

REQUEST FOR PROPOSALS
Zoning Code Consultant
for
Update to Character Districts 3 – 6
for
TOWN OF JACKSON, WYOMING



March 15, 2017

SECTION ONE: DESCRIPTION OF REQUESTED SERVICES

1.1. Purpose

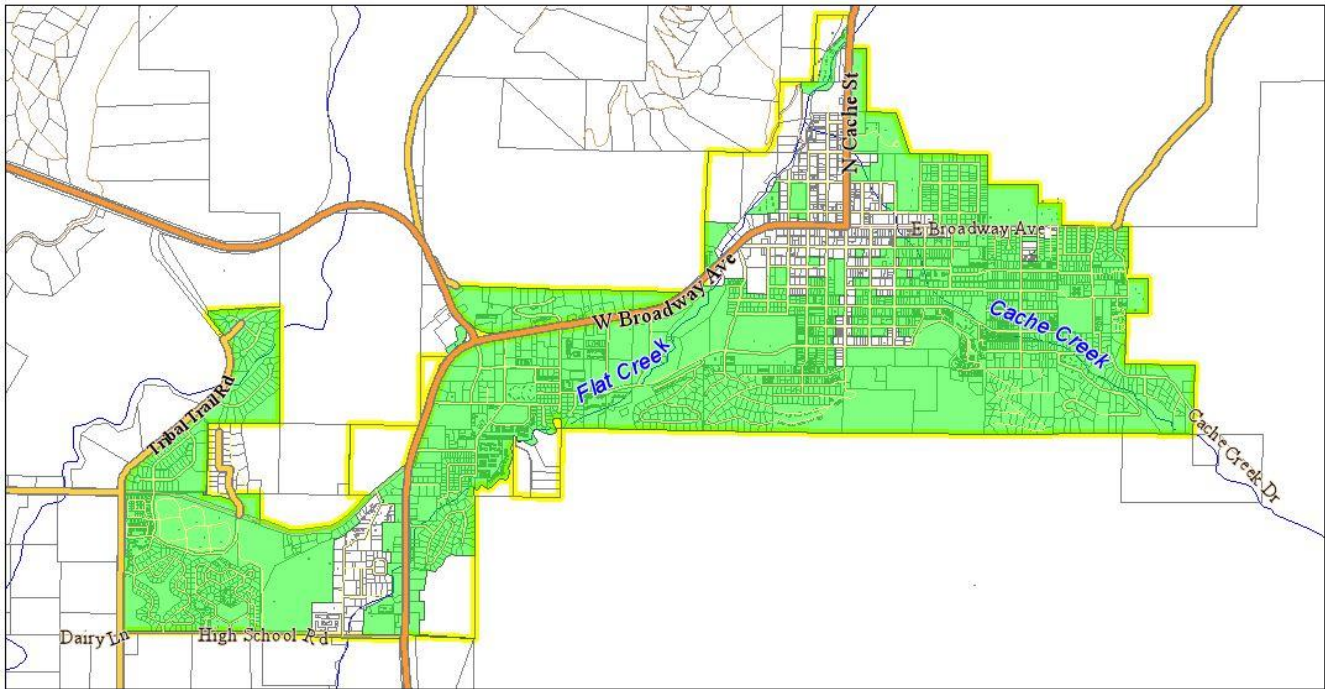
The Town of Jackson intends to enter into a contract with a consultant who will provide services related to the update of Character Districts 3 – 6 in the Town of Jackson’s Land Development Regulations (LDRs). The Character Districts are identified and described in the Jackson/Teton County Comprehensive Plan and include: District 3: Town Residential Core; District 4: Midtown; District 5: West Jackson; and District 6: Town Periphery (see map below). This zoning code update is the next installment in the Town’s effort to update the entire LDRs to be consistent with the 2012 adoption of the Comprehensive Plan. To date, only Character District 2: Town Commercial Core has been updated. The District 2 update included adoption of four new character zone districts with form-based standards and established a new format that is intended to be followed for Districts 3 – 6.

The Districts 3 - 6 update will encompass most of the Town of Jackson and include a wide variety of development areas, including mixed-use highway corridors, multi-family areas with significant nearby commercial, and large neighborhoods of stable single-family residential housing. More specifically, the intent is to focus on updating and replacing the following nine existing zone districts: Urban Residential (UR); Auto-Urban Commercial (AC); Auto-Urban Residential (AR); Residential-Business (RB); Neighborhood Conservation (NC); Neighborhood Conservation – 2; (NC-2), Suburban (S); Business Park – Restricted (BP-R); and Mobile Home Park (MHP). The goal is to update these zones to be consistent with the community’s policies as stated in the Comprehensive Plan and related documents, such as the Housing Action Plan and Integrated Transportation Plan.

