



REQUEST FOR QUALIFICATIONS AND PROPOSAL

**Planning Consulting Services for the
Downtown Phase II Planning Study and an
Update to the Comprehensive Plan
City of Hudson,
Summit County, Ohio**

**Prepared and Issued by:
City of Hudson
Community Development Department
115 Executive Parkway – Suite 400
Hudson, Ohio 44236**

Proposals are due at 4:30 p.m. April 10, 2014

TABLE OF CONTENTS

SECTION	DESCRIPTION	PAGES
Part I	General Information and Requirements	3 – 5
Part II	Proposal Format	5 – 7
Appendix A	Project Description	8 - 10
Appendix B	Scope of Services	11 - 12
Appendix C	Resources and Links <ul style="list-style-type: none">• Past Plans of Interest• Ad Hoc Committee Membership and Charge and Purpose• Evaluation Form	13 - 15

CONSULTANT SELECTION TIME TABLE

Request for Qualifications and Proposals Issued	March 19
Questions Concerning RFP Due	4:30 p.m. on March 28
Request for Qualifications and Proposals Due	4:30 p.m. on April 10
Finalists Notified of Interviews if Required	2:00 p.m. on April 16
Finalist Interviews if Required	the afternoon of April 21
Consultant Selection Recommended to Council	April 22
Council Approves Consultant	May 7

PART I

General Information and Requirements

A. Purpose

The purpose of this Request for Qualifications and Proposal (RFP) is to inform Consultants of the City of Hudson's update to its Comprehensive Plan and a plan for what is known as Downtown Phase II. Consultants are requested to express interest formally and submit credentials, profiles and a complete proposal relative to the expected work. After the proposals have been received, the City staff will evaluate them. The Community Development Director may invite one or more Consultants for an interview before the final selection. The Community Development Director will seek comment regarding the Consultant candidates from the Downtown Redevelopment and Improvement Phase II Ad Hoc Committee. The Community Development Director will recommend the successful Consultant to City Council who will make the final selection.

B. Issuing Department

The City of Hudson Community Development prepared the RFP. Questions relating to its contents may only be submitted via electronic mail or regular letter to Mr. Mark Richardson, Community Development Director at mrichardson@hudson.oh.us. The City must receive all questions by 4:30 p.m. March 28, 2014. Responses to submitted questions will be prepared and posted on the City's website by 4:30 p.m. on April 2, 2014.

C. Scope of Project

The general scope of this project is described in Appendix A under Project Description.

D. Scope of Services

The expected work to be performed by the Consultant is described in Appendix B under Scope of Services.

E. Rejection of Proposals

The City of Hudson reserves the right to reject any and all proposals received as a result of this RFP, or to negotiate separately with any source whatsoever, to serve the best interests of the City. Failure to provide all requested information in the format stated below may serve as cause for rejection of the proposal.

F. Incurred Cost

The City of Hudson will not be liable for any cost incurred by the Consultant for any work performed through, and including, the executing of a contract for professional services, prior to the execution of a contract for professional services.

G. Completeness of the Proposal

1. The proposal shall address all items completely and thoroughly in accordance with the format provided in Part II and shall be signed by an officer of the firm authorized to bind the Consultant to its stated provisions.
2. The contents and commitments in the proposal shall remain firm for one hundred and twenty (120) calendar days from the submittal due date.

H. Consultant Responsibilities

The Consultant shall be capable of providing all professional services as described under the Scope of Services and to maintain those capabilities until the project is successfully finished. Exclusion of any service required under the Scope of Services may serve as cause for rejection of the proposal or the termination of the contract.

I. Acceptance of Proposal Content and Interviews

The completeness and content of the proposal will be the basis for the initial evaluation. Further information, if required, including the possible interview of one or more of the Consultants may serve in the final decision of the recommended Consultant. If an interview is required the Consultant(s) to be interviewed will be notified by 2:00 p.m. April 16. Interviews will be scheduled for the afternoon of April 21. One Consultant will be recommended as the finalist. Staff will ask for authorization to enter into a contract with the recommended Consultant in legislation to be drafted April 22. Council may authorize the contract no sooner than May 7.

