



Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

**REQUEST FOR PROPOSAL
(RFP) # FY 2014-2015-014
REGIONAL ACTIVITY CENTER (RAC)
LAND USE ALLOCATION ANALYSIS AND
COMPREHENSIVE PLAN AMENDMENT**

EXHIBIT I SCOPE OF WORK

**PREPARED BY:
CITY OF HALLANDALE BEACH
DEVELOPMENT SERVICES AND
PROCUREMENT DEPARTMENT**

PURPOSE AND SCOPE:

The City seeks to engage the services of a planning, zoning and land use consulting firms to manage and facilitate the Comprehensive Plan (CP) Amendment process for an amendment to the City's Regional Activity Center (RAC). The purpose of the CP amendment is to request additional RAC residential dwelling units. Should the research and analyses for the CP amendment show compelling support, other land use areas in the RAC may also become part of the amendment application. Management and facilitation of the amendment process includes research and analyses required to complete the application, facilitation of required community meetings, attendance and presentations at public hearings and project/team update sessions.

Comprehensive Plan Land Use Plan Amendment – The City of Hallandale Beach will request Broward County Planning Council to increase dwelling units, Park Acreage, Retail Acreage, and Commercial Acreage in the City's Regional Activity Center. The amendment must adhere to both County (Recertification) and State amendment requirements. Per County requirements, an impact evaluation/concurrency analysis must be completed as part of this task. County rules also require recertification of the City's Comprehensive Plan once the amendments become effective. Thus, the recertification is considered as part of completing this task. In addition, the amendment must follow the state required transmittal and adoption process, notification, advertisements, and correspondence. City code notification and requisite community meetings must also be adhered to.

The proposed amendment will ensure that dwelling units remain available for new residential development and redevelopment projects within the CoHB RAC; reflect projected densities and intensities of the RAC Subdistricts (Zoning and Land Development Code) while ensuring the impacts can be accommodated. In essence, the amendment would allow the City to continue to thrive and evolve as a vibrant, mixed-use urban center, which is consistent with the vision of the Citywide Master Plan.

The Citywide Master Plan calls for a walkable pattern of streets and a sufficient population to support future mass transit initiatives, such as Tri-Rail Coastal Service commuter rail (located on the FEC rail line).

The proposed amendment will help guide future residential growth in a responsible manner, utilizing the RAC's existing and planned infrastructure, while preserving surrounding residential neighborhoods. As mentioned above, new development will be guided by the Zoning and Land Development Code, which limits height and density, and provides transitional zones between the RAC Corridor and adjacent established neighborhoods to protect against incompatible uses.

Increasing the permitted density within the RAC will require amendments to the City's and County's Future Land Use Plan. The application to the County must include concurrency analysis on how the increase in density will affect transportation/traffic, sanitary sewer, potable water, education, affordable housing. The process will involve community input/meetings, hearings before the Planning and Zoning Board, City Commission, Broward County Planning Council, South Florida Planning Council, transmittal to the Florida Department of Economic Opportunity (FDEO) and recertification of the City's Future Land Use Element (FLUE) after final adoption. Staff anticipates the application process will take at least 12 months.

BACKGROUND REGIONAL ACTIVITY CENTER (RAC) UNITS:

On February 18, 2009, after numerous community meetings and City Commission Workshops, the Hallandale Beach City Commission adopted a new Citywide Master Plan and an Implementation Strategy. One of the recommendations of the Master Plan was to create a Regional Activity Center with a focus on transit-oriented development.

A total of 464.49 net acres (637.6 gross acres) were designated as RAC Future Land Use on July 21, 2010, by the City Commission with the adoption of Ordinance #2010-11 and Ordinance #2010-12. As depicted in Exhibit 2, the Hallandale Beach RAC is generally located east of Interstate 95, between Pembroke Road and Southwest 11th Street (Broward/Miami/Dade County Line). When the RAC was adopted in 2010, 4,241 RAC units were assigned to the RAC pool. This number includes existing residential units.

The 4,241 total RAC units were derived using the total allowed density permitted on the Broward County Future Land Use Map. There are 632 RAC units available as of April 1, 2015. The pool is for all currently vacant parcels and parcels that could accommodate additional dwelling units in accordance with the applicable zoning regulations, adopted in November 2014. Per the RAC Comprehensive Plan policies, a tracking system has been created to ensure all properties can be developed within the overall density and intensity limitations of the RAC. Also per the Comprehensive Plan, residential development east of US 1 within the RAC is limited to the number of units permitted by the County Plan (453 units). Monitoring reports are sent to the County showing utilization of units east and west of US 1.

The City's adopted RAC did not increase the density or intensity of the amended area over what was permitted by the Broward County Future Land Use Map (FLUM). Rather, the intent was to direct permitted densities to the major transportation corridors that would better support mass transit and further redevelopment objectives outlined by the community. Recently, however, as the economy continues to improve, the City is experiencing an influx in interest for new development within the RAC. Projects under review would exhaust the supply of dwelling units for the RAC. An opportunity may have been missed to increase the development potential of the amended area when the RAC was adopted. As such, it is recommended the City now amend the

Future Land Use Element to increase the number of permitted units within the RAC. The increase in density would further the objectives of the City’s Master Plan and the City’s desire and effort to secure a future Tri-Rail Coastal Link transit station on the FEC railway.

