

City of Hailey

Hailey Comprehensive Plan Update Consultant Services – Request for Qualifications (RFQ)



The Community Development Department of the City of Hailey, Idaho, is seeking the services of a consultant or consultant team to complete Hailey’s Comprehensive Plan Update. Qualified consultants will be experienced in land use planning, housing and transportation planning, economic development, fiscal analysis, sustainability, design, and other relevant experience in undertaking innovative planning efforts in a unique mountain and resort community. The updated plan should reflect the diverse demographic of the community. Work completed will exhibit robust community outreach, rigorous attention to detail, as well as the ability to provide recommendations and concrete implementation strategies to affirm the community’s vision that “Hailey is a community in which families thrive; a community whose character of place is valued and defined by safe, walkable, attractive, and vibrant residential and commercial neighborhoods and streets, clean air and water, abundant open space, parks and trees, and strong education and social support networks. Hailey is a community connected to and respectful of the natural assets surrounding us. Hailey is a community that honors its history and embraces ethnic, cultural, generational, and economic diversity”.

After review of the RFQ submittals, the top selected consultants will be asked to submit a full proposal and may be interviewed.

One (1) electronic copy of the proposal shall be received no later than **5:00pm (MT) on Friday, February 3, 2023**. Submittals after this time shall not be accepted.

Inquiries about the project and electronic submittals shall be directed to Community Development Director, Robyn Davis, at robyn.davis@haileycityhall.org.

The hardcopy proposals shall be addressed to:

City of Hailey
Community Development Department
Attn: Robyn Davis
115 South Main Street
Hailey, ID 83333

Project Description

Introduction. The update will build upon and bring together former planning efforts to create an updated and timely Comprehensive Plan that creates a roadmap for the future of Hailey. This Comprehensive Plan Update will include components of traditional plans, as well as incorporate new, transformative ideas and recommendations.

The purpose of Hailey's Comprehensive Plan is to guide land use change over time. Hailey's current Comprehensive Plan was last updated in 2010. While outdated, it is still an integral policy document to guiding the City of Hailey. The city is hoping to refine its current plan, build upon, and modernize its goals and indicators to meet the needs of its current and future citizenry for years to come. This updated, citywide comprehensive plan will support the City's vision through clear, concise vision, goals, land use direction, and actionable implementation items that will aid in successful implementation of the plan over its 10-year lifespan.

Preliminary Scope of Work

The city-wide Comprehensive Plan will create consensus around an overarching vision for Hailey's diverse community that can be espoused by all. The goal is to not overlook current policy framework and guidance provided by various long-range plans and policy adopted by the city, but to review them and incorporate the best applicable practices and recommendations provided by these documents. The consultant should illustrate the various implementable tactics and on-ground expertise. With this broad objective in mind, the city has developed the following outline for the Plan's development:

Community Profile: Develop a socio-demographic profile of the community analyzing how the city has progressed over the last ten (10) years, and the direction the city might take in the next ten (10) years given the context of explosive growth in the area. This profile should include demographic trends, employment, housing, environment and sustainability, and more.

Inventory of Existing Conditions: Inventory of current land uses, transportation, and infrastructure by utilizing the city’s available data and other regional resources.

Resident/Stakeholder Engagement Strategy: The public’s participation is critical to the redevelopment of a Comprehensive Plan and policies that reflect the needs, desires, and decisions of the community. The Comprehensive Plan should strive for consensus building. The consultant needs to design, implement, and guide the public participation process that incorporates effective and innovative participation mechanisms and techniques, and engages all economic and demographic groups in Hailey. Unique forms of public engagement that reaches community members currently not participating in local government is encouraged. The consultant, in collaboration with the City Staff, shall draft regular articles and website releases providing updates on the Comprehensive Plan process, which includes information about upcoming workshops and community input opportunities. These will be made available on the City’s website by staff.

The City’s Vision and Goals: The current Comprehensive Plan lacks a strong overall vision statement. A visioning exercise is critical to guide this update, and to articulate the needs and priorities for future development. Refine the City’s Vision and Goals for the city-wide Comprehensive Plan.

Future Land Use Plan: Refine future land use strategies that focus on infill/redevelopment. Update as necessary, including a land use capacity analysis and new growth projections, to ensure relevance of existing polities and recommend new policies if gaps are identified to help direct growth and development within Hailey.

Mobility/Transportation: Address areas where mobility and transportation connections in the city could be improved, including concepts of road-diet projects throughout the city.

Economic Development and Redevelopment Strategies: Identify and recommend both proven and emerging programs along with available funding sources geared toward spurring private investment and reinvestment within the city. Provide strategies that ensure the continued maintenance, quality, and success of the existing commercial base, which maintains the vitality of areas that serve the city.