J. Compensation

After the execution of the contract with the selected Consultant, the City of Hudson will process compensation in accordance with the following guidelines:

1. The Consultant shall keep records of the hours spent on this project by task and by employee classification along with all direct expenses. These records must be made available for audit by the City of Hudson at any time during the course of the project.
2. Invoices submitted by the Consultant shall be in a format approved by the City of Hudson and consistent with the present policies of the City. The City will not be subject to any type of late fees or penalties associated with any invoice submitted as part of this project. Failure to comply with this provision shall serve as cause for termination of the contract.
3. The type of compensation for this project shall be in accordance with the information found in the section identified as Fee in Part II, Proposal Format.

K. Contract

A formal contract will be entered into with the recommended Consultant and the City of

Hudson once City Council has approved the selection.

L. Responses

Five print copies of the Qualifications and Proposal shall be submitted to Mr. Mark Richardson, Community Development Department, City of Hudson, 115 Executive Parkway, Suite 400, Hudson, Ohio, 44236 and one electronic version in “pdf” format will be emailed to mrichardson@hudson.oh.us by 4:30 P.M. on April 10, 2014.

PART II

Proposal Format

- A.** The proposal shall be simple to follow and understand and in an 8 ½ " by 11" format. The text shall be concise, with emphasis upon completeness and clarity. The total number of pages should not exceed 20. Five copies of the proposal are required for the submittal.
- B.** Consultants shall be evaluated based on the following submitted information and interview if required:

1. Background

Identify and provide a description including a brief and concise history of the firm(s) and individuals involved listing corporate officers, general experience and specific capabilities. If other franchises or operations will be part of the project, a letter of interest from them should be included. Subconsultants are acceptable and expected.

State the location of the office in which each component of work for this project will be accomplished or originate. This shall include data collection, analysis, writing, GIS work and mapping, and special reports and studies.

2. Insurance

Provide proof that the Consultant currently has the following insurance: (a) Workmen’s Compensation Insurance, (b) Professional Liability Insurance (Errors and Omissions) of not less than \$1,000,000, and (c) Comprehensive Public Liability Insurance of not less than \$2,000,000. The Consultant shall maintain during the course of the project, until acceptance by the City, the insurance components noted above.

3. Statement of Qualifications

Provide descriptions of at least five (5), but no more than ten (10), current or completed projects your firm has performed, which are similar to the complexities

of this project. The statement should be directly related to the Hudson project and explain how your firm has facilitated similar plans. With each project provide a contact name, address and phone number of the person who would have the most knowledge of your firm's performance on that project.

4. Understanding of the Project

The statement of understanding shall be concise, yet detailed, and shall be based upon the requirements of the RFP and be directed toward the project as the Consultant understands the scope of work and the firm's intended responsibilities. Discuss the nature of services your firm is proposing for the project and any problems which can be anticipated. Provide a separate statement in this area of the proposal if there is an item, or items, your firm feels is missing in this RFP but necessary for the completeness of the project.

5. Proposed Schedule and Work Plan

A schedule shall be provided for the project, indicating the Consultant's proposed approach for this project and the time for the completion of the major elements of the **Scope of Services**. This section should detail the relationship between the Consultant and subconsultants. It is the expectation of the City that the project will be completed within one year of the date the contract is executed.

6. Fee

A budget of \$100,000 has been set for this project. An estimated Not-to-Exceed fee based on the Scope of Services and the overall RFP shall be provided as a part of the proposal. A fee schedule shall be included with an estimate of man-hours by discipline and task, raw hourly rates (excluding benefits and overhead) by discipline, anticipated direct expenses (such as mileage, meals, postage, printing, etc.), proposed overhead rate and a fixed fee (profit). The schedule shall be divided into phases of the work program. The Consultant will be held to fulfill the Scope of Services and the final accepted proposal. For any unforeseen or mutually agreed changes to the accepted proposal, the Consultant is required to request, in writing, to adjust the accepted work plan so as not to exceed the fee of the final accepted proposal. Note: The name of each subconsultant proposed for this project shall be listed separately under the direct expense section along with the proposed Not-to-Exceed fee for that subconsultant.

Any task or tasks the Consultant listed in the Understanding of the Project that the Consultant feels are missing in this RFP, but is required for the completeness of the project, shall be detailed in a separate fee schedule.

