



Town of Frisco, Colorado

**Comprehensive Plan and
Three Mile Plan**

Request for Proposals

Release Date: November 17, 2023

Submittal Deadline: December 15, 2023, 4:00 pm MST

Invitation

The Town of Frisco is seeking a qualified consultant to complete a Comprehensive Plan and Three Mile Plan for the Town of Frisco, as stated in this Request for Proposal (RFP). This request for proposal allows the Town to select one provider that best meets the needs of the Town, taking into consideration the firm's qualifications, rates, products, service capabilities, and other factors relevant to the Town's current and expected needs. To be eligible for consideration, the proposing firm must be capable of providing the services as noted herein and must also meet all other criteria outlined in this RFP.

Proposals are to be delivered to the Town of Frisco, Attention: Katie Kent, Community Development Director, in accordance with the Instructions to Proposers and all other requirements as referenced in this RFP. Proposals will be received until the proposal closing date and time set forth on the cover page of this RFP. The Town reserves the right to modify the timeline at any time.

All bids associated with this Request for Proposals (RFP) will be due no later than 4:00 pm MST, Friday, December 15, 2023.

Background

The Town of Frisco is located within Summit County at an elevation of 9,097 feet above sea level. The Town has 3,116 year-round residents spread over 1.89 square miles and is surrounded on three sides by Federal public land and on one side by Dillon Reservoir. The Town is served by Interstate 70 with two exits and by Highway 9, which runs north to south through the Town's Summit Boulevard business district to the Frisco Adventure Park. Tourism is foundational to Frisco's economy and the town can see over 4 million visitors per year due to Frisco's proximity to Denver (just 90 miles) and six ski resorts, including Breckenridge and Vail.

Frisco has a thriving economy with 462 business license holders with a physical location in Frisco, including larger retailers such as Walmart, Whole Foods, and Safeway. There are approximately 3,600 residential units in Frisco and 34.5 lane miles of paved roadway. There is one elementary school within Town limits and a regional middle school just outside of the Town limits. Also, the region's only hospital is located to the south of town and outside of Town limits.

In 2019, the Frisco Town Council adopted the Frisco Community Plan. Six guiding principles emerged from numerous community conversations including: Inclusive Community, Thriving Economy, Quality Core Services, Mobility, Vibrant Recreation, and Sustainable Environment. Common themes about what community members enjoyed most about Frisco included: outdoor recreation; friendly, caring neighbors; natural beauty; and quality of life. What community members thought were the biggest challenges for Frisco included: loss of close-knit community; high cost of living and housing; increased traffic/congestion; and too much tourism.

The Town expects the community goals and priorities in the existing community plan to be updated to better reflect the current town needs in a new comprehensive plan. Additionally, the community plan lacks recommendations from the State that shall be incorporated in a comprehensive plan. The 3-Mile Plan is

five years out of date. Through planning applications and community discussions, the Town is cognizant that the community recognizes housing and sustainability, along with other land use elements, are important. While the Town's existing community plan was adopted in 2019, it lacks goals related to important topics such as risk hazard, water supply, and more promotion of affordable housing. The Town recognizes that an updated comprehensive plan will better guide the Town in decision making, amending the Town Code and will aid the town in updating the 3-Mile Plan in a manner that meets the community's vision.

A lot has changed in the community since the 2019 community plan was adopted. With changes in housing and transportation needs as a result of the global pandemic, modifications to the existing state highway through Town, and more awareness of sustainability and water needs, the existing Unified Development Code is not leading land use in a manner that is consistent with the Town's vision. The Town has identified a new plan as a need to be performed in 2024 to assist decision makers to be more proactive about development so that growth remains consistent and sustainable. As creative housing and land use requests are brought before the Town, Staff and elected officials struggle with how to address each request while thinking about the community's needs and vision as a whole. Additionally, a future large-scale development adjacent to the Town's boundary will have impacts to the town's resources that have not been identified in the existing community plan or 3-Mile Plan.

