



**Town of Ridgeland, South Carolina
1 Town Square
Ridgeland, SC 29936
(843)726-7521**

**RFP: 2024-04: Request for Proposals (RFP) 2024 Town of Ridgeland
Comprehensive Plan Update**

DUE: Friday, April 18, 2024 @ 2:00 PM



DELIVER RESPONSE TO:

Town of Ridgeland Planning
ATTN. Heather M. Spade, Director of Planning & Community Development
1 Town Square / P.O. Box 1119
Ridgeland, SC 29936

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Introduction:

The Town of Ridgeland is looking for an experienced firm willing to incorporate new, innovative and state of the art approaches to the development of the 2024 Comprehensive Plan. The firm selected will have a demonstrated use of technology for the purposes of outreach. Regular communication with the community is extremely important. The final Comprehensive Plan should inspire and create excitement. The plan should be easy to use, and easy to understand by utilizing maps, photos and illustrations, including a video, to tell the story of the Town of Ridgeland.

Background:

Ridgeland is a unique community with unique challenges and opportunities. The town of Ridgeland is nestled right off of interstate 95 and is conveniently located near the cities of Hilton Head, Savannah, Charleston and Beaufort. Clemson is 44.45 square miles and is home to approximately 3,758 residents (2020 Census). Ridgeland is located primarily in Jasper County with a small peninsula located in Beaufort County.

Over the past few years the Town has experienced significant growth, fueled by being in the middle of one of the fastest growing regions in the country. This growth has posed challenges to the Town in regard to the impact this has on traffic, infrastructure, and the overall character of the community.

Project Scope and Deliverables:

The selected consultant(s), with direction from Town Staff and the Planning Commission, will engage the community in a participatory process; facilitate public meetings; prepare the proposed plan for review by the Town; and, based on this collective information and input, finalize the updated Comprehensive Plan. The Plan will be coordinated and reviewed by the Planning Commission. Once finalized, it will be submitted to the Town Council for adoption.

The plan will be used to guide, inform, and inspire thoughtful planning that will help the Town reach its goal of becoming more desirable to the existing and future residents with the balance of maintaining the small-Town Charm.

The selected consultant will be responsible for the Comprehensive Plan process and scope of work included but not limited to the following items:

1. Inventory of existing conditions.
2. A statement of needs and goals.

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3. Significant public input will be required throughout the process. The Town desires an aggressive, creative, and far-reaching public input strategy. Including, but not limited to stakeholder meetings, social media, website, surveys, and other creative input mechanisms. Public Participation is essential to this planning effort and must include an outreach and public participation process designed to engage the public and specific stakeholders in envisioning the future of the Town. We anticipate that a number of public meetings will be held in order to seek the opinions and views of the public at large, report on progress as the plan develops, solicit comments on specific ideas or concepts, and identify problems or barriers that must be acknowledged and overcome.
 4. Prepare for and present at workshops for citizens, property owners, and stakeholders; conduct workshops and visioning sessions with residents, business owners, and Town staff; and present formally to the Town Planning Commission and Council for public input, plan consideration, and final adoption.
 5. Hold regular meetings and calls with Town staff (a steering committee) to provide updates on progress and solicit input.
 6. Research and analyze existing land use patterns, development patterns, traffic patterns, and projects, environmental constraints, and regulatory codes to establish existing conditions as well as identify major issues and opportunities. Data should be used to prepare estimates, projections, and forecasts. Analysis should include identification of future growth areas. All GIS shape files shall be include.
 7. Formulate and recommend objectives and policies using goals set forth by Town Council, direction in other Town plans, and results of the participatory process, and data inventory and analysis.
 8. Develop implementation strategies with time frames, provide a detailed framework plan for execution, and estimate costs for implementation.
 9. Prepare an updated Future Land Use Map for city limits. To include reciprocal Zoning designations.
 10. The Comprehensive Plan should be developed pursuant to the state enabling legislation, Section 6-29-510 of the South Carolina Code of Laws [also known as the South Carolina Local Government Comprehensive Planning Enabling Act of 1994]. The Plan must include, but not be limited to, the following planning elements:
 - * Population element - The plan should consider the historic population trends, anticipated growth as well as demographic specifics, like the size and number of households, education levels and income.
 - * Economic development element - This should address the characteristics of the available workforce, where workers live and other aspects of the local economy. Useful considerations can be manufacturing, tourism or revitalization.
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- * Natural resources element - What kind of water bodies, parks and recreation areas, agricultural land, forest land and wildlife habitats, does the area have? This element also needs information on the area's flood plains.
- * Cultural resources element - These can be historic buildings and sites; unique commercial, residential or natural areas; and educational, religious or entertainment institutions.
- * Community facilities element - Community facilities include many assets necessary for development. This can include water, sewer and wastewater services; solid waste disposal; fire protection; as well as medical, governmental and educational facilities. The local government must adopt this element before adopting any subdivision or other land development regulations.
- * Housing element - What are the locations, types, ages and conditions of existing housing? How many are owner-occupied or renter-occupied? What is the cost of developing a sufficient amount of affordable housing, and what regulations may prevent that?
- * Land use element - This element should consider the municipality's current and future land uses in categories such as residential, commercial, industrial, agricultural, undeveloped and others. The local government must adopt this element before adopting zoning ordinances.
- * Transportation element - This element considers road improvements, new road construction as well as pedestrian and bicycle projects. The transportation element should coordinate with the land use element to provide planning for sufficient transportation options for the current and future land uses.
- * Priority investment element - This is an analysis of projected federal, state and local funds for infrastructure and facilities in the next decade, and recommended projects for those funds.
- * Resiliency element - This element, added in 2020, considers the impacts of flooding, high water, and natural hazards on individuals, communities, institutions, businesses, economic development, public infrastructure and facilities, and public health, safety and welfare.