While there will be many different goals and policies to address in the update, it is expected that the following issues will be of primary importance:

- Identifying areas appropriate for additional density for workforce housing;
- Providing innovative standards for redevelopment of older commercial/strip corridors;
- Establishing a strong and creative public engagement strategy;
- Identifying creative options for workforce housing while protecting stable single-family neighborhoods (i.e., multi-family design standards, etc.);
- Promoting compatible infill development;
- Designing for pedestrian-friendly and multi-modal transportation options while respecting existing character;

The consultant should also be aware that the Town is currently (or will soon be) engaged in a number of related planning projects that will need to be coordinated with the Districts 3 -6 update. These include the Town Parking Study, Town/County Housing Mitigation update, and Natural Resource Update (mostly a Teton County effort). In addition, the Town and Teton County intend to hire a Public Engagement Coordinator that will be tasked with developing and coordinating a public participation strategy for all of these concurrent efforts. Thus, the Districts 3 - 6 consultant will be expected to work closely with the Public Engagement Coordinator and the staff coordinator throughout the Districts 3 – 6 update process.



1.2. Need

A consultant needs to have knowledge and experience in:

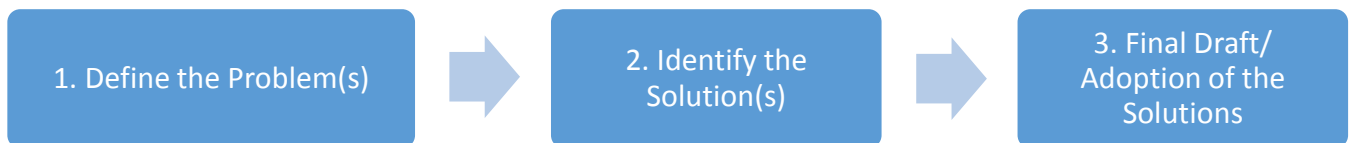
- Incentive programs for providing workforce housing (e.g., FAR bonuses, deed-restrictions, linkage to open space or other public benefit, etc.)
- Best practices for ensuring compatibility of workforce housing with existing residential neighborhoods
- Best practices for creating viable mixed-use areas
- Innovative graphics and other non-narrative techniques to clearly explain code concepts
- Form-based standards and code formatting (InDesign)
- Innovative standards for redevelopment of older commercial/strip areas

A consultant would benefit from knowledge of:

- Zoning updates in communities of similar size and socioeconomics
- Public engagement strategies in highly-involved communities

1.3. Required Services

A more specific phasing schedule will be developed with the selected consultant but the Districts 3 – 6 update process will have 3 general phases.



The Town of Jackson is seeking a qualified professional to provide the following services in each phase.

Phase 1: Problem Definition (25% of consultant time)

- Kicking off the initial public engagement process in cooperation with the Public Engagement Coordinator. This will involve leading and participating, as appropriate, in the public outreach activities, including drafting materials for public workshops and/or online engagement.
- Based on initial public input, developing a list of “core facts and priorities” that will be endorsed by the Town Council to serve as a foundation for the Districts 3 – 6 update process. This is intended to create a firm foundation of trust and purpose between the public and decision-makers regarding buildout limitations and other important development issues to serve as a guide throughout the update process.
- Use expertise to supplement public comment with identification of issues that need to be addressed to have a successful update process.

Phase 2: Solution Identification (40% of consultant time)

- Drafting of alternative approaches and options that address the primary issues identified in the public process. Alternatives and options may be based on successful approaches in communities with similar development issues or may be innovative approaches that address Jackson/Teton County’s issues.
- Continuation of public process to work with decision-makers, public, and staff to effectively vet all of the identified alternatives and to then select the preferred alternatives and/or options. The preferred solutions must be identified with enough specificity that the drafters of the updated code (and all parties involved) have a clear understanding on what will be drafted.

Phase 3: Final Draft and Adoption (35% of consultant time)

- Draft comprehensive update of Districts 3 -6 with staff assistance, as appropriate.
- Consultant may help with adoption hearings depending on budget and schedule.

1.4. Schedule

A specific schedule will be developed in coordination with the Public Engagement Coordinator and staff. However the table below provides an outline of the expected schedule for completion of the Districts 3 – 6 update. The required services will be expected to be provided within the timeframes below.