7. Management Summary

Briefly address the Consultant's project management methods and systems proposed for the project. Demonstrate the Consultant's ability, which should

include staffing capabilities, to meet the proposed schedule and control project costs.

- C.** The submission of additional pertinent information beyond the requirements of this RFP is acceptable but shall be separately bound.
- D.** The proposal shall designate a prime contact for the Consultant, who shall have intimate knowledge of the project details, through whom the Community Development Department for the City of Hudson may communicate through the course of the project. This shall include questions concerning all aspects of the project, including the Consultant's invoices and the status on all items in the project.

Appendix A

Project Description

Location and Description:

Hudson is a community of 23,000 residents founded in 1799 within the Connecticut Western Reserve portion of Ohio. Much of the historic village is included within a locally controlled and National Register-listed Historic District. Home to Western Reserve Academy (the former campus of Western Reserve College), the Village of Hudson merged in 1994 with the surrounding Township to form the present twenty-five square mile City. The original 1995 City of Hudson Comprehensive Plan was written following merger in large part to control residential growth. The resulting growth management policies and procedures were tested and upheld by the Ohio Supreme Court. In addition to historic preservation and growth management, Hudson has been a leader in environmental conservation while at the same time seeking business development and growth to the tax base to decrease reliance on the residential sector to fund community needs. The City's Land Development Code is noteworthy for its progressiveness and thorough standards of environmental protection and pursuit of architectural compatibility.

The City of Hudson is seeking proposals from planning consultants to prepare (1) an update to the City's 2004 Comprehensive Plan and (2) to prepare a planning study for what is known as Downtown Phase II. It is the desire of the City to undertake both aspects of this work concurrently. Although they are separate, they will be managed by the same administration and, to insure coordination between the plans, will be facilitated by the same Consultant. It is envisioned that the downtown plan will be a chapter in the Comprehensive Plan. The Community Development Department will manage the project on the City's behalf, but the project will involve other departments, City administration, City Council, and two Ad Hoc Committees that will advise each of the Comprehensive Plan and downtown components of the work. The downtown ad hoc committee has already been appointed. An ad hoc committee for the Comprehensive Plan has not been appointed as of this writing. City Council must adopt each plan after receiving a recommendation from the Planning Commission. We are hopeful that the plans can be drafted by the end of 2014 and adopted in early 2015. We describe each component here:

Comprehensive Plan

In 1995 the newly formed City of Hudson adopted its first Comprehensive Plan. Several consulting firms assisted the City with the plan: Pflum, Klausmeier and Gehrum Consultant was the lead firm, ACRT Associates for environmental planning, Gould and Associates for downtown, and Clarion Associates for growth management. An update of that plan was adopted August 4, 2004 following a process that involved an ad hoc committee and ACP Visioning and Planning which facilitated the process. These plans have been widely read and valued by citizens and policymakers to guide policy decisions and public and private development. Neither staff nor Council is aware of any major criticism or need for change with its direction. We believe that fair progress has been made on the goals, objectives, and strategies of the plans. Although the Comprehensive Plan has served the City well, according to the City Charter, "Council shall initiate the review of the Comprehensive Plan of the Municipality for any needed changes or

modifications no less than every ten (10) years.” Of course despite this requirement there is value in rethinking and validating the Plan’s contents. The general process of using an outside perspective with guidance of policy stakeholders has resulted in widely accepted plans and is being used again. Council has initiated this process and the City is seeking a Consultant to facilitate the process and prepare the plan update.

Staff believes that for the most part the update will involve recognition of completed goals and objectives, validation of goals and objectives not yet completed but are still important, removal of goals and objectives not yet completed but are no longer considered important, and new goals and objectives. Specifically the plan might examine the following:

- The future of the Growth Management Allocation System
- Implementation of the techniques recommended in the recently adopted Brandywine Creek Watershed Balanced Growth Plan
- Methods to enhance community connectivity
- The value of maintaining a senior housing alternative

Downtown Plan

The purpose of the planning study is to plan an area west and northwest of downtown Hudson, which includes First and Main, a lifestyle center that has been in operation for approximately ten years. First and Main is a nationally recognized mixed use development implemented from the 1995 Comprehensive Plan. The project area is roughly bounded by Morse Road on the east, a property line separating City owned property and the Villas of Hudson on the north, and the Norfolk and Southern rail road tracks on the west. The total project area is approximately 35 acres in size. Please see the attached map for a view of the geographic area involved. The existing major uses of the project area are part of the City’s Public Works Department, Hudson School District bus parking, and Windstream. It is believed these uses do not provide the connectivity, energy, or critical mass of employees and residents that the First and Main project contributes to the community. The planning study will provide the framework to establish land uses and connectivity that will extend the fabric of First and Main to the neighborhoods to the north.