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11. Timeline

SCHEDULE FOR CONSULTANT SELECTION	
March 28th, 2024	RFP Released
April 5, 2024	Deadline for submitting questions. All questions must be submitted via email to Heather M. Spade, hspade@ridgelandsc.gov, by 5:00 P.M., E.D.T. Email subject: "RFP 2024-01_COMPREHENSIVE PLAN_NAME OF FIRM"
April 12, 2024	Response to submitted questions released as an addendum.
April 18, 2024	Deadline for submission of proposals.
April 25-30, 2024	Review of Proposals
May 1-10 th , 2024	Possible interview with top respondents
May 16, 2024	Tentative Date of Award (Council meeting)
TBD	Contract Negotiations
TBD	Issue Notice to Proceed
TBD	Begin Work

12. The Plan will include an executive summary, as well as a short video, to be highly graphic, illustrative, jargon-free, and implementable. The final Comprehensive Plan shall be presented to the Planning Commission for review and to the Town Council for adoption Electronic version of the final Comprehensive Plan in both Word and PDF format.

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Proposal Format:

The proposal should consist of the following major sections, in the order shown:

- Transmittal Letter
- Executive Summary
- Proposal Information, including firm's approach to completing project including:
 - A timeline for the completion of the Comprehensive Plan with clear deadlines and specific action items identified for each phase of the project.
 - At least three approaches for providing effective stakeholder engagement and public participation. These alternatives should represent different levels of involvement, complexity and costs.
 - A statement about the firm's experience with Diversity, Equity, and Inclusion. How does the firm ensure that all members of the community are involved and how do you reach underrepresented members of our community?
- Key Personnel Resumes and References
- A list of similar projects that the firm has completed in the past. Please include samples of your work including public participation data.
- **Include the dollar value for each project task to include:**
 - **Billing rates for each individual assigned to the work**
 - **Travel rates per diem**
- Letters of recommendation and references.
- Sub-consultant Information (If Any). The preferred firm will have the in-house resources to perform work.
- Design schedule showing all critical paths and key milestones.

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Selection Process:

The Town will use a two-step process in making its selection.

1. An RFP, as the first step, will be issued to all parties who respond to South Carolina Business Opportunities (SCBO) notice advising of the proposed project or who otherwise learn of the project and register their interest as instructed.
2. After an evaluation of all RFP submittals received, the Town intends to invite a short list of respondents to make presentations to the selection committee. The selection of the short-listed firms will be based on the criteria established in this RFP. Firms not short-listed will be notified. Selection/advancement to the short-list will be made at the Town's sole discretion and will consider matters that may include but not be limited to:
 - a. The Respondent's work history (including work done under other names). Work history will include experience, conduct and performance on previous contracts, management skills, programming experience, and ability to fulfill the contract properly and on established schedules.
 - b. The Respondent's record of consistent client satisfaction, including projects comparable to or larger and more complex than this project. If a respondent team's member operates other related firms or has project management experience with a prior firm, the Town may consider these connections in determining qualification for the Project. The Respondent, by submitting a RFP, authorizes the Town and its representatives to contact the owners and others familiar within these prior qualification connections. Furthermore, the respondent authorizes anyone from the prior work relationship to provide the Town with a candid evaluation of the respondent's past performance.
 - c. The Respondent's prior experience on other projects undertaken for the Town to include their demonstrated ability to complete work on these projects in accordance with the contract documents and the respondent's ability to work with the Town during the process and on any and all follow-up issues that arise after project completion.
 - d. The Town's RFP short-list selection committee's appreciation of the proposed approach to the project recommended by the Respondent, including all assessments and evaluations of existing and anticipated conditions.
 - e. Such other factors as the Town may determine reasonable or necessary at its sole discretion.

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Evaluation Criteria:

The criteria used to evaluate the RFP responses will include, but not be limited to, the following:

- 20 % Qualifications of the Respondent, specifically as they relate to this Project.
 - 20 % Experience of the Respondent on similar projects and the individuals who would be assigned to this Project.
 - 15 % Public participation strategies and past participation results from similar projects.
 - 20 % Available resources to complete the project and overall cost-effectiveness. This criterion would include any tools, personnel, resources, or methodologies commonly used by the Respondent that may be applicable to the project categories.
 - 15 % Responsiveness to the RFP.
 - 5 % Professional References.
 - 5 % Body of work, both completed and ongoing.
- (Items listed above are not necessarily listed in order of importance)

Submission and Delivery:

Firm(s) interested in being considered for this project should submit six (6) bound copies and one (1) electronic copy via email or flash drive of their Statement of Qualifications no later than 2:00 P.M. on April 18, 2024.

Proposals should be delivered to the attention of:

Heather M. Spade
Director of Planning &
Community Development
Town of Ridgeland
1 Town Square / P.O. Box 1119
Ridgeