



CITY OF HUDSON OAKS
COMPREHENSIVE PLAN
UPDATE

REQUEST FOR PROPOSAL
2021

DUE:
MARCH 29, 2021 AT 5:00 PM

PURPOSE

THE CITY OF HUDSON
OAKS IS SEEKING A
PROFESSIONAL FIRM
TO UPDATE THE CITY'S
COMPREHENSIVE PLAN

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I. SOLICITATION OVERVIEW

A. INVITATION

The City of Hudson Oaks is seeking a qualified firm for their professional services in updating the City's Comprehensive Plan and preparing related documents such as policies, plans, maps, and development implementation strategies. The City's current Comprehensive Plan was last updated in 2012. The City intends to grant a single contract, for the services requested, to a primary consultant that will assemble and lead a multi-disciplinary project team of one or more sub-consultants. All firms seeking to submit a proposal will need to register their intent with the City Managers office.

B. PROJECT SCHEDULE

Once the consultant is selected the project is expected to begin on April 26, 2021. Even though the completion of the Comprehensive Plan is dependent on interactions and the speed of the City's decision-making process, the proposer is required to provide their own completion timeline in their proposal.

C. SUBMITTAL DEADLINE

Firms submitting a proposal shall submit one (1) original in digital format and one (1) hard copy with "Original" marked on it. The proposal must be marked "City of Hudson Oaks Comprehensive Plan Update" and sent to:

City of Hudson Oaks
Attn: City Secretary
210 Hudson Oaks Dr.
Hudson Oaks, TX 76087

The proposal must be submitted no later than **5:00 PM on Monday, March 29, 2021**. Any proposals received after the submittal deadline will be voided and returned unopened to the respondent.

D. INQUIRIES

Any questions concerning the project must be submitted no later than seven (7) business days before the submittal due date. All registered firms intending to submit a proposal will have the authority to ask questions and receive answers regarding the project.

For questions relating to the scope of services and project requirements also information regarding this solicitation, contact Sterling Naron, City Administrator, at (682) 229-2408, or email at sterling.naron@hudsonoaks.com

II. COMMUNITY BACKGROUND

The City of Hudson Oaks was founded in Parker County in 1978 and is approximately 2.5 square miles. The purpose of the incorporation of Hudson Oaks was so that efficient services could be provided without the burden of property taxes. This fundamental idea formed a community like no other. Hudson Oaks is now home to approximately 2,150 residents and is experiencing population growth. The City has gained 513 residents since 2000. Population growth was slow from 2000 to 2010, but the rate of growth has been more over the last 10 years. Hudson Oaks population growth has surpassed the regional city-wide growth rate average of a 28% increase in population since the year 2000 growing by approximately 31% since 2000.

Hudson Oaks is a city that is guided by a strong purpose to provide a great quality of life for both the residents and businesses in a fiscally responsible way. The City's core purpose and core values were developed by City Staff and City Council during a Strategic Planning Workshop, informed by community feedback. The core purpose and core values represent what Hudson Oaks is deeply passionate about as an organization. They will guide the City, and they represent "the why" behind what the City does and will do.

The City of Hudson Oaks is a regional leader in high-quality municipal services, entertainment, and recreation opportunities. The City maintains an exceptional quality of life for the residents and businesses without property taxes, which is a foundational characteristic of our community that will continue in the future. The City is a data-driven community that utilizes innovative methods to solve issues at hand and partners with the private sector. The City leaders continue to be transparent and accountable, regularly engaging with residents, developers, and businesses. Hudson Oaks is at the forefront of regional innovation by providing all who live, visit, or work in Hudson Oaks with value and high quality of life.

III. SCOPE OF SERVICES

A. GENERAL

A comprehensive plan is a multi-faceted assessment encompassed by long-range planning tools and policy documents that help guide future land use, redevelopment, urban design, economic development, infrastructure, housing, neighbourhoods, sustainability, and health and safety needs of the community. The City of Hudson Oaks has established the following plan elements to serve as a general guide for the Plan's development.

- Citywide profile: Develop a brief profile on the City of Hudson Oaks's history, location, and general local government characteristics.
- Inventory of Existing Conditions: Develop a profile of the current land uses, thoroughfares, transportation, infrastructure, community facilities, and other related community assets by using existing plans and documents provided by the city departments.
- Demographic and Population Analysis and Projections: Develop a demographic and economic profile based on the collection and analysis of census and Esri data, including population projections and socio-economic trends.
- Development of Performance Measures: Develop detailed performance measures stating goals, objectives, indicators, and targets that will serve as a guide for evaluating future implementation initiatives for conformity to the plan, ensuring the short-term and long-term preservation of quality of life, property values, and economic vitality of the City.
- Future Land Use Plan: Review the existing future land use plan and update it as necessary that reflects the community vision.
- Economic Development/Redevelopment Initiatives: Identify and recommend both proven and emerging programs along with available funding sources geared toward spurring private investment and reinvestment within the City. Provide strategies that ensure the continued maintenance, quality, and success of the existing commercial base, which maintains the vitality of areas that serve the City.
- Transportation and Thoroughfare Plan: Using the existing thoroughfare plan as a base, define current and future circulation and multi-modal transportation needs of the community such as motor vehicles, bicycles, and pedestrians.
- Parks and Open Space Master Plan: Define current and future needs for both active and passive outdoor recreation in the community and plan for the acquisition and development of parkland, the preservation and protection of wetlands and other designated natural areas from future development, and establish priorities and direction for the Parks & Recreation Department. The plans must be developed in

III.

coordination and conformance with the Texas Parks and Wildlife guidelines for state grants to be secured to supplement implementation funding.

