



Request for Proposal
Woodland Hills City Strategic and General Plans

Date: March 27, 2024

Submittal Deadline: April 24, 2024, 2:00 P.M.

Prepared By:

Woodland Hills City
Community Development
690 South Woodland Hills Drive
Woodland Hills, UT 84653

WOODLAND HILLS CITY

Requests for Proposals

Advertisement

Hard copy proposals submitted for Woodland Hills City Strategic Plan and General Plans will be received at the City offices located at 690 South Woodland Hills Drive, Woodland Hills, UT 84653. The project is advertised on Utah Public Procurement Place (U3P) but must be submitted at our office or the proposal will be rejected. No other form of submittal will be accepted. **All proposals must be received by April 24, 2024, at 2:00 p.m. No late proposals will be accepted.** Proposals will then be opened and reviewed by a selection committee. All questions will need to be submitted through the U3P RFP request or emailed to works@woodlandhills-ut.gov.

Key Information

Woodland Hills City invites responses to this Request for Proposals (RFP) from qualified consulting firms and/or teams interested in providing professional planning services required to create the City's Strategic Plan and update the General Plan. This request is intended to address both the firm(s) or team(s) qualifications and a preliminary methodology as to how the project would be executed. All final details of the scope of work and deliverables, project timeline, and consulting fee will ultimately be determined through the selection process.

Deadline and Submission

The proposal must be submitted in hard copy format, and one pdf on a thumb drive, at the city office located at 690 South Woodland Hills Drive, Woodland Hills, UT 84653 before 2:00 p.m. on April 24, 2024. No other means of submittal will be allowed or accepted. Any proposals received beyond this deadline will be deemed ineligible. All proposals must be submitted in PDF format. To enable the City to efficiently evaluate the proposals, submittals must follow the required format prescribed in the following paragraphs. **RESPONSES THAT DO NOT CONFORM TO THE PRESCRIBED FORMAT MAY NOT BE EVALUATED.**

Pages shall be no larger than letter size (8 ½" x 11") or, if folded to a dimension of 8 ½" x 11" can be on 11" x 17" pages, only two 11" x 17" pages may be included in the proposal and will only count as one page each. The proposal must be limited to no more than 12 pages. Resumes may be included in an appendix that will not count toward the number of pages.

RFP Informational Meeting

The City will host an RFP Informational meeting for prospective firms or teams on Thursday, **April 11th, 2024** at 2:00 p.m. in the City Council Chambers located at 690 South Woodland Hills Drive, Woodland Hills, UT 84653. Attendance is not mandatory but highly encouraged so that attendees will have an opportunity to ask questions of each Department Superintendent on the master plans and staff that will be involved in the Strategic and General plan portion of the RFP.

Woodland Hills City Overview & Resources Available

Introduction

Woodland Hills City is looking for a firm(s) to assist the City in the development of a Strategic Plan and update to the General Plan. Woodland Hills City has never had a Strategic Plan completed and wants to identify the City's direction in response to its changing environment and conditions. The General Plan was last completed in 2017 and needs updating.

Definition of Study Area

Woodland Hills City is a full-service city that is home to approximately 1,600 residents. The City lies in the foothills at the south end of Utah County with mountainous terrain to the south-southeast and the communities of Elk Ridge and Salem to the north and west.

The community relies primarily on property tax for income with no commercial or industrial business located in the city. The City has limited availability for expansion/annexation beyond the current city boundaries.

Key items to know about Woodland Hills City include:

- Woodland Hills was founded in 1970 and incorporated as a city in 2000.
- Municipal boundaries comprise approximately 3 square miles.
- The population is expected to reach 3,150 by 2050.
- There are no known annexation areas currently.
- GIS Map with utility Information is available.
- The existing General Plan is available.

Format and Content of Proposals

Parties interested in responding to this RFP should compile a proposal package in the following required format and sequence:

- **Cover Letter.** Include a cover letter introducing the consulting firm(s) (including the number of years each firm has been in existence, office location(s), indicating the firm(s) interest in the project, and summarizing the firm(s) interest to provide the services needed. The cover letter should also confirm receipt of any RFP addenda issued by the City before the submission deadline.
- **Organization, Experience, Qualifications, and Key Personnel.** Provide information about the relevant capabilities and experience of the firm and the key personnel who will be assigned to this project. Limit resume information to one paragraph per person involved only listing information that will be relevant to each person's involvement in this project.
- **Project Specific Approach & Work Plan.** Provide a detailed project approach, methodology for defining and measuring success, work plan, and proposed schedule meeting the requirements of this RFP. This should demonstrate the firm(s) proposed means to fulfill the requirements outlined herein.
- **Project Budget.** Submit a project budget that includes a breakdown of hours and costs by personnel and task item. Woodland Hills City reserves the right based on the costs listed to eliminate some scope portions of this RFP to work within the allotted budget.

