



TOWN OF MOORESVILLE

Comprehensive Land Use Plan Update

Request for Qualifications

Introduction

This entire set of documents constitutes the Request for Qualifications (RFQ). The proposer should return the proposal with all information necessary to properly analyze the proposer's response in full. Proposer's notes, exceptions, and comments may be rendered as an attachment, provided the same format of this RFQ text is followed.

Purpose of Request for Qualifications (RFQ)

Background

The Town of Mooresville (“the Town”) is a growing community of over 50,000 residents, located in the Lake Norman area north of Charlotte, and the largest municipality in Iredell County. The Town has a number of activity centers, regional employers, and a vibrant historic mixed-use downtown. The Town is soliciting proposals from qualified consultants to update and enhance the 2019 OneMooresville Comprehensive Plan (“the Plan”). The overarching objective to updating the Plan is to provide the Town Board of Commissioners, Planning Board, staff, businesses, residents, and the development community with a comprehensive guide for rational and coordinated decision making and development to ensure the future vision of the community is achieved.

The most desirable Consultant will be able to demonstrate both expansive experience in land-use planning and working in the public sector environment to generate support, enthusiasm, and consensus among a diverse group of stakeholders.

Project Description

The OneMooresville Plan was adopted in the fall of 2019 with six “big ideas” regarding green space, economic development, housing choices, mobility connections, walkable mixed-use centers, and obtaining access to Lake Norman. Shortly after adoption of the Plan, the NCDOT halted work across the state that significantly delayed road projects, the pandemic occurred impacting a variety of trends, and Mooresville’s sewer capacity increased (pushing even more growth to Mooresville). These challenges have resulted in local debate on numerous topics, including, what density is appropriate surrounding mixed use/commercial centers and what tools are best for thoughtfully adding attainable housing to the community. Despite these challenges, the Town has successfully improved park facilities, designed a major east-west connector road, made improvements to state and local streets/intersections, began implementation of a traffic management unit, appointed advisory groups for public art and community development, started a national engineering technology board, and beginning in the fall of 2023 will have a Building Inspections Department.

The Town looks forward to continuing to make numerous investments into high-quality economic development projects, technology, infrastructure, and public facilities and further supporting Mooresville’s exceptional quality of life through downtown enhancements, safety projects, business incubation, public relations, and other elements identified in the Comprehensive Plan. In addition to incorporating feedback received from stakeholders and public engagement activities, the following elements are anticipated to be evaluated and updated as necessary with the Plan’s development:

- Identify and foster the unique characteristics of each Town Ward
- Create more thoughtful transitions between future land uses and nodes
- Re-assess node locations, number, and associated standards
- Redefine tiered growth areas and future land uses to better align with updated utility master plan and future transportation network
- Run and analyze the Regional Transportation Model with different future land use scenarios
- Update desired densities and land uses
- Evaluate options to cultivate neighborhood engagement
- Provide strategies related to encouraging or providing the development of attainable housing
- Include goals related to historic preservation and ties to railroad/mill history
- Include strategies for redevelopment of private property
- Incorporate goals from Town advisory committees and departments
- Update to consider economic development market trends and future needs
- Provide a more robust evaluation of tourism opportunities
- Better define relationship between natural environment, quality of life, and economic health
- Create clear goals for natural resources and environment
- Include additional considerations for broad-based community wellness
- Evaluate options for Town-led pilot projects demonstrating environmental solutions or strategies

Scope of Work

The selected Consultant, with direction from the Town's Planning and Community Development Department, will engage the community and stakeholders in an exciting participatory process to update the Town's One Mooresville Comprehensive Plan (including the Future Land Use Map and all other associated maps) in accordance with Section 160D-501 of the North Carolina General Statutes. The scope of work will include, but is not limited to:

1. Public & Stakeholder Engagement

1. Leading an assertive, creative, and far-reaching public input strategy.
2. Preparing for and present at workshops and visioning sessions for citizens, property owners, and other stakeholders.
3. Presenting formally to the Town Board and Planning Board for public input, plan consideration, and final adoption.
4. Holding regular meetings and calls with Town staff and the Steering Committee to provide updates on progress and solicit input.

2. Plan Development

1. Development of fully updated Comprehensive Future Land Use Plan with strong graphics, frequent illustrations, and minimal planning jargon.
2. Updating the inventory of existing conditions.
3. Review of big ideas, intended outcomes, and priority actions.
4. Incorporating anticipated elements listed in the project description.
5. Formulating and recommend objectives and policies using goals set forth by Town Board, data inventory and analysis, and results of the participatory process.
6. Prepare updated Future Land Use Map and other relevant maps for the Town's Planning Boundary. Provide all project GIS data and maps.

Proposal Format

The Town requires that the Proposer's proposal be submitted in the format outlined in this section. The Town reserves the right to require additional information or materials after the proposals are submitted.