- Infrastructure Master Plans: Review the existing plans related to electrical power, digital transmission facilities/lines, water supply, storm drainage and sanitary sewer facilities and transmission lines, and recommend modifications to those plans that will be required to fulfil the community vision and support consumer demand when the City is built out in terms of maximum population and land use mix.
- Fiscal Security: Identify and recommend policies and procedures that allow the City to continue not imposing an ad valorem tax on residents and local businesses while at the same time preserving and growing municipal funding sources to secure long-term financial stability.
- Intergovernmental Relationships: Identify relationships to be developed and nurtured at the state, regional, and national level that will assist and benefit the City in securing grant funding and cooperative agreements for the provision of various city services such as water and thoroughfares.

Multiple plans of varying ages already exist that address these various topics. The elements of these plans can be used as a stepping-stone to map the future path of the community that will be incorporated into the citywide master plan:

Planning Document	Year
Comprehensive Plan	2012
Traffic Engineering Design Standards	2014
Water/Wastewater Standard Specifications	2014
Strategic Plan	2014-2016
Strategic Plan	2017-2019
Strategic Plan	2020-2022
Zoning Map	2019

To obtain digital copies of these planning documents, please email Shelley Scazzero (shelley.major@hudsonoaks.com) for a DropBox link to these files.

The applicant is encouraged to propose creative, innovative, and non-traditional approaches that tie all the elements listed in a way that ensures long term sustainability of Hudson Oaks' quality of life, property values, and economic vitality. The final document needs to communicate the shared vision for the future in a way that is easy to understand by all members of the community.

B. RESIDENT PARTICIPATION

The public's participation is critical to the development of a Comprehensive Plan and policies that reflect the needs, desires, and decisions of the community as a whole. The Comprehensive Plan should strive for consensus interests that dominate the process. The consultant needs to design, implement, and guide the public participation process that incorporates effective and innovative participation mechanisms and techniques. Public participation can include but is not limited to conducting public forums, utilizing social media and the City's website to promote the planning process, and receiving community feedback through surveys.

The consultant in collaboration with the City staff shall draft regular articles and news releases providing updates of the Comprehensive Plan process, which includes information about upcoming workshops and community input opportunities. These will need to be made available on the City's website and to the local media.

C. IMPLEMENTATION STRATEGIES

The Comprehensive Plan is a visionary and strategic document used to guide growth, conservation, infrastructure projects, policy decisions, service delivery, and community facilities for the near and mid-future. It is critical for the Comprehensive Plan to be timely and have balanced implementation strategies and initiatives for its overall success. All developed strategies and recommendations for each element need to be consistent with the overall goals and objectives that are in the Comprehensive Plan. In addition to the traditional implementation steps, such as inclusion in future yearly budgets and the revision/updates of existing plans, codes, and procedures, the consultant should think outside the box and be creative when identifying new avenues relating to implementation strategies. These creative avenues still need to reflect fiscal responsibility and feasibility concerning long-range infrastructure improvements and community services.

E. INTERIM PRODUCTS

Once the individual elements that address the specific topics under Scope of Services are finalized they will then be submitted to the City to be further reviewed and approved. This way the groundwork for action can be published as early as possible and the facilitation of the final adoption of the completed plan.

F. PLAN DELIVARABLES

The following items are to produced and delivered to the City after the completion of the project:

- Two (2) bound copies of the completed plan document with recommended policies, associated data, supportive tables, graphics, charts, and maps.
- An electronic file of the plan document in Microsoft Office or Adobe Acrobat compatible format
- Land use and other detailed maps and all accompanying information need to be in an ESRI shapefile format. .

IV. SUBMITTAL REQUIREMENTS

A. CONTENTS OF PROPOSAL

The following information must be included in the proposal:

1. Performance Ability: All firms submitting a proposal must demonstrate the ability to perform all the work outlined in the Scope of Services. The proposer should cite experiences with similar projects done with other municipalities comparable in size and program complexity as Hudson Oaks. Along with references and summaries of the work done on these projects.
2. Qualifications of Project Team: The proposer needs to provide resumes and statements of qualifications of all the key staff members that will be involved in the project including the identification of all sub-consultants (e.g. legal counsel or any speciality consultants) with their respective personnel and project qualifications listed as well.
3. Schedule: Provide a timeline for completing the work outlined in the Scope of Services, broken down by phases/tasks. The timeline will be considered during the initial evaluation process for consultant selection. The selected consultant's performance will be monitored during the course of the work.
4. Community Involvement Process: The consultant must identify the proposed methods that will be utilized to gather the public's input (e.g. neighbourhood meetings, social media, website posting, etc). Describe the level of success from these methods that have been achieved in the past from utilizing them on similar projects, including the total type and number of public meetings that will be held throughout the project.
5. Review and Approval Process: Outline the recommended process for receiving staff/governing body input and feedback throughout the project. Include a description of the proposed formal hearing and approval process after the completion of the work. Describe the level of success that has been achieved in past when utilizing this approach and include the total type and number of meetings needed in support for it.
6. Fee Structure: The proposer needs to include a not-to-exceed amount for professional services accompanied by a not-to-exceed amount for reimbursable expenses. Also, provide hourly billing rates for all individuals anticipated to work on the project to request additional services if that should become necessary.