The key issues identified in the study area include:

1. The project area is under-utilized. The present thinking is that the area would be better utilized with a mixed use project that transitions between the downtown commercial core and the residential uses west and north of downtown.
2. Connectivity to downtown to and from the west is poor.
3. This location lends itself to higher density housing. Such housing would provide a need for our residents and will build a critical mass of customers within walking distance of downtown. The project area is zoned for the highest density the City allows.
4. Safe and adequate facilities for non-vehicular traffic must be provided.
5. Implementation of the plan will require the relocation of existing facilities in the project area including Windstream, public uses north of Owen Brown Street and an existing industrial building at 137 Owen Brown Street.

6. The Norfolk and Southern rail line that forms the west border of the project area carries approximately 50 trains per day according to the December 2012 Akron Metropolitan Area Transportation Study (AMATS) Freight Plan. Other rail lines in downtown are abandoned or out of service.
7. Owen Brown Street east of the study area is in Hudson's historic district. The neighborhood is an active one that wants to protect its quiet residential character.
8. The project area should be integrated into the First and Main development and historic Main Street to provide a cohesive downtown district.

Goals of the downtown planning process are:

1. Complete the historic core land use plan of 1995 and provide connectivity to the entire downtown area and beyond. The plan might also include the completion of the First and Main plan, specifically development of the so-called Building 7 site.
2. Ensure the plan is economically viable and will not adversely impact existing development or require significant public incentives.
3. Enhance downtown development.
4. The planning process will include the latest thinking in storm water best management practices, the Connecting Communities principles of the Akron Metropolitan Area Transportation Study, mixed-use infill development, and other state of the art planning principles.
5. The planning process will ensure an inclusive and transparent community planning process by including residents of all ages, abilities, and income. It will insure that the concerns of the existing residents and businesses are addressed.
6. The planning process will ensure completion. The study will define code amendments, a financing strategy and site specific pro forma, vehicular and pedestrian systems, and a building and land use plan that the City and a future developer will use as their blueprint. An implementation component will include a list of tasks that will result in fulfillment of the plan, parties responsible and time frames. It will also include costs and benefits to implement the plan including the costs to relocate existing uses and develop properties for them including the possible redevelopment of 5910 Hudson Drive (City owned property, known as the Koberna property) and the relocation of Windstream.

Appendix B

Scope of Services

The services to be provided by the Consultant shall include, but are not necessarily limited to the following items:

1. Prepare an agenda and meet with the City of Hudson for a kick-off meeting to discuss all aspects of the project. Included in the meeting shall be the clarification of any item within the Scope of Services questioned by the Consultant. At this meeting, the Consultant shall be prepared to discuss the timing of the schedule for completion submitted with the proposal.
2. Facilitate all meetings with the ad hoc committees included within the final proposal accepted by the City and consult with City staff in the preparation of meeting agendas. City staff will keep the official record of meetings; however, the Consultant will collect all input affecting the content of the plans.
3. Manage the public input processes which may include surveys, public input meetings, social media, and web sites. The Consultant shall use innovative and dynamic techniques to engage the community.
4. Prepare technical reports for each plan which may include but are not limited to:
 - a. Inventory of base land use and physical data as necessary.
 - b. Development trends.
 - c. Estimated development potential of the City at build-out including the number of dwellings, population, and building floor area of commercial, office and industrial uses.
 - d. Inventory and assessment of threats to environmental assets.
 - e. Economic development market analysis.
 - f. Fiscal cost/benefit of land use types to City and schools.
 - g. Inventory of policy plans since the 2004 Comprehensive Plan including parks, utility, connectivity and strategic plans.
 - h. Traffic impact analysis.
 - i. Financial proforma of the downtown study area with specific funding sources.
5. The Consultant shall submit a complete draft of the updated comprehensive plan and downtown plan for each ad hoc committee's review and comment. Following adoption by the ad hoc committees, the Consultant shall produce twenty copies of each draft proposed plan. The Consultant shall represent the final plans and processes at up to one meeting of Planning Commission and two meetings before Council for each plan.
6. Each plan will include, but is not limited to, the topics listed on the next page.
7. The Consultant shall revise the plans to include any changes following Planning Commission review and Council final approval and provide the City fifty original copies of each plan, one copy in reproducible format, and one digital copy including all graphics in "pdf" format.
8. The Consultant shall have review meetings with the City at 25%, 50%, 75%, and project completion (100%). The Consultant shall have its prime contact person at the meeting as well as the individuals of the project team that can answer specific questions regarding the details of the plans, including the intent of the author.