Selection Process

Designated City representatives will rank submissions.

Evaluation Criteria

The criteria used to evaluate the proposals will include, but not be limited to, the following:

- (10 points) Introductory transmittal letter
- (35 points) Organization, Experience, Qualifications, and Key Personnel
 - State the full name and address of the firm(s) that will be working on the project.
 - Provide a brief overview of the firm(s), and types of services provided, and identify the information that makes it uniquely qualified for this work.
 - Include a description of specific experience, indicating proven ability to facilitate a strategic planning and general plan process.
 - Provide summaries for up to four (4) projects, past or ongoing, that are similar in terms of the community served and/or the services provided.
 - Provide a primary reference for each project example provided above (name, title, address, phone number, and email address).
 - Include the names and titles of all personnel who will work directly on this project.
 - Identify a principal contact and the roles of all other individuals to be assigned to the project.
- (40 points) Project Specific Approach & Work Plan.
 - Present a detailed work plan listing all tasks necessary to accomplish the scope of work. The work plan shall define resources needed for each task (title and individual work-hours) and the responsible staff person(s). In addition, the work plan should include a schedule depicting the sequence and duration of tasks showing how the work will be organized and executed. The work plan and schedule should reflect all proposed phases, with appropriate milestones, to include any recommendations for activities/tasks not specifically called out in this document.
 - The work plan should, at minimum, generally address each of the following areas for the Strategic Plan: (1) Core Mission, (2) Vision Statement, (3) Strategic Priorities, (4) Communication & Rollout Plan, and (5) Accountability.
 - The work plan should, at minimum, generally address each of the areas outlined in the current General Plan.
 - The work plan should include any other information that the firm believes to be pertinent but not specifically asked for elsewhere. This should also include any items or information that the firm feels were missed in this document but should be included and why.
- (15 Points) Fee Proposal
 - A fee proposal shall be submitted in a separate sealed envelope. Fee proposals are to include the names, title, hourly rates, and any other details, including hours of effort for each team member by task and sub-task, by which the overall and project element costs have been derived. The fee quotation is to relate in detail to each item of the proposed work plan. The proposed fees will serve as a not-to-exceed amount for the proposed work plan. Upon executing the agreement by both parties, the firm will receive authorization to proceed with only those services identified in the agreement. The firm must receive prior written authorization before performing any services outside the scope and fee amount identified in the agreement, or the additional services will not be reimbursable by the City. The City reserves the right to remove cost line items if the City determines that the response to that item of the RFP is incomplete or if the costs

become prohibitive to award all the items at one time. Woodland Hills City is committed to completing the plans, but budget is a consideration in this process.

Schedule of Selection Process

The evaluation and selection process are tentatively scheduled to occur as follows:

- Requests for Proposals Issued March 27, 2024
- RFP Informational Meeting, April 11, 2024, 2:00 PM
- RFP's Due, April 24, 2024, 2:00 PM
- Review of Proposals Completed, May 8, 2024
- Recommendation of Selected Firm to Council, May 14, 2024

Strategic Plan Scope of Services and Tasks

The following key components must be addressed in this section of the RFP: (1) Core Mission, (2) Vision Statement, (3) Strategic Priorities, (4) Communication & Rollout Plan, and (5) Accountability. This document will assist Woodland Hills City in engaging our community, elected officials, stakeholders, and staff to develop a decision-making framework to assist the City Council with its policy decisions. It will help the City in setting priorities, focusing energy and resources, strengthening operations, establishing agreement around intended outcomes, measuring results, and assessing and adjusting the City's direction in response to a changing environment.

The Strategic Plan must include a methodology for answering primary questions and achieving key outcomes.