Note, the FLUE and FLUM map can be found on:
<http://www.hallandalebeachfl.gov/DocumentCenter/Home/View/1229>

TASKS DESCRIPTIONS:

Amendment Alternatives

The table below reflects the original RAC approved maximum net acres and residential units by Land Use category. The selected consultant shall propose at least two alternatives, which shall contemplate whether (and to what extent) changes are needed for each Land Use category using the two scenarios (explained below).

<u>Type of Land Use RAC units</u>	<u>RAC Units/Net Acres</u>
Residential	4,241 dwelling units**
Commercial	136.94 net acres
Commercial Recreation	45.95 net acres
Community Facilities	17.83 net acres
Employment Center	3.61 net acres
Light Industrial	10.15 net acres
Public Parks	17.04 net acres

**mix of units included in original approval to be simplified

Amendment Alternatives must be provided as part of this task and analysis. This includes an overview and projection of, at least, the following two alternatives:

- Assumption that reflects maximum build-out of the projected build-out densities and intensities of the RAC Subdistricts
- Assumption that reflect 75% of the projected build-out densities and intensities of the RAC Subdistricts

Each Alternative shall consider the following elements:

- A breakdown by Land Use Type and projected increase, if needed
- Projected increases in Commercial and Retail acreages, given the build-out assumption
- Residential unit type, given Subdistrict regulations
- Projected park acreage and or Level of Service (LOS) policies considering build-out assumptions, as well as Parks Master Plan and scheduled GO Bond project phasing
- Impact analysis for proposed amendment scenarios - Concurrency Analysis/ Evaluation for all LOS considerations
- Discuss how the Citywide Master Plan is further implemented using each assumption
- Propose alternatives for tracking the uses for annual reporting to Broward County

REQUIRED RESOURCES TO BE PROVIDED BY THE CITY TO COMPLETE TASK:

- CoHB Zoning and Land Development Code
- CoHB Comprehensive Plan
- CoHB Citywide Master Plan
- CoHB Parks Master Plan (and GO Bond Project Phasing, if and as applicable)
- Current RAC Allocation Tracking Sheet
- Reference to Broward County Land Use Plan
- Reference to Broward County Administrative Rules Document
- Reference to Florida Statutes

REQUIRED RESOURCES TO BE PROVIDED BY THE CONSULTANT TO COMPLETE TASK:

- Maps, Spatial Data
- Demographic Data and Trends
- Market Analysis
- CapaCity, LOS data
- All other necessary items not listed as “City provided resources”.

FINAL PRODUCTS REQUIRED FROM CONSULTANT FOR 100% COMPLETION OF TASK:

- Preliminary Draft Outline and Draft Project Schedule
- Final Outline and Detailed Phased Project Schedule
- Provide detailed Amendment alternatives mentioned in task description
- A completed County Plan Amendment Application, which requests an increase in RAC dwelling units as well as any appropriate retail and commercial capacity in the City's Regional Activity Center
- Other research and analysis as required by Broward County for RAC Amendments, including, but not limited to:
 - A robust analysis and plan for addressing the affordable housing impact of additional dwelling units being developed within the RAC
 - Concurrency Analysis/Impact (Assessment) Evaluation on how the proposed increases will affect transportation/traffic, sanitary sewer, potable water, education, and other infrastructure, as required by the State and County and how such impacts will be accommodated
 - Traffic Study, Density Assessment/Projections;
 - Proposed Comprehensive Plan Amendments.
- Planning & Zoning Board, and City Commission item staff report (using City template), and corresponding power point presentations.
- Transmission of documents to DEO, Broward County, and all other required entities.
- Draft all Public Hearing Legal Advertisements.
- Preparation of marketing plan and materials and mailing notices for required public hearings and community meetings.
- Attendance at public hearings, public/community meetings, team update meetings, and executive briefings and provision of materials for such meetings.
- Follow-up and subsequent completion of amendments by ushering the adopted items through the County's Recertification Process, including CoHB Public Hearings. (*Note: Recertification schedule and meetings not attached.*)

ANTICIPATED TASK-RELATED MEETINGS FOR CONSULTANT TO ATTEND:

Type of Meeting	Time Frame	Duration	Location
KICK-OFF	KICK-OFF	1 hour	CoHB City Hall
Update/Status Meeting	At 20% completion	1 hour	Broward County Administration Bldg.
Staff Review and Assessment Preliminary Draft; Next Steps	At 40% completion	2 hours	CoHB City Hall
Conference Call: City & DEO	At 40% completion	.5 hour	TBD
Staff Review/Discussion First Draft	At 70% completion	2 hours	CoHB City Hall
RPC, BCPC, Affected Parties	At 70% completion	1 hour	Broward County Administration Bldg.
Interim Executive Briefing; Commissioner Briefings (?)	At 70% completion	1 hour each	CoHB City Hall
Community Meeting	At 75% completion	2.5 hours	CoHB Cultural Center
Executive Briefing	At 95% completion	1 hour	CoHB City Hall
PZB Public Hearing	Workshop	1 hour	CoHB Commission Chambers
City Commission Public Hearing	Workshop	1 hour	CoHB Commission Chambers
PZB Public Hearing	Transmission	2 hours	CoHB Commission Chambers
City Commission Public Hearing	Transmission	5 hours	CoHB Commission Chambers
RPC Public Hearing	Transmission	1 hour	RPC
Broward County Planning Council	Transmission	1 hour	Broward County Administration Bldg.
Broward County BCC	Transmission	1 hour	Broward County Administration Bldg.
PZB Public Hearing	Adoption	2 hours	CoHB Commission Chambers
City Commission Public Hearing	Adoption	5 hours	CoHB Commission Chambers
RPC Public Hearing	Adoption	1 hour	RPC
Broward County Planning Council	Adoption	1 hour	Broward County Administration Bldg.
Broward County BCC	Adoption	1 hour	Broward County Administration Bldg.

