



CITY OF LEBANON, OHIO
Department of Community Development

RFQ #20-1839

REQUEST FOR QUALIFICATIONS
Comprehensive Plan for the City of Lebanon

I. INTRODUCTION

The City of Lebanon is seeking qualifications from experienced consulting firms for professional services to develop and complete the Comprehensive Plan. The Comprehensive Plan will be completed with input from the City Council, Planning Commission, city staff and interested citizen stakeholder groups. It is envisioned that the Comprehensive Plan will include public meetings to engage the community on their thoughts and ideas on enhancing the Lebanon area. The primary objective of the Comprehensive Plan is to create a consensus among the stakeholders regarding the future development within the City over the next five years while establishing long term goals for the next ten to fifteen years.

II. COMMUNITY OVERVIEW

The City of Lebanon, Ohio is located in southwest Ohio between the cities of Dayton and Cincinnati. The city's proximity to the I-75 and I-71 corridors offers great accessibility locally and within the region. The community is highly developed with a mixture of mature and newer residential neighborhoods, combined with a historic central business district and a growing industrial base.

The heart of Lebanon is Historic Downtown, the original village from 1802 that today is a vibrant mixed-use district. The City of Lebanon's current land-use patterns have developed out from the core through traditional land use control methods. The development patterns reflect a conventional zoning code based on the separation of land uses and the encouragement of suburban-style development. In 2009, the City of Lebanon adopted its latest comprehensive plan. The current plan emphasizes smart growth principles and sustainable development practices. This approach has been adequate in providing a broad land-use policy for addressing large scale growth issues, but lacks the detail needed for targeted redevelopment areas as well as future development patterns along the major corridors within the City.

The purpose of the Comprehensive Plan is to establish an executable, consensus-based development strategy for Lebanon that will ensure public and private investments are consistent with the community's vision. The City seeks a multi-dimensional plan that outline's a comprehensive planning analysis, including development recommendations for focus areas within an executable action plan.

III. PREVIOUS AND CURRENT PLANNING INITIATIVES

Lebanon's last city-wide comprehensive plan was adopted in 2009. The City has completed two area plans since that time, the most recent being: West Main Street Area Plan - 2018 and Think! Downtown Master Plan - 2017. The forthcoming Comprehensive Plan shall incorporate, reference, and if necessary, update relevant information in the City's recent sub-area plans. Other relevant plans include the Lebanon Parks Master Plan - 2020, Lebanon Thoroughfare Plan – 2009, Water System Master Plan – 2001, and Sewer System Master Pan – 2001.

IV. PLAN SCOPE

The purpose of the Comprehensive Plan is to establish a consensus-based development strategy for Lebanon that will ensure public and private improvements are consistent with the community's vision. The City seeks a multi-dimensional plan that outline's a comprehensive planning analysis with an executable strategy.

The new plan should focus on the City's future from a community-wide perspective with a strong emphasis on land use planning, development design, infrastructure, transportation, economic development, and neighborhood integrity and sustainability. The main focus will be detailed area plans for high impact corridors and critical development zones that the City is eager to pursue with private developers. Another major theme is the ongoing demand to maintain momentum in downtown investment. Finally, the City needs the Comprehensive Plan to be an effective policy document that provides an actionable plan to accomplish the goals and objectives.

Key drivers for the Comprehensive Plan:

- Collaborative, community approach toward developing the Plan.
- Promote Downtown investment.
- Identify target growth corridors.
- Encourage commercial revitalization.
- Foster high-quality development across all sectors.
- Benchmark peer communities.
- Zoning Code audit.