Process Phase	Includes Tasks	Timeframe
Initiation	RFP advertisement; consultant selection	Mar., 2017 – April, 2017
1. Scoping (Phase 1)	Initial public outreach/workshops; summary and organization of public comment; “core facts and priorities” presented	May, 2017 - June, 2017
2. Solutions (Phase 2)	Discussion of potential zoning solutions; additional public hearings; Council direction on solutions;	July, 2017 – Nov., 2017
3. Drafting (Phase 3)	Write first draft of LDR update for adoption hearings	Dec., 2018 – Feb., 2018
4. Adoption (Phase 3)	Planning Commission and Council conduct adoption hearings, staff modifies draft as necessary, three ordinance readings	Mar, 2018 – June, 2018

1.5. Provided Resources

The project webpage can be found at:

- See <http://www.tetonwyo.org/compp/topics/town-zoning-update-outside-the-downtown/254530/>

The following responsibilities will be fulfilled outside the scope of the proposal:

- Project Manager – the Town of Jackson Principal Planner will be the project manager.
- Public Engagement – A consultant, managed by the joint Jackson/Teton County long-range planning department will coordinate public outreach for the Districts 3 - 6 Update, as well as for the Town/County Housing Mitigation Study, Town Parking Study, Housing Department Rules and Regulations Updates, and Natural Resource LDR Updates (see *2.1.Background*). An RFQ for the consultant was released February 21. Staff will recommend a consultant to the Board of County Commissioners and Town Council on April 3.
- Meeting Facilitation – The Jackson/Teton County Planning Director will provide opinion-neutral facilitation for the Town Council meetings as needed.
- Editing and Final Drafting – The project manager will provide edits and final drafting as needed, working from the initial draft of the consultant.

Policy guidance and relevant regulations: (all can be found at www.jacksontetonplan.com)

- Jackson/Teton County Comprehensive Plan
- Town of Jackson Land Development Regulations
- Jackson/Teton County Housing Action Plan
- Integrated Transportation Plan
- Community Streets Plan (2015)

1.6. Budget

The total budget for the project will be \$75,000.

SECTION TWO: BACKGROUND

2.1. Background

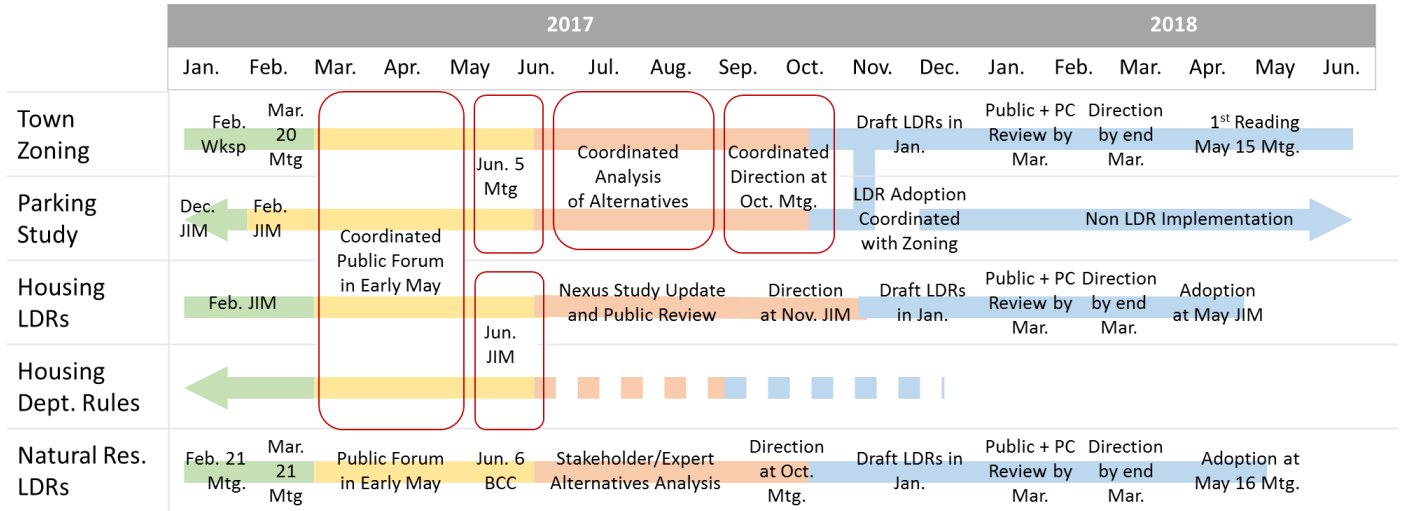
Jackson is the sole municipality within Teton County, Wyoming, a resort community at the gateway to Grand Teton and Yellowstone National Parks. The Jackson/Teton County community has a joint Comprehensive Plan and jointly plans much of its land use, transportation, and housing policy. The Jackson/Teton County Comprehensive Plan, adopted in 2012, and the Jackson Teton County Housing Action Plan, adopted in 2015, call for an update to the Town (and County) LDR requirements.