TASK DUE DATES:

<i>NTP</i>	<i>TBD</i>	<i>TBD</i>
Schedule Kick-off Meeting	Kick-off Meeting: Preliminary Draft Outline and Draft Project Schedule	Final Outline and Detailed Phased Project Schedule due
<i>TBD</i>	<i>TBD</i>	<i>TBD</i>
Conference call with DEO; Draft marketing plan, draft print & media materials, mailing notices	Draft Traffic Study, Density Assessment/Projections	Final marketing plan, draft print & media materials, mailing notices
<i>TBD</i>	<i>TBD</i>	<i>TBD</i>
Draft Concurrency Analysis/Impact Evaluation	Final Traffic Study, Density Assessment/Projections	Final Concurrency Analysis/Impact Evaluation
<i>TBD</i>	<i>TBD</i>	<i>TBD</i>
First Draft; Interim Executive and Commissioner Briefings; Govt. Stakeholder Meeting	Community Meeting	Lessons Learned/follow-up discussion to community meeting
<i>TBD</i>	<i>TBD</i>	<i>TBD</i>
Executive Briefing; alternatives for Draft Comprehensive Plan Amendments	Draft Legal Ads due	Finalize Proposed Comprehensive Plan Amendments
<i>TBD</i>	<i>TBD</i>	<i>TBD</i>
Draft County Plan Amendment Application due to City	City staff comments due to consultant - County Plan Amendment Application	Completed County Plan Amendment Application
<i>TBD</i>	<i>TBD</i>	<i>TBD</i>
Transmittal Hearings Completed	Adoption Hearings Completed	CoHB Recertification of FLUE

MINIMUM QUALIFICATION REQUIREMENT YEARS OF EXPERIENCE:

All firms responding to this RFP, in order to be eligible to respond to this RFP, must demonstrate and submit with firm's response all of the Minimum Qualification Requirements stated below. Proposing firm must meet the Minimum Qualification Requirements (MRQs) stated below in order to be eligible for evaluation of their submittal.

Firm must provide a section, with your firm's response, labeled "Minimum Qualification Requirements" addressing all items stated below by #.

Your firm's non-compliance to the outline below will hinder the Evaluation Committee's ability to find the responses of the MQRs to the RFP and could cost your firm to be determined non-responsive and disqualified from being further evaluated. Ensure the MQRs below are easily found and clearly addressed within your firm's response.

1. Years' in Business: Proof of ten years' experience in professional Planning in Broward County, of which at least six years' experience shall be in Comprehensive Planning. Firm must provide a copy of the firm's Sunbiz for this MQR. The Sunbiz website is www.sunbiz.org. In addition, firm must address how it meets the minimum six years' experience in Comprehensive Planning.

2. Team Leader:
The Team Leader supervises all activities regarding and assures quality, accuracy, and on-time delivery of projects, reports, tasks, studies, etc. The Team Leader ensures that task/project assignments are executed by the team.

Minimum Qualifications - Graduation from an accredited college or university with a degree in Planning or a related field, and 10 years of experience in the profession of Planning in Broward County. Six years of such experience must be in Comprehensive Planning. Firm must provide copies of resumes to meet this MQR.

3. Team Member:
The Project Team consists of lead experts for the various task areas – such as transportation of affordable housing.

Minimum Qualifications - Master's Degree in Urban Planning or closely related field of study and four (4) years of progressively responsible experience in urban planning; or, a Bachelor's Degree in Urban Planning or a closely related field of study and six (6) years of progressively responsible experience in urban planning; or, an equivalent combination of education and experience. Firm must provide copies of resumes to meet this MQR.

4. Senior Planner:

This is a responsible supervisory or highly specialized professional planning position directing major work elements. Tasks assigned to this position require exercising independent, professional judgment based upon prior experience and using the best available data for determining appropriate strategies in the development and presentation of data, reports and recommendations. This position coordinates specialized planning techniques, statistics, and special studies, works independently and performs on-going planning responsibilities with virtually no supervision. Firm must provide copies of resumes to meet this MQR.

Minimum Qualifications - Master's Degree in Urban Planning or closely related field of study and four (4) years of progressively responsible experience in urban planning; or, a Bachelor's Degree in Urban Planning or a closely related field of study and six (6) years of progressively responsible experience in urban planning; or, an equivalent combination of education and experience. Firm must provide copies of resumes to meet this MQR.

5. Planner:

An employee working in this capacity may be involved in any of the following: preparing staff reports for amendments to the Comprehensive Policy Plan (CPP), evaluating and updating various CPP elements, collecting and analyzing data and preparing special studies and projects as assigned. May involve reviewing and processing staff reports for rezoning and developing land development regulations, and participating in special area or neighborhood studies and performs advanced, professional planning work with limited supervision.

Minimum Qualifications - Master's degree in Planning or closely related field and one year of experience in Urban Planning or graduation from an accredited college or university with a Bachelor's degree in Planning or a closely related field and three years of experience in Urban Planning. Firm must provide copies of resumes to meet this MQR.

