



**Town of Frisco, Colorado  
Request for Proposals  
2018 Community Plan Update**

Release Date: March 14, 2018  
Submittal Deadline: April 4, 2018

# Introduction

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## Purpose and Goals

The Town of Frisco is accepting proposals from qualified firms to update the Town’s Community Plan. Last adopted and updated in 2011, the Community Plan serves as a guiding document that identifies goals, policies, programs, and projects for the community. The plan will assist Town Staff, the Planning Commission, Town Council, and its advisory committees in shaping the regulatory tools (zoning, subdivision, and other codes), strategic planning, and capital improvement planning for the Town. The plan will provide guidance on balancing growth and development with sustainability. Most importantly, the Frisco Community Plan will be based on the core values of the entire community and its vision for what the “future Frisco” will be. This update is needed to ensure that the plan remains reflective of the community’s current goals and desires.

- Accurately capture the community’s vision and ensure that it is reflective of the Town’s unique character, values, goals and priorities for the future.
- Identify current challenges and opportunities facing the community in the areas of land use, mobility and transportation, housing equality, and economic sustainability; recommend strategies to guide the community in a positive direction.
- Evaluate and create conceptual alternative design/land use scenarios for four identified locations in the Town. (West Main Gateway, Summit Boulevard Gateway, Summit Boulevard corridor, Main Street/Highway 9 intersection).
- Engage all members of the community in a creative and meaningful way.
- Create an accessible and understandable final document that will integrate and incorporate all other Town plans.

## History and Background

The Town of Frisco is located in the heart of Summit County, Colorado, along the I-70 corridor and in close proximity to several major ski areas. Chartered in 1879, the Town’s history is rich with pioneering, exploration, and discovery. The mining boom and bust, railroading, ranching, skiing, and the transportation and engineering advancements of the 20th century have all left their mark on the Town. Today, around 3,000 people call Frisco home. Economic activity centers on tourism driven by nearby ski resorts, and the many outdoor recreational opportunities.

“The Frisco Community embraces itself as a vibrant mountain town, and seeks opportunities to enhance and maintain vibrancy through art and culture, the built environment, community services, energy, the economy, health and well-being, housing, natural resources, recreation, and transportation.”

*2011 Community Plan Quality of Life statement*

# Project Scope

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## Project Management

The Town will provide a Community Planner as the staff lead for coordination and communication throughout the planning process. In addition the selected firm will be expected to:

- Coordinate with Town staff, Planning Commission, and Town Council throughout project.
- Host kickoff workshop with Town staff, Town Council, Planning Commission, and citizen advisory committee to review the established project scope and timeline, clarify roles, and set a strong foundation for this process.
- Define the role and schedule of citizen advisory committee meetings, open houses, and public meetings at project kick-off. Schedule and duties may be adjusted as necessary during the process.

## Community Engagement

A community planning process and its outcome can only be successful if there is ongoing involvement from all community members. The process will include a variety of outreach strategies from beginning to end. Specific events and strategies will reach out directly to downtown merchants and small businesses, year-round residents, second-home owners, the workforce, and visitors. The following is a sample list of outreach tools the Town expects the consultant to utilize:

- Creation of a citizen advisory committee that represents a diversity of interests and the breadth of the town (in place for the duration of the plan process functioning as ambassadors for the plan);
- “Community conversation” open houses, using key pad polling, visual preference, and other interactive tools;
- Engage stakeholder groups that reflect certain geographic areas, interests, or topics (Main Street, sustainability/environment, parking/mobility, etc.);
- Use of surveys and interactive tools (website surveys and interactive maps);
- “Piggy backing” on Frisco’s successful community events with staffed booths, questionnaires, and ways to engage families and children; and
- Direct outreach to groups, neighborhoods, and organizations (Rotary Club, Summit School District, FIRC, HC3, etc.).

## Background Research and Plan Review

- A thorough evaluation of, and recommendations for, modifications to the existing plan, including its vision statement, guiding principles, goals, policies, topics, and elements.
- An analysis and incorporation of relevant data and trends related to population, employment, and workforce housing forecasts.

- The Frisco Community Plan will, as appropriate, integrate and/or draw from the Town’s other adopted plans and the plans that are currently underway either by reference or inclusion. By reference, these plans may become part of the town’s legally adopted plan which provides more weight in decision-making and in development review. These other related plans include, but are not limited to, the:
  - Frisco Trails Master Plan, 2017
  - Housing Task Force Strategic Plan, 2018
  - Summit County Housing Authority Needs Assessment, 2013, 2016
  - Frisco Land Use Profile, 2015
  - Marina Master Plan (in progress)
  - PRA Master Plan (in progress)
  - Climate Action Plan (in progress)

*\*\*Plans are available at [www.frisco.gov](http://www.frisco.gov). Relevant Town and surrounding area GIS data will be made available to the selected firm.*

## Community Plan Elements

The tenants of community sustainability and resiliency should be woven throughout the chapters of the plan. Listed below are general requirements for the Plan Update that are not intended to be a comprehensive list of plan elements. We are seeking a creative approach that reflects Frisco’s unique identity and character. It is expected that the chosen consultant will provide the Town with different, or more specific recommendations for approaches, tasks and deliverables based on prior experience, expertise from work on comprehensive plan projects, and knowledge of Frisco.

