



Request for Proposals

Zoning Map Update

Due Date: JULY 6, 2023

Time: 4:00 PM

Request for Proposal Prepared By:

Summer Bork

Town Planner

(540)-994-8624

sbork@pulaskitown.org

Town of Pulaski

42 1st St. NW Pulaski, VA 24301/PO Box 660 Pulaski, VA 24301

<https://www.pulaskitown.org/>

(540)-994-8624

Subject to the general conditions and specifications attached, proposals will be received by mail to Town of Pulaski Planning and Zoning PO Box 660 Pulaski, VA 24301, hand delivered to Planning and Zoning Office, 42 1st. St. NW Pulaski, VA 24301, or emailed to sbork@pulaskitown.org on or before the above-mentioned date and time.

1. To be considered for selection, offerors must submit a complete response to the RFP. Ten (10) original copies and an electronic copy of the proposal on a CD or Flash drive in a portable document format (PDF) version shall be submitted to the Town of Pulaski, or one digital PDF file emailed to the sbork@townpulaski.org.
2. Regardless of the delivery method of proposals, the outside of the envelope or subject line must state the following: **Zoning Map Proposal**
3. Proposals by telephone, telegraph, or fax will not be accepted.
4. Please limit your proposals to 25 pages.
5. ANY PROPOSAL RECEIVED AFTER 4 PM on the date above, whether by mail or otherwise, will not be considered and will be returned unopened.

RFP Cover Sheet
Town of Pulaski
RFP—Zoning Map Update

By signing this solicitation, I certify that this firm/individual and subcontractor are properly licensed to provide the goods/services specified.

Note of Clarification

All Reference to Bid contained within the Invitation should be referred to as “Proposal.”

_____	_____
Name	Telephone Number
_____	_____
Street Address	Fax Number
_____	_____
City, State, Zip Code	Email Address
_____	_____
Signature	Date
_____	_____
State Corporation Commission ID #	IRS Tax ID #

This public body does not discriminate against faith-based organizations per Virginia Code § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination of employment.

1. Purpose

The purpose of this request for proposal (RFP) is to solicit proposals to establish a contract through competitive negotiation to provide a zoning map update for the town of Pulaski (hereafter referred to as “the town”). The town desires to procure planning services to review and update the Town’s Zoning Map.

2. Background

Located in the Blue Ridge Mountains, the area was initially settled as a Virginia & Tennessee Railroad rail stop. The town was incorporated as “Pulaski City” in 1886. The town’s industrial base grew quickly as it became a mineral processing and smelting center. The county seat was moved to the town in 1896, increasing the town’s growth.

The town transitioned to new industrial bases as a number of the mineral mines closed in the 1930s, but the town had attracted textile operations to the area.

The opening of I-81 and the suspension of passenger rail meant fewer visitors, negatively impacting the town’s economy. Further economic downturn occurred in the 1980s and 1990s with the loss of its furniture factory and textile industries.

In 2007, James Hardie was located in Pulaski’s Business Park, and the town stabilized its economy. However, the instability has left its mark on the town.

The town has been actively promoting community redevelopment for the past decade. To enable this, the town has also been evaluating its zoning ordinances and zoning map following an update of its zoning ordinances in 2019. The zoning map and ordinances are no longer aligned, and the current zoning map no longer accurately reflects land use within the town.

3. Scope of Service

The town requests proposals from firms or individuals able to facilitate and complete the update of the town’s zoning map.

- A. Follow the vision, goals, and objective of the Comprehensive and other community development plans, and encourage economic, environmentally friendly, and socially sustainable development of the communities’ needs today while considering future growth.
- B. Provide commonly used definitions and user-friendly guidelines in clear, simple, or illustrated language. Ensure language is clearly stated to avoid, whenever possible, disputes of interpretations.
- C. Updating and enhancing the Zoning Map's usability and understanding to organize better and address current zoning concerns (Ex. Delineating Flood overlay, and historic downtown district overlay, addressing outdated zoning that no longer matches use, and any spot zoning).
- D. Creating and delivering a GIS data package for the updated zoning map.

4. Work Schedule

Scheduled work will commence within ten (10) days from the date the service contract is signed. Work shall be completed six months after the contract start date. At a minimum, three in-person meetings with the Planning Commission will be required. The Planning Commission, Town Staff, and the consultant may discuss if additional meetings are necessary, and the Planning Commission and Staff may consider virtual meetings.

