

# REQUEST FOR PROPOSALS



## *2019 COMPREHENSIVE PLAN UPDATE FOR CITY OF ASHLAND, KENTUCKY*

***SUBMITTAL DEADLINE:  
NOVEMBER 2 , 2018***

CITY OF ASHLAND PLANNING COMMISSION  
P.O.BOX 1839  
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## **REQUEST FOR PROPOSALS**

### **COMPREHENSIVE PLAN UPDATE**

The City of Ashland is requesting proposals from qualified firms with considerable experience in community design, land use and environmental planning, economic analysis, and citizen involvement/participation to update the City's Comprehensive Plan.

Interested consultants shall submit documentation substantiating their qualifications to perform the services required. The scope of the project is to update the existing Comprehensive Plan and refine a community-based vision based upon public participation.

The City of Ashland Planning Commission reserves the right to waive any informalities or minor irregularities, reject any and all proposals which are incomplete, conditional, obscure, or which contain additions not allowed for, accept or reject any proposal in whole or in part with or without cause, and accept the proposal which best serves the citizens of Ashland.

# REQUEST FOR PROPOSALS

## BACKGROUND

### THE CITY

**Ashland**, formerly known as Poage Settlement, is a city in Boyd County, Kentucky, United States, nestled along the banks of the Ohio River. The population was 21,684 at the 2010 census. Ashland is a part of the Huntington-Ashland, WV-KY-OH, Metropolitan Statistical Area (MSA). As of 2009 estimates, the MSA had a population of 285,624. Ashland is the second largest city within the MSA, after Huntington. Ashland serves as an important economic and medical center for northeast Kentucky.

Ashland dates back to the migration of the Poage family from the Shenandoah Valley via the famed Cumberland Gap in 1786. They settled upon a homestead along the Ohio River and named it Poage's Landing. It remained an extended-family settlement until the mid-19th century. In 1854, the city name was changed to Ashland, after Henry Clay's Lexington estate, and to reflect the city's growing industrial base.

The city's early industrial growth was a result of Ohio's pig iron industry. It was not until 1854, that growth began to occur with the charter of the Kentucky Iron, Coal and Manufacturing Company by the Kentucky General Assembly.<sup>[1]</sup> Major industrial employers in the first half of the 20th century included Armco, Ashland Oil and Refining Company, C&O Railroad, Allied Chemical and Dye Company's Semet Solvay and Mansbach Steel.

According to the United States Census Bureau, the city has a total area of 12.2 square miles (32 km<sup>2</sup>), of which 11.1 square miles (29 km<sup>2</sup>) is land and 1.1 square miles (2.8 km<sup>2</sup>) (9.18%) is water.

Ashland is governed by a City Manager form of government. The government switched from a council-manager to a city commissioner-manager form of government in 1950. The City Manager is the chief administrative officer for the city who reports to a Board of Commissioners. Department heads ranging from the Police to Public works report to the City Manager.

Ashland's central business district extends from 12th Street to 18th Street, and from Carter Avenue to Greenup Avenue. It includes many historically preserved and notable buildings, such as the Paramount Arts Center and the Ashland Bank Building, which is built to Manhattan height and style standards and serves as a reminder of what Ashland leaders hoped it would become.

King's Daughters Medical Center The fourth largest hospital in the state of Kentucky, the 465-bed not-for-profit institution is the city's largest employer at over 4,000 employees. It offers numerous inpatient and outpatient services for the region.

The Paramount Arts Center, an art-deco converted movie theater built in 1930, is located on Winchester Avenue. The theater serves as an important venue for the arts in eastern Kentucky and the surrounding states of Ohio and West Virginia.

There are seven public schools and two private schools in Ashland. All public schools within city limits are operated by the Ashland Independent School District. Post-secondary educational opportunities include Ashland Community and Technical College which has multiple campuses within the city. Morehead State University also has a satellite campus located in Ashland.

Ashland is home to The Independent, a seven-day morning daily newspaper that covers the city and the surrounding metropolitan area.

