



Request for Proposals:

Town of Kernersville Comprehensive Plan

Town of Kernersville, North Carolina
134 E. Mountain Street
Kernersville, NC 27284

RFP Release Date: October 4, 2024

RFP Due Date: November 4, 2024

Purpose

The Town of Kernersville (further referred to as “the Town”) is soliciting Proposals for Services from qualified firm(s) or a team offering comprehensive planning, future land use map, and transportation planning services. The Town desires to have a well-organized comprehensive plan, which will include a future land use map identifying key areas for focused development and an updated thoroughfare plan identifying future road network needs as dictated by the future land use map. The plan should be developed out of extensive and innovative public engagement opportunities. It should be forward thinking and address the anticipated growth without compromising the community character, foster economic development, and recognize and build upon the Town’s existing successes. The plan document should not only be well-organized, but also succinct and user-friendly.

The Town will select a qualified multi-disciplinary planning team based on proven excellence in completing projects that involve the following elements:

- Comprehensive Planning
- Land-use Planning and Design
- Economic Development with market research
- Transportation planning
- Placemaking

The top firm should have experience with involving the public, including but not limited to holding public meetings, using social media and online tools and surveys, applying public facilitation techniques, and other innovative, creative, and effective engagement methods. The top firm should also have experience in communicating alternatives and recommendations through visual tools, such as Adobe Illustrator, Photoshop, or InDesign or other graphic design software.

Community Brief

Kernersville, North Carolina is a large town with a small-town atmosphere located almost entirely in eastern Forsyth County with an expansion into western Guilford County. Known locally as “the heart of the Triad,” Kernersville is centered between Winston-Salem, Greensboro, and High Point, NC. Kernersville has excellent interstate access to I-40, the new I-74, and US Hwy 421 plus numerous state highways. Being centrally located and connected to so many points beyond has created growth and redevelopment pressure for Kernersville.

At the heart of Kernersville is a thriving downtown anchored by locally owned businesses. The Town has a variety of housing types and neighborhoods, ranging from apartments to half-acre lots to smaller estate tracts. The Town seeks to build on and leverage existing successes while maintaining the small-town atmosphere that Kernersville is known for.

Kernersville had a population of 26,449 in the 2020 Census. There are several main thoroughfares in Town, excluding interstates and US highways. Main Street, Salisbury Street, and NC 66 are the primary north-south corridors, and Mountain Street is the primary east-west corridor. Annual Average Daily Traffic (AADT) range on these streets range from 28,500 to 8,300.

Kernersville has a Council-Manager form of government. The Board of Aldermen are elected at large, with the mayor running separately.

Kernersville Development Plan, the Land Use Plan, and Onward Kernersville

The Kernersville Development Plan was adopted in 2014 and incorporated several different plans, including the Land Use Plan, the Thoroughfare and Street Plan, the Parks and Recreation Master Plan, and the Pedestrian and Bike Plan. The Land Use Plan was also adopted in 2014 and has been amended as the Board of Aldermen have considered requests for rezonings.

Onward Kernersville was an effort of the Town of Kernersville and Chamber of Commerce to develop a community-wide plan; while it contains recommendations on land use and neighborhood planning topics, it is not considered part of the comprehensive land use planning documents.

Expectations of the Consultant & Scope of Work

It is the Town's expectation that the selected consultant will utilize their experience and drive this process. The Town is expecting a complete draft of a Comprehensive Plan inclusive of recommendations and updates. The respondent shall submit a proposed general process for the project using past experience and best practices in similarly sized or situated communities. Interagency coordination will be required. Coordination with other affected public agencies including, but not limited to, the North Carolina Department of Transportation, the Piedmont Triad Regional Council, City County Utilities (CCUC), and City of High Point Utilities will be the responsibility of the selected consultant with assistance from staff. Once a contract has been approved by the Town's Board of Aldermen, key Town personnel will be available for input, consultation, inquiry, and review of all aspects of the planning effort. It is not envisioned that Town staff will be directly responsible for any work elements other than those specifically described herein.

Thus, the Town will require the expectations outlined below be met and identified within the consultant's proposal in response to this RFP. The final scope of work will be coordinated with the Town staff and the selected consultant.