6. Technical Support Personnel:

Provides assistance in the technical implementation and administration of mapping, analysis, and research. This person is typically responsible for data collection, and literature reviews. Firm must provide copies of resumes to meet this MQR.

Minimum Qualifications - Bachelor's degree and two years of experience.

7. Administrative Support:

Performs administrative or secretarial duties in support of the project/task.
Firm must provide copies of resumes to meet this MQR.

8. Licenses:

All firms listed as part of the RFP must be licensed under the appropriate State and Local laws and provide proof with submission of proposal.

- **All firms that are submitting a response to this RFP, either through Joint Venture, a Joint Collaborative Proposal, etc., must submit a single response proposal. If the Proposal/Response is from more than one (1) firm, firms responding must meet all requirements as detailed in the RFP.**

All proposals must be submitted in accordance with the Request for Proposals (RFP) document which may be obtained online at www.cohb.org/bidnotifications.

ADDITIONAL BACKGROUND INFORMATION

The City of Hallandale Beach is a City Manager/City Commission form of government. It serves an area of approximately 4.4 square miles with a population of approximately 37,000 off-season with an increase in population to approximately 50,000 during season. The City's fiscal year begins October 1st and ends September 30th.

INSTRUCTIONS FOR SUBMITTAL OF RESPONSES

Firms are to submit responses only on a thumb drive that is searchable in adobe format. No hardcopy (paper) submittals nor CDs will be accepted. In order to ascertain that the proposal information provided on the thumb drive contains data that allows the reviewer to perform an “edit” “find” search your firm must test each thumb drive before it is submitted. **Firms must make sure that the thumb drive is tested before submission. Do not place password on the thumb drives. Provide five (5) thumb drives with your firm’s submittal.**

Notwithstanding anything to the contrary contained herein, the City of Hallandale Beach reserves the right to waive formalities in any proposal and further reserves the right to take any other action that may be necessary in the best interest of the City. The City further reserves the right to reject any or all proposals, with or without cause, to waive technical errors and informalities or to accept the proposal which in its judgment, best serves the City of Hallandale Beach.

Section below, Submission of Proposals, outlines the format to be followed for responses to this RFP.

REFERENCES:

The City will conduct reference checks as a component of due diligence to determine the capability of firms to be able to perform the requirements of the project. The reference questions will be sent via email; therefore, please make sure that the references your firm provides are aware that they will be receiving a Reference Form from the City of Hallandale Beach to be completed by a deadline date.

Each firm responding to this RFP must provide three (3) verifiable references with knowledge of your firm’s performance. Two (2) of the references must be from governmental entity experience which has been performed within the last ten (10) years, from 2005 to 2015.

Each firm must provide the following information for the references provided and ensure that the contact information provided is up to date and accessible.

- a) Name of company/agency for which work was provided.
- b) Name of specific reference contact (Project Manager) charged with managing said project. References shall be employees in senior level management positions.
- c) Type of project. Year project started and was completed.
- d) Dollar amount of contract.
- e) Phone # for Reference (Project Manager). Updated email address for Project Manager.

The references provided will be sent, via email, a Reference Form to complete. Please make sure that the references your firm provides are aware they will be receiving a Reference Form from the City of Hallandale Beach to complete by a deadline date.

I. DEFINITIONS

- **Award** means the acceptance of a bid, offer or proposal by the proper authorized designee. The City Commission must approve all awards over the authority of the City Manager, with the exception of emergency purchases.
- **City** means the City of Hallandale Beach or the City Commission, a municipal corporation of the State of Florida.
- **City's Contract Administrator** means the City's representative duly authorized by the City Commission and/or City Manager, to provide direction to the Consultant regarding services provided pursuant to this RFP and the Contract.
- **Contract and Contract Documents** means the agreement for Agreement for this Project to be entered into between the City and the Successful Proposer/Consultant.
- **Consultant** the individual(s) or firm(s) to whom the award is made and who executes the Contract Documents.
- **Local City of Hallandale Beach Vendor** pursuant to Chapter 23, Procurement, Section 23-6 of the Code of Ordinances of the City of Hallandale Beach, Florida.
- **Project Manager** means the Consultant's representative authorized to make and execute decisions on behalf of the Consultant.
- **Proposal** means the proposal or submission submitted by a Proposer. The terms Proposal and Bid are used interchangeably and have the same meaning.
- **Proposer** means one who submits a Proposal in response to a solicitation. The terms Proposer and Bidder are used interchangeably and have the same meaning.
- **Proposal Documents** the Request for Proposals, Instructions to Proposers, Technical Specifications, plans and attachments and the proposed Contract Documents (including all Addenda issued prior to the opening of Proposals).
- **Successful Proposer** means the qualified, responsible and responsive Proposer to whom City (on the basis of City's evaluation as hereinafter provided) makes an award.

CONTRACT TERMS

The term of the Agreement is for two (2) years with the option to renew for an additional two (2), one-year renewals. The submittal responses shall be valid until such time as City Commission awards a contract as a result of this RFP.

City reserves the right, where it may serve the City of Hallandale Beach's best interest, to request additional information or clarification from Proposers.