Over the last decade, the Planning Commission has tried to manage growth using three basic planning tools:

a) the Zoning Ordinance; b) the Subdivision Regulations; c) and the Comprehensive Plan. To keep pace with development demands and maintain a high quality of life for the citizens of Ashland, the Planning Commission has continually attempted to update these tools. Per subsection (1) of the Kentucky State Statute 101.197, it indicates that, at least once every five (5) years, the commission shall amend or readopt the plan elements. In view of this statute, it has become apparent that it is past the time to update the Comprehensive Plan, since it was last updated in 2013.

New development issues and technologies may face the community now, and updating the Comprehensive Plan will address them directly. These issues facing the community must be met with new ideas and continued expansion in the following areas:

- A revision of goals and objectives for City of Ashland;
- The redevelopment of Downtown Ashland;
- The establishment of Utility Service Boundaries;
- The establishment of Development Impact fees;
- The establishment of a City Economic Development Strategy;
- The development of an overall Transportation Improvement Strategy;
- The development of natural Conservation Districts;
- The preservation of our city's historic assets and natural resources; and

Since the update of a true Comprehensive Plan can be a daunting task, a special Task Force will be created to assist the Planning Commission with its formation. This task force, which shall include a wide variety of elected officials, local business leaders, and public citizens, would consist of approximately 7 members and as such would be considered a major share holder in the development of this long-range planning document. The Planning Commission and this task force desire the preparation of a legally defensible comprehensive plan that shall be in full compliance with the Kentucky Revised Statute (KRS), Chapter 100 and tailored to fit the future needs of our changing and dynamic community.

## **REQUEST FOR PROPOSALS**

### **BACKGROUND**

#### **THE PLAN**

Ashland has a long tradition of Comprehensive Planning. The most recent plan was completed in 2013. In 2011 the Federal Emergency Management Administration

(FEMA) updated the Flood Insurance Relief Map (FIRM) for the area. This, along with the completion of 2010 U.S. Census, signal a good time for the City to update its Comprehensive Plan.

The City of Ashland is not requiring adherence to a product identical to the 2013 Plan, which can be downloaded at: <http://www.ashlandky.gov>

## **SECTION II**

### **SCOPE OF SERVICES**

#### **REQUEST FOR PROPOSALS**

#### **COMPREHENSIVE PLAN UPDATE**

City of Ashland, Kentucky

#### **OVERVIEW**

The Request for Proposal seeks to establish a partnership with the qualified consultant to conduct the City's Comprehensive Plan Update. The Plan should define a vision for the community. The vision shall address the desired balance of land uses, their location, design character and density as applied to undeveloped and potential re-development areas, and the interconnection among land use, the built environment, the socioeconomic environment and the natural environment. The overall theme of the update shall be sustainability; the classic definition of meeting the needs of the present generation without compromising the ability of future generations to meet their needs.

The consultant shall initiate the overall study, examine existing conditions, identify needs and opportunities, and prepare implementation strategies for the City of Ashland. The consultant is expected to analyze existing conditions to update the Comprehensive Plan components. The analysis must determine emerging trends and the suitability of existing land use regulations, public/private facilities, and services to meet the growing and changing needs of the population. The Plan should also explore where public and/or private initiatives will be necessary to maintain and improve services and facilities.

The consultant may use information contained in the 2013 Comprehensive Plan update to assist with the analysis. It is expected that the Plan's outlook will be 25 years.

The City's existing conditions shall be analyzed through a public participation process to formulate community goals and objectives that represent the collective desires of the public. In addition to Ashland residents, the process may include the surrounding municipalities, the county and non-resident citizens; as well as various regional agencies.

The Plan shall outline development and/or redevelopment strategies that consider preferred future land use patterns and the infrastructure improvements required to support such land use patterns. Economic, social and environmental impacts should be addressed as well. The implementation strategies shall identify projects that should be pursued to implement the goals of the Plan. The proposal shall contain a schedule of anticipated tasks. It is expected that the project will be completed in approximately nine (9) months.

#### **PLAN ELEMENTS**

The Plan structure may follow the existing Comprehensive Plan, or innovate a new approach. Desirable modifications include updating the Future Land Use and Transportation components and introducing sustainability as a theme.

