



REQUEST FOR PROPOSALS

Spearfish Comprehensive Plan Update

Released February 27, 2023



INTRODUCTION

The City of Spearfish is requesting proposals from qualified consultants to update The Comprehensive Plan of the City of Spearfish, adopted July 15, 2013. The Consultant team will assist the City in creating a plan that will serve as the primary tool to guide informed decision making for future infrastructure, capital facilities, housing, transportation, economic, cultural, and land-use needs in a rapidly growing community. Responses are solicited in accordance with conditions and instructions set forth in this Request for Proposal (RFP). All proposals are due no later than 4:30 PM MST, April 3, 2023.

COMMUNITY BACKGROUND

The City of Spearfish has a population of 12,358 residents making it the second largest city in western South Dakota. Located along the Interstate 90 corridor in the northern Black Hills, the city is just minutes from endless outdoor recreation opportunities, a diverse local food and shopping scene, and is less than an hour's drive to the state's second largest city, Rapid City.

Spearfish is also home to Black Hills State University which serves as a regional economic leader. As of December 2022, BHSU had an enrollment of 3,425 students from across the country and globe. Students can choose from 56 bachelor's, 5 associate's, 8 master's degree programs, and 23 undergraduate certificates.

Given the many amenities that Spearfish has to offer, it has become an increasingly popular place to call home. This is reflected by the 15 percent increase in population over the last 10 years. While growth is exciting, it also brings unique challenges for cities. It is important that the City take a look at the community as it sits today, understand how we got here, and ensure that the things that give Spearfish its special character are preserved as the area grows and changes.

SCOPE OF WORK

The Request for Proposals seeks to establish a partnership with a qualified planning consultant to prepare a Comprehensive Plan for the City of Spearfish. The Comprehensive Plan will guide decisions affecting the physical development and redevelopment within the City's planning jurisdiction. The process of preparing the Comprehensive Plan will be critical to its success and must ensure the final document reflects the vision for the community as determined by citizens, developers, land owners, appointed and elected officials, and other stakeholders through community engagement and participation. The project scope of services will consist of multiple elements, primarily related to community engagement and comprehensive plan development.

PLAN ELEMENTS

The core themes of the plan should reflect a community-wide desire to approach the design and development of a plan that is ultimately about the creation of place for both the current and next generation of community residents. The plan should paint a picture of a forward-thinking city that is environmentally, socially, and economically sustainable; and considers the nature of a small but consistently growing city concerned with connectivity, neighborhood identity and differentiation, economic development, multi-modal transportation integration, and multi-generational livability as core concepts.

Exact structure of the Comprehensive Plan structure has not been determined as the goal is to allow the consultant the flexibility and creativity to adapt the structure based upon the desire of the community during the public engagement process. The following plan elements shall be addressed at a minimum with the potential for

additional elements to be incorporated through the discovery process from public and stakeholder meetings.

EXISTING CONDITIONS ANALYSIS

The Plan will look at previous studies, existing conditions, regional and adjacent jurisdictional initiatives, trends and forecasts, as well as market and economic realities. The Plan should include a socio-demographic profile of the community analyzing how Spearfish has progressed as well as a snapshot of existing land uses, transportation, and infrastructure.

COMMUNITY ENGAGEMENT

The Comprehensive Plan must reflect the values of the community which makes quality and diverse public participation and input essential to the process. The consultant shall be responsible for designing a public engagement strategy incorporating effective and innovative participation techniques that encourage participation throughout the development of the Comprehensive Plan both in person and online.

The proposed public engagement strategy must be effective, inclusive, and reliable. The goal of the strategy should be to engage all segments of the community, including students, in a conversation that provides useful insight into the community's vision of the future of Spearfish. The consultant will be working with an Advisory Committee which represent a broad cross section of the community. RFP respondents should plan to provide examples of the effectiveness of their proposed strategies in other communities.

PLAN BOUNDARY

The boundary of the Comprehensive Plan will include the corporate limits of the City of Spearfish as well as the 3-Mile Extraterritorial Platting Jurisdiction.

COMMUNITY PROFILE

The Comprehensive Plan shall reflect current and projected demographic and socioeconomic trends for the next 20 years and their implications on land use patterns and public services planning.