1. Services to be performed by the Consultant

- a. Overview and Existing Information Review
 - i. Meet with the Town staff members to collect and review available information and the methodology to be utilized in the development of the Comprehensive Plan, including any existing plans, projects, studies and agreements, as well as any additional information that may influence or impact the planning process.
- b. Data Collection and Analysis
 - i. The Consultant shall analyze historic, current, and projected data pertaining but not limited to: housing, population, employment, economic indicators, and land use statistics. Data should be organized by five-year increments and be used by the consultant to identify major characteristics and shifts that will affect the Town during the planning horizon.
- c. Citizen Participation
 - i. A detailed citizen participation process shall be proposed by the consultant with that is patterned after successful experiences the respondent had in prior plans they have prepared. The proposed approach should be very inclusive and incorporate innovative approaches to drawing diverse groups and ideas into the planning process. The respondent will be an integral part of the citizen

participation process and will be expected to attend and participate in all meetings.

- ii. The citizen participation process may involve multiple approaches including but not limited to: leadership interviews, community meetings, use of print and social media, and online communication.
- iii. The goals of the Citizen Participation task are to:
 - 1. Educate involved parties about the Comprehensive Plan's role and importance to the community.
 - 2. Disseminate information to interested and involved parties.
 - 3. Provide effective and efficient mechanisms for gathering public input on various issues
 - 4. Engage the community and build consensus throughout all phases of the planning process.
- d. Goals and Objectives
 - i. The consultant shall develop a comprehensive and concise set of goals and objectives to guide decisions during the planning period.
- e. Future Land Use Plan
 - i. The consultant shall evaluate the current land use and shall make recommendations for a new Land Use Plan map.
- f. Impacts of Regional Growth
 - i. The consultant shall review regional growth and offer recommendations for Kernersville to maintain a sustainable presence in the Triad region.
- g. Thoroughfare Plan Map
 - i. The consultant shall review the existing Thoroughfare Plan Map and make recommendations for future roads in concert with the Future Land Use map.

2. Implementation

- a. Specific strategies shall be proposed that detail the resources and actions necessary to implement any recommendations made to the Plan. The consultant shall recommend actions to maximize the benefits and minimize negative reactions to the preferred development pattern. The respondent shall propose strategies to address the findings and recommendations of the various project tasks. All recommended implementation strategies shall be prioritized and presented in a format that can easily be tracked and updated.

3. Deliverables

- a. The Town expects several deliverables during the course of this project, as opposed to one deliverable being produced in the form of a single, final document at the end of the process. Deliverables will be both digital and hard-copy in format. The content of these deliverables will be determined during contract negotiation.

4. Timeline Requirements

- a. The work shall be completed in a reasonable amount of time to provide for thorough public involvement, but not so long that the Town misses opportunities to implement the goals and strategies of the plan.

5. Reporting and Communication

- a. The Consultant will meet periodically during the on-site field work process with the Town Manager, Community Development Director, Senior Planner, and members of the Planning Board and Board of Aldermen to discuss issues, concerns, preliminary findings and recommendations.
- b. The consultant will provide regular updates to the Town regarding process on the analyses and recommendations and request any additional information or direct need to complete the project on time and within budget.
- c. Prior to publishing the final report, the consultant will meet with the Town Manager, Community Development Director, Senior Planner, members of the Planning Board and Board of Aldermen to review the draft report and recommendations to be presented to the Planning Board and Board of Aldermen for consideration and adoption.

6. Other Considerations

- a. All working papers, reports, and records relating to the work performed under the Professional Services Agreement will be property of the Town of Kernersville and will be delivered upon completion. This includes any passwords to any social media accounts created as part of the engagement efforts.
- b. The consultant will be required to attend at least two Planning Board meetings and Board of Aldermen meetings to present the Comprehensive Plan and answer any questions either body may have regarding the study or recommendations.

