

CITY OF FARMINGTON  
110 WEST COLUMBIA  
FARMINGTON, MISSOURI 63640



STRATEGIC MARKETING

Request for Proposals  
Comprehensive Land Use Plan Update  
October 2024

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# **REQUEST FOR PROPOSALS**

## **I. INTRODUCTION**

### **a. Purpose**

The City of Farmington, Missouri seeks consulting services to prepare an update to the existing comprehensive development plan. The updated plan will provide a vision, goals, objectives, and policies to guide the City's development and redevelopment for the at least the next twenty years. The plan will guide the City Council, various advisory boards, Planning & Zoning Commission, staff, developers, property owners, and residents on the appropriate growth and redevelopment for Farmington.

The updated plan will integrate all aspects of development including demographics, land use recommendations, parks, public facilities, infrastructure, transportation, environment, and economic trends. A critical component of the plan will be setting the vision for the City's development and redevelopment.

The planning process will be guided by the Planning & Zoning Commission and city staff with input from citizen advisory committees.

### **b. History**

The City of Farmington is a micropolitan statistical area located in St. Francois County about 75 miles southwest of St. Louis at the convergence of US Highway 67 and Missouri Route 32. Approximately 9.55 square miles in size, Farmington has a population of 18,217, according to the 2020 Census.

William Murphy first came to Farmington from Tennessee in 1798, and established residence here. On his way back to Tennessee to retrieve his wife and sons, Murphy died. Notwithstanding his death, his wife, Sara Barton Murphy, and sons returned to Farmington, first named "Murphy's Settlement" circa 1800.

After Missouri was admitted as a state in 1821, "Murphy's Settlement" became the County seat the next year. In 1825, the town was renamed Farmington because of the prevalence of agriculture and farming. In 1836, Farmington was incorporated as a town.

Farmington has seen only growth, according to the Census Bureau since 1870. The biggest growth occurred in Farmington during the 1980's when Farmington saw its population grow from 8,270 to 11,598 between census dates 1980 and 1990. Farmington is one of the few cities in Southeast Missouri that showed double-figure population growth during the last census cycle.

### **c. Current plan**

Farmington's current plan was adopted in 2011. It was a community effort to gain citizen input in charting Farmington's course for the future. The plan needs extensive revision to create a new land use comprehensive plan.

## **II. PROJECT SCOPE**

### **a. Expectations**

The project will create a comprehensive plan that will guide the development and redevelopment of Farmington for a minimum of the next 20 years. Because of this, it is imperative the update process engages the community and gives the citizens the opportunity to provide input and feedback regarding the plan's creation. A key aspect to this will be establishing the community's vision for Farmington's future. The result of the comprehensive plan update process will be a comprehensive plan that provides guidance to the community regarding how to reach that vision.

### **b. Services**

The consultant firm selected for the project is expected to provide a wide range of services related to the plan update. Those services include, but are not limited to, the following:

- a. An evaluation of the City's existing comprehensive plan.
- b. Provide innovative ideas to address future trends in land use and community development.
- c. Evaluate existing land use map and categories and provide recommendations for a revised/new map and categories.
- d. Analyze population, economic, and land use trends and integrate them into the comprehensive plan. In particular, to gauge the current mix of single-family residential with multiple family residential development.
- e. Identify opportunities for development and redevelopment that will strengthen the City's housing, industry, and commercial land uses.
- f. Analyze and provide specific recommendations for the City, including Historic Downtown Farmington, and other unique residential, commercial and industrial areas.
- g. Recommend an updated/new comprehensive land use plan that will guide the community's vision for the City's development over the next 20 years.
- h. Create a robust public outreach program that is multifaceted, unique, and reaches out to residents as well as property and business owners.
- i. Coordinate public participation and plan creation with the Comprehensive Plan Task Force, City Council, Planning & Zoning Commission, and City staff.
- j. Attend and coordinate public meetings including outreach and informational meetings with the public, City Council, and Planning & Zoning Commission meetings.
- k. Prepare final comprehensive plan and document.

### **c. Community Involvement/Engagement**

Involving and engaging the community's residents, leaders, workforce, businesses, etc. is a critical component to the success of the Project. The City expects the selected consulting firm to design and implement a robust public outreach program that insures the public is given the opportunity to participate in the process and provide feedback and direction on the project.

#### **d. Project Schedule**

The Project will begin in January of 2025 and be completed by the end of September of 2025. Project completion is defined as the production of the final comprehensive plan draft to be considered by the City Council.

Firms responding to this RFP should include an anticipated Project schedule.

#### **e. Deliverables**

The objective of this Project is the creation of a comprehensive plan that provides goals, objectives, and a vision to guide Farmington's next 20 years of development and redevelopment.