The Town of Frisco has received a grant award from Colorado Department of Local Affairs (DOLA). The Comprehensive Plan shall comply with C.R.S. 31-23-206 and shall also comply with DOLA requirements that include:

- An inclusive community outreach and engagement plan to ensure participation from underrepresented groups.
- The plan must assess and address housing needs of current and future residents at all levels of affordability. It must include locally-appropriate goals, strategies, and actions to promote affordable housing development. This work must use the best available data (e.g., State Demography Office data or a recent housing needs assessment).
- Risks of natural and human-caused hazards to life, property, and public resources, and consideration of their impact to vulnerable communities. Include goals, strategies, and/or actions to address and mitigate these hazards.
- In the spirit of the state's goal to engage with disproportionately impacted communities (C.R.S. 24-4-109), the plan must use an environmental justice lens, particularly when it comes to the impacts of hazards, resources, and amenities to promote equitable outcomes.
- The plan must address the community's water supply and water quality goals. Per C.R.S. 31-23-206(1)(d) and 30-28-106(3)(a)(IV), the community must:
 - Consult and coordinate with local water provider(s),
 - Include water conservation policies, and
 - Identify in the plan water supplies and facilities sufficient to meet public and private infrastructure needs reasonably anticipated or identified in the planning process.
- The plan must include an action plan that prioritizes actions necessary to implement the plan,

creates a timeline for implementation, and assigns responsibility for actions.

Project Scope

The Town of Frisco is seeking a qualified consultant to complete a Comprehensive Plan and Three Mile Plan for the Town of Frisco. The contracted consultant shall perform professional services specifically requested by the Town, including public engagement and the development of the Comprehensive Plan & Three Mile Plan. The scope of work shall include, at a minimum, the following tasks:

1. **Task 1: Public & Stakeholder Engagement:** Preliminary planning and community engagement initiatives will be performed to engage all sectors of the community. Development and management of the public input process will include public meetings, both in-person and/or virtual, with elected and appointed boards, strategic stakeholder groups and citizens. The focus will be to identify key resources and opportunities, challenges, values that the community wishes to preserve, and principles that should direct implementation and development of a shared future development vision. Community and stakeholder engagement will be key in updating the Comprehensive & 3-Mile Plans. Feedback from residents, business owners, and other stakeholders will be sought to provide input.
2. **Task 2: Community Assessment:** The consultant shall complete a comprehensive analysis of the existing land use, developable land area, housing, infrastructure, parks, natural hazards, and other comprehensive plan elements within the existing Town boundary. The consultant shall consider future trends and conditions that will impact the Town of Frisco. These include economic, demographic, housing, social and environment-related, and community resiliency issues. Anticipating and planning for future adaptation in these sectors is a critical component of this project.
3. **Task 3: Future Needs & Trends Analysis:** This task will focus on analysis of development trends, growth patterns and community need as well as the economic impacts these trends will have on the Town. The consultant will review and analyze data and trends, including current conditions and future projections of potential population growth, local economy, land use, utilities, recreational resources, transportation, and other public infrastructure.
4. **Task 4: Alternatives Development:** The consultant shall focus on integrating findings from earlier tasks and providing creative solutions to the challenges and opportunities. Using the data gathered, the consultant will provide an analysis applying different growth scenarios and options for each area of the Plan. The consultant will create recommendations for the proper mix of land uses for long-term financial sustainability, affordable housing incentive programs, enhancement and expansion of transportation networks and pedestrian corridors, and increase accessibility to parks and open space. The elements identified in the Town's current Community Plan will be revised to include: Land Use, Housing, Transportation, Recreation, Public Service and Utilities, Water, and Resiliency.
5. **Task 5: Plan Document Articulation:**
After information is compiled and alternatives analyzed, the Consultant will draft the plan for presentation to the Town. The Consultant shall deliver a user-friendly Comprehensive Plan in written and electronic form with graphics, diagrams, pictures, tables, and other appropriate narrative content and realistic implementation strategies that are appropriate and achievable.