#### **Citizen Participation**

The City considers citizen input essential. The Comprehensive Plan process shall be structured to maximize citizen involvement and participation. The consultant will be responsible for designing a public participation strategy and forming a Comprehensive Plan Update committee/Task Force. The consultant is encouraged to propose a process that is both creative and interactive for soliciting input from a diverse participant pool with the goal of channeling this input into realistic alternatives for consideration by the public, the Planning Commission and the City Commission. The consultant will conduct community surveys assessing attitudes and visions for the growth of the community.

The surveys should determine the community's perception of and satisfaction with existing services. Additionally, the survey results should yield conclusions on the community opinion regarding future policies on issues such as land use patterns, transportation, economic development, housing (including underserved housing niches), public safety, parks, community facilities, and environmental issues. The citizen participation process shall specifically gauge the public's acceptance of sustainable practices. The Plan shall provide recommendations related to: energy conservation, alternative energy, alternative transportation, public health, density, building requirements (LEED). City staff will maintain a project web page to communicate the project schedule, upcoming meeting dates, and links to various contact persons. The use of other forms of social media is anticipated. The consultant shall provide web ready graphics and maps as they are produced.

#### **Demographics and Socioeconomics**

The Plan should reflect current and projected demographic and socioeconomic trends and their implications on land use patterns and public services planning. The consultant should endeavor to obtain current and accurate demographic and socioeconomic data upon which policy recommendations will be based.

#### **Existing Land Use**

City Staff has developed a detailed existing land use database that shall be incorporated in the Land Use Element and may be used to assist in the development of Future Land Use Plan and Map.

#### **Future Land Use**

The Future Land Use Plan shall incorporate the residential and commercial development and the review of a potential expansion of the extraterritorial jurisdiction. This element shall also provide an outlook projection based on recent development and economic trends.

The Plan shall address the relationship between the environment and human activities. A general inventory of the City's natural resources shall be established and measured against current development policies and practices. This element shall address the interconnectedness of the built and natural environments, and provide policy recommendations that will improve the state of balance.

#### **Community Character and Urban Design**

The Plan shall set out policies that address community gateways, community image, integration of major roadway corridors, and the preservation of community attributes.

Development densities shall be an important focus of this element. This element shall be a tool to direct the continuing use or further development of existing design standards and guidelines.

#### **Housing and Neighborhood**

The housing element provides an opportunity to set policy direction relative to the range

of housing products offered in Ashland and to address housing affordability, diversity, and density. This element shall look beyond housing as an independent module and toward cohesive neighborhood planning.

### **Transportation**

The Plan should evaluate the City's existing transportation system independently and integrally as part of the regional and state wide system. The Plan shall assess multimodal and multi-purpose transportation options, with special attention on non-vehicular travel modes. This element should also include forecasts for the long-term transit needs of the community and suggestions for procuring those services. The update may also develop a Long Range Transportation Plan Element that has a traffic assignment network, and land use information in a compatible GIS database to help both the community and the Department of Roads better plan for future transportation improvements.

### **Economic Development**

The Plan shall address a range of policies that preserve and strengthen business and commerce in the City. This element shall characterize the unique attributes of local business districts and provide an evaluation of underutilized commercial and retail space and opportunities within the City. Projected employment and ratios of employment to housing units should be discussed.

### **Parks and Open Space**

The Plan shall integrate facility inventories (conducted in other studies), trail connectivity, park accessibility, and recreational goals that have been identified by the City.

### **Public Facilities and Utilities**

The Plan shall address a wide range of governmental services including infrastructure. Goals should address maintaining the high standards of public safety and crime prevention in the City. Service capacities of City utilities shall be central to this element in addition to being an important input to the direction and phasing of the land use element. Master water and wastewater plans shall be discussed in this element, and should consider any impacts on existing and planned public facilities. This element shall be used to satisfy the State Legislature's required review of public facilities.

### **ADDITIONAL RESOURCES**

Additional material available for background gathering:

- Special Downtown Study
- Existing Zoning Map
- Aerial Photography
- Digital Map Sync/ArcGIS Existing Land Use Database created by Staff

### **DELIVERABLES**

The Comprehensive Plan format shall consist of both text (Microsoft Word) in an 8 ½" by 11" (vertically oriented) three ring binder format that lends itself to amendments. Maps shall be produced in ArcGIS format of 36" by 60", with the capability of being legibly reduced to 11" by 17" for inclusion into the binder.