In order to accomplish this, the following quantitative deliverables must be included in the proposal:

1. Public outreach program and implementation;
2. Planning & Zoning Commission presentations;
3. City Council presentations;
4. Detailed plan to Facilitate Task Force meetings;
5. A complete comprehensive land use plan ready for adoption by the City. The plan must include, at a minimum, the following components:
  - a. Vision for the community's development;
  - b. Existing conditions;
  - c. Trend analysis;
  - d. Transportation recommendations;
  - e. Housing recommendations;
  - f. Land use plan;
  - g. Parks, Open space, and Environmental recommendations as they relate to land use planning;
  - h. Analysis and recommendations for the City's Historic Downtown; and
  - i. Goals, objectives, and strategies for implementing the comprehensive plan.
6. Electronic copy of the plan in pdf and Word format;
7. Data, analysis and all sources used to create the comprehensive plan, including but not limited to, spreadsheets, mapping (ESRI format), etc.

### **III. Proposal requirements**

To be eligible for consideration, **one electronic** and **five** hard copies (maximum of 30 pages) of the response to the RFP must be received and date stamped by the City of Farmington no later than **2:00PM (CST), November 4, 2024**. Late submittals will not be considered and will be returned to the submitter unopened.

The RFP package should be marked Farmington Comprehensive Plan Update.

City of Farmington  
110 W Columbia Street  
Farmington, MO 63640  
Tim Porter, Development Services Director

Questions should be directed to Tim Porter, Development Services Director at [tporter@farmington-mo.gov](mailto:tporter@farmington-mo.gov) or 573-760-3903.

**a. Proposal submission requirements**

The proposal should be complete and concise (maximum of 30 pages) and must contain the following information:

1. Title page: Provide the subject of the proposal; the firm's name, address, and telephone number; proposal's contact name, address, telephone number, and email.
2. Transmittal letter: Provide a statement regarding the firm's interest in and understanding of the Project. The letter should include a statement that the firm has read and understands the RFP and agrees to all conditions, requirements, and terms stated in the RFP. The transmittal letter shall be signed by a duly authorized officer or agent empowered with the right to bind the firm submitting a proposal for consideration.
3. Statement of qualifications: Provide information on the size, location, available resources, and a brief discussion on past experiences related to updating and creating comprehensive plans. Submitted materials should demonstrate the firm's, and any sub-consultant's qualifications, and those of the particular staff to be assigned to the Project. Firms should demonstrate experience as the lead firm on at least three (3) similar projects, preferably within the past five (5) years.
4. Project team: Identify the project team (including sub-consultants and associates) and provide a statement of qualifications for each individual, including: education, professional registrations, area(s) of expertise and years of service in their respective fields. The following information should be included:
  - a. Identify the project manager who will lead the Project;
  - b. Identify any sub-consultants that will be part of the Project team;
  - c. Names and proposed roles of other individual team members;
  - d. Education, experience, and biographies of all team members addressing the qualifications and considerations of the RFP;
  - e. Describe the qualifications of the firm and any sub-consultants to perform the work requested including information regarding pertinent prior experience;
  - f. Outline of the proposed functions of the individuals and their back-up(s) as well as their experience in the specific assigned functions.
5. Understanding of the Project and the City of Farmington: Include a summary of the firm's understanding of the Project as described in this RFP, the City of Farmington, and the unique issues facing the City. Identify the City's background and issues that will impact the firm's methodology and approach to the project.
6. Methodology and approach: Provide a description of the method and approach your firm intends to utilize in order to complete the project. Discuss and clearly explain the methodology proposed to satisfactorily achieve the required services for the project. The respondent must document a clear understanding of the RFP's entire scope of work and project intent including: data requirements, public participation process, all aspects of technical analysis, projections, advanced technology, and software. Firms should provide suggested innovative approaches the City should consider when implementing the new comprehensive plan.
7. Project timeline: Provide a proposed schedule from the start to the completion of

the project. The schedule should include phasing, milestones, and approximate completion dates. Provide a Gantt Chart that illustrates the project schedule.

8. Work samples: List and provide in electronic format only (web link or pdf) at least three examples of comprehensive plans completed within the last five years in which the consulting firm was the project's lead agency. The work samples are not included in the 30-page submission limit.
9. References: Provide a list of municipal clients for which the firm was the lead agency in providing services similar to the ones described in this RFP. Provide contact information (name, position, address, telephone number, and email) of persons the City may contact to verify work completed and performance.
10. Verify firm capacity: Provide a statement of the firm's ability to begin and complete the project within the timeframe identified in this RFP and in the manner described in the RFP response. Provide information regarding any other issues or projects that the firm has already committed to that may prevent this project from being completed on time.
11. Cost breakdown: Submit a not-to-exceed cost for the project, including travel and material expenses. The costs should be broken out to correspond with the completion of major tasks as described in the project timeline. Provide a comprehensive project budget as well as a payment schedule.
12. Supporting information (optional): Provide other supporting information that the firm feels may assist the City in reviewing the firm's qualifications and RFP response.