CONFLICT OF INTEREST

If you are an employee, board member, elected official(s) or an immediate family member of any such person, please indicate the relationship in the form provided in the Form's Section. Pursuant to the City of Hallandale Beach Standards of ethics any potential conflict of interest must be disclosed and if requested, obtain a conflict of interest opinion or waiver from the City Commission prior to entering into a contract with the City of Hallandale Beach.

II. PROPOSAL FORMAT: The following format must be followed by firms submitting responses to the RFP.

The outline for items # 1 through # 14 below must be followed. Your firm's non-compliance to the outline below will hinder the Evaluation Committee's ability to find the responses to the RFP and could cost your firm points for information that is not easily found.

The purpose of the proposal is to demonstrate the qualifications, competence, and capacity of the firms seeking to undertake the work for the City in conformity with the requirements of the specifications in the RFP. As such, the substance of the proposals will carry more weight than their form or manner of presentation.

The proposal must address all points outlined in the specifications of this RFP. The proposal should be prepared simply and economically, providing straightforward, concise description of the proposer's capability to satisfy the requirements of the RFP.

While additional data may be presented, the information requested in items 1 through 14, must be included. Items 3 through 14, excluding 11 represent the criteria against which proposals will be evaluated.

1. Title Page

Provide the RFP # and title, the firm's name; the name, address, telephone number and email of the contact person; and the date of the proposal. The City will only contact one (1) person for this RFP. Therefore, if your firm is providing a response which is made up of more than one (1) firm the contact person provided must be able to answer all questions/clarifications requested from the City.

2. Table of Contents

Include clear identification of the material by section and by page number.

3. Transmittal Letter (limit 3 pages)

A letter of transmittal, signed by an authorized officer of your company, briefly stating the proposer's understanding of the work to be done, the commitment to perform the work within the time period, a statement why the firm believes itself to be best qualified to perform the work, and a statement that the proposal is a firm and irrevocable offer until such time as City Commission awards a contract as a result of this RFP.

Provide the names of the person who will be authorized to make representation for the Proposer, their titles, addresses and telephone numbers.

4. Professional Licenses and Certifications

An affirmative statement and submission of evidence must be included with the firm's response indicating that firm and all assigned key professional staff possess all licenses and certifications required to undertake and complete the project.

5. Firm's Qualifications and Experience (limit 5 pages)

- a) Firm must demonstrate a proven track record, to include documented experience, of providing the scope of work as outlined in this RFP.
- b) Provide a summary of the firm's background, size, and locations.
- c) Describe your firm's capacity to meet multiple completion deadlines.

6. Qualification of Staff (limit 5 pages)

- a) Identify individual responsible for coordinating all components of the scope of services that will serve as the key point of contact to work with Hallandale Beach staff. This person will be considered the Team Leader for the contract.
- b) Provide the Team Leader resume focusing on qualifications and experience in planning and management of the scope of work outlined in this RFP.
- c) For the Team:
 - i) Provide an organization chart that lists all staff that will be assigned to the project, the reporting hierarchy of staff and sub-consultants, the percentage of time available to work on the project for each staff member, probable role(s) and their location.
 - ii) Address whether or not the members of the team have previous experience working together.
 - iii) Provide resumes for each member team who will be assigned to the project.

7. Regional Activity Center Comprehensive Plan (CP) Amendment and Recertification – Team Members (limit 7 pages)

- a) List all team members that will work on proposed tasks in this category.
- b) Describe the team's experience and expertise in the areas of comprehensive planning and policy analysis. Specify experience in working with Comprehensive Planning in the Broward County environment, understanding of Regional Activity Center, and the CP recertification process.
- c) Support the description of staff experience and expertise by naming two (2) specific projects successfully completed within the past six years by at least one team member in this category, including the contact name, and date of the projects. Provide comprehensive descriptions (including project goals, tasks completed by the firm, and outcomes) of the projects and include services similar to the tasks outlined in the Scope of Services.
- d) List the specific team member that will be responsible for quality control and quality assurance (QA/QC) for *Regional Activity Center Comprehensive Plan (CP) Amendment and CP Recertification* tasks and describe the QA/QC plan for these tasks.

8. Impact Evaluation Assessment, Technical Analysis (limit 7 pages)

- a) List all team members that will work on proposed tasks in this category.
- b) Describe the team's level of understanding, experience and expertise with planning techniques (economic analysis, population projections, trends analysis, land use capacity analysis, and public facilities and infrastructure analysis).
- c) Support the description of staff experience and expertise by naming two (2) specific projects successfully completed within the past six years by at least one team member in this category, including the project name and contact person, and date of the projects. Provide comprehensive descriptions (including project goals, tasks completed by the firm, and outcomes) of the projects and include services similar to the tasks outlined in the Scope of Services.
- d) List the availability and location of appropriate software and hardware for development, interpretation, and display of spatial data, as well as for graphics, and presentations.
- e) List the specific team member that will be responsible for quality control and quality assurance for *Impact Evaluation Assessment and Technical Analysis* tasks and describe the QA/QC plan for these tasks.

9. Technical Approach (limit 5 pages)

- a) Provide a brief description of your firm's approach to the project.
- b) Provide a brief description of the methods and estimated time required to complete tasks as stated in the scope of services.
- c) Describe key strategies used in coordinating with the State, Regional and County reviewing agencies as part of the Comprehensive Plan Amendment Process. Outline a community outreach plan and key elements to be used for community meetings.
- d) List the specific team member that will be responsible for quality control and quality assurance for *Technical Analysis* tasks and describe the QA/QC plan for these tasks.