Diversity, Equity, and Inclusion: The City of Hailey is seeking to create, define, and implement equity-focused strategies that are more representative of the community, are more equitable, and better promote racial and economic integration. Craft the Comprehensive Plan Update with an “equity lens” to encourage equity and minimize gaps.

Community and Sustainability: Coordinate with the Regional Climate Action Plan team to incorporate and/or refine the actionable climate policies that inform the groundwork for achievable climate outcomes for the city.

Housing: Core to its identity, the City of Hailey prides itself on being the “locals’ community” of the Wood River Valley. To best reflect the evolving changes of Hailey’s housing landscape, the consultant/team will be responsible for developing clear policy statements, as well as a set of housing principals, goals, strategies, and priorities that will inform the housing chapter of the Comprehensive Plan. The city is currently underway in developing a Housing Needs Assessment. It is anticipated that the data collected from this assessment will be included as a part of Hailey’s updated Comprehensive Plan.

Final Document: Production of the final document, which should be an attractive, engaging, and easy to use document. Supplemental reports providing more detailed analysis of demographic and economic trends, historical reports, meeting summaries should be developed as appendices.

Maps and Graphics: The consultant/team will be responsible for developing and preparing attractive graphics (to be provided in original digital and hard copy, where appropriate) for presentations, public meetings, and the final report, including but not limited to:

- Base Maps including the physical context of the study area, including major vegetation, waterways, utility installations, public facilities, surrounding land use and transportation infrastructure.
- Framework/Vision Plan, including suggested future land use and mobility maps, location of community assets and graphics showing potential future and use and development.
- Presentation Materials, including slides and/or other graphics or appropriate documentation at the scale and level of detail necessary for public meetings.
- Finished Graphics and Text, including slides and other documentation for inclusion in the final report and presentation to the Planning and Zoning Commission and the City Council.

City Resources. Existing plans, other relevant policy and regulatory documents, and a Land Use Map are available at the link provided: <https://haileycityhall.org/codes-and-plans/>

Project Schedule. The following dates are intended to provide a guideline for the process and are subject to change:

Date	Item
December 30, 2022	RFQ Available
February 3, 2023	Submittal Deadline (must be received by 5:00pm MT)
TBD (if necessary)	Consultant Interview
February 17, 2023	Consultant Selection Announcement
March/April 2023	Anticipated Start Date

Consultant Submittal. The consultant submittal shall include the following information, with each section clearly labeled, identified, and numbered.

Cover Letter: Familiarity with the City of Hailey and its regional context.

Capability to Perform Project: Interest in the project and a brief description of relevant experience that affirms the consultant’s unique qualifications (e.g., firm’s history, areas of expertise, address of office that will manage project, length of time in business, firm’s legal structure, firm’s commitment to provide necessary resources to perform and complete project).

Qualifications of Project Team: Description of team and qualifications (e.g., resumé for the key individuals assigned to the project including sub-consultants. Key personnel roles and responsibilities on this project. Identify project manager who will be responsible for the day-to-day management of project tasks and will be primary point of contact).

Method Approach and Tentative Timeline: Narrative describing the overall method and approach to redeveloping the city’s comprehensive plan (e.g., the tasks that must be accomplished to complete the project, including but not limited to, creative and new ideas. How

the firm proposes to execute the tasks. Unique aspects of the project and alternative approaches the owner might wish to consider).

Relevant Project Experience: Samples and final documents from comparable projects completed within the previous five (5) years (e.g., description of other projects executed by the firm that demonstrate relevant experience). List of all relevant public sector clients for whom you have performed similar work for, which should include name, address, and phone number of a person who can be contacted regarding the firm's performance on the project)).

Selection Process. From a review of the proposals received, the city intends to invite consultants to be interviewed before making a final selection of a consultant for this Project. If the city desires to interview a consultant, that consultant will receive notification of the date and time of the interview.

The selected consultant/team then will negotiate with the city the project contract including scope of work, project schedule and fee. If a reasonable contract including fee cannot be achieved with the respondent of choice, in the opinion of the city, negotiations will proceed with the second-choice respondent until a mutually agreed upon contract can be negotiated.

Once a consultant has been selected and contract negotiation has occurred, the Staff Evaluation Panel will recommend a consultant to the City Council for their consideration and contract approval.

Evaluation Criteria. The following factors will be used in evaluating the Consultant's qualifications:

1. Experience and knowledge in completing a citywide comprehensive plan for a growing mountain resort community.
2. Creative, timely approach to issues.
3. Ability to complete the project within a given timeframe and budget.
4. Ability to maintain communication on project development.
5. Ability to engage partners and stakeholders during the process.
6. Experience and involvement with subsequent implementation phases associated with a previously completed citywide comprehensive plan.

Other. Compliance of Idaho Statute Title 67, Chapter 65, Section 67-6508 is required - <https://legislature.idaho.gov/statutesrules/idstat/title67/t67ch65/sect67-6508/>