ECONOMIC DEVELOPMENT

In coordination with the City's economic development partners, the comprehensive plan shall incorporate strategies to enhance the city's competitive advantages and build on a culture of innovation. This element may include identifying and evaluating under-utilized commercial and retail space and opportunities for redevelopment

HOUSING

The housing element shall include a review of the 2016 and 2022 Spearfish Housing Studies and City building permit data to incorporate recommendations, policies, and best practices addressing diversity, density, and affordability of housing. Housing should be viewed not only at the neighborhood level but also its connectivity to the community as a whole.

MOBILITY

The mobility element shall consist of a review of the 2011 Spearfish Area Master Transportation Plan and incorporating recommendations, policies, and best practices with an emphasis on mobility for all generations and abilities. Mobility could include, but not be limited to air, rail, transit, vehicles, bicycles, pedestrians, and the elimination of barriers affecting each of the aforementioned. This information will be used in the future Master Transportation Plan update.

ENVIRONMENTAL ASSETS AND CONSTRAINTS

The consultant, with staff assistance, shall review and identify environmental assets and constraints (i.e. floodplain, wetlands, storm drainage, slopes, aquifer, etc.) affecting the development of land. Recommend best practices for efficient management and enhancement of environmentally sensitive areas.

PARKS, TRAILS, AND OPEN SPACE

The comprehensive plan shall address trail connectivity, preservation of open space, and future park locations based upon a recommended service model. Policies shall be reflective of the community vision with consideration towards the fiscal and maintenance impacts.

UTILITIES

Review with public and private utility providers including water, wastewater, electric, natural gas and communication infrastructure in terms of current and future capacity to meet the needs of the growing community. Identification of utility extensions and services areas will provide a baseline for the future land use plan.

SCHOOLS

Integrate Spearfish School District facility plans into the comprehensive plan and recommend areas where partnership opportunities could improve efficiencies. Recommend strategies for connectivity between school facilities and neighborhoods.

MUNICIPAL FACILITIES AND SERVICES

Review governmental facilities (i.e. fire, police, library, solid waste, street, hospital, city-owned property, and recreation center) and services to ensure a high level of service delivery is maintained throughout the community.

CURRENT AND FUTURE LAND USE PLAN

Evaluate inconsistencies in previous plans that influence existing City policy. Incorporate a growth management framework to guide City development with the intent of incorporating best practices towards achieving a sustainable built environment.

The plan shall identify underutilized property and redevelopment opportunities to maximize existing public infrastructure and leverage future public/private partnerships. The consultant with staff assistance will update the current land use map and recommend zoning change proposals. Based upon the community vision and other plan elements, the consultant shall prepare a future land use map.

COMMUNITY CHARACTER AND DESIGN

Recommend design guidelines and strategies addressing community gateways, community image, commercial corridors, and public space while providing visual examples. This element should include cultural, historic and natural resources.

CAMPUS COMMUNITY RELATIONS

Identify opportunities and constraints of providing services, facilities, and resources; and implementing growth management strategies with BHSU while enhancing the livability of the community. Recommend best practices and implementation strategies to communicate and coordinate with university decision-makers and students to

facilitate a long-term shared vision.

CONSULTANT RESPONSIBILITIES AND DELIVERABLES

The selected consultant will work under the direction of the Planning Director and will be responsible for consultation with the major stakeholder organizations, citizen boards, and public. In addition, the consultant is responsible for the following items:

- General management of the project (with Planning Director Assistance).
- Produce all materials for public presentations and provide to the City in reproducible formats.
- Drafting and preparation of the plan documents, graphics, and mapping for citizen, Advisory Committee, Planning Commission and City Council review.
- Data collection, analysis, and presentation (with Planning Director Assistance).
- Organization and facilitation of public meetings (with Planning Director Assistance).
- Public comment summary.
- Presentation to City Council and Planning Commission to discuss findings of public input period (could be virtual).
- Presentation to City Council and Planning Commission of Final Plan.

Projects and deliverables shall be as follows:

- Comprehensive Plan text and maps provided in PDF.
- Comprehensive Plan text provided in Microsoft Word format.
- Final maps and overlays maintained and manipulated using ArcGIS.
- Final maps and source data files.
- Final reports presented in digital format for archiving and reproduction.