Comprehensive Plan Objectives

1. Identify deficiencies in the current plan and categorize elements that should be included in the new plan. The new plan should function as a new document, not an update.
2. Future land use recommendations should contain detailed analysis of the land uses inside of the City limits while identifying viable redevelopment areas within the corporate limits of the City.
3. Redevelopment recommendations shall include development plans and graphics including elevations to visually represent specific strategies and inspire investment. Public participants should be provided an opportunity to weigh-in on redevelopment strategies & plans. Policy recommendations and the necessary actions should be outlined to get concepts off the ground.
4. Detailed conceptual and area plans for the Columbus Avenue and Pleasant Park area and I-71/SR 48 interchange.
5. Develop an implementation plan for immediate, short, and long-term action items. This should include a roadmap with detailed action items and policies that make those actions attainable in a reasonable timeframe with the identification of partners and funding sources. Provide measurable outcomes for each action to understand the status of the plan's implementation over time.

6. Planning goals and actions need to be based on quality market research. Market research should serve as the foundation for development strategies and inform policy decisions. Specific markets to be researched should include office, high tech industry, housing, and retail.
7. The development of a clear annexation policy to determine how and where to grow to guide policy decisions.
8. Incorporate previous and current planning initiatives into the land use policy analysis. Elements of the Thoroughfare Plan should be updated to correspond with recommendations in the Comprehensive Plan. The plan should address recent advancement in green infrastructure and contain an updated Thoroughfare Plan Map with supporting details. Detailed engineering components of the Thoroughfare Plan are still relevant and would likely be carried forward.
9. An initial step in preparing a new plan would be an audit of the existing zoning code. Currently, there are discrepancies between the zoning code and comprehensive plan. Through the planning process, the Official Lebanon Zoning Code needs to be benchmarked to align the objectives of the plan with the zoning code.

V. QUALIFICATIONS CONTENT AND FORMAT

Each consultant who responds to this Request for Qualifications is required to submit the following information listed below. The qualifications submittal shall be limited to 30 pages in length (including the letter of transmittal, resumes, title page(s); one page shall be one side of a single-lined, typed, 8 ½" x 11" piece of paper.

To be considered for selection, submit five paper copies of all requested materials in the following format on single-sided, 8 ½" x 11" pages and one (1) PDF copy on a USB drive:

- **TAB 1:** Submit a cover letter or letter of transmittal. Additionally, reference the RFQ, the name of your firm, address, telephone number(s), name of a contact person with their email address.
- **TAB 2:** Statement of Qualifications (SOQ). A premium will be placed on those firms that can demonstrate project success with outstanding plan branding, community engagement strategies, including an online survey and other engagement tools such as visual preference surveys, interactive GIS, and other virtual engagement tools for citizen participation. The SOQ shall include the following:
 - **TAB 2A:** A brief description of the firm including the number of years in business, range of professional services, office location, and staff size.
 - **TAB 2B:** Consultant team organizational profile including background and experience of the project team and the primary staff members who are proposed to work directly on the project. Include the professionals and sub-consultants the firm anticipates utilizing, delineate their roles, and include information regarding their qualifications and experience.
 - **TAB 2C:** A brief narrative stating the project team's understanding of local conditions.
 - **TAB 2D:** The general approach that your firm proposes to employ on this project.
- **TAB 3:** Description of previous project experience and summaries, including reference and contact information for a minimum of five (5) relevant projects of similar scope and scale which demonstrate pertinent experience.

Provide web links or examples of two (2) final, adopted comprehensive plans of similar scope and scale on a USB drive.

- **TAB 4:** A project approach of work envisioned for this project. (Two pages maximum)
- **TAB 5:** A project timeline and proposed milestones. (One-page maximum)

VI. SUBMITTAL GUIDELINES

Any questions or requests for interpretation should be submitted to Greg Orosz, City Planner by e-mail at gorosz@lebanonohio.gov. As appropriate, interpretations will be summarized in the form of an addendum to the RFQ, which will be posted on the City of Lebanon website at <https://www.lebanonohio.gov/Bids.aspx>. Please check the website for updates. The deadline to submit questions is Friday, March 6, 2020, at noon (12 p.m.).

The City of Lebanon reserves the right to reject any and all qualifications and has the right in its sole discretion to accept the qualifications it considers the most favorable to the interests of the City of Lebanon. In the event that all qualifications are rejected, the City further reserves the right to seek out new qualifications when such procedure is deemed reasonable and in the best interest of the City of Lebanon.

