



CITY OF RICHARDSON RFQ NO. 2023-01

**REQUEST FOR QUALIFICATIONS (RFQ) FOR CONSULTANT SERVICES
FOR THE RICHARDSON COMPREHENSIVE PLAN**

RFQ Issued: September 1, 2022

Submittal Deadline: October 3, 2022, prior to 2:00 PM

**Requested by:
Development Services Department**

**411 W. Arapaho Rd.
Richardson, TX 75080
(972) 744-4320**

REQUEST FOR QUALIFICATIONS (RFQ 2023-01)

CITY OF RICHARDSON, TEXAS COMPREHENSIVE PLAN UPDATE SEPTEMBER 1, 2022

DEADLINE FOR SUBMISSION: 2:00 P.M. (CDT), MONDAY, OCTOBER 3, 2022
****NO LATE SUMITTALS WILL BE ACCEPTED****

The City of Richardson, Texas is seeking qualified candidates to respond to this Request for Qualifications (RFQ) for professional services to conduct an update to the City's Comprehensive Plan.

With only 3.3% of undeveloped land remaining, the City is largely built out and thus the focus of the Comprehensive Plan update will largely be related to infill, redevelopment, and neighborhood revitalization projects to maximize use of existing infrastructure and community assets. The Comprehensive Plan update should provide clear land use, planning and economic development strategy/direction for the next 20 years in an attractive and user-friendly format.

Background and Introduction

Richardson, Texas is a community of approximately 122,570 residents (2022 North Central Texas Council of Governments (NCTCOG) estimate) in a 29 square mile area and is a northern first-ring suburb of Dallas (refer to Exhibit A). The housing stock includes approximately 31,560 single-family units and 19,440 multi-family units. Richardson is a major employment center in the Dallas/Fort Worth (DFW) area. Known for its high-tech Telecom Corridor®, a concerted effort has been successfully underway in recent years to diversify the local economic base for better long-term sustainability, including the the newly designated CORE district and Richardson IQ innovation district.

The City is characterized by stable and progressive leadership; superior public services; excellent educational opportunities from pre-school through post-graduate study; a safe environment; an award-winning library and thriving arts organizations; amenities such as an extensive parks and trails system; a broad range of recreational opportunities; highly regarded special events; and strong community support. All of these characteristics contribute to an extraordinary quality of life.

Even with all of these assets, Richardson is experiencing the typical challenges of many first-ring suburbs: an increasingly diverse population, infrastructure challenges, an aging housing stock, underperforming retail development, and aging and underutilized industrial properties.

Accessibility/Transportation

The City is served and shaped by several major transportation corridors: President George Bush Turnpike (PGBT) and Central Expressway (US 75), a regional expressway; Coit Road, Plano Road, Jupiter Road, Belt Line Road and West Spring Valley Road, arterial roadways; and several minor arterial and collector roadways.

Richardson is served by four (4) DART light rail stations along the DART Red/Orange Line, including CityLine/Bush Station, Galatyn Park Station, Arapaho Center Station, and Spring Valley Station. In addition, the soon to be completed Silver Line will include two (2) stations in Richardson: one located at the north perimeter of the University of Texas at Dallas campus and a new platform at the existing CityLine/Bush Station. All, except the Arapaho Center Station, have benefited from transit-oriented mixed-use development, the most notable being the CityLine/State Farm development.

Additionally, the four (4) rail stations and the Silver Line are connected via the Central Trail hike and bike trail, the central spine of the city's extensive approximate 40-mile hike and bike trail system.

Previous and Current Planning Studies

The 2009 Comprehensive Plan recommendations have been the basis for subsequent planning efforts undertaken by the City. The Plan identified six (6) "enhancement/redevelopment districts" (districts) worthy of specific, detailed future study, several of which have been completed.

Beginning in 2010, the City completed the [West Spring Valley Corridor Reinvestment Strategy](#), the first district designated in the Comprehensive Plan, followed in 2011 with the implementation of the study with the adoption of the [West Spring Valley Corridor PD Regulations](#).