Primary Questions (including, but not limited to:)

- What city leaders and staff have a deep passion for – Why do we come to work every day? What motivates us? Why do we care about what happens in Woodland Hills City?
- What we believe the city can do well – Are we uniquely positioned to do something extraordinary? What are we equipped to accomplish? This is a question of not only what we can do, but what we can do better than others.
- What drives the city's resource engine – What is it that needs to happen to empower us to realize this primary directive?
- What are the city's core services?
- What is the service expectation in our community?
- How is performance measured related to funding priorities?
- Key Outcomes (including, but not limited to:)
 - Better informed community engaged in decision-making with a base level understanding of City services, municipal finance, and long-term capital needs to meet shared vision.
 - Direct correlation to the prioritization of services in budget.
 - Communication and prioritization strategy for long-term financing of facilities and infrastructure.
 - Organizational mission, vision, values, and goals to incorporate into budget priorities and performance analytics.
 - A tool for reporting back performance against community values and desired outcomes with data to support assumptions about service needs and to provide context through comparisons to other communities.

- Engaged staff, elected officials, and community members in understanding the prioritized objectives and allocating resources for now and the future of Woodland Hills City.

Citizen Participation/Public Involvement

Public involvement in the strategic planning process is fundamental. The selected firm's preliminary task will be to initiate a citizen participation approach. The firm's mindset should embrace the idea that "the process is as important as the plan." The City recognizes that the acceptance and success of the Strategic Plan will be due to the direct involvement, support, and effort of the citizens of Woodland Hills City, along with other stakeholder groups and individuals. The selected firm will be expected to work closely with the City and other civic leaders, using innovative approaches through active and engaged participation to ensure that diverse and significant citizen participation is achieved. Citizen committees and stakeholder focus groups are essential to supplement public meetings and provide valuable insight into the issues, priorities, and solutions associated with the various aspects of the Strategic Plan. The selected firm will be expected to attend and facilitate meetings and workshops critical to understanding the community and its needs and crafting a plan that is customized and makes sense for the City. The selected firm will also be responsible for presenting the draft and final proposed plans at public meetings, including before the City Council. Beyond meeting the general objectives outlined below, the firm will have the flexibility to propose creative techniques for engaging the entire spectrum of interests in the planning process. The aim is to offer a variety of avenues and opportunities for broad public input to boost "buy-in" to the Strategic Plan. Coordination with Elected Official, Stakeholders, and Staff

The firm will be working with the Community Development Committee, City Administrator, Public Works Director, City Planning Commissioner, City Council liaison, and other staff members periodically to complete the study. The Community Development Committee Chair will be the main point of contact for this plan. The work is expected to be iterative and will be shared with the staff members on the key findings before being summarized for the work with the elected officials to define the City's mission, vision, values, and goals to guide the development of the Strategic Plan and subsequent implementation. The selected firm will also be responsible for presenting the draft and final proposed plans at public meetings and hearings, including before the City Council. The proposed strategy should clearly articulate key milestones for engagement including how and when to engage:

- Citizens of Woodland Hills City
- Key Stakeholders
- The Mayor and City Council
- City Staff – should entail a multi-level and comprehensive engagement strategy in the assessment phase, and subsequent key milestones, to keep them apprised of progress.

Implementation Strategies

The Strategic Plan must provide a vision and a means of implementation to allow the City to meet its future service obligations sustainably while preserving the quality of life for current residents. It should include:

- Concrete goals, action steps, and recommendations for policy changes and ordinance updates that will help shape decisions related to programs, projects, and budgeting priorities for 5-, 10-, and 15-year horizons.
- An assertive and rational work program and strategies for implementing the goals and objectives.

- Key performance indicators for measuring success. The City should be able to periodically examine a set of quantifiable metrics to determine whether or not the goals of the plan are being achieved within the established timeframes.

Roles of City Staff and Consultant Personnel

The selected firm must furnish all required labor and materials necessary for completing the contractual scope of work for the project, including the design and facilitation of all public meetings and presentations and associated displays/handouts. The firm should indicate in their proposals the types of activities in which they typically expect and will require administrative and logistical support from City representatives (e.g., meeting arrangements, compiling other available plans/studies and City maintained data, helping to identify key contacts, posting project updates and materials on the City's website, etc.). However, it should be understood that the City has limited staff, whose time is regularly committed to internal City business and customer service.