The Districts 3 -6 update project does not exist in a vacuum. It is informed by past decisions and research and will impact implementation of many aspects of the LDRs.

- Comprehensive Plan Policy Direction: While there are many important Comprehensive Planning goals that will guide the update of Districts 3 – 6, the following policies are a summary of the key goals:
 - Policy 3.1.a: To preserve community character residential and commercial development potential will be limited to the amount allowed and planned for since 1994;
 - Policy 3.3.c: Provide predictability in land use decisions;

- Policy 4.1.b: Emphasize a variety of housing types, including deed-restricted housing;
 - Policy 4.1.c: Promote compatible infill and redevelopment that fits Jackson’s neighborhoods;
 - Policy 4.2.b: Promote a balanced mix of nonresidential uses;
 - Policy 4.2.c: Create vibrant walkable mixed use Subareas;
 - Policy 5.1.a: House at least 65% of the workforce locally;
 - Policy 5.3.b: Preserve existing workforce housing stock;
 - Policy 5.4.b: Avoid regulatory barriers to the provision of workforce housing.
- Relationship of Districts 3 -6 update with other concurrent LDR Updates:
 - Town Parking Study: The provision of parking significantly impacts the practical and financial feasibility of a project, especially for workforce housing. Thus, any recommendations from the Parking Study to change parking requirements or implement new parking strategies (paid parking, parking districts, etc.) could have significant ramifications on the code changes proposed in Districts 3 -6. Thus, the consultant for Districts 3 -6 will need to closely monitor and integrate recommendations from the Parking Study into the Districts 3 -6 code update.
 - Town/County Housing Mitigation Update: Existing housing mitigation requirements, like parking, play an important role in determining the practical and financial feasibility of a project. Thus, again, any proposed changes to the mitigation requirements for residential and commercial development will need to be evaluated for relevancy to the Districts 3 – 6 update.
 - Town/County Natural Resource Update: This will be an update the environmental resource and wildlife habitat requirements that mostly impact lands in Teton County. While the Town does have some important environmental resources, a decision has been made by the Town/County boards to let the County government update the natural resource standards and for the Town would to essentially adopt the same version, as applicable. Thus, the consultant for Districts 3 – 6 will not need to focus much, if at all, on the natural resource update.
 - Housing Department Rules: The Jackson/Teton County Housing Department will be updating its internal rules for the minimum design and development standards for deed-restricted housing that they manage. This should not have a significant impact on the work of the consultant for the Districts 3 – 6 update.

The intent is that all five of these upcoming projects will have a coordinated public engagement process led by the Public Engagement Consultant who should be selected by early April. See below for an initial comprehensive schedule for each all five update projects.



2.2. Project Stakeholders

The Districts 3 -6 Updates will have an impact on the entire community. Below, community interests are broken into general stakeholder groups and how each group may be affected:

- **Decision-makers:** The Town Council will be the final decision-maker (with Planning Commission recommendation);
- **Homeowners:** Homeowners will be very interested to know what changes, if any, are planned in their neighborhood. New zoning that allows an increase in density in certain neighborhoods will be of particular interest. Property values and protection of community character will be the two biggest issues for homeowners;
- **Commercial property owners:** This group will have a particular interest in the new standards in the commercial zones, especially for redevelopment and parking;
- **Conservation groups:** These groups be interested in the impacts of new zoning on residential/commercial buildout and community sustainability;
- **Developers:** New zoning will impact land values and development options. It may also create opportunities for redevelopment. Establishing clear and consistent rules for development will be a priority for this group;
- **Housing advocates/renters:** Their interest will be to ensure that new zoning includes tools to increase workforce housing;
- **Anti-growth advocates:** These groups and individuals will be interested in how much, if any, additional development potential is proposed in the updated zoning.

SECTION THREE: SUBMITTAL CONTENT / QUALIFICATIONS

3.1 Submittal Qualifications

Consortiums, joint ventures, or teams submitting offers will not be considered responsive unless it is established that contractual responsibility rests solely with one individual, firm, or corporation. The Town of Jackson will contract with one Entity only in conjunction with the services solicited in this Request for Proposals (RFP).