10. Past Performance (References)

The City will conduct reference checks as component of due diligence to determine the capability of firms to be able to perform the requirements of the project. The reference questions will be sent via email, therefore, please make sure that your firm's references are aware that they will be receiving a Reference Form from the City of Hallandale Beach which must be completed by a deadline date.

Each firm responding to this RFP must provide three (3) verifiable references with knowledge of your firm's performance. Two (2) of the references must be from governmental entity experience which has been performed and completed within the last ten (10) years, from 2005 to 2015.

Each firm must provide the following information for the references listed in the proposal. Please ensure that the contact information provided is up-to-date and accessible.

- a) Name of company/agency for which work was provided.
- b) Name of specific Reference contact (Project Manager) charged with managing said project. References shall be employees in senior level management positions.
- c) Type of project. Year project started and was completed.
- d) Dollar amount of contract.
- e) Phone # for Reference (Project Manager). Updated email address for Project Manager.

The reference contacts provided in your proposal will receive, via email, a *Reference Form* to complete. Please make sure that the references listed in your firm's proposal are aware they will be receiving a Reference Form from the City of Hallandale Beach to complete by a deadline date. Emails provided that are no longer in service and/or for which references are not received by the deadline requested will cost your firm's full receipt of the reference points as outlined.

11. Financial Resources

Submit audited **financial statements** for the past two (2) years, including an income statement, a profit and loss statement, a balance sheet and a cash flow statement. In lieu of audited financial statements, proposers may submit other evidence, acceptable to the City, of financial responsibility. Such evidence may include, but is not limited to letter(s) of credit with a financial institution indicating the proposer's line of credit and the level of financing the institution will offer the proposer for capital procurement, and certified copy(ies) of federal income tax return(s) or acceptable equivalents. This submittal is not an evaluation criteria, but rather will be used to verify that the proposer is financially responsible and may, thus, be considered.

12. Cost Proposal

The Firm shall provide all labor, equipment, manpower and other resources necessary to provide the supplies, equipment and/or services in accordance with the scope of services in this solicitation for the hourly labor rate amounts specified in the Cost Proposal Form. The tasks required to complete the project and the hours it will take to complete the tasks will be subject to negotiation. **The Evaluation Committee will rate Cost by taking the Total Average Cost for all Titles and by also reviewing and considering the resumes for each title.**

13. Local City of Hallandale Beach Vendor Preference (LVP): See Exhibit III for further details.

14. Community Benefit Plan – BONUS POINTS See Exhibit III for further details.

III. PROPOSAL EVALUATIONS:

Criteria. Proposal packages will be evaluated as stated below.

The recommendation(s) for award shall be made to the City Commission, by the City Manager, to the responsible Proposer(s) whose proposal is determined to be the most advantageous to City.

NUMBER	CRITERIA LISTED	POTENTIAL MAXIMUM POINTS
3&4.	Transmittal Letter, Professional Licenses and Certifications	5
5.	Firm's Qualifications and Experience	20
6.	Qualification of Staff	10
7.	Regional Activity Center Comprehensive Plan (CP) Amendment and Recertification – Team Members	10
9.	Technical Approach	15
10.	Past Performance (References)	10
8.	Impact Evaluation Assessment – Technical Analysis	10
11.	Financial Resources	No points
12.	Cost Proposal	10
13.	Local City of Hallandale Beach Vendor Preference*	(2.5-10)
	TOTAL POINTS **	100
14. BONUS	Community Benefit Plan Bonus Points	(15-25)

*depending on tier level of the Local City of Hallandale Beach Vendor Preference the points may be 2.5, 5 or 10. (See Exhibit III)

**Total points may be less than 100 points depending on the applicable Tier criteria for the Local City of Hallandale Beach Vendor Preference. (See Exhibit III)

The criteria stated above will be utilized to rank proposer(s).

Oral interviews may be scheduled with the firms the Evaluation Committee determines be invited to this process. The oral presentations are exempted from the public meeting requirements of s. 286.011 F.S., however will be recorded for public record purposes in accordance with sec. 119.07(1) F.S. as amended.

COST PROPOSAL:

Firms must provide the price for services in this format.

Hourly rate for all services stipulated in this RFP will be as listed in the table below. The Hours it will take for completion of all tasks are subject to negotiation.

I, _____, _____
Name of authorized Officer per Sunbiz Title

of _____
Name of Firm as it appears on Sunbiz

hereby attest that I have the authority to sign this notarized certification and certify that the above referenced information is true, complete and correct.

Signature

Print Name

Your firm must utilize this Cost Proposal to provide your firm's pricing.

The Firm shall provide all labor, equipment, manpower and other resources necessary to provide the supplies, equipment and/or services in accordance with the scope of services in this solicitation for the hourly labor rate amounts specified in this Price Proposal Form. The tasks required to complete the project and the hours it will take to complete the tasks will be subject to negotiation. **The Evaluation Committee will rate Cost by taking the Total Average Cost for all Titles and then by reviewing and considering the resumes for each title.**

Title of Staff	Labor Rate *	Estimated Hours*	Total \$
Team Leader			\$
Team Member			\$
Senior Planner			\$
Planner			\$
Technical Support			\$
Administrative Support			\$
Other – Describe/insert title			\$
TOTAL AVERAGE COST FOR ALL TITLES. NOTE COST OF CONTRACT WILL BE SUBJECT TO NEGOTIATION			\$

*hours to be included in the contract and travel and out of pocket expenses will be subject to negotiation.

