



**Request For Proposal  
Southwest Focus Area Plan  
Submission Deadline – November 29, 2022: 5 P.M. EST**

**Direct all Communication to:**

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(10Mb email file limit)  
740-203-1600**

**Request For Proposal (RFP)**

The City of Delaware seeks a team excited about our community: one that is up to the challenge of assisting in the development of a Focus Area Plan as called for in the newly adopted Delaware Together Comprehensive Plan. The team should possess outstanding civic engagement talents on all platforms, as well as zoning, legal, technical, and planning skills. The team should possess the necessary staffing capabilities to provide exceptional services to the City in the creation of an area plan building upon the Delaware Together Comprehensive Plan adopted in May 2021 and providing detailed alignment between existing information/plans such as infrastructure, bikeway, thoroughfare, economic development, financing, and branding/wayfinding as well as creating detailed land use, zoning overlay, fiscal sustainability, and other implementation elements to facilitate the planned growth in this area. The [Delaware Together Comprehensive Plan can be found at this link](#) or on the City's web site under Planning & Community Development.

**Introduction**

The Delaware Together Comprehensive Plan identified six Focus Areas to center growth and development within the City over the planning period: Southwest, Southeast, Riverfront, Near East Side Gateway, South Sandusky Street, and Far East Side. The Southwest Focus Area has

long been the industrial and business hub of the City and is home to many large and small businesses of varying specialties. This area is also a complex transportation corridor with the Delaware Municipal Airport and major industrial and commercial corridors including US Highway 42 and Sawmill Parkway. US 42 in this area is an identified State freight route situated equidistant between the I71 and US33 corridors.

### **Community Background**

Established in 1808, the City is almost 215 years old. As a mature Central Ohio city, Delaware has evolved into one of Ohio's premier communities. The City was named one of Money Magazine's top 50 Best Places to Live in America and its downtown was recognized as a Great Place in America by the American Planning Association. It has long been a Main Street Community, is home to internationally known Ohio Wesleyan University, and has been named a Forbes Top 10 "Best Place to Raise a Family, as well as twice named an Ohio Magazine "Best Hometown". It has thousands of businesses of all types and is home to City and County governments and encompasses part or all of two large public-school districts – Delaware City Schools and Olentangy Local School District – as well as several smaller private schools.

It has dozens of active residential developments with thousands of dwelling units zoned, planned, and/or platted. It has a strong existing business and industrial base, a municipal airport home to over 100 based aircraft and capable of serving G650 and Global 6000 corporate jets, and provides a full range of municipal services including water, sanitary sewer, refuse collection, road construction and repair, parks and natural resources, fire and police. It currently has dozens of city parks (from pocket parks to neighborhood and community scale), 23 miles of bikeways, a YMCA Community Center, splash pad, and outdoor pool. The community has a full service hospital affiliated with the OhioHealth system.

Based on building permits, Delaware's current population estimate is about 45,000. This represents close to 30-percent growth since the 2010 census. The city is now about 20 square miles in area.

Delaware is located about 25 miles north of downtown Columbus. It benefits from a favorable Central Ohio economy including Honda and the anticipated Intel development, as well as growth in Delaware County and northern Columbus suburbs. The City has about 17,000 housing units (est.) and has experienced a remarkable revival of its historic downtown. In fact, the Downtown has been designated an inaugural Great Place in Ohio by APAOhio and a Great Place in America by APA.

## Current Plan

The Delaware Together Comprehensive Plan contains Objective A.16 – Focus new development to the Southeast, Southwest, and portions of the Far East Focus Areas, including Action A.16.1 – Prepare Area Plans. Chapter 5 on pages 72-73 also detail this area with planning guidance and a beginning Focus Area concept. This RFP seeks to expand on that work by creating, adopting, and implementing a Focus Area Plan. The Focus Area Plan will analyze opportunities for overall strategic planning including infrastructure and zoning regulations (overlays) specific to this Plan. This Plan will align and integrate not only Delaware Together policies and objectives but also water, sanitary sewer, thoroughfare, bikeway, branding/marketing, parks and natural resources, and economic development master plans.