In 2013, the City completed the [Main Street/Central Expressway Study](#) (a combination of the "Main Street/Old Town" and "Central Expressway" districts), followed in 2015 with the implementation of the study with the adoption of the [Main Street/Central Expressway Form Based Code](#).

In 2018, the City completed the [Collins/Arapaho TOD & Innovation District Study](#) ("East Arapaho/Collins" district), followed in 2019, with the implementation of the study with the adoption of the [Collins/Arapaho TOD & Innovation District Form Based Code](#).

In addition, the City is currently in the process of updating the Parks, Recreation and Open Space Master Plan, along with creating an Active Transportation Plan and an Economic Development Strategic Plan. The targeted date for completion and adoption of these plans is in early 2023.

Purpose of the Plan

Through this Comprehensive Plan update, the City desires to establish a community-based vision for the future that builds on previous planning efforts. The Comprehensive Plan update should consider signals and trends that the City should be mindful of for the future, incorporate scenario planning for multiple alternative futures, and drive participants to think strategically about the City's future.

The outcome of the Comprehensive Plan should be an agile planning document that:

- Defines the community vision, providing objectives and policies to guide the City's development and redevelopment for the next 20 years in a post-pandemic and regularly disrupted world.
- Engages all segments of the community to ensure the vision represents the entire city.
- Documents and further refines the City's efforts for how the Comprehensive Plan guides other long-term and short-term cross-organizational planning efforts and daily decision making.
- Develops a future land use strategy that focuses on infill/redevelopment/reinvestment.
- Creates a value-based plan, which responds to the evolving world.
- Establishes an implementation framework.
- Defines the process for updating and amending the Comprehensive Plan.
- Utilizes a format that is accessible and easy to understand.

Furthermore, this effort will take elements of previous planning efforts (See Previous and Current Studies above) for incorporation into the Comprehensive Plan.

Preliminary Scope of Services, Tasks and Deliverables

The consultant firm/team selected will generally be responsible for, but not limited to:

- Update of the introductory element of the 2009 Comprehensive Plan based on the final version of the Comprehensive Plan update.
- Revision of the socio-demographic profile of the community analyzing how the city has evolved through the years and the direction the city might take in the next 20 years given the context of explosive growth and increasing diversity in the DFW metroplex.
- An inventory of current land uses, transportation, and infrastructure utilizing the city's available data and other regional resources, such as the Texas Department of Transportation (TxDOT), the North Central Texas Council of Governments (NCTCOG), Dallas and Collin Counties, etc.
- Analysis of the current supply and future demand for various types of land uses, including current housing types and new housing types based on existing and emerging trends, such as accessory dwelling units and workforce housing.
- Evaluate the current Future Land Use map and categories to provide recommendations on a revised/new map and categories offering innovative ideas to address the future trends in land use and community development.
- Integrate past planning efforts (e.g. the West Spring Valley Corridor Plan, the Main Street/Central Expressway Plan and the Collins/Arapaho TOD and Innovation District Plan) into the Comprehensive Plan and defining comparable future land use categories for each.
- Integrate current and upcoming planning efforts into the Comprehensive Plan. The Parks, Recreation, and Open Space Plan; the Active Transportation Plan; and the Strategic Economic Development Plan are currently underway and should be complete by early 2023. An update to the Waste Management & Recycling Plan is anticipated to begin during the Comprehensive Plan process.
- Recommendations for updates or additional studies that may be appropriate for, but not limited to land use, transportation, neighborhoods, sustainability, and environmental (e.g. water quality, drainage, air quality, waste management and recycling) considerations. This

review should not only be for background, but also with an eye toward whether these plans are still relevant and the recommendations applicable.

