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## **REQUEST FOR PROPOSAL (RFP)**

### **CITY COMPREHENSIVE PLAN UPDATE**

#### **CITY OF NORTON, KANSAS AND NORTON CITY PLANNING COMMISSION**

The purpose of this RFP is to obtain competitive proposals from qualified individuals or firms, interested in carrying out the updating of the Comprehensive Plan for the City of Norton, Kansas.

The Norton Planning Commission (NPC), will serve as the project administrator and the City of Norton will act as the fiscal agent. With input from the City Administrator, the NPC intends to select a Consultant to assist in the preparation and adoption of an updated Norton Comprehensive Plan. The Consultant must have experience in developing Comprehensive plans for communities with characteristics and demographics similar to Norton. The successful Consultant shall demonstrate the ability to assist in the update of a community vision and establish goals for the growth and development of the City, as well as implementation strategies to achieve those goals.

#### **ABOUT NORTON:**

The City of Norton was incorporated in 1872 and is a growing, progressive community located in Northwest Kansas with a population of 2,841. It is the county seat of Norton County, which has a population of 5,550. (Population certified to the Secretary of State by the Division of the Budget on July 1, 2016.)

Norton is conveniently located at the intersection of U.S. Highways 36, 283 and 383. Major Interstate Highway I-70 is located approximately 60 miles south of Norton and Interstate Highway

I-80 is located approximately 68 miles north of Norton. Norton is a great place to live, raise a family, achieve professional dreams, or to just visit.

The City of Norton is a City of the Second Class, and operates under a Mayor-Council form of City Government. The Governing Body is composed of the Mayor and six council members elected from three districts or wards. [Additional information about Norton can be found here.](#)

### **SCHEDULE:**

The City intends to select a consultant by Jun 28th, 2021. All plans must be completed and adopted by March 31, 2022.

### **TASKS:**

The opportunities for economic development, commercial development and overall quality of life should be fully evaluated. Ultimately, the chosen Consultant will work with the City to determine priorities for the Comprehensive Plan in order to stay within the budget. The consultant should consider the following when developing the comprehensive plan:

1. **General Requirements for Comprehensive Plan.** In preparation of the plan, the proposed consultant should be prepared to study past and present conditions and trends relating to land use, population and building intensity, public and private facilities, transportation and transportation facilities, economic conditions and economic development, natural resources and any other pertinent element needed in the preparation of a City comprehensive plan. The NPC is willing to assist in the research and development of this information as needed.
2. **Public Outreach, Participation and Commission Coordination:** The public participation process should involve a wide cross-section of residents, organizations and businesses, appropriate meeting and discussion formats and information dissemination. Public engagement will be absolutely essential during Plan update. The NPC is willing to assist in all public outreach activities as needed.
3. **Demographics and Socioeconomics:** The Plan should reflect current and projected demographic and socioeconomic trends and their implications on land use patterns and public services planning. The consultant should endeavor to obtain current and accurate demographic and socioeconomic data upon which policy recommendations will be based. The NPC is willing to assist in the research and development of this information as needed.
4. **Current and Future Land Use:** A current land use plan shall be developed which reflects agricultural, residential, industrial, technological, and commercial development in the area. The Future Land Use Plan shall provide an outlook projection based on recent development and economic trends. The Plan shall address the relationship between the environment and human activities. A general inventory of the City's natural resources shall be established and measured against current development policies and practices. This element shall address the interconnectedness of the built and natural environments, and provide policy recommendations that will improve the state of balance.
5. **Transportation:** The Plan should evaluate the City's existing transportation infrastructure and projects where improvements are needed now and in the future. The possibility of future growth should indicate roadway improvements and expansion.
6. **Public facilities Infrastructure:** The plan shall evaluate the City's existing infrastructure and indicate where improvements are needed, and expansion is likely.

7. ***Economic Development:*** The Plan shall address a range of policies that preserve and strengthen business and commerce in the City. This element shall characterize the attributes of existing business types and locations and provide an evaluation of underutilized commercial areas and other opportunities within the City. Projected employment and ratios of employment to housing units should be discussed.
8. ***Recreational Opportunities:*** Outdoor recreation and agritourism are important drivers for both the economy and quality of life in Norton and Norton County. An evaluation of existing and future recreational opportunities and goals shall be included within the Comprehensive Plan.
9. ***Public Services:*** The plan should include an evaluation of Schools, Public Safety and Emergency Services current and future needs.