PROPOSED PROJECT SCHEDULE

The development timeline of the Comprehensive Plan will be 14 months (not including the adoption process) from the notice to proceed. At a minimum, monthly progress meetings shall be held and may be conducted through video conferencing and/or webinars, set up and organized by the consultant. The consultant is expected to schedule and attend public input opportunities and present the final Comprehensive Plan to the Planning Commission and City Council.

PROPOSAL CONTENT

Proposals shall address the following items in numerical order with the total length of the submittal not to exceed 25 pages. Electronic proposals are strongly encouraged to utilize hyperlinks when referencing work samples.

1. Qualifications and Experience. Detailed information on the history, qualifications, and experience of the firm and key personnel participating on project.
2. References. A minimum of three project references with contact information for projects completed or substantially completed within the last five years. Project references shall be applicable to the specific project manager and key team members proposed for this project. Project references shall include the size of the contract, community size, and final outcome. The City has permission to contact any project references.

3. Current Projects. A listing of any projects, including references, that the firm currently has under contract to which the proposed project manager has significant project responsibilities.
4. Review of Preliminary Scope of Work and Schedule. Review the scope of work and provide comments concerning the firms understanding and role in meeting the scope of work and recommendations for additional services beneficial to the development of the plan. Provide a schedule aligned with key tasks as described in the RFP, with any additions or modifications recommended in the proposal.
5. Project Approach and Community Outreach. Provide a detailed description of the project approach and community engagement process proposed for this project. Describe any social media or web-based platforms for obtaining public input, as well as your firm's approach to conducting public meetings.
6. Cost Proposal. Submit a not-to-exceed fee for professional services, plus expenses, that shall be itemized by various components of the work. Also provide an itemized estimate of reimbursable expenses.

PROPOSAL DEADLINE

Consultants must submit an electronic pdf copy of the proposal by 4:30 p.m. MST on Monday, April 3, 2023. Proposals shall be submitted at <https://www.cityofspearfish.com/FormCenter/Planning-and-Zoning-17/City-of-Spearfish-Comprehensive-Plan-RFP-100>

Any inquiries regarding the RFP process can be sent to:

Marlo Kapsa,
 Planning Director
 City of Spearfish
 625 N 5th Street, Spearfish, SD 57783
 marlo.kapsa@cityofspearfish.com

SCHEDULE OF DATES

Advertise for Proposals	Date: February 27, 2023
Deadline for Proposal Submission	Date: April 3, 2023
Review Proposals	Date: April 4-14, 2023
City Council Approval and Contract Execution	Date: May 1, 2023
Project Completion	Date: June 7, 2024

SELECTION PROCESS.

The City will begin the evaluation process immediately after the deadline for submittal. The City reserves the right to request additional information and to reject any and all proposals. As a part of the evaluation process, respondents may be asked to present their proposal to one or more governing bodies of the City. The Advisory Committee will review proposals for this RFP and provide a recommendation to the City Administrator and City Council.

Proposals will be evaluated based primarily on the following criteria:

1. Overall proposal quality and responsiveness to the Request for Proposals, including but not limited to the completeness, clarity, conciseness, and overall comprehension of the scope of work.
2. Qualifications of the respondents as evidenced by the knowledge, skills and experience of the firm's proposed team.
3. Demonstrated proven experience with similar projects.
4. Demonstrated successful public engagement strategies with a wide range of constituents.
5. Proposed work schedule and project budget.

REFERENCE DOCUMENTS.

The following reference documents can be found on the City of Spearfish website at the links below:

- [The Comprehensive Plan of the City of Spearfish](#)
- [Spearfish Area Master Transportation Plan](#)
- [Spearfish Community Strategic Plan](#)
- [City of Spearfish Parks and Recreation Master Plan](#)
- [Spearfish Housing Study - 2016](#)
- [Spearfish Zoning Code](#)
- [Spearfish Subdivision Code](#)
- Spearfish Housing Study 2022 – Contact Marlo Kapsa at marlo.kapsa@cityofspearfish.com
- Master Utility Plans - Contact Marlo Kapsa at marlo.kapsa@cityofspearfish.com
- [Black Hills State University Strategic Plan](#)