- Study and make recommendations regarding alternative housing options, including accessory dwelling units, and their impact on existing neighborhoods.
- Identify desired infill and redevelopment areas, exploring potential future uses and regulations to ensure desirable development.
- Identification of economic development and redevelopment strategies geared toward spurring private investment and reinvestment within the City, including an evaluation of existing conditions and how they will impact the preferred development/redevelopment scenario.
- Develop a robust implementation strategy, including a prioritized list of public improvements, that is measurable over time and can provide staff and City Council with easy-to-understand metrics to achieve year-marked goals over time.
- Plan recommendations should be assessed and benchmarked in terms of:
 - Current and future diversity of Richardson, endeavoring for inclusion of all who are part of the Richardson community
 - Sustainability, resiliency, and ecological impacts
 - Operational and financial impacts on City operations
- Developing a robust resident/stakeholder engagement strategy that incorporates effective and innovative participation mechanisms and techniques, and strives to involve a broad cross-section of Richardson's diverse residential and stakeholder population. Public participation can include, but is not limited to, community meetings, workshops, charrettes, utilizing social media and the City's website to promote the planning process, and receiving community feedback through surveys: In collaboration with the City staff, draft regular articles and website releases providing updates of the Comprehensive Plan process, which includes information about upcoming workshops and community input opportunities which will be made available on the City's website by staff.
- Developing and preparing maps and graphics (to be provided in original digital and hard copy, where appropriate) for presentations, public meetings, and the final report, including but not limited to the following:
 - Base Maps including major vegetation, waterways and major utility installations, public facilities, surrounding land use and transportation infrastructure.
 - Framework/Vision Plan, including existing land uses and recommended future land use categories, transportation plan, location of community assets.
 - Finished Graphics and Text, including PowerPoint slides and other documentation for inclusion in the final report and presentation to the City Plan Commission and the City Council.
- Presentation Materials, including PowerPoint slides and/or other graphics or appropriate documentation at the scale and level of detail necessary for public meetings.
- The final Comprehensive Plan document will be presented to the City Plan Commission and City Council for formal adoption and be presented in a format that is user-friendly and easily comprehensible. Every effort should be made to minimize the use of technical, planning language. The plan will be an electronic form that is posted on the city's website and will include necessary maps, tables, graphs with supplemental reports providing more detailed analysis of

demographic and economic trends, historical reports, meeting summaries developed as appendices to further clarify and support the analysis, narrative, and recommendations of the new Comprehensive Plan.

Meetings with the Community, Staff, City Plan Commission and City Council

- A meeting to introduce the consultant firm/team to the City Council will be scheduled shortly after the contract is executed.
- Coordination and progress meetings between the consultant firm/team and Staff will be required throughout the process. Some of these meetings may take place via teleconference or other video audio conference method where appropriate.
- The consultant firm/team should anticipate significant community engagement, including multiple workshops and meetings with stakeholders, including homeowners associations, business associations, civic organizations, etc., at appropriate points in the process.
- Meetings with the City Plan Commission and City Council will also be required throughout the duration of the study; some, though not all, may require attendance by representatives from the consultant firm/team.

Project Schedule

It is the City’s objective to complete this project within an 18-24 month time frame. The following tentative schedule has been presented to City Council for the completion of the study:

TASK	APPROXIMATE SCHEDULE
RFQ issuance	September 1, 2022
Submission deadline	October 3, 2022
Submission review	October 2022
Consultant interviews/selection	November 8-10, 2022
Consultant selection	November 11, 2022
Scope of work/fee/schedule and contract development with selected Consultant	December 2022 to January 2023
City Council contract approval and contract execution	1 st Quarter 2023
Project initiation	1 st Quarter 2023
Project completion (includes project acceptance/adoption by CPC and City Council)	3 rd or 4 th Quarter 2024

Budget

The anticipated budget for this project is approximately \$500,000-\$700,000.

Skills Required

Consultants should have extensive successful urban planning and redevelopment experience working with first tier suburban cities, including land use, transportation, market analysis, economic development, parks and open space, infrastructure and sustainability planning. Additionally, the firm/team must have extensive public engagement experience, employing a variety of proven successful engagement strategies. Consultants are encouraged to partner, if appropriate, to assemble the right combination of skills to address the preliminary scope of services described herein.