Plan Topics	
Comprehensive Plan	Downtown Phase II Plan
<ol style="list-style-type: none"> 1. Executive Summary 2. Land Use 3. Environment, Recreation and Open Space 4. Community Facilities 5. Transportation, Mobility, Connectivity 6. Historic Core and Downtown Phase II 7. Growth Management including an assessment of the allocation system 8. Economic Development 9. Implementation Strategy 10. Build out projections of populations, industrial and office building area, and employment 	<ol style="list-style-type: none"> 1. Land Use 2. Community facilities including storm water management and utilities 3. Transportation, mobility, connectivity 4. Recommendations to amend the Land Development Code 5. Financial analysis including a financing strategy and cost-benefit analysis (including relocation and development costs of existing facilities) 6. Phasing and implementation strategy 7. Interconnection and transitions to the larger downtown district 8. Strategies for the larger downtown to enhance retail viability, public space, and event programming

Appendix C

Resources and Links

Link to the Comprehensive Plan of 2004: <http://www.hudson.oh.us/DocumentCenter/View/280>

Link to the Strategic Plan of 2013: <http://www.hudson.oh.us/documentcenter/view/1254>

Comprehensive Plan of 1995: Emailed upon request

Ad Hoc Committee Membership

Citizen Appointees:

Tom Murdough or his designee
Liz Murphy
Pat Eldredge
Ted Olson
Julie Lindner
Ryan Beam
Ron Strobl
Darin Siley
Dave Zuro