SUBMITTAL DUE DATE:

Responses are due: June 12, 2015 by no later than 11:00 am.

RESPONSES MUST BE SUBMITTED IN SEALED ENVELOPES AND MUST BE MAILED OR HAND DELIVERED TO AND LABELED AS FOLLOWS:

CITY OF HALLANDALE BEACH
The name of your firm here
CITY CLERK'S DEPARTMENT – EXECUTIVE OFFICES
400 SOUTH FEDERAL HIGHWAY – 2ND FLOOR
HALLANDALE BEACH, FL 33009
TITLED: RFP # FY 2014-2015-014
RAC LAND USE ALLOCATION ANALYSIS
COMPREHENSIVE PLAN AMENDMENT

MANDATORY PRE-PROPOSAL CONFERENCE:

Mandatory Pre-Proposal Conference is being held **May 21, 2015, 11 am**; City Hall Commission Chambers, 400 South Federal Highway, Hallandale Beach, FL 33009. **If you firm is planning to provide a response to this RFP, your firm must attend this meeting.** Your firm must send someone to sign in and take notes.

LAST DAY FOR QUESTIONS:

Any questions are to be submitted via email to alues@cohb.org by no later than **May 27, 2015 by no later than 11:00 A.M.**

BUDGET/FUNDING AVAILABLE FOR THIS PROJECT:

The City's funding available for this project is \$60,000.

REQUEST FOR PROPOSAL (RFP) TENTATIVE SCHEDULE

THE DATES SHOWN BELOW ARE TENTATIVE AND ARE NOT BINDING AND MAY BE SUBJECT TO CHANGE.

RFP ADVERTISING DATE	MAY 7, 2015
RFP DOCUMENT RELEASED	MAY 7, 2015
MANDATORY PRE-PROPOSAL CONFERENCE	MAY 21, 2015 11 AM COMMISSION CHAMBERS
QUESTIONS	ALL QUESTIONS MUST BE EMAILED BY NO LATER THAN MAY 27, 2015 BY NO LATER THAN 11 AM
RFP DEADLINE FOR RECEIPT OF PROPOSALS	<u>JUNE 12, 2015</u> <u>BY NO LATER THAN 11 AM</u>
EVALUATION OF PROPOSAL/SELECTION OF FIRMS	JUNE 18 THROUGH JULY 30, 2015
ORAL INTERVIEWS – (IF REQUIRED)	JUNE 15 THROUGH JULY 30, 2015 OR AFTER
RFP AWARD BY CITY COMMISSION – ESTIMATED	TO BE DETERMINED
AWARD OF CONTRACT BY CITY COMMISSION	TBD
PROJECT START DATE – ESTIMATED	TO BE DETERMINED

QUESTIONS REGARDING RFP:

For information pertaining to this Request for Proposals (RFP), contact the Procurement Department (954) 457-1333. Such contact shall be for clarification purposes only. Changes, if any, to the scope of the services or proposal procedures will be transmitted only by written addendum.

INSURANCE REQUIREMENTS:

The Consultant will be required to obtain and maintain the following insurance requirements for the life of the contract. The Certificate of Insurance will be required to be provided within the time specified in the notification provided by the Procurement Department after award of contract by the Commission for the project.

Consultant agrees to maintain, on a primary basis and at its sole expense, at all times during the life of any resulting contract the following insurance coverages, limits, including endorsements described herein. The requirements contained herein, as well as City's review or acceptance of insurance maintained by Consultant is not intended to and shall not in any manner limit or qualify the liabilities or obligations *assumed* by Consultant under any resulting contract.

Commercial General Liability. Consultant agrees to maintain Commercial General Liability at a limit of liability not less than **\$1,000,000** Each Occurrence **\$2,000,000** Annual Aggregate. Consultant agrees it's coverage will not contain any restrictive endorsement(s) excluding or limiting Product/Completed Operations, Independent Consultant, Broad Form Property Damage, X-C-U Coverage, Contractual Liability or Cross Liability. The Operator agrees any Self-Insured-Retention or deductible shall not exceed \$25,000.

Business Automobile Liability. Consultant agrees to maintain Business Automobile Liability at a limit of liability not less than \$1,000,000 Each Occurrence. Coverage shall include liability for Owned, Non-Owned & Hired automobiles. In the event Operator does not own automobiles, Operator agrees to maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

Professional Errors & Omissions Liability. Consultant agrees to maintain Professional Error's & Omissions Liability at a limit of liability not less than **\$1,000,000** Each Occurrence **\$2,000,000** Annual Aggregate... The Consultant agrees the policy shall include a minimum three (3) year Discovery (tail) reporting period, and a Retroactive Date that equals or precedes the effective of the Contract, or the performance of services hereunder. The Consultant agrees the Self-Insured-Retention shall not exceed \$25,000. This coverage may be provided on a Per-Project Basis.

Worker's Compensation & Employer's Liability. The Consultant agrees to maintain its own Worker's Compensation & Employers Liability Insurance. (NOTE: Elective exemptions or coverage through an employee leasing arrangement will NOT satisfy this requirement). .