Statement of Qualifications Response Format/Submission Requirements

The consultant firm/team shall submit:

- Seven (7) bound hard copies of their Statement of Qualifications (SOQ), and one (1) additional copy in digital form, in a sealed envelope, clearly marked with RFQ # 2023-01 prior to **2:00 P.M. (CDT), MONDAY, OCTOBER 3, 2022**. Qualifications responses received after this time and date will not be accepted nor considered. Emailed or faxed applications will also not be accepted. Additionally, receipt of insufficient copies of the qualifications or not providing the required information in the desired format may result in elimination from the selection process.

The submission shall include the following information in the order listed below, with each section clearly labeled and separated by tabs and with pages numbered. Also, submission responses shall be prepared using a font of no less than ten (10) points, on 8 ½" x 11" paper with foldouts as necessary.

1. Cover Letter (five pages maximum)

- Experience and qualifications of the firm/team.
- Relevant experience with similar projects, including any unique qualifications or special services that enhances the firm's/team's ability to perform the work described in this RFQ.
- Identify the project manager and a description of this person's experience with similar type projects.
- Identify consultant team personnel and respective firm name (if more than one firm represented on the team) for persons participating on the project team, including explanation of each person's relationship to the overall project work plan.
- Familiarity with Richardson and its regional context.
- Identification of the contact person during the selection phase, including name, address, telephone, email; this contact must be available during normal business hours.

2. Team Member Qualifications (1-2 pages per team member)

- Resume/Bio for the project manager and each team member.
- Availability and manpower estimates for the project manager and team members who will be committed to completing the project through acceptance/adoption by City Council.
- Describe the lead consultant firm's personnel resources that are available to the project manager in the event such resources are required to remain on schedule or address unique challenges presented during the project.

3. Team's Richardson Perspective (1-2 pages)

- Describe issues and ideas specific to Richardson that would impact the team's approach to this project.

4. Method and Approach (four pages maximum)

- Narrative describing the consultant firm's/team's overall method and approach to updating the Comprehensive Plan that meets the requirements outlined in this RFQ, including the public input process.

5. Experience and Examples of Comparable Projects

- Final document and graphic samples from comparable projects completed within the previous five years (electronic copies on a flash drive are sufficient), with contact information for the client (name of client project manager with phone number, email address). Include the URL of any project websites that might still be active.

6. References

- Provide five current references (within the past five (5) years) for each firm that will have significant and specific responsibility for this project. References provided shall be for work completed for similar type projects by members of the proposed team.

Qualification responses shall be submitted by the submission deadline to:

Richardson Municipal Court

Attn: Purchasing Manager

2100 E Campbell Road

Richardson, TX 75081

City Resources

Electronic files of relevant planning documents are available for download through the City's website at <https://www.cor.net/compplanRFQ>. Alternately, refer to Exhibit B for a list of planning studies and corresponding websites. The City will not be responsible for developing base maps, graphics, exhibits, etc.

Questions or Requests for Additional Materials Prior to Submission of RFQ

The City of Richardson utilizes the [Periscope S2G](#) electronic bidding system for managing all RFB/RFQ/RFP/CSP's. All requests for additional information or clarifications concerning this RFQ must be submitted, in writing through the Periscope S2G system, no later than **Monday, September 19, 2022, by 12:00 P.M. Central Time**. Answers will be posted on the RFQ Periscope S2G webpage by Wednesday, September 21, 2022, for all prospective bidders' reference. Candidates should not rely on any oral communication concerning this RFQ, and oral responses will have no binding effect.

Review Process and Selection

The City desires to select a Firm for the Comprehensive Plan update. For this solicitation, a two-step selection process shall be used:

- Request Statements of Qualifications (SOQs) which will be evaluated to shortlist firms. Additional information or SOQ clarifications may also be requested of the top Consultants identified.
- Within 30 business days of the submittal deadline, it is the goal of the City to schedule interviews of shortlisted firms and select the most qualified firm to submit a proposal for contract negotiations.
- In the event the City and selected firm do not agree to contract terms, the City will contact the next highly qualified firm from the shortlisted firms to negotiate a contract.