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- The plan must assess and address housing needs of current and future residents at all levels of affordability. It must include locally-appropriate goals, strategies, and actions to promote affordable housing development. This work must use the best available data (e.g., State Demography Office data or a recent housing needs assessment).
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- In the spirit of the state’s goal to engage with disproportionately impacted communities (C.R.S. 24-4-109), the plan must use an environmental justice lens, particularly when it comes to the impacts of hazards, resources, and amenities to promote equitable outcomes.
- The plan must address the community’s water supply and water quality goals. Per C.R.S. 31-23-206(1)(d) and 30-28-106(3)(a)(IV), the community must:
 - Consult and coordinate with local water provider(s),
 - Include water conservation policies, and
 - Identify in the plan water supplies and facilities sufficient to meet public and private infrastructure needs reasonably anticipated or identified in the planning process.
- The plan must include an action plan that prioritizes actions necessary to implement the plan, creates a timeline for implementation, and assigns responsibility for actions.

Town Staff also expects that one of the outcomes of the new comprehensive plan will be increasing goals for renewable energy through future Unified Development Code modifications. Overall, reducing carbon footprint will be a positive side-effect of the community plan and future UDC modifications. These modifications would include goals/strategies for transportation, reducing parking requirements, and increasing sustainability and energy code requirements.

6. **Task 6: Comprehensive Plan Adoption:** The consultant will present the plan at a public hearing with the Planning Commission and Town Council to officially adopt it.
7. **Task 7: Three Mile Plan Adoption:** The consultant will update the Three Mile Plan which was last updated in 2018.

Timeline

The Frisco Comprehensive Plan and Three Mile Plan are expected to begin in early 2024 and be completed by November 29, 2024. Quarterly deliverables from the consultant are expected.

Budget

The Town of Frisco has received a \$100,000 grant award from Colorado Department of Local Affairs (DOLA). The Town will be providing a \$100,000 match to this grant award. The total cost of the project, including the Comprehensive Plan and Three Mile Plan shall not exceed \$200,000.

Submittal Information

Important Dates

- RFP Release Date	Friday, November 17, 2023
- Questions Due	Wednesday, November 22, 2023 by 4:00 pm MST
- Responses to Questions	Wednesday, November 29, 2023 by 4:00 pm MST
- Proposals Due	Friday, December 15, 2023 by 4:00 pm MST
- Bid Opening	Friday, December 15, 2023 4:15 pm MST
- Interviews (virtual or in-person – TBD)	December 20-21, 2023
- Potential Bid award by Town Council	Tuesday, January 9, 2024

Proposal Requirements

1. Letter of Proposal and Commitment: This letter should identify the firm 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 two examples of projects (with contact information for lead client staff contact of such projects) completed within the past three years that will confirm the 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. Provide the team's experience in preparing comprehensive plans and three-mile plans in the mountain region of Colorado, preferably rural resort communities. In addition, the proposal should include statements on local knowledge of the Town of Frisco, an understanding of the community and region, and comprehension of mountain town specific issues.
3. Methodology and Approach: Provide a comprehensive description of proven methods and plans for carrying out the Project Scope as detailed above. This should include a work plan detailing how your firm will complete the tasks identified in the Scope of Services. Please include any additional tasks or services you may want to provide that are not specified in the Scope of Services in this RFP. Include your approach to working with or coordinating with the Town staff, consultants, and decision makers and how previously completed draft documents will be evaluated and included in the Proposer's final product. A philosophical approach to individual and teamwork should be considered as a 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. Include any other information that you feel is appropriate to assist the Evaluation Committee in the selection process and include any awards for work performed for innovative approaches illustrating, for example, collaborative, sustainable, and/or unique approaches to projects. Note the organization recognizing the project, the date, and a brief description of the project on not more than three pages.
5. Schedule: Proposer shall submit a timeline of dates, products, interim and final reports and schedule for the planning process including, but not limited to, start date, proposed end date, Stakeholder meetings, public open houses, Planning Commission meeting dates, Town Council meeting dates,

draft product dates, etc. Planning Commission meets the first and third Thursday of each month and Town Council meets the second and fourth Tuesday of each month.