3.1 Submittal Content

Consultants shall adhere to the following format and content in their submittal:

1. **Identification of the Submitting Entity.** State the name of the firm, mailing address, telephone number, email address, and individual authorized to negotiate on behalf of the firm. (1 page maximum)
2. **Work Plan.** Describe in detail, and as discrete tasks, the proposed work program that will be developed to provide the required services in *Section 1.3. Required Services* within the timeline established in *Section 1.4. Schedule*. Include an estimate of the hours assigned to each task (5 pages maximum)
3. **Experience.** Provide a brief overview of the firm's qualifications to undertake this assignment. Lengthy explanations of completed, yet unrelated, projects will not be considered. More specifically, identify and describe in detail experience with: innovative strategies to incentivize workforce housing; cutting-edge standards to redevelop highway commercial corridors; context-sensitive standards to ensure neighborhood compatibility; form-based coding, and public participation strategies for communities with high levels of participation and where controversy is likely. Identify and describe any other relevant experience or skills your team possesses that may distinguish your team from other teams (10 pages maximum)
4. **Personnel, Staffing Plan, and Fees.** Identify and provide resumes for all personnel who will have responsibility for performing the approach to service provision. Indicate the level of effort each staff person shall have in providing each service. Indicate the organization of the proposed team, specifically identifying the proposed Project Manager. Explain how the team will be organized to ensure adequate communication and performance among the personnel/firms in the team arrangement. Include in your proposal a fee proposal (task hours and staff billing rates with inclusion of expected travel costs, project-related expenses and contingency) for each task. (10 pages maximum)
5. **References.** Provide a list of current and past clients for which your firm has performed work of a similar nature. For each reference, include a contact name, phone number and address. Briefly describe the work performed for each reference. Include a minimum of three references and no more than five.

3.2 Submittal Deadline

Each consultant shall submit one (1) printed copy of the complete submittal and one (1) electronic copy in a PDF-format. All submittals must be received by the Town of Jackson Planning & Building Department by 4:00 P.M. MST, Tuesday, April 4, 2017. Submittals shall be valid for a period of forty-five (45) days from receipt by the Town. Submittals received after the date and time specified above shall be disqualified from consideration. Late submittals shall be returned unopened. Qualifying submittals shall be opened on Tuesday, April 4, 2017 at 4:00 P.M. MST in the Town of Jackson Planning & Building Department located at 150 East Pearl Avenue, Jackson, Wyoming. The public is invited to attend.

Responses to this RFP should be submitted via Federal Express, United Parcel Service, or hand delivered to:

Paul Anthony, Principal Planner
Town of Jackson Planning & Building Department
150 East Pearl Avenue, 2nd Floor
Jackson, WY 83001

All questions and requests for additional information shall be directed to Paul Anthony, Principal Planner via e-mail only at panthony@townofjackson.com.

3.3 Postponement or Amendment

The Town reserves the right to amend any portion of the RFP. Copies of such amendments shall be made available to all prospective, interested consultants via e-mail. Where such amendments require changes in the submittal requirements, the final date for submission may be extended.

3.4 Cost of Submittal Preparation

Any costs incurred by the consultant in responding to this RFP in anticipation of receiving a contract award shall be the responsibility of the Entity submitting the response. The Town shall not reimburse the Entity for any such expenses.

3.5 Schedule of Submission and Review

The Selection Committee, after its initial review and scoring, may elect to select a successful submittal. Conversely, the Selection Committee may elect to contact short-listed applicants to ask for final and best offers, pursuant to the Teton County procurement policy. After scoring all submittals (and all final and best offers, if applicable), the Selection Committee shall make a recommendation to the Town Council regarding the successful submittal. The Town Council will formally award the project and Town will enter into a contract with the consultant.

The Town intends to follow the schedule outlined below. However, the Town reserves the right to revise the review schedule at their sole discretion.

March 15, 2017: RFP available for review

April 4, 2017: Submittal due date

April 13, 2017: Recommendation by Selection Committee

April 17, 2017: Selection Committee Recommendation presented to the Town Council

May 1, 2017: Contract Awarded by Town Council

3.6 Acceptance

This RFP provides interested professionals with the necessary information to enable them to prepare and submit information for consideration by the Town.

The Town reserves the right to enter into further discussions with any consultant based solely on the initial response to this RFP along with the right to negotiate the cost with the selected consultant if it is deemed to be in the best interest of the Town.

If the Town is unable to negotiate a final scope of services and professional fee with their first choice, it reserves the right to negotiate with other consultants that submitted a response to this RFP.

SECTION FOUR: EVALUATION CRITERIA

The Selection Committee will evaluate the submittal content based on the following weights.

Criteria	Rating	Weight	Score
1. Submittal Format		1	
2. Work Plan and Schedule		10	
3. Fee Schedule		5	
4. Experience and Innovation		10	
5. Personnel and Staffing Plan		5	
Total Score			
Rating System: 10 – Excellent; 5 – Satisfactory; 0 – Unsatisfactory			