#### **b. Tentative schedule**

<input type="checkbox"/> Release of RFP:	October 3, 2024
<input type="checkbox"/> Proposal submission deadline:	November 4, 2024 at 2:00PM
<input type="checkbox"/> Selection group review complete:	November 30, 2024
<input type="checkbox"/> Firm interviews:	December 1 - 15, 2024
<input type="checkbox"/> Award recommendation to City Council:	January 9, 2025
<input type="checkbox"/> Contract awarded:	January 10, 2025

#### **c. Questions**

Questions should be directed to Tim Porter at [tporter@farmington-mo.gov](mailto:tporter@farmington-mo.gov). Any addenda to this RFP will be posted on the City's website at <https://www.farmington-mo.gov/bid-postings>

#### **d. Communications**

Following the Release of RFP date all questions and communications related to the RFP must be directed to Mr. Porter. Firms are not to discuss the RFP with any other City staff member. All communications concerning this RFP are to be in written form via email to Mr. Porter. City staff will not communicate with firms (or their agents) to entertain any communications related to marketing or regarding the status of the selection process.

#### **IV. Selection procedure**

##### **a. Selection process**

The City will convene a committee that will review the RFP responses. The committee will identify a “short list” of firms for either in-person or virtual interview(s). Based on the RFP responses and interviews, the committee will recommend a firm to the City Council.

##### **b. Evaluation criteria**

Selection will be based on a comparative evaluation of firm’s professional qualifications including:

- A. Past performance on similar projects;
- B. Understanding of Project scope;
- C. Approach in completing the objectives of the Project;
- D. Qualifications, relevant experience, and availability of key personnel;
- E. Knowledge of and experience in creating comprehensive plans;
- F. Knowledge of Farmington surrounding peripheral marketing area;
- G. Ability to bring unique ideas and perspectives to the Project;
- H. Firm’s ability to meet schedules.

#### **V. Additional information**

##### **a. Contract form**

The firm selected for the project will be required to execute a contract for services with the City. The firm’s response to this RFP must be attached to the contract. An example of the City’s standard contract for services is attached to this RFP.

##### **b. Required documentation**

The firm selected for the project will be required to provide the following documents:

- Fully executed contract (approved by City Counselor)
- Completed W-9 Form
- Proof of insurance per contract with the City named as additional insured

##### **c. Project funding**

The total budget will not exceed **\$100,000**.

#### **VI. Reference information**

The following document can be accessed via:

<https://www.farmington-mo.gov/farmington-planning-andzoning>



## **Draft Scope of Services**

[A formal 'scope of services' will be finalized during negotiations with the selected firm.]

### **I. SCOPE AND PURPOSE:**

The City of Farmington, Missouri shall contract with a qualified Comprehensive Planning professional to develop an updated Comprehensive plan.

### **II. ACTIVITIES AND FUNCTIONS:**

The City of Farmington shall contract with a qualified planning professional (herein referred to as Consultant) to assist City staff and the Farmington community to develop a Comprehensive Plan for the City of Farmington.

The Consultant acting on behalf of the City shall develop the City of Farmington's Comprehensive Plan. The Comprehensive Plan shall identify, through a public forum, the Comprehensive goals of the City. The Comprehensive plan shall be clear and concise. It shall be user-friendly for the commission, staff, and the public, and produced in such a way that it can be easily adopted as a free-standing document. The new Comprehensive document is intended to provide guidance for the overall Comprehensive needs of the community.

The process and final product shall include but not be limited to:

1. A minimum of one initial consultation meeting between City staff, the Farmington Planning and Zoning Commission, and the Consultant to discuss the existing Comprehensive plan, the process envisioned by the City, and what the City and Commission's expectations are for the final plan.
2. A minimum of three public meetings or community workshops to solicit citizen input. A minimum of one planning meeting shall be at the start of the process to identify and prioritize Comprehensive issues in the community. A minimum of one meeting shall take place to shape and respond to draft goals and objectives and discuss implementation strategies. A minimum of one meeting at the end of the process shall be held to present the plan;
3. Develop a Comprehensive Plan
4. The City shall post notices of public meetings and provide opportunities for citizen comment on the Comprehensive plan on their website, social media outlets, and City Hall.