#### **BUDGET:**

The City and NPC are interested in seeing proposals which reflect a total cost not to exceed \$25,000. The chosen consultant will contract directly with the City of Norton who will act as the fiscal agent, and the Norton Planning Commission will act as the project manager.

#### **DELIVERABLE PRODUCTS:**

The consultant shall provide 3 copies of the final Comprehensive Plan and implementation/action steps, including color maps to the City upon adoption of the Plan.

All data and information that has been collected through the process shall be provided in digital and hard copies. All documents must be available in electronic format: text should be in Microsoft Word and Adobe PDF. A future land use map shall be provided in PDF and GIS format.

#### **PROPOSAL REQUIREMENTS:**

##### ***Proposals should include:***

1. **Cover Letter:** A cover letter shall be provided that succinctly explains the Proposer's interest in the project. The letter shall contain the name, address, phone number and e-mail of the person who will serve as the firm's principal contact person with the City and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The statement shall bear the signature of the person having the proper authority to make formal commitments on behalf of the firm.
2. **Statement of Project Understanding:** The Proposer shall provide a one-page statement outlining the philosophy of the team in approaching this project and the team's grasp of issues and goals to address in this study.
3. **Qualifications of Firm/Project Team:** The Proposer shall provide names, titles, and responsibilities of key personnel who will be responsible for the management and completion of this project. This will include qualifications, experience of each, and the length of time with the company.
4. **Strategy and Implementation Plan:** The Proposer shall describe the consultant's interpretation of the City's objectives regarding this RFP. Describe the proposed strategy and/or plan for achieving the objectives of this RFP. The Proposer may utilize a written

narrative or any other printed technique to demonstrate his/her ability to satisfy the Scope of Services. An acknowledgement of the City's \$25,000 budget is expected.

5. **Services:** The Proposer will describe services to be provided and any that may be specifically excluded. Describe what, if anything, the NPC or City is expected to provide. Describe any direct expenses that you will expect to be covered by the City or NPC.
6. **Organization and Staffing Plan:** The Proposer will list any outside consultants or firms who might perform services for this project. Describe personnel organization; identify the people doing the work and whether they are employees or subcontractors.
7. **Timeline:** The Proposer will provide a timeline for completing milestones for each step and adoption of the Plan by the deadline of March 31, 2022.
8. **References:** Give at least three (3) references for projects of similar size and scope, including at least two (2) references for projects completed during the past two years. References of staff that will be assigned to the project are also required. Staff references shall include, but are not limited to years of experience, education, and previous projects.

### **PROPOSAL DEADLINE:**

Proposals are due by Friday, June 18th, 2021 to:

James Moreau, City Administrator  
City of Norton  
301 East Washington, PO Box 160  
Norton, KS 67654

(785) 877-5000 -or- [jmoreau@cityofnorton.com](mailto:jmoreau@cityofnorton.com)

The NPC and City of Norton reserve the right to reject any and all proposals. All costs including travel and expenses incurred in the preparation of this proposal shall be borne by the proposing firm. All work product, whether electronic or in hard copy, shall remain the property of the City and shall be provided to the City upon completion of the contract or upon request. The NPC does not discriminate on the basis of race, creed, color, ethnicity, national origin, sex, age, or marital status. The selected vendor must be able to demonstrate Equal Opportunity Employer compliance.

### **EVALUATION CRITERIA**

The firm selected will be chosen on the basis of their apparent ability to best meet the overall expectations of the City. The City reserves the right to reject any and all submittals. The following parameters will be used to evaluate the submittals (in no particular order of priority):

1. Responsiveness of submittal to the RFP
2. Basic Knowledge of the community
3. Understanding of the project and the objectives
4. Experience in integrating land use, transportation, affordable housing, economic development, and implementation strategies
5. Consensus building experience working with diverse communities
6. Required skills and demonstrated capability

**CONFIDENTIAL MATERIAL:**

All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. "Proprietary or Confidential Information" is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only those items which might be considered confidential under K.S.A. 45-221 will be subject to nondisclosure. It should be generally considered that all notes, responses to the RFP, offers, and memoranda will be subject to disclosure and will be considered open records. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary.

**DISCLAIMER:**

The comprehensive plan development is being overseen by the NPC. The content reflects the views of the NPC and does not necessarily reflect the views of the City of Norton City Council.

Published on the [www.cityofnorton.com](http://www.cityofnorton.com) website beginning May 7th, 2021 and sent directly to vendors experienced with the tasks expressed above.