## Project Goals and Objectives

The primary goals of the project are to:

- 1) Produce documents and services required for adoption and implementation of the new Southwest Focus Area Plan which will form the land use, policy, and regulatory basis for implementation in this area.
- 2) Build upon the successful current Delaware Together Comprehensive Plan and craft strategies and actions to continue its implementation in this Focus Area.
- 3) Civic Engagement – Utilize a variety of engagement platforms and techniques including but not limited to face-to-face meetings, social media, websites, etc.
- 4) Determine specific goals, strategies, and actions based upon those in Delaware Together
- 5) Determine practical and implementable short, medium and long-range goals, strategies, and actions, and specific projects that support these goals.
- 6) Prepare zoning overlay regulations and districts that could be utilized in the Southwest Focus Area at a parcel level.
- 7) Recommend ways to effectively grow Economic Development projects.
- 8) Recommend ways to effectively transition from residential development south of the City including potentially a very limited amount of workforce housing south and east of US 42.
- 9) Analyze and account for existing plans in the area including: (1) Township land use plans; (2) School District plans.
- 10) Study the potential for a business park service node at the intersection of Sawmill Parkway and US 42.
- 11) Incorporate the existing roadway infrastructure and the recently adopted Thoroughfare Plan as well as additional access and connectivity on a site by site level and/or policies regarding such.

- 12) Account for the impacts and potential of the Airport from both a policy and regulatory viewpoint.
- 13) Account for future commercial and infrastructure impacts of the Intel project as well as Honda in the focus area.
- 14) Determine future trends in commercial/industrial development and account for re-development opportunities of existing older retail and industrial centers as addressed in Delaware Together.
- 15) Analyze and account for the long standing stone quarry (outside the city) adjacent to the west side of the Focus Area.

### **Deliverables of the Plan**

- Format shall be text (MSWord & PDF) and Maps (ArcGIS format for most maps as well as graphical PDF format for presentation).
- 8-1/2" by 11" vertically oriented.
- Maps shall be standardized in format and size as directed by the City during the final scoping. All maps to be delivered in separate high quality PDF format.
- Hard copy and digital formats (including PDF & Word versions). Final number and quantities to be determined with final scoping. These shall be in formats acceptable to the city to enable low-cost reproduction, revision, and direct web and social media posting. High resolution versions shall be expected.
- The consultant shall facilitate the process and prepare materials throughout the process to support the intended civic engagement and plan development.
- Maps, input data, and new GIS layers (incorporating selected maps from existing work) are expected and shall be produced in ArcGIS format.
- Prepare Focus Area Plan:
  - Produce all materials for public presentations
  - Provide digital, web and social media ready updates and drafts for posting – may include separate Plan web site.
  - Produce final copies for review and recommendation by Planning Commission and approval and adoption by City Council. Attendance expected at these hearings.
  - Prepare Zoning Overlay regulations and standards (districts as needed) in accordance with the Focus Area Plan goals, objectives, and actions for anticipated adoption concurrent with the Plan.
  - Include 'Green Tape' regulations and processes for proposals that are in accordance with the Delaware Together and Focus Area Plan.

## Proposal Evaluation

The Proposal evaluation and selection criteria are as follows in no particular order:

- A. The city expects one lead consultant (if a team is proposed) to be identified and with whom a contract would be executed. This shall be clearly identified in the submission.
- B. A high level of professional competence and proven track record of accomplishment in the preparation of outstanding similar strategic plans and zoning overlays which followed from Comprehensive Plans.
- C. Demonstration of professional, technical, and legal/zoning expertise (Ohio focused) and experience of the principal personnel assigned to the project.
- D. Relative proximity / location of the consultant team to the City, anticipating a high level of direct interaction and communication with City staff and/or public officials will occur.
- E. Experience, knowledge, and expertise with strategic planning, zoning regulation, and laws in the State of Ohio.
- F. Public facilitation capabilities and experience working with the public, steering committees, and stakeholders in diplomatically crafting standards and/or criteria to be incorporated into the work products as well as outstanding and creative experience in civic engagement through a variety of platforms, outlets, and methods.
- G. Clear demonstration of the city's goals, objectives, and needs from Delaware Together and anticipated Focus Area Plan.
- H. Ability to produce high quality documents and graphics that are user friendly, yet able to be updated into the future.
- I. Ability to make high quality oral and visual presentations.
- J. Creative and successful use of technology in a strategic plan process as well as civic engagement processes.
- K. Ability to listen, be flexible, and follow and/or implement direction and/or ideas and concepts.
- L. Ability of consultant team to demonstrate initiative, motivation, and knowledge of the City of Delaware and a desire to produce the highest quality strategic plan.
- M. Cost of preparation in relationship to the services proposed. This shall be submitted as a total cost for all services proposed. The lowest cost will not necessarily be the selected proposal and quality of the proposal is a significant factor within the established City budget parameters.
- N. Demonstrated ability of the Consultant to stay within a negotiate budget amount without cost over runs and change orders.
- O. Project schedule and duration.