1. History
2. Visioning – Visioning will reflect collaboration with community to develop or reaffirm vision, community character statements, and core values.
3. Community Design
  - Future land use element with emphasis on Special Focus Areas to include physical layout and design concepts.
    - a. West Main Street/I-70
    - b. Summit Boulevard/I-70
    - c. Main Street/Highway 9
    - d. Summit Boulevard
  - Parks, trails, and open space element illustrating strengths and opportunities in existing overall network.
4. Mobility and Connectivity – The mobility and connectivity element will focus on multi-modal connectivity, including pathways, streets, and parking operations. Mobility analysis should lead to recommendations for street design, future parking scenarios, snow storage operations, and select intersection improvements.
5. Housing – The housing element will focus on analysis of existing data and trends and implementation strategies to meet the community’s vision and goals. Consideration should be given

to existing ownership composition (second-home owner, workforce, renter, full-time resident) and the creation of an appropriate housing mix to meet future needs.

6. Economic Sustainability - This element should focus on the evaluation of current economic conditions and recommend strategies for a strong, diverse, and sustainable economic outlook.
7. Implementation and Action Plan – A descriptive matrix of actions, responsibilities, and priorities reflective of the plan objectives.

## Products and Deliverables

1. Community Plan Document
2. Community Engagement
3. Community Design and Land Use Analysis
4. Mobility and Parking Analysis
5. Housing Diversity Analysis
6. Sustainable Economy Analysis
7. Implementation and Action Plan
8. Meetings and Presentations
9. Maps, Presentation Materials, GIS Data
10. Executive Summary, Key Goals and Actions

## Timeline

It is anticipated that the 2018 Frisco Community Plan will be underway from April through December of 2018. By the end of 2018, a draft would be prepared for finalization with the Planning Commission and Town Council, followed by adoption. Citizen involvement should occur throughout this timeframe.

## Submittal Information

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### Important Dates

RFP Release Date	Wednesday, March 14, 2018
Questions Due	Wednesday, March 21, 2018 by 3:00 pm
Responses to Questions	Friday, March 23, 2018 by 3:00 pm
Proposals Due	Wednesday, April 4, 2018 by 3:00 pm
Interviews at Frisco Town Hall	Monday, April 9, 2018

### Proposal Requirements

1. Letter of Proposal and Commitment: This letter should identify the firms and key staff who will be working on the project, and commit them for the duration of the project, if selected. The letter should also state that the firm has read and understands the requirements of the RFP. This letter must be signed by a duly authorized official of the appropriate firm.

2. **Qualifications:** This refers to the ability of the proposer to meet the terms of the RFP, and should include at least four examples of projects (with contact information for lead client staff contact of such projects) over the past five years than will confirm proposer's expertise in providing comprehensive planning services. Examples must be specific to the key staff identified in (1) and be at or near completion at the time of submitting the RFP.
3. **Methodology and Approach:** Provide a comprehensive description of proven methods and plans for carrying out the Project Scope through the various phases as detailed above. Philosophical approach to individual and team work should be considered an essential part of this request.
4. **Additional Items:** Include all other pertinent information regarding this RFP, particularly anything that the proposer feels addresses why its business or team would be a good match for this project.
5. **Schedule:** Proposer shall submit a preliminary timeline of dates and schedule for the master planning process including, but not limited to, start date, proposed end date, advisory committee meeting dates, draft product dates, etc.
6. **Rate Schedule:** Proposer shall submit a schedule of rates applicable to the RFP. Rates shall reflect the allocation of key staff personnel and subcontractors to the project. This schedule of rates should include all information regarding reimbursable, ancillary services, payment schedules to subcontractors, add-ons, etc.

## Evaluation Criteria

The following is a list of weighted criteria that will be used to evaluate proposals:

Proposer Qualifications and experience	30%
Methods and approach	30%
Creativity and understanding of Frisco	20%
Proposed fees and costs	20%

## Deadline and Instructions

Submit six (6) paper copies and one (1) electronic copy of the proposal in a sealed envelope that is clearly marked in the lower left-hand corner, "Proposal for Frisco Community Plan," no later than **3:00 pm on April 4, 2018**, to:

Town of Frisco  
 Attn: Susan Lee  
 Community Planner  
 1 Main Street  
 PO Box 4100  
 Frisco, Colorado 80443

The Town will not accept facsimile (faxed) or late proposals. The Town reserves the right to reject any or all proposals or accept what is, in its judgment, the proposal which is in the Town's best interest. The

Town further reserves the right, in the best interests of the Town, to waive any technical defects or irregularities in any and all proposals submitted.

During the Request for Proposal selection process, all proposals shall remain confidential. The entire selection process (procurement) file shall be opened to the public (which includes all proposers) after an agreement is approved by the Town, except those items for which confidentiality has been requested in writing by the Proposer, and providing that the Town Attorney has reviewed and determined this to be properly confidential under the State Open Records Act and other relevant statutes and regulations.

## Questions and Answers

All questions concerning this RFP must be submitted by email to Susan Lee, Community Planner for the Town of Frisco, at [susanl@townoffrisco.com](mailto:susanl@townoffrisco.com) by **3:00 pm on Wednesday, March 21, 2018**. Addenda, reports, and responses to questions and answers will be distributed by 3:00 pm on Friday, March 23, 2018.

## Proposer Interviews

The Town plans to conduct interviews with selected firms on **Monday, April 9, 2018**. The Town requests the proposers seek to make themselves available on this date. Any cost incurred by the respondents in preparing or submitting a response to this RFP or interviewing for this project shall be the respondents' sole responsibility.