- Keep responses simple and economical, providing a straightforward and concise description of the proposed solution to satisfy the requirements of this request.
- Display the Proposer's name in a prominent location on all submitted materials.
- Describe all products and services unambiguously and with precision.
- Proposed Project timeline with milestones.
- All responses, documents, terms, and information related to the proposer's response to this RFQ shall be submitted with the response package prior to the submission deadline. No separate schedules, agreements, terms, conditions, etc. shall be recognized or accepted if not submitted with the response to this RFQ.

Proposals must include a table of contents listing all sections, figures, and tables. Proposals should be limited to generally 20 pages in total length. Major sections and appendices should be separated by labeled index tabs; pages must be numbered. Submitted proposals must address the requirements completely and accurately.

Proposer Questions and Inquiries

Proposer Questions and Inquiries relative to this RFQ must be submitted in writing only to Erika Martin, Town of Mooresville Planning and Community Development Assistant Director, via e-mail: emartin@mooresvillenc.gov. Any oral responses made by any representative of the Town may not be relied upon. Any supplements or amendments to this RFQ will be in writing and furnished to potential proposers.

RFQ Response Submission

Proposers must submit RFQs electronically. To reduce printing costs and to facilitate recycling, we request that only electronic proposals in PDF format be submitted prior to the deadline.

Electronic proposals should be submitted by attaching a single file of the required bid forms to an email entitled, “QUALIFICATIONS – Mooresville Comprehensive Plan” and emailed to: emartin@mooresvillenc.gov and received no later than 12:00 pm (Noon), April 19, 2023. Such submission will not be opened until the time for receiving Proposals has come. Late proposals will not be considered.

The Town will not be obligated for the expenses of any provider arising out of preparation and/or submittal of responses to this RFQ. Any and all proposals to this RFQ are to be prepared at the cost and expense of the respondents, with the express understanding that there may be no claims whatsoever for the reimbursement of any costs, damages, or expenses relating to this procurement from the Town or any other party for any reason (including the cancellation of this RFQ). Proposals must be made in the official name of the individual, firm, or corporation under which the business is conducted (showing official business address) and must be signed in ink by a person duly authorized to legally bind the business entity submitting the proposal.

All proposals should be complete, carefully worded, and convey all the information requested by the Town. If errors or exceptions are found in the proposal, or if the proposal fails to conform to the requirements of the RFQ, the Town will be the sole judge as to whether a proposal meets these requirements.

All data, materials, and documentation shall be available in a clear, concise form. The Town reserves the right to reproduce proposals for internal use in the evaluation process.

Proposers are expressly forbidden from contacting any other Town employee or Town appointed or elected official regarding this RFQ. Any such outside contact may result in disqualification from the request for proposal process.

The Town reserves the right to hold proposals open for a period of ninety days (90) days after due date before making awards.

Selection Process

Proposals will be evaluated for suitability, quality, and completeness to the Town by an Evaluation Panel. Selection(s) shall be made from all offers deemed to be fully qualified and best suited among those submitting proposals based on the evaluation of criteria in the RFQ (detailed below).

The Evaluation Panel may cancel this RFQ or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed the most advantageous. The Town reserves the right, as part of the selection process, to request

on-site (or virtual) demonstrations and/or presentations. If such demonstrations or presentations take place, proposers will be selected for this process based on scores derived from the scoring matrix, which includes M/WBE participation, local availability, and all other applicable criteria. The scoring of the demonstration or presentation must be based upon the criteria from one or more of the original evaluation factors. After the demonstrations or presentations, each proposer will then be re-graded on the same criteria. The number of proposers chosen to take place in the demonstration/presentation process is subject to administrative discretion. The successful proposer(s) will be selected based on a combination of the proposal evaluation scores and the ability to provide the best overall solution for the success of the project. Scoring criteria will include M/WBE participation, local availability, and all other applicable criteria shown below.

Proposal and Potential Presentation Evaluation Scoring Criteria Below is a description of the evaluation criteria that will be used to evaluate each section of the proposals as well as any potential presentations. To be deemed responsive, it is important for the firm’s proposal to contain appropriate detail to demonstrate satisfaction of each criterion and compliance with the performance provisions outlined in this RFQ. The proposal and related appendices will be the primary sources of information used in the evaluation process. Proposals must contain information specifically related to the proposed products and services requested in this RFQ. Failure of any firm to submit information requested may result in the elimination of the proposal from further evaluation.

Proposal Evaluation Criteria

The following weighted scale will be utilized by the Evaluation Panel to evaluate and score each Proposal:

Factor	Criteria	Weight
1	Minority/Women Owned Business Enterprise Commitment	5%
2	Qualifications of the Consultant/Project Team	15%
3	Public Participation Strategies	50%
4	Available Tools, Resources, Methodologies, etc.	20%
5	Body of Work (Completed and Ongoing)	10%

Anticipated Schedule of Events

Activity	Date
RFQ Release Date	March 24, 2023
RFQ Response Submission Date	Noon: April 19, 2023
RFQ Internal Evaluation	April 20-April 27, 2023
Interviews (As Needed)	May 8-May 12, 2023
Notification of Tentative Selected Proposer	May 12, 2023
Contract Approval Process (Board of Commissioners)	June-July, 2023

Town Contact

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