. 50 of the 200 points will be based on compliance with the Town's Terms and Conditions. Any exceptions to the Town's Standard Terms and Conditions or any other area of the solicitation should be clearly stated and the changes requested clearly identified on a separate page entitled "Exceptions" in the submittal documents. Exceptions taken by the Offeror shall be used in the evaluation process. If the Offeror does not indicate exceptions in the submittal documents, this signifies that the Offeror agrees to all terms as stated in the solicitation document.

SECTION 5 — SELECTION PROCESS

A Selection Committee will review the proposals and select the most responsible and responsive proposer whose proposal is determined to be the most advantageous to the Town, utilizing the evaluation criteria listed in Section 4 above. The top three proposers may be invited to be interviewed by the Selection Committee, and/or asked to present their proposals in person. This will not be considered or scheduled until after the Selection Committee has evaluated and ranked all qualified written proposals. Scoring of the presenting proposers will be done on a similar 1,000-point scale as the written proposals, as outlined below:

1. *Methodology (500 Points)*: The same criteria in "Methodology" outlined in Section 4 above will apply. However, it may be possible that this score is higher or lower than the score given during the written evaluation. This difference in score may include, but is not limited to, such factors as clarification of points brought up in the consultant's presentation.
2. *Experience and Expertise (300 Points)*: The same criteria in "Experience and Expertise" outlined in Section 4 above will apply. However, it may be possible that this score is higher or lower than the score given during the written evaluation. This difference in score may include, but is not limited to, such factors as clarification of points brought up in the consultant's presentation.
3. *Presentation (200 Points)*: The consultant team will be evaluated on the quality of their presentation, ability to communicate information effectively, and enthusiasm to engage their audience. This evaluation will consider items such as how the consultant tailors the presentation to audience needs, whether the presentation has a logical beginning, middle and end, and how the team handles questions.

The Selection Committee may include representatives from the Town and other agencies, but the specific composition of the panel will not be revealed prior to the interviews. Once the top consultant has been determined, Town staff will start contract negotiations with the consultant. If contract negotiations are not successful, the second ranked consultant may be asked to negotiate a contract with the Town.

SECTION 6 — PRE-SUBMITTAL CONFERENCE

There will be a mandatory pre-submittal meeting for this RFP on ???, 2016, at 2:00 P.M. (MST) in the Town Hall Boardroom, 6401 E Lincoln Drive, Paradise Valley, AZ 85253. Minimally, the

project manager shall attend this meeting. Arrangements to participate by phone conference can be made by contacting the Town's project manager for this RFP. Staff will not be available to respond to individual inquiries regarding the project scope outside of this pre-submittal conference or published addendums. Please contact the Town's Project Manager (information below) regarding clarification of this document only. Additional information beyond this document will not be provided through individual contact.

SECTION 7 — RFP SCHEDULE

The solicitation, receipt, and evaluation of submittals and the selection of the provider of consultant services will conform to the following schedule. (Note: Dates are subject to change.)

Distribution/Advertisement	, 2016
Pre-Submittal Conference	, 2016
Deadline for RFP Submittal*	, 2016
Interviews (if necessary)	, 2016
Deadline for Evaluation and Selection	, 2016
Contract Negotiation	2016
Contract Approval by Council (if needed)	, 2016
Notice to Proceed	2016

* **RFP Proposal due no later than 3:00 PM.** to the Town of Paradise Valley Town Clerk, 6401 East Lincoln Drive, Paradise Valley, AZ 85253. *Late submittals will not be accepted.*

One (1) original, five (5) copies, and one (1) electronic copy of the submittal shall be delivered no later than **3:00 P.M. on ???, 2016** to:

Town of Paradise Valley
Office of the Town Clerk
6401 E Lincoln Drive
Paradise Valley, AZ 85253

Incomplete submittals, incorrect information, or late submittals shall be cause for disqualification. Copies received by FAX shall not be accepted. There are no exceptions, even if delay was due to a third party such as a delivery service or adverse weather.

The RFP must not exceed 20 single-sided pages with a minimum 12 point font. Adherence to the maximum page criteria is essential. Each page side (maximum 8 ½” x 11”) which contains information will be counted towards the total page count. A cover, introduction letter, table of contents page, and/or tabbed divider pages will not be counted if they do not contain submittal information. Resumes and supplemental background information may be attached as an appendix and will not count toward the 20-page maximum. Questions regarding this RFQ may be submitted via email to the Town Project Manager:

Eva Cutro, Community Development Director
ecutro@paradisevalleyaz.gov
480-348-3522

SECTION 8 — TERMS AND DISCLOSURES

Subject to statutory limitations, all documents received by Town of Paradise Valley are considered public records and will be made available for public inspection and copying upon request after award and execution of a contract by the Town. If you consider any documents

submitted with your response to be proprietary or otherwise confidential, please submit a written request for a determination of whether the documents can be withheld from public disclosure no later than the due date of your response. If you do not obtain a determination of confidentiality prior to the submittal deadline, any document(s) submitted will be subject to public disclosure.

Instructions: The Town of Paradise Valley will not be responsible for firms adjusting their RFP's based on oral instructions by any member of the Town Staff or the Town's contracted consultant(s) or agent(s). RFP's deviating from the specifics contained herein by any means other than an authorized addendum from the Town will be subject to rejection.

Contact with Town Officials: Contact with Town of Paradise Valley staff, elected or appointed officials, or Selection Committee members concerning this RFP, at any time, in any venue, is strictly prohibited and will be grounds for disqualification. Contact prior to evaluation of all proposals is limited to clarification of this RFP through the project manager named above, or during the presubmittal conference while it is in session. If a response to this RFP is selected as a finalist for interview, or invited to present to the Selection Committee, contact is restricted to the Selection Committee members only.

The Town of Paradise Valley will not be responsible for any costs incurred by any firm submitting an RFP Response or responding to this notice. The Town reserves the right to waive any irregularities in any submittal and to reject all submittals and re-advertise or cancel the project in its entirety, at its sole discretion.

Addenda to this RFP will be posted on the Town's website at www.paradisevalleyaz.gov. It shall be the responsibility of all prospective respondents to check the website for any possible addenda.