- P. Proposed approach to the project including use (or not) of a steering committee approach, public involvement, integration of existing plans and policies, timelines, milestones, and preparation of zoning regulations, overlays, and districts.
- Q. Review of references, experiences, and work product for similar projects and dynamic cities.

The City administration shall review the proposals and may decide to interview a select and limited number of consultants in order to make a final determination. The City intends to enter into a contract for a lump sum amount and then, as a first step in the plan process, refine the scope of services into a final form acceptable to the City and lead consultant. In the unlikely event terms of the scope cannot be reached the City reserves the right to cancel the contract and withhold any and all payments.

### **Timelines / Schedule**

- 1) Timeline – up to 12 month time horizon – the City desires to expedite this work for potential adoption in mid-2023.
- 2) Winter 2022 – Consultant and City to finalize Scope of Services and enter into contract prior to the end of the year.
- 3) The City anticipates beginning the primary process in early 2023 with analysis, review, and forecasting.

### **RFQ/P Proposal Content and Format**

Proposals shall be limited to 20 pages plus appendix material. Three (3) paper copies and one electronic copy (PDF format, on a memory stick or CD is required – additionally these materials can be emailed if not over 10Mb in file size or otherwise can be linked for download) shall be submitted by 5 PM the day of the Submission deadline noted herein. All submission materials shall be retained by the City and not returned. At a minimum the RFP response shall include:

- 1. Letter of transmittal.
- 2. Executive summary.
- 3. Consultant team with designated lead consultant organizational profile including background and experience of the team and the primary Staff members who are proposed to work directly on the project. Any proposed subconsultants shall be similarly documented and roles clearly stated.

4. Previous project experience and summaries, including reference and contact information for a minimum of five (5) relevant projects of similar scope and scale which demonstrate pertinent experience. An additional listing of pertinent projects may be included. The City reserves the right to contact any references provided herein or otherwise obtained.
5. Disclosure of any competing interest or potential conflicts of interest in the City including consultant's work for persons of firms who own land or have development interest in the City.
6. Cost Estimate – The lead Consultant shall provide a detailed cost estimate for completing the entire project including a lump sum dollar figure inclusive of all consultant and sub-consultant services, fees, and charges as well as document and graphics preparation, reproduction, and delivery. The basis of the total budget shall be on the required tasks identified in the proposal. The budget should include all anticipated costs. The contract is expected to be constructed in a single total fee arrangement for all items.
7. Suggested schedule of anticipated tasks and general proposed timeline (in weeks and months) with key tasks and target dates.
8. Civic Engagement preliminary plan. The selected consultant will be required to develop a public participation plan that actively engages elected and appointed officials, various stakeholder, businesses, the general citizenry of the Focus Area, and City Staff in the pursuit of Plan development.
9. Project management including:
  - a. One single consultant (if a team is proposed) is expected. The lead consultant shall contract with any subconsultants directly. All consultants shall be disclosed together with identified roles within the submission.
  - b. Project organizational chart for the key staff to be assigned for the team. Clearly identify who will be the project manager and day-to-day contact person as well as those who will make significant contributions. Describe each team member's role and office location.
  - c. Location of office from which the management of the project will be performed
  - d. Summary/matrix of key personnel's shared experience.
10. Response to the goals and objectives of the plan as noted within this RFP.
11. Response to the Plan deliverables as noted within this RFP.
12. Disclose any alleged significant prior or ongoing contract failures, contract breaches, and civil or criminal litigation or investigation pending which involves the consultant or sub-consultants or in which the consultant has been judged guilty or liable or which may affect the performance of the services to be rendered herein. This should be documented for any circumstances arising or ongoing over the last 3 years minimum.