The evaluation committee will review all responsive submittals and select the best evaluated Statements of Qualifications for further review. SOQs will be evaluated based on the criteria shown in the Evaluation Criteria section of this document. A staff-led Evaluation Panel will review each Firm's SOQ. The City will interview shortlisted firms and check their references prior to making a recommendation but maintains the option to forego interviews if scoring shows a Firm is clearly the most qualified. Staff intends to use the following guidelines for the interview process:

- The number of firms interviewed will depend on the closeness of the scores following evaluation of the written SOQ's.
- Only firms that are considered qualified to perform the work, on the basis of their written SOQ, will be invited for interviews.
- Staff will consider significant gaps in point separation between the top ranked firms in determining the number of firms to be interviewed.
- Staff may conduct interviews in other cases where staff believes it is in the best interest of the City.

The goal of this RFQ is to select and recommend a firm or team of firms to the City Manager's Office for negotiation of contract terms, including a fair and reasonable price. Consultants are encouraged to partner, if appropriate, to assemble the right combination of skills to address the preliminary scope of services described herein. The City is under no obligation to award a contract. If no firm/team submits an acceptable proposal or if conditions change, the City reserves the right to reject all of the submittals.

Evaluation Criteria

Submittals will be reviewed by the City based on:

- Responsiveness to the RFQ (5 points)
- Overall qualifications and experience (5 points)
- Demonstrated competence with comparable projects (5 points)
- Proposed project methodology and approach (5 points)
- Experience with government entity clients (5 points)
- Availability to respond to the needs of the City in a timely manner (5 points)
- Other relevant factors (5 points)

Reservations

The City, through its duly authorized officials, reserves the right to reject any part of, or all statements without the imposition of any form of liability. Nothing herein is intended to exclude any responsible firm or in any way restrain or restrict competition. The City reserves the right to award this RFQ to the most qualified firm/team that offers the best combination of qualifications and experience to the City taking into consideration the selection criteria contained herein.

Ethical Standard

No City of Richardson official or employee shall have interest in any contract resulting from this RFQ. Individuals with a possible conflict will enact a public disclosure record by completing a "Statement of Financial Interest" form.

Reimbursements

There is no expressed or implied obligation for the City to reimburse responding firms for any expenses incurred in preparing statements of qualifications in response to this RFQ and the City will not reimburse responding firms for these expenses, nor will the City pay any subsequent costs associated with the provision of any additional information or presentation (including travel costs), or to procure a contract for these services.

Disclosure

There will be no disclosure of the contents to competing firms until the contract is awarded. All statements of qualifications will be kept confidential during the contract negotiation process. Once the contract has been awarded all statements of qualifications will be open for public inspection, except for trade secrets and confidential information, which the firm identifies as proprietary.

Default

The City reserves the right to terminate this RFQ process immediately for failure to meet delivery or completion schedules, or otherwise perform in accordance with the requirements of the same.

