



# TOWN OF WAYNESVILLE

## Comprehensive Plan Steering Commission

PO Box 100  
9 South Main Street  
Waynesville, NC 28786  
Phone (828) 456-8647 • Fax (828) 452-1492  
[www.waynesvillenc.gov](http://www.waynesvillenc.gov)

Martha Bradley  
Michael Blackburn  
Brian J. Cagle  
Ginger Hain  
Jennie Kirby  
Austin Lee  
Lorna Sterling  
Lowell Ball  
Caroline Ledford  
John Ammons  
Greg Wheeler  
Tausha Forney

### Regular Meeting

#### Comprehensive Plan Steering Committee

#### Municipal Building Conference Room

#### Thursday, January 11, 2018

#### 1:00 pm – 2:30 pm

#### Members Present:

Michael Blackburn  
Brian J. Cagle  
Ginger Hain  
Jennie Kirby  
Austin Lee  
Lorna Sterling  
Lowell Ball  
Caroline Ledford  
John Ammons  
Gregory Wheeler  
Tausha Forney

#### Members Present:

Martha Bradley

#### Also Present:

Elizabeth Teague, Development Services Director  
Jill Howell-Shook, Administrative Assistant

### A. CALL TO ORDER

#### 1. Welcome and Introductions

Ms. Elizabeth Teague, Development Services Director, welcomed everyone to this the second meeting of the Comprehensive Plan Steering Committee.

Ms. Teague reintegrated the purpose of the Comprehensive Plan Steering Committee. The Committee's purpose today is come to agreement on a consultant with the technical aspects of the Town's Plan in mind. These include mapping, document preparation, etc. and how the document would be presented back out to the community. It is important to find a "good" fit for this project.

## **B. BUSINESS**

### **1. Consultant Selection Process Discussion and Next Steps**

The town received 6 responses to the Request for Proposals which were reviewed by committee members: Lorna Sterling, Jennie Kirby, Gregory Wheeler, Tausha Forney and Elizabeth Teague.

All 6 responses are from reputable firms with 2 RFP's being local. They are as follows:

- Stewart with JM Teague and Chipley, Raleigh, Waynesville, Asheville NC
- Safebuilt with McGill, Atlanta, Asheville NC
- Nelsnick, Athens GA
- Studio Cascade ("SC"), Spokane WA
- Benchmark, Charlotte NC
- N-FOCUS, Kannapolis NC

### **Individual Like and Dislikes of submitted RFP's:**

#### Lorna Sterling

"Stewart rose to the top." She looked at all RFP's across the top and looked at all with regards as having done their homework. Committee Member Lorna Sterling looked at their knowledge of Waynesville and how they characterized our town. Ms. Sterling looked how each RFP presented other projects particularly those with challenges. Important to her were the articulations about the sense of place and community ownership, high quality project, flexible project with an outreach piece.

Safebuilt presented some concern to Ms. Sterling. Nelsnick rated at the bottom. There was some concern with Studio Cascade located in Spokane, Washington. Would there be added costs because of their locale? Ms. Teague added there were constraints of \$25,000.00 and the costs of travel were not asked for.

#### Jennie Kirby

Committee Member liked Studio Cascade's professionalism of the staff. Ms. Kirby did not think this was a "boiler plate" RFP. She added she like the way SC tailored out their previous plans.

Ms. Kirby did indicate a negative response to the possibility of travel expenses for Studio Cascade.

#### Gregory Wheeler

Committee Member Gregory Wheeler did not know how Studio Cascade would conduct their work indicating a concern for their small staff.

Mr. Wheeler stated that Stewart was definitely the strongest of all of the submitted RFP's but indicated it was important to find out about their staff: Are they local? Mr. Wheeler would like to know how Stewart would go about the process for putting together the plan for Waynesville.

Mr. Wheeler does not let us know how Safebuilt would conduct their work even though they have a McGill connection. It is important to Mr. Wheeler to look at work strength and how the players would all work together. Safebuilt rated 3<sup>rd</sup> for Mr. Wheeler.

#### Tausha Forney

Committee Member Tausha Forney admitted that she is “looking for a plan.” She indicated that, for her, Stewart was on top. Ms. Forney admittedly looked at the RFP’s backgrounds and how they would engage the community.

#### Elizabeth Teague

Elizabeth Teague, Development Services Director, stated that Stewart had a great Project Manager/Public Engagement Facilitator, Jackie Turner. Stewart is also involved with JM Teague, who Ms. Teague states is a very reliable, responsible and a good group to work with. Stewart had the strongest economic piece. All other strong points were their proposal, how they would approach physical constraints, and how they presented their internal structure. Ms. Teague liked Stewart’s timeframe.

#### Caroline Ledford

The first choice for Committee Member Caroline Ledford was Studio Cascade. Ms. Ledford did like their modern approach. For Ms. Ledford, Studio Cascade came in 1<sup>st</sup> with Stewart 2<sup>nd</sup>.