13. Appendices – supplementary material that shall not be counted against the 20 page limit.

PROPOSALS SHALL BEAR THE FOLLOWING INFORMATION ON THE OUTSIDE OF THE PACKAGING:

1. Proposal for City of Delaware, Ohio: Southwest Focus Area Plan
2. Lead Consultant Company Name
3. Listing of Company Name of any sub-consultants

### **Special Conditions**

- 1) City is open to suggestions other than those listed in this proposal which consultants believe would be of value to producing the best Plan for the City of Delaware
- 2) The city intends to select a consultant and proceed to contracting for an agreed upon lump sum amount. The first phase of the contract will involve determining the final scope of work as acceptable to the city but allowing for creativity from the consultant team within the parameters outlined.
- 3) The City of Delaware shall not be liable for any costs incurred for the preparation of this RFP.
- 4) The City reserves the right to reject any all proposals, to waive any nonmaterial irregularities or information in any Proposal, and to accept or reject any item or combination of items. The City further reserves the right to cancel the contract if a final scope of services cannot be acceptably agreed to between the selected Consultant and the City.
- 5) The City reserves the right to inspect the business reputation, or other qualifications, of any firm and to reject any proposal, irrespective of quoted prices, if it is determined to be lacking in any of the essential components to assure acceptable standards of performance. The City reserves the right to obtain financial data or other supplemental information concerning the consultant or any sub-consultant.
- 6) Proposals submitted shall constitute a binding offer from the consultant and sub-consultants. Acknowledgement of such shall be indicated by the original signature of a Principal legally authorized to execute contractual obligations and shall also signify acceptance of all terms and conditions including compensation, as set forth in this RFP.
- 7) Firms shall clearly and completely identify any variations between its proposal and the City's RFP. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms and/or conditions.
- 8) All proposals received shall become the property of the City. All proposals shall become a public record and shall be regarded as public records except for those parts of each



proposal which are defined by the proposer as business or trade secrets, provided that such parts are clearly marked as “trade secret”, “confidential”, or “proprietary.”

- 9) Submit with your proposal your certificate of Equal Employment Opportunity or your firm’s own Affirmative Action Plan.

### Insurance

The selected Consultant(s) is(are) responsible for maintaining the level and type of insurance coverage in all locations when working under the direction of this contract.

- To the extent authorized by law, the contractor shall indemnify and hold harmless the City, its officers, elected officials, agents, and employees from and against all claims, damages, losses and expenses including attorney’s fees arising out of or resulting from the contractor’s performance, provided that any such claims, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or to injury to or destruction of tangible property, including the loss of use resulting there from; and is caused in whole or in part by any negligent or willful act or omission of the contractor, subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable. If the contractor is required to go on City property to perform work or services, the contractor shall assume full responsibility and expense to obtain all necessary insurance as required by the City.
- **The Contractor shall obtain and maintain during the life of the contract such full insurance coverage wherein the City of Delaware is named as an additional insured and in keeping with the above.**
- These policies shall contain the following special provisions: "The Company agrees that ten (10) days prior to cancellation or reduction of the insurance afforded by this policy, with respect to the contract involved, written notification shall be mailed to the City of Delaware, City Hall, 1 South Sandusky Street, Delaware, Ohio 43015.
- Certificates of Insurance indicating the availability of the described coverage will be filed with the City of Delaware within five (5) business days from the award of the contract. The amounts of the insurance shall be as follows:
  - Public Liability Insurance for bodily injuries, including accidental death, in the amount of not less than \$1,000,000 for each accident or occurrence and \$1,000,000 aggregate, and
  - Property Damage Insurance in the amount not less than \$1,000,000 for each accident or occurrence and \$1,000,000 aggregate.
  - The successful contractor, vendor, etc. must submit their insurance certificate naming the City of Delaware as an additional insured on ISO Form CG 2010 (11/85 edition). All other forms will be rejected.