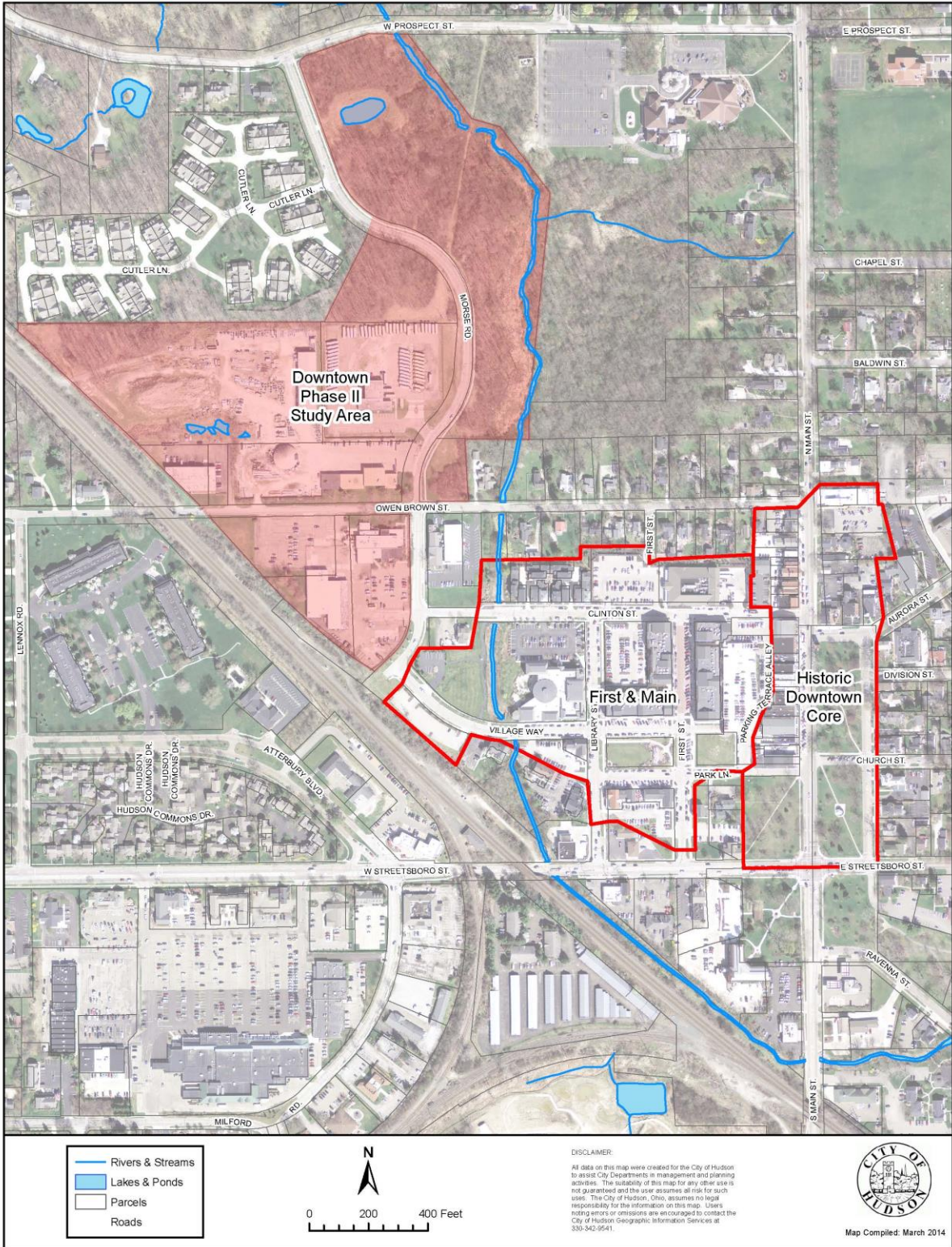
Officials:

Interim City Manager Scott Schroyer
City Engineer Thom Sheridan
CD Director Mark Richardson
Bill Wooldredge, Council at Large
Dan Williams, Council at Large
Dave Basil, Council Ward 2
Mayor William Currin

Ad Hoc Committee Purpose and Charge

The Downtown Redevelopment and Improvement Phase II Ad Hoc Committee created and appointed by Hudson City Council shall review, study, analyze and evaluate, and provide its recommendation to City Council regarding, potential uses, options and strategies for redevelopment and repurposing of, development of and use of the 10 parcels located northwest of downtown Hudson bordering Morse Road or the Norfolk and Southern Railroad tracks as delineated on a map (attached hereto) prepared by staff dated August 22, 2013. The goal of the Council and of the Committee's work is to create and implement a plan and strategy for the identified area adjacent to the downtown core that will be compatible and consistent with, and enhance, maintain and help sustain the character, vibrancy, vitality and viability of Hudson's historic downtown core as the commercial, retail and civic focus of the community. The Committee shall include in the scope of its work potential staging or phasing of the elements of the plan, recognizing that not all parcels are or may become available, and it may recommend issuance of a Request for Letters of Interest from qualified firms to conduct or to assist in conducting a planning study in support of its efforts. The Committee shall review its activities with Council not less than each quarter or more frequently as requested by Council, the Mayor or the City Manager.

Downtown Phase II Study Area and Downtown Environment



Evaluation Form

Consultant Services for Downtown Phase II Plan and Update to the Comprehensive Plan

Name of Firm: _____

Name of Evaluator: _____

City of Hudson Consultant Section Form

	Criteria	Rating (1-5)	Weight	Score
1	Background: the description of the firm(s) that will be involved and the locations of where the firm's work will originate.		5	
2	Insurance: proof of liability insurance.		2	
3	Statement of qualifications: 5 – 10 examples of similar work with contact information.		5	
4	Understand of the project: a description of the services proposed and the firm's project approach.		5	
5	Proposed schedule and work plan: a description of how the firm(s) will schedule the major elements of the project.		4	
6	Fee: the proposed not-to-exceed fee and supporting documentation.		3	
7	Management summary: the firm's ability and capability to accomplish the project.		2	
Rating Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent, 5 = Superior				