### Handout

Elizabeth handed out a guide sheet to the Committee Members for “*Selecting a Consultant: RFP Summary and Discussion Outline.*”

Committee Members who reviewed the submitted PRP’s ranked the scores as below:

<b>Consultants:</b>	<b>Raw Score</b>	<b>W/out insurance question*</b>
Stewart with JM Teague and Chipley, Raleigh, Waynesville, Asheville NC	96	81 (-15)
Safebuilt with McGill, Atlanta, Asheville NC	82	67 (-15)
Nelsnick, Athens GA	81	66 (-15)
Studio Cascade (“SC”), Spokane WA	75	74 (-1)
Benchmark, Charlotte NC	72	63 (-9)
N-FOCUS, Kannapolis NC	66	62 (-4)

### Concerns and Comments about Choosing RFP

Committee Member Brian Cagle questioned why some RFP’s should be eliminated based solely on the raw scores. He stated we must practice due diligence in determining who to interview.

Committee Member John Ammons proposed that the Committee interview Stewart, Studio Cascade and Safebuilt.

#### **Notes:**

- Stewart received the most points.
- Benchmark and N-FOCUS receiving the least.
- Within 10 points of each other are Safebuilt, Nelsnick and Studio Cascade.

- Reviewers handled insurance question differently as NFOCUS and SC did not answer the question, and Benchmark just provided a statement that they could. If you take away the scores given for insurance: Stewart still comes out the leader, Benchmark and NFOCUS are still the lowest in rank but Benchmark's score improves its ranking; Safebuilt and Nelsnick, drop below Studio Cascade.
- Stewart and Safebuilt make the top three of each of our individual assessments.

<b>Reviewers:</b>	<b>Top Score</b>	<b>Second</b>	<b>Third</b>
Lorna Sterling	Stewart	SC	Safebuilt/Benchmark
Gregory Wheeler	Stewart/Nelsnick	Safebuilt	Benchmark
Jennie Kirby	SC	Stewart	Safebuilt/Benchmark
Tausha Forney	Stewart	Nelsnick	Safebuilt
Elizabeth Teague	Stewart	SC/Safebuilt	Nelsnick

Preliminary Ranking: 1) Stewart; 2) Safebuilt; 3) Nelsnick and Studio Cascade.

### **Proposed Interview Questions for the selected RFP's**

- What can you do for us?
- Why are you interested in Waynesville specifically?
- How have you handled the public piece/conflicts in the past? What worked? What did not?
- What sets you apart?
- What is unique about Waynesville?
- How have you handled tension between stakeholders in the past?

Commission Member Jennie Kirby would like to ask what the chosen firms consider the criteria for a successful plan.

Commission Member Michael Blackburn would ask about the uniqueness of the RFP's and could they master the challenges in Waynesville. How do they see Waynesville as being different? Could you point out the strengths and weaknesses in current plan?

Mr. Gregory Wheeler is interested in accountability and who is responsibility for flushing out responsibility so that a plan could go forward. Who would be responsibility for the team and with the committee?

Of particular concern was how often the firms would be checking in with Ms. Elizabeth Teague. Another voiced concern was the timetable. Would the Committee receive updates on the progression of the plan? Regular Reports would be welcomed.

Ms. Elizabeth Teague pointed out that the same interview questions must be asked of each RFP firm. Pre-interview questions, however, could vary.

A Conference call could be use to pre-interview Studio Cascade since their locale is in Spokane, Washington. A primary concern was how their location in Washington would affect their performance.

### **Proposed Reference Questions**

- How old are the references?
- How was the quality of their submitted projects? How is it working now?

- Did the community feel like they “owned” the product?
- How well did the staff work together?
- How successful were the firm’s outreach methods?

It was pointed out that many of the proposed interview questions could also double as proposed reference questions particularly how the firm addressed negative questions.

### **Selected PFP’s**

It was agreed to interview: 1. Stewart 2. Studio Cascade and Safebuilt. The same interview questions must be asked of each interviewee. The pre-interview questions, however, may vary. Studio Cascade may have a video phone conference since they are out of Spokane, Washington.

The Comprehensive Plan Steering Committee indicated that they trusted Elizabeth Teague, to do the reference checks.

### **Choosing the top 3 Proposals**

Ms. Elizabeth Teague suggested interviewing Stewart, first. Then, depending on how well Stewart did, the Committee would then keep Safebuilt and Studio Cascade as possible interviewees. Ms. Teague will notify the remaining consultants that they were not selected and thank them for their participation.

Ms. Elizabeth Teague asked who among the Committee would like to be involved with the interviews.

Ms. Elizabeth Teague will set up the interview dates and do the reference checks. She will then send out an email to the group about interview date(s).

Committee Member Ginger Hain suggested video taping the interviews for future reference.

### **2. Next Meeting**

The next meeting is scheduled for February 13, 2018 at 1:00 pm – 2:30 pm.

## **C. PUBLIC COMMENT/CALL ON THE AUDIENCE**

## **D. ADJOURN**

Meeting adjourned at 2:08 pm

---

Ms. Elizabeth Teague,  
Development Services Director

---

Jill E. Howell-Shook,  
Administrative Assistant