Proposal Content

Proposal responses must adhere to the requirements outlined in this section. The original proposal and each subsequent copy must be submitted on paper, properly bound, and appropriately labeled in the following order:

1. **Introduction:** Please provide a cover letter and introduction including the name and address of the organization with the name, address, telephone number and e-mail address of the contact person who will be authorized to make representations for the organization. An Executive Summary shall be provided with an overview of the proposal, its highlights, and the approach to successfully completing this project.
2. **Project Approach:** Please provide a description of the approach to developing Kernersville's Comprehensive Plan the consultant would undertake to meet the Town's expectations of a consultant and the plan, as well as a thorough task plan that addresses the scope of services.
3. **Innovative Techniques or Methodology:** Please provide a discussion of any innovative techniques or methodology that the consultant will use in this study that have a proven history of providing responsive and cost-effective results on similar studies.
4. **Scope of Work and Schedule:** Please discuss each task outlined in the "Expectations of the Consultant & Scope of Work" section above with a cost estimate and cost proposal for the project including a breakdown of costs by each task requested in service to be performed. Include a scope of work and schedule of completion.
5. **Budget:** The Town of Kernersville will budget \$150,000 over two fiscal years for this project. Explain how your firm will fit the proposed cost of this project within the allocated budget.
6. **Qualifications:** Please describe the firm's resources, experience and capabilities as follows:

- a. Provide an outline of the firm’s background, qualifications, and ability to perform the scope of services required. Identify any sub-contractors proposed for the project.
 - b. Provide a list and/or organizational chart to identify the person(s) who will be primarily responsible for contact with the Town.
 - c. Identify all key project personnel, their relationship to the project, relevant qualifications and experience, and their level of effort toward completing all needed tasks. Include a description of specific projects similar to this request and the specific task performed by the project personnel.
 - d. Provide a brief outline of the firm’s current workload, staffing and ability to meet the schedule and deadlines described in this RFP.
- 7. References:** Please provide at least three (3) successfully completed projects of a similar nature, preferably with at least (1) of the references being with municipalities in North Carolina. Each project listed shall include the name of the agency, project manager, phone number, and description of work performed. Consulting projects currently underway may be submitted for consideration.

Submittal Requirements

To be considered, please submit ten (10) hard copies and one (1) electronic copy via electronic delivery of your proposal to:

Town of Kernersville
Attn: Brad Rentz
134 E Mountain St
Kernersville, NC 27284

The electronic copy can be emailed to brentz@toknc.com.

Proposals (hard copies and an electronic copy) must be received by **12:00 PM EST on November 4, 2024.**

Proposals that are late or incomplete will not be considered. Firms accept all risks for late delivery of proposals regardless of fault.

Questions regarding this proposal may be directed to Brad Rentz, Senior Planner at brentz@toknc.com.

Method of Evaluation

A Selection Committee (Committee), comprised of elected and appointed officials and Town staff, will be formed. The Committee will review and identify the firm(s) that have satisfied the requirements of the RFP and have the qualifications that best fulfill the Town’s needs. All proposals will be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such modification may be permitted after submission and before award to obtain the best and final offer at the discretion of the Town. The Committee may invite one or more selected firms to a presentation and interview prior to a final selection. When conducting negotiations, the Town will not disclose information from proposals submitted by competing firms. The Committee will consider the following criteria when evaluating responses:

1. Experience of firm(s) with projects of a similar size and scope;
2. Experience working with medium sized, urbanizing communities;
3. Qualifications and experience of the proposed team and location of team members;
4. Responsiveness to RFP and quality of the submittal;
5. Proposed approach to project and schedule for completion;
6. References on past work efforts;
7. Knowledge of the Town of Kernersville and the surrounding Triad region;
8. Any other experience or criteria deemed applicable to the project.

Selection Timeline

RFP Approved by the Board of Aldermen:	October 1, 2024
RFP Issued:	October 4, 2024
RFQ Q&A Posted on TOK Website:	October 18, 2024
RFP Responses Due by 12:00 PM EST:	November 4, 2024
Firm Shortlist Selection:	November 2024
Firm Interviews:	Early December 2024
Firm Selection:	January 2025
Contract Approval:	January/February 2025

Award and Contract

The Town may review the proposals received at any time after the submission deadline. The Town anticipates entering into a contract with the selected firm to execute the proposed work. This RFP does not commit the Town to award a contract to, or pay any costs incurred by, a firm responding to this RFP. The Town reserves the right to accept or reject any and all proposals received as a result of this request, to negotiate with all qualified firms, or to cancel this request for proposals if it is in the best interest of the Town to do so.