The City of Lebanon shall not be liable for any expenses incurred by the applicant including, but not limited to, expenses associated with the preparation of the submission; any meeting required during the selection process; presentations or interviews; preparation of the cost statement; or final contract negotiations. All responses to the Request for Qualifications will become the property of the City of Lebanon and public information.

VII. QUALIFICATIONS SUBMISSION

Submit one (5) hard copies and one (1) copy on a USB drive of your qualification firm's proposal and supporting materials prior to **4:00 p.m., March 13, 2020**. Qualifications shall be delivered or mailed to:

**City of Lebanon
Greg Orosz, City Planner
c/o Diana Lakes, Contract Administrator
50 S. Broadway
Lebanon, OH 45036**

VIII. QUALIFICATIONS SELECTION SCHEDULE

The procurement of professional services for this project will consist of a review and evaluation of each firm's qualifications by a Selection Committee ("Committee") of the City Manager, Development Director, City Planner, and City Engineer. The review of qualifications is expected to be completed by March 20, 2020. The Committee anticipates identifying at least three (3) candidate firms to interview.

From the interviews, the Committee will select the top firm to submit a proposal for professional services. The Committee and top firm will finalize the proposal on or before May 22, 2020. The final proposal will be forwarded to the City Council in early June 2020 for review and contract/funding approval. The project is expected to commence on June 22, 2020.

The following timeline is anticipated but subject to change:

RFQ SCHEDULE

February 9, 2020	RFQ distributed
March 6, 2020 at noon	Questions to be submitted by this date and time
March 13, 2020 at 4:00 p.m.	Deadline for firms to submit completed RFQ
March 16-20, 2020	RFQ evaluations by City Staff
March 30 – April 3, 2020	City staff to interview firm(s)
April 8, 2020	Finalist Firm selected to submit a proposal
May 6, 2020	Deadline for the selected firm to submit a completed proposal
May 11-22, 2020	Proposal review and contract negotiations
June 2, 2020	Firm proposal presentation to City Council
June 9, 2020	City Council authorizes the contract

COMPREHENSIVE PLAN MILESTONES

June 22, 2020	Project Start - Kick-off Meeting
July 1, 2021	First Draft of Comprehensive Plan
August 16, 2021	Final Draft of Comprehensive Plan
September 21, 2021	Planning Commission Review and Recommendation
October 12, 2021	City Council Public Hearing (1 st reading)

VI. SELECTION PROCESS AND CRITERIA

Selection Process

The Committee will evaluate all qualifications, and rank them on the basis of the scoring and weighting system outlined above.

The final selection will be based on the total of the Committee's score. The highest-ranked firm will be invited to submit a formal proposal.

Selection Criteria

The RFQ evaluation and consultant selection criteria, and the associated point values, are as follows:

Qualification and Experience (25 points)

Consulting teams will need to demonstrate that they are qualified and have the experience to complete a project of this scope and scale. It should be noted that references will be independently verified.

Project Approach and Engagement (25 points)

Consultant teams will be evaluated on the level of innovation and community engagement in the proposed planning process. Willingness to work with city staff in a collaborative manner throughout the process is vital.

Project Staffing/Availability/Resources (20 points)

Consultant teams will be evaluated on a demonstrated commitment to adequate project staffing and availability, as well as resources including but not limited to GIS capabilities, public outreach and engagement tools, development planning, graphic design, marketing, and project management.

Quality of Qualifications Submittal (10 points)

Submissions should not respond directly to this criterion. The evaluation team will rate this criterion based on their perception of the clarity, completeness, and presentation of the submittal. This criterion is NOT used to evaluate color, graphics or other visual techniques except as they may detract from legibility.

Samples of Previous Work (25 points)

Consulting teams will be evaluated on the two final comprehensive plan samples of similar scope and scale that they submit.