6. Rate Schedule: Proposer shall submit a schedule of rates and total costs 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. Fees should be allocated to each individual task described above. Each proposal shall include a fee schedule for services and shall include a not-to-exceed amount for the project. Please include an itemized fee for the Scope of Work including all expenses attributable to the project. Provide hourly billing rates for specific team members that will be engaged in this project.

Evaluation Criteria

The successful firm or team will be motivated to work with staff, community members, and elected officials. The following is a list of weighted criteria that will be used to evaluate proposals:

Criteria	Standard	Percentage
Understanding & Completeness	Understanding and completeness of approach to performing the types of work expected to be performed.	10%
Firm Qualifications and Experience	Experience in creative public engagement, comprehensive planning, three-mile planning, and familiarity with small, rural, mountain town issues.	25%
Firm Capability	Availability and commitment of key staff members and other resources needed to facilitate and complete the work plan.	20%
Management Qualifications and Financial Capability	Qualifications of the consultant in terms of its ability, experience, and reliability in performing and managing work within schedule and budget.	20%
Project Approach	Understanding of the unique elements, issues, risks, concerns, and variety of interests facing the Town and how well the proposed approach to analyzing and solving key issues with a rational approach to implementation fits with Town values and goals.	25%

Deadline and Instructions

Please submit digital copies of the proposal either via email to the address below or via flash drive delivered to the address below. There is no limit on the number of pages or proposal size, but concise proposals are encouraged. Please note: Files over 10 MG cannot be accepted via email and must be delivered via flash drive or through a file share service such as Dropbox. Submittals must be received no later than **4:00 pm MST on Friday, December 15, 2023.**

Email: katiek@townoffrisco.com
 Delivery: Town of Frisco
 Attn: Katie Kent
 1 Main Street
 PO Box 4100
 Frisco, Colorado 80443

The Town will not accept late proposals.

The submittal of a proposal shall be taken as evidence that the proposing individual/firm has full knowledge of the scope, nature, quality, and quantity of the project to be performed and the detailed requirements and conditions under which the project is to be performed.

This solicitation does not commit the Town of Frisco to award a contract, to pay any costs incurred with the preparation of a proposal, or to procure or contract for services or supplies. The Town of Frisco reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part this proposal process if it is in the best interest of the Town to do so. After contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract pursuant to this solicitation is dependent upon the recommendation of the Town staff and the approval of the Frisco Town Council.

Questions and Answers

All questions concerning this RFP must be submitted by email to Katie Kent, Community Development Director for the Town of Frisco, by Wednesday, November 22, 2023, by 4:00 pm MST. Addendums, reports, and responses to questions will be distributed by Wednesday, November 29, 2023, by 4:00 pm MST. Please check the Town of Frisco website for any addendums to the RFP.

Proposer Interviews

The Town plans to conduct interviews with selected firms December 20-21, 2023. The Town requests the proposers seek to make themselves available during this time. 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.

Attachments

- Attachment 1: 2019 Frisco Community Plan
- Attachment 2: 2018 Three Mile Plan
- Attachment 3: 2023 Summit County Housing Needs Assessment
- Attachment 4: Updated Town of Frisco Strategic Plan, July 2023
- Attachment 5: Frisco Trails and Pathways Plan, 2023 Update
- Attachment 6: Neighborhood Parks Master Plan, 2019
- Attachment 7: Town of Frisco form of Contract for Goods and or Services