After the firm selection, there will be a period of negotiation between the Town and the firm to confirm the final scope of work and costs. The Town will confirm the selected firm once the contract has been executed by the firm and the Town Manager and/or the Board of Aldermen.

If the Town and the selected firm are not able to reach agreement on the scope and terms of a contract, the Town retains the right to dismiss the selected firm and negotiate with the next most qualified firm. The Town retains the right to repeat this process until a contract is successfully negotiated or the Town ends the negotiation for the project.

Miscellaneous Provisions

1. **Ownership of proposals:** Upon delivery, all proposals will become the property of the Town.
2. **Ownership of materials:** The Town will have access and ownership of all materials created as part of this process. A proprietary exclusion will need to be approved by the Project Manager prior to utilization in the process.
3. **Right to reject/modify:** The Town may, at its sole discretion, reject any or all proposals or waive any irregularities without disqualifying the proposal. The issuance of this RFP does not bind the Town to award a service agreement for services described herein.

4. **Public disclosure of all proposals:** Once received, all proposals shall become the property of the Town. All proposals shall become a matter of public record and shall be regarded as public records.

Town of Kernersville Conditions

All submitting firms or individuals shall comply with all conditions, requirements, and specifications contained herein, with any departure constituting sufficient cause for rejection of the submittal.

However, the Town reserves the right to:

1. Award this contract in whole or in part, in the best interest of the Town and further reserves the right to accept or reject any or all proposals.
2. Request clarification or supplemental material it feels necessary to make a qualified judgment to the firm's ability to perform the work.
3. Amend the RFP schedule or issue amendments to the RFP at any time; to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information to make a selection.
4. Cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items.

The awarded firm shall not commence work under this contract until all insurance documents have been received and such insurance has been approved by the Town. The firm must maintain insurance coverage for the duration of the contract period.

This RFP does not obligate the Town of Kernersville to accept or contract for any expressed or implied services.

The Town will not reimburse the firm for any of the costs involved in the preparation and submission of responses to this RFP or in preparation for and attendance at subsequent interviews.

Insurance Requirements

The selected contractor shall purchase and maintain during the life of the project, with an insurance company acceptable to the Town, authorized to do business in the State of North Carolina, the following insurance:

1. **Commercial General Liability Insurance:** The Contractor shall maintain occurrence version commercial general liability insurance or the equivalent thereof with a limit of not less than \$1,000,000 each occurrence. If such insurance contains a general aggregate limit, it shall apply separately to this agreement or be no less than two times the occurrence limit.
2. **Business Automobile Liability Insurance:** The Contractor shall maintain business automobile liability insurance or the equivalent thereof with a limit of not less than \$1,000,000 per accident. Such insurance shall include coverage for owned, hired, and non-owned automobiles.
3. **Workers' Compensation and Employers' Liability Insurance:** If required by the laws of the State of North Carolina, the Contractor shall maintain workers' compensation insurance with North Carolina statutory limits. The Provider shall also provide employers' liability insurance with limits of not less than \$500,000 each accident.

- 4. Professional Liability Insurance:** The Contractor shall provide professional liability insurance to include Error and Omissions, as well as Cyber (if determined to be required for Social Media) with limits not less than \$2,000,000 per claim.

Request for Proposals Authorization Form

The undersigned certifies that they have fully read this Request for Proposals (RFP) for an update to the Town of Kernersville Comprehensive Plan. The undersigned further states that they have carefully examined the criteria for the Comprehensive Plan, and all other information furnished in the RFP, and make this proposal accordingly. The undersigned declares that they are making this proposal solely based upon their own knowledge and that they are duly authorized to submit this proposal. Undersigned affirms that in the event they are awarded the Comprehensive Plan project, that they will enter into a Consulting Agreement with the Town to perform the work in accordance with the terms for updating the Comprehensive Plan as specified in the Request for Proposals.

Signature of Duly Authorized Representative

Date

Printed Name

Business Name

Business Address

Telephone Number

Email Address