- A. **Project Kickoff-** Meeting with Town Staff to discuss specific focus areas and current mapping needs. Discuss the project timeline and expectations for the final product.
- B. **Introduction - Commission Meeting** to discuss current zoning and mapping needs and present project prospectus and timeline.
- C. **Mid-Project Review - Presentation** to Planning Commission to discuss the update and allow for comments and questions.
- D. **Final Presentation-** Present a polished zoning map to the Planning Commission and the public for comment. Clarify any changes or tweaks final project as needed or directed by Planning Commission and map adoption.
- E. **Additional Meetings and Communication** with staff as needed to facilitate the satisfactory completion of this update. These may take the form of virtual meetings and communication if more expedient.

5. Selection Process

The Staff and/or Planning Commission will review applications and select the consultant that best meets the selected criteria.

6. Evaluation and Award Criteria

The following criteria will be used to evaluate qualifications for developing a short list of offerors to be considered for negotiations. Individual criteria may be assigned varying weights at the Town’s discretion to reflect relative importance.

Criteria	Total Points
Demonstrated Qualifications and capacity of the offeror. This will include Years in business, service capabilities, and the firm or individual’s planning services for public governmental entities. Verifying positive references with other clients will be considered in the evaluation process.	35
Demonstrated understanding, approach, and explanation of the services offered related to the desired outcomes outlined in the service scope.	20
Price. The ability to provide a cost-efficient service	20
Past performance and related experience. Offeror should demonstrate the ability to perform the requested scope of work and provide pertinent examples of past performance relative to the requested scope of services. The proposal	10

shall indicate the quality of previous work, timeliness, diligence, and ability to meet the schedules and needs of clients.	
Total	100

7. Proposal Preparation

A. General Instruction

1. Proposal Submission

Proposals will be received by 4:00 PM on JULY 6, 2023. All proposals must be in writing, submitted in a sealed envelope, and identified as “Zoning Map.”

Sealed proposals must be received by the Town Planner by the time specified. Proposals may be mailed or hand-delivered to:

Town of Pulaski
 Planning and Zoning
 42 First Street, NW
 PO Box 660
 Pulaski, VA 24301

Or emailed to sbork@pulaskitown.org

The offeror’s responsible for ensuring the proposal is received before the deadline. Late proposals will not be accepted. The Town reserves the right to accept or reject any and all proposals, waive informalities, and award the contract to serve the best interests of the Town.

2. RFP Response

To be considered for selection, offerors must submit a complete response to this RFP. Ten (10) originals and an electronic copy of the proposal on CD or thumb drive in PDF format must be submitted to the Town as a complete sealed proposal. Should the proposal and attachments with proprietary portions be removed, blacked out, and identified in compliance with Section 3.d below. The copy must be marked “Redacted Copy” on the front cover. The classification of an entire proposal document, line item prices, and/or total proposal prices as proprietary or trade secrets is not acceptable. The town of Pulaski shall not be responsible for the Consultant’s failure to exclude proprietary information from the redacted copy. The offeror shall make no other distribution of the proposal.

3. Proposal Preparation

- a. An authorized representative of the offeror shall sign proposals. All information requested should be submitted. Failure to submit all requested information may result in the Town; requesting prompt submission of missing information, a lower proposal scoring, or outright rejection of proposals that best serve the town’s needs.

- b. Proposals should be prepared, providing a brief and concise description of capabilities to satisfy the requirements of the RFP; emphasis should be placed on completeness and clarity of content. Please, submit a proposal no longer than 25 pages.
 - c. Each copy of the proposal should be bound or contained in a single volume where practical. All documentation submitted with the proposal should be contained in a single volume.
 - d. Ownership of all data, materials, and documentation originated and prepared for the Town under the RFP shall belong exclusively to the Town and be subject to public inspection under the Virginia Freedom of Information Act. And the Virginia Public Procurement Act. Trade secrets or proprietary information submitted by an offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the offeror must invoke the protections of Virginia Code §2.2-4342(F), in writing, either before or at the time the data or other material is submitted. The written notice must identify the data and materials to be protected and state why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method, such as highlighting or underlining. It must indicate only the specific words, figures, and paragraphs that constitute trade secrets or proprietary information. The classifications of an entire proposal document, line-item prices, and/or total proposal price as proprietary or trade secrets are unacceptable.
 - e. Each offeror shall bear all costs of proposal preparation and presentation. The town is not liable for any cost incurred by the offeror before contract issuance.
4. Offerors who submit a proposal in response to this RFP may be required to give an oral presentation to the Town. This allows the offeror to clarify or elaborate on the proposal. This is a fact-finding and explanation session only and does not include negotiation. The town will schedule the time and location of these presentations. Oral presentations are an option of the town and may or may not be conducted at the town's discretion.