Additional Insured Endorsements. The Consultant agrees to endorse the City as an Additional Insured on the Commercial General Liability with a CG 2010 10 01 Additional Insured - Owners, Lessees, or Consultants, or similar endorsement providing equal or broader Additional Insured coverage. If a CG2010 07 04 Additional Insured – Owners, Lessees, or Consultants – Scheduled Person or Organization endorsement is provided by the Operator's Commercial General Liability, then the additional endorsement of GC2037 10 01 Additional Insured – Owners, Lessees, or Consultants – Completed Operations shall be required to provide back coverage for the Consultant's "your work" as defined in the policy and liability arising out of the products-completed operations hazard. **(Attach an actual copy of the endorsement(s)...contact your insurance agent).**

Additionally, Consultant agrees to endorse the City as an "Additional Insured" under the Commercial Umbrella/Excess Liability and the Inland Marine Builders Risk Insurance as also provided herein.

The name of the organization endorsed as Additional Insured for all endorsement shall read "City of Hallandale Beach".

Deductibles, Coinsurance Penalties & Self-Insured Retention. Consultant agrees to be fully and solely responsible for any costs or expenses as a result of a coverage deductible, coinsurance penalty, or self-insured retention; including any loss not covered because of the operation of such deductible, coinsurance penalty, self-insured retention, or coverage exclusion or limitation. For deductible amounts that exceed the amounts stated herein that are acceptable to City, the Consultant agrees, when requested by City, to maintain a Commercial Surety Bond in an amount equal to said deductible amount.

Waiver of Subrogation. Consultant agrees by entering into this written Contract to a Waiver of Subrogation in favor of the City, Consultant, sub-Consultant, architects, or engineers for each required policy providing coverage during the life of this Contract. When required by the insurer, or should a policy condition not permit the Operator to enter into a pre-loss agreement to waive subrogation without an endorsement, the Operator agrees to notify the insurer and request the policy be endorsed with a Waiver of Transfer of Rights of Recovery Against Others, or an equivalent endorsement. This Waiver of Subrogation requirement shall not apply to any policy, which includes a condition that specifically prohibits such an endorsement, or voids coverage should the Operator enter into such an agreement on a pre-loss basis.

Right to Revise or Reject. Consultant agrees the City reserves the right, but not the obligation, to review or revise any insurance requirement, not limited to limits, coverages and endorsements based on insurance market conditions affecting the availability or affordability of coverage; or changes in the scope of work / specifications affecting the applicability of coverage. Additionally, the City reserves the right, but not the obligation, to review and reject any insurance policies failing to meet the criteria stated herein, or any insurer(s) providing coverage due of its poor financial condition or failure to operating legally in the State of Florida. In such events, City shall provide Operator written notice of such revisions or rejections.

No Representation of Coverage Adequacy. The coverages, limits or endorsements required herein protect the primary interests of the City, and the Consultant agrees in no way should these coverages, limits or endorsements required be relied upon when assessing the extent or determining appropriate types and limits of coverage to protect the Consultant against any loss exposures, whether as a result of the Project or otherwise.

Certificate of Insurance. Consultant agrees to provide City a Certificate of Insurance evidencing that all coverages, limits and endorsements required herein are maintained and in full force and effect, and Certificates of Insurance shall provide a minimum thirty (30) day endeavor to notify, when available by Consultant's insurer. If the Consultant receives a non-renewal or cancellation notice from an insurance carrier affording coverage required herein, or receives notice that coverage no longer complies with the insurance requirements herein, Consultant agrees to notify the City by fax within five (5) business days with a copy of the non-renewal or cancellation notice, or written specifics as to which coverage is no longer in compliance. When notified by City, the Consultant agrees not continue work pursuant to this Contract, unless all required insurance remains in effect.

The City shall have the right, but not the obligation, of prohibiting Consultant from entering the Work site until a new Certificate of Insurance is provided to the City evidencing the replacement coverage. The Consultant agrees the City reserves the right to withhold payment to Consultant until evidence of reinstated or replacement coverage is provided to the City. If the Consultant fails to maintain the insurance as set forth herein, the Consultant agrees the City shall have the right, but not the obligation, to purchase replacement insurance, which the Consultant agrees to reimburse any premiums or expenses incurred by the City.

The Consultant agrees the Certificate(s) of Insurance shall:

1. Clearly indicate the City has been endorsed on the Commercial General Liability with a CG 2010 10 01 Additional Insured - Owners, Lessees, or Consultants – Schedule Person or Organization, or similar endorsement providing equal or greater Additional Insured coverage, or collectively the CG2010 07 04 Additional Insured – Owners, Lessees, or Consultants – Scheduled Person or Organization and GC2037 10 01

Additional Insured – Owners, Lessees, or Consultants – Completed Operations, if applicable. **(Attach an actual copy of the endorsement...contact your insurance agent).**

2. Clearly indicate the City is endorsed as an Additional Insured on the Commercial Umbrella/Excess Liability and Inland Marine Builder's Risk Insurance
3. Clearly indicate the project name and project number.
4. Clearly identify each policy's limits, flat & percentage deductibles, sub-limits, or self-insured retentions, which exceed the amounts or percentages set forth herein.
5. Clearly indicated Certificate Holder(s) as follows:

City of Hallandale Beach
400 South Federal Highway
Hallandale Beach, Florida 33009
6. Clearly indicate the City is endorsed as an Additional Insured on the Commercial Umbrella/Excess Liability.
7. Clearly indicate the project name and project number.