EXHIBIT A

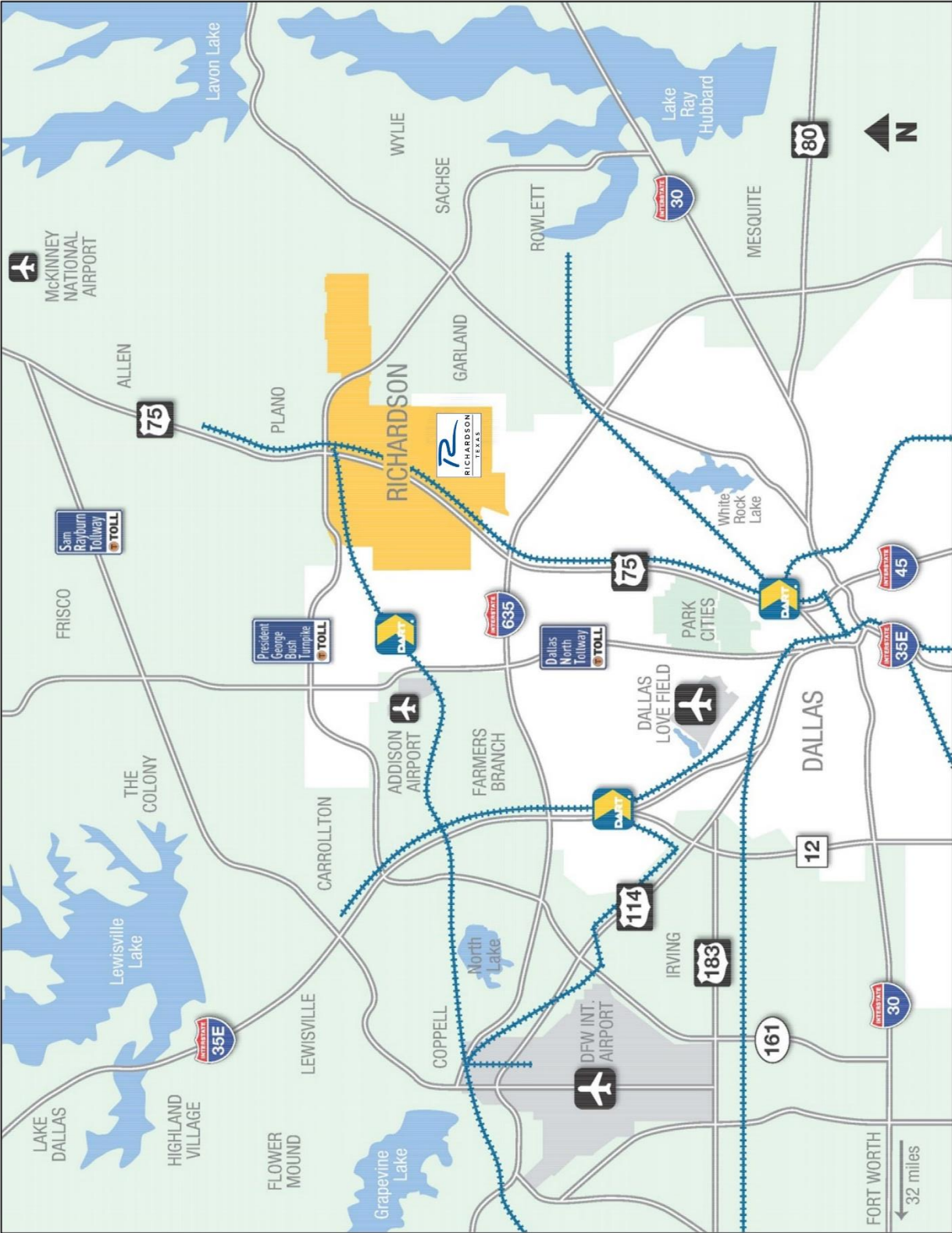


EXHIBIT B

Below is a list of past planning studies and resources which may be of interest to candidates considering responding to this RFQ.

City Council Introduction (July 11, 2022)

- [Presentation](#)
- [Meeting Video](#)

Documents

All documents are available on the City's website at cor.net/compplanrfq:

- [Richardson Comprehensive Plan](#) (2009)
- West Spring Valley District Documents
 - [Zoning](#)
 - [Vision](#)
- Main Street/Central Expressway District Documents
 - [Zoning](#)
 - [Vision](#)
- Collins/Arapaho District Documents
 - [Urban Design and Development Scenarios for Arapaho Center Station TOD](#)
 - [Zoning](#)
 - [Vision – Appendix](#)

Geographic Information Services

- [Maps and Data](#)

Current Project Webpages

- [Active Transportation Plan](#)
- [Parks, Recreation and Open Space Plan](#)

District Websites

- [Richardson Innovation Quarter](#)
- [Richardson CORE District](#)