B. Submittal Requirements

Proposals should be as thorough and detailed as possible so that the town may adequately evaluate the offeror's capabilities to provide the required goods and services. Please, limit your proposals to no more than 25 pages. Offerors are required to submit the following items as a complete proposal:

1. Cover Sheet

Return the RFP cover sheet and all addenda acknowledgments, if any, signed and filled out as required.

2. Section 1- Experience

- The consultant shall provide a brief overview of the history and firm structure and attach an organizational chart of staff who will provide the requested services.
- The consultant shall provide a statement of expertise and experience in redrafting and revising Zoning Maps. Samples of past work are highly encouraged.
- The consultant shall provide a resume(s) with the educational background, including degrees and certifications earned, and the work history of each

person performing work under the scope of this Request for Proposal. Also, the consultant shall list other individuals on the team who will support project completion activities, with a summary of each team member's area of responsibility, experience, and qualifications.

3. Section 2- Methodology Specific Plan

Describe the methodology/ specific plan of the offeror's processes incorporating an understanding of project goals and criteria and how the offeror intends to meet those goals and criteria.

4. Section 3- Timeline and Budget

The consultant(s) shall include a timeline of project tasks for the project's duration and cost estimates associated with each activity.

5. Section 4- References

The consultant(s) shall provide at least three references for public sector work completed within the last three years. Also, the consultant(s) shall list a contact name, address, phone number, and email address for each reference. The town reserves the right to investigate the references and the past performance of any applicant concerning its successful implementation of similar projects, compliance with specifications and contractual obligations, and completion of a project on schedule.

6. Section 5 – Additional Information

This section is to be used to provide the following information. In addition, you may add any other relevant information to this section.

- The consultant(s) shall provide a statement that the proposal is valid for a minimum of sixty days after the submission deadline, signed by an individual to bind the company, with the name and title printed.
- Submit a complete and signed State Corporation Commission Form with the proposal.

8. Technical Assistance

All questions regarding this project should be submitted in writing and directed to the following:

Summer Bork

Town Planner

660 PO Box

Pulaski, VA 24301

sbork@pulaskitown.org

Questions will be accepted and answered 5 business days before the proposal's due date. To maintain equal access to information, please do not contact anyone other than the individual listed.

9. Contract

A. Award of Contract

This selection process will be under Virginia Code 2.2-4301(3)(b) to procure non-professional services. Selection shall be made of two or more offerors deemed fully qualified and best suited among all the offerors based on the evaluation criteria, including price. Negotiations shall then be conducted with each of the offerors so selected. The price shall be considered but need not be the sole determining factor. After negotiations have been conducted with each offeror so determined, the Town shall select the offeror who, in their opinion, has made the best proposal and shall award the contract to that offeror. Should the Town determine in writing and at their sole discretion that only one offeror is fully qualified or that one offeror is more qualified than the others under consideration, a contract may be negotiated and awarded to that offeror.

B. Contract Terms

Scheduled work will commence within ten days from the date the service contract is signed. Work shall be completed within 6 months of signing the service contract. Additional work of reasonable scale shall be priced consistent with the proposal to allow for additions and future expansions of a similar nature. The Town reserves the right to negotiate contract terms with the successful offeror/bidder for items/services identified but not explicitly described in this RFP in the best interest of the Town and agreed to by the contractor.



RFP- Zoning Map Update

State Corporation Commission Form

Virginia State Corporation Commission (“SCC”) registration information:

The undersigned Offeror:

- Is a corporation or other business entity with the following SCC identification number:
_____ -OR-
- is not a corporation, limited liability company, a limited partnership registered limited liability partnership, or business trust -OR-
- is an out-of-state business entity that does not regularly and continuously maintain as part of its ordinary and customary business any employees, agents, offices, facilities, or inventories in Virginia (not counting any employees or agents in Virginia who merely solicit orders that require acceptance outside Virginia before they become contracts, and not counting any incidental presence of the Offeror in Virginia that is needed to assemble, maintain, and repair goods per the contracts by which such goods were sold and shipped into Virginia from bidder’s out-of-state locations) -OR-
- is an out-of-state business entity that includes with this bid an opinion of legal counsel which wholly and accurately discloses the undersigned Offeror’s current contacts with Virginia and describes why those contacts do not constitute the transaction of businesses in Virginia within the meaning of § 13.1-757 or other similar provisions in Title 13.1 or 50 of the Code of Virginia.

Note: Check the appropriate box if you have not completed any of the above options but currently have a pending SCC application for authority to transact business in the Commonwealth of Virginia and wish to be considered for a waiver to allow you to submit the SCC identification number after the due date for proposals (the town reserves the right to determine in its sole discretion whether to allow such a waiver):

Signature _____ Date _____

Name (Print) _____ Title _____

NAME of Firm _____