The City desires a Strategic Plan that is attractive, with a well-designed format that utilizes an appropriate mix of text, graphics, photographs, charts, and maps to convey its findings and recommendations concisely and effectively. The format and content should be accessible and easy for residents and average readers to understand. The firm(s) shall be required to submit the following:

- One (1) reproducible, unbound, full-color, high-quality paper original of the final document.
- Nine (9) bound copies, full color, high-quality paper original of the final document.
- One (1) overall PDF file of the entire plan for posting on the City's website.
- All electronic files that comprise the final printed document (all elements of the plan should be prepared in typical Microsoft Office formats such as Word and Excel, and any maps should be prepared using ESRI GIS software tools).
- Database of comments received from the public and/or stakeholders throughout the study process.

General Plan Scope of Services and Tasks

The current General Plan was completed in 2017. The rate of growth has not generally been exceeded from the previous General Plan, but the City's vision and goals related to land use, transportation, parks, bicycle and pedestrian facilities, open space, and more will continue to change with growth. The City needs a current and proactive comprehensive plan that will guide development following an updated City vision, rather than reactively allowing development itself to guide the future of the city.

Project Description / Scope of Work

The General Plan is a visionary document that creates the framework for land development codes and development standards, and that guides and informs decision-making throughout the organization. As such, the final product must be:

- Easy and Intuitive for the public to access, understand, and use. (Avoidance of planning jargon is key.)
- Concise, illustrative, consistent with itself, and strategy-based.
- Designed to be integrated with the City's website and GIS mapping programs.
- In compliance with Municipal Land Use, Development, and Management Act (LUDMA) and other state statutes as applicable.

The General Plan must contain:

- A community vision statement from the Strategic Plan which adequately and accurately captures the desired future of the City.
- A historic summary and a current demographic snapshot of the community.
- An executive summary.
- A land use section capable of guiding Woodland Hills City's growth in a financially sustainable way, including:
 - An updated Future Land Use Map that includes and respects transportation corridors, Trails, Parks and Recreation, and other long-range planning tools as appropriate.
- Land Use Goals and Strategies.
- Community Design strategies for residential and other various development.
- Housing strategies that will lead to a healthy mix of housing types and sizes.
- Affordable housing plan & strategies.
- New and/or revised land use categories.
- Analysis maps, goals, and strategies to address the connection of Land Use with Transportation, Economic Development, Parks and Recreation, Open Space, Health, Water Sustainability, Funding & Financing Methods, and Public Services and Facilities.
- Future growth illustrations/renderings.
- Clear implementation strategies with specific recommended actions or next steps.
- Fiscal Analysis of the Land Use Plan.
- A citizen's guide to the plan.
- A developer's guide to the plan.
- Incorporation of relevant existing master plans.
- Other components as proposed by Teams or deemed critical by the City during the review process.
- Identification of and recommendations for potential Land Development Code amendments to increase effectiveness and consistency with the updated General Plan and City goals.

Existing documents that can be linked to, referenced in, or used to assist in the preparation of the General Plan include the 2017 Existing General Plan and Water Master Plan. Other parts of this overall study will also have to be worked on simultaneously to incorporate that data into the General Plan.

Strategy and Implementation

The RFP is to address the following:

A public outreach plan to generate input and buy-in from the public, along with meetings with city staff, stakeholders, and the Planning Commission and City Council.

- Specific methodology, tools, theories, and resources that will be applied to the project.
- The proposed project process, project management plan, schedule (including critical dates, planned meetings, etc.), and proposed costs.
- Proposed format, content, and deliverables for the final product.
- Identification of and proposed coordination with adjacent jurisdictions, State and Federal departments as appropriate, and affected entities.
- Updating the zoning map from information derived from the General Plan.
- Deliverables should identify the specific deliverables that would result from their project approach.

The City desires a General Plan that is attractive, with a well-designed format that utilizes an appropriate mix of text, graphics, photographs, charts, and maps to convey its findings and recommendations concisely and effectively. The format and content should be accessible and easy for residents and average readers to understand.

The firm(s) shall be required to submit the following:

- One (1) reproducible, unbound, full-color, high-quality paper original of the final document.
- Nine (9) bound copies, full color, high-quality paper original of the final document.
- One (1) overall PDF file of the entire plan for posting on the City's website.
- All electronic files that comprise the final printed document (all elements of the plan should be prepared in typical Microsoft Office formats such as Word and Excel, and any maps should be prepared using ESRI GIS software tools).
- Database of comments received from the public and/or stakeholders throughout the study process.

Schedule

From the completion of the Strategic Plan to the City Council's consideration of the final General Plan, the City desires the general planning process to take no longer than 12 months.