V. EVALUATION AND SELECTION

A. INITIAL SCREENING

Submissions will be initially screened by a staff evaluation committee that will reach a consensus on the top four (4) most qualified firms who will be invited to make a formal presentation to the committee.

B. EVALUATION CRITERIA

The following criteria will be utilized by the staff evaluation committee in assessing both the written proposals and the oral presentations:

1. Demonstrated Ability/Relevant Experience
2. Qualifications of the Project Team
3. Responsiveness to the Request of Proposals
4. Quality of the Proposal
5. Fee Structure

A weighted formula evaluation sheet is shown on the following page.

Firm Name:

Consultant Proposal Evaluation & Scoring Sheet City of Hudson Oaks Comprehensive Plan Update		
Evaluation Criteria	Total Possible Points	Score
<p>RELEVANT EXPERIENCE - Does the proposal cite experience with similar projects in other municipalities comparable to the size of Hudson Oaks? Are the scope and complexity of those projects comparable and clearly articulated? <u>Comments:</u></p>	25	
<p>QUALIFICATIONS OF THE PROJECT TEAM - Do the resumes and statements of qualification of key staff members demonstrate the ability to meet the demands of the project? If the project team consists of more than one firm (e.g. specialty consultants, joint venture, etc), is the planned division of responsibilities clearly defined and articulated? <u>Comments:</u></p>	25	
<p>RESPONSIVENESS TO THE RFP/QUALITY OF PROPOSAL - Does the proposal respond in sufficient detail to all the needs of the proposed scope of services as outlined in the RFP? What is the quality of the proposal in terms of its overall structure - formatting, graphics, conciseness, clarity, etc? <u>Comments:</u></p>	10	
<p>METHODOLOGY - Has the firm clearly identified and communicated its proposed methodology for successfully accomplishing the project including integration and coordination of the various regulatory documents/approval procedures, structuring of the public input process, and the recommended process for successful adoption and implementation of the completed work? <u>Comments:</u></p>	30	
<p>FEE STRUCTURE - Does the proposed fee including reimbursable expenses appear reasonable for the type and amount of services being requested? <u>Comments:</u></p>	10	
TOTAL SCORE	100	

C. SELECTION AND AWARD PROCESS

After the oral presentation, the evaluation committee will independently record their scores on the evaluation sheet.

Based on the results, a recommendation will be made to the City Council for their review and approval. Upon the successful completion of the preliminary negotiations with the selected firms, a notice of award will be issued and contract preparation will commence. Unsuccessful firms will be notified by mail.

VI. MISCELLANEOUS

The City of Hudson Oaks reserves the right to request additional information from any firm making a submittal in response to this Request of Proposal (RFP). Additionally, the City reserves the right to amend, alter, or otherwise change the above-described evaluation and selection process or any part, provision, or condition thereof, at any time up until three (3) days before the submittal deadline, upon fair and equitable written notice to all then registered firms intending to submit a proposal.

All materials submitted in response to this RFP are considered public records and will be made available to the public upon request. If you consider any portion of your proposal to be confidential or proprietary and that the disclosure of its contents to competitors would cause you substantial competitive harm, you must identify those portions of your proposal by putting the term **CONFIDENTIAL** or **PROPRIETARY** in bold letters on all applicable page(s). The City will attempt to protect the identified portions from disclosure to the extent possible under the law. You will be given notice of any request for disclosure of the identified information and allowed to support your claim of confidentiality before the Texas Attorney General.

The City of Hudson Oaks reserves the right to reject any or all proposals and the right in its sole discretion to accept the proposal it considers most favorable to the City's interest. The City further reserves the right to reject all proposals and seek new proposals when such a procedure is deemed reasonable and in its best interest.

VII. ESTIMATED TIMEABLE FOR PROPOSALS

The following represents anticipated milestones dates for the selection and award process. Any known conflicts with the dates such as observed holidays, scheduled vacations, trade seminars, etc. that could interfere with your participation in the selection should be made known to the City immediately.

Pre-Submittal Meeting:	March 15, 2021
Request for Proposals Due:	March 29, 2021
Final List/Interview Notification	April 2 , 2021
Interviews:	April 7, 2021
Fee Negotiations:	April 13, 2021
Final Contract and Notice to Proceed:	April 22, 2021 (City Council Meeting @ 7 pm)



CITY OF
HUDSON OAKS

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