The consultant shall deliver the draft and final documents in both hard copy and electronic formats to allow for reproduction, revision and direct web posting.

- Prepare Key Plan Element drafts for citizens and Planning Commission review.
- Digitize new maps, input data and create new GIS layers, and incorporate selected maps from existing work products to produce GIS maps.
- Prepare Comprehensive Plan
  - Produce all materials for public presentations.

- Provide digital, web ready drafts of the Plan for posting on the City’s website.
  - Produce final copies for approval and adoption by the City Commission.
  - ☑ Provide the City with a reproducible hard and soft copy of the adopted Plan.
- Digital documents and maps shall be easily editable and provided in the following file formats:
- Comprehensive Plan text and maps shall be provided in Adobe PDF.
  - Comprehensive Plan text shall be provided in Microsoft Word format.
  - All final maps and overlays must be able to be maintained and manipulated using ArcGIS. All final maps and source data files will be provided to the City.

**PROPOSED PROJECT SCHEDULE**

The overall timeline for the development of the Comprehensive Plan will be 9 months (not including the adoption process). As a submittal requirement, the applicant will submit a project schedule showing key task target dates, including public meetings and hearings and estimated task duration. Variations from the City’s intended timeline should be discussed in the RFP.

**SECTION III  
PROPOSAL CONTENT AND FORMAT  
REQUEST FOR PROPOSALS  
COMPREHENSIVE PLAN UPDATE**

City of Ashland, Kentucky

Proposals will be considered only from qualified firms with a preference to firms that are based in Kentucky and familiar with Kentucky laws.

**PROPOSAL FORMAT**

Limit the total length of the proposal to **25 pages maximum**. The content of the proposal shall include:

- A. Letter of Transmittal;
- B. Executive Summary;
- C. Brief organizational profile, including background and experience of the firm;
- D. Cost Estimate/Budget Addendum of project. Previous project summaries, including reference contact information, for a minimum of three (3) projects which are similar in scope to the project described herein which demonstrate pertinent corporate and key personnel experience; listing of the pertinent projects may be included. (The City reserves the right to contact any references provided herein or otherwise obtained);
- E. Proposed Operation Plan including an explanation of technical approaches and a detailed outline of the proposed services for executing the requirements of the Proposed Scope of Services;
- F. Project Schedule: The amount of time in months, and as a percentage of total workload, for each component of the citizen participation program; the individual elements of the Comprehensive Plan; the map production program; and the preparation of the draft and final versions of the Comprehensive Plan.
- G. Project management including:
  - i. Project organizational chart including key staff to be assigned
  - ii. Location of office from which the management of the project will be performed
  - iii. Summary/matrix of key personnel’s shared project experience



H. Appendices (not counted toward the 25 page requirement.):

i. Appendix A: Signature/Certification

ii. Appendix B: Resumes of person(s) who will be performing the work.

I. Signature/Certification: The proposal shall be signed by an official authorized to bind the offer and shall contain a statement that the proposal is a firm offer for a ninety (90) day period from the submittal deadline. The proposal shall also provide the following information: name, title, address and telephone number of the individual(s) with authority to contractually bind the company and also who may be contacted during the period of proposal evaluation for the purpose of clarifying submitted information. The proposal must contain an appropriately completed certification labeled Appendix A.

J. A proposed work task plan, detailing specific tasks within each phase. The City reserves the right to negotiate work tasks prior to finalizing a contract with the selected firm.

Proposals shall bear the following information on the outside of the packaging:

1. PROPOSAL FOR COMPREHENSIVE PLAN

2. YOUR COMPANY NAME

Three paper copies and one digital copy (email or CD) of the proposals are required. The proposals shall be retained by the City of Ashland and will not be returned.

#### **SUBMITTAL DEADLINE AND METHOD**

Proposals will be accepted at the Planning Department, Ashland City Hall, 1700 Greenup Avenue, P.O Box 1839, Ashland, KY 41105, until **4:00 p.m., Friday**

**November 02, 2018.**

**Proposals may be delivered in person, by U.S. Postal Service, or by private carrier/courier. Proposals may not be faxed to the City.**

Questions regarding this Request for Proposals may be addressed to Osei Amo-Mensah, Planner, City of Ashland, P.O.Box 1839 Ashland, KY 41105, by calling 606-327-2030, or by sending an email to [planning@ashlandky.gov](mailto:planning@ashlandky.gov)

#### **PRE-PROPOSAL CONFERENCE**

A pre-proposal conference is scheduled for Tuesday, October 30, 2018, at 2:00 p.m. at the Ashland City Hall, Commissioners' Chamber, 3<sup>rd</sup> Floor, 1700 Greenup Avenue, Ashland, KY 41101. The purpose of the preproposal conference is to assist prospective consultants with questions related to the Request for Proposals. Attendance at the pre-proposal conference is not mandatory.

Attendees must RSVP by Friday, October 26, 2018, to Osei Amo-Mensah, Planner, 606-327-2030, or emailing [planning@ashlandky.gov](mailto:planning@ashlandky.gov). If no firm RSVPs, there will be no meeting.

## **SECTION IV**

### **PROPOSAL EVALUATION**

#### **REQUEST FOR PROPOSALS**

#### **COMPREHENSIVE PLAN UPDATE**

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#### **EVALUATION AND CONSULTANT SELECTION**

A review committee will evaluate the proposals. Qualified firms may be invited to make a presentation to the committee. Final selections will be based on written proposals and, if applicable, presentations.

The evaluation will consider the following:

- A. Overall proposal quality and the proposal’s responsiveness to the RFP, including but not limited to the completeness, clarity, conciseness, and the comprehension of the scope of work and meeting the stated purpose and needs of the City of Ashland;
  - B. The qualifications and experience of personnel committed to the project;
  - C. Demonstrated experience with relevant projects and quality of past work products.
  - D. The proposal’s uniqueness or innovativeness.
  - E. Ability to collaborate with City staff and representatives.
- Proposals will be evaluated and ranked based on criteria determined by the City of Ashland.

**SECTION V**  
**SPECIAL CONDITIONS**  
**REQUEST FOR PROPOSALS**  
**COMPREHENSIVE PLAN UPDATE**  
 City of Ashland, Kentucky  
**PROFESSIONAL SERVICE CONTRACT**

A Professional Service Contract is required.

**SUBLETTING OF CONTRACT**

The Consulting Firm will agree, after the contract is awarded, not to assign or sublet the whole or any part of the contract without the prior written consent of the City.

**CHANGES IN SCOPE OF SERVICES**

The Consulting Firm will agree that any change of scope in the work to be performed after the original contract has been signed shall be documented as a written change order, be accepted by all parties, and made a part of the original contract by addendum.

**CHANGES IN PERSONNEL**

The personnel identified in the proposal shall work on the project until completion. Any substitution of personnel shall require the approval of the City in writing. Personnel changes shall only be considered for valid reasons, such as an employee leaving the firm, major illness or accident. Only persons determined by the City to be well qualified shall be approved.

**RIGHT TO REJECT PROPOSALS AND WAIVE INFORMALITIES**

The City reserves the right to reject any or all proposals, to waive any nonmaterial irregularities or information in any RFP, and to accept or reject any item or combination of items.

**GENERAL INFORMATION**

The City reserves the right to inspect and investigate the business reputation, or other qualifications, of any firm and to reject any proposal, irrespective of quoted prices, if it is determined to be lacking in any of the essentials necessary to assure acceptable standards of performance. The City reserves the right to obtain financial data or other supplemental information concerning the firm and/or its subcontractors. Proposals submitted in response to the Request for Proposals shall constitute a binding offer.

Acknowledgement shall be indicated by the original signature of a Principal legally authorized to execute contractual obligations and shall also signify acceptance of all terms and conditions including compensation, as set forth in the Request for Proposals. The firm shall identify clearly and thoroughly any variations between its proposal and the City’s Request for Proposals. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms and/or conditions.

The name of Selected firm will be decided latest by November 23, 2018, 5pm and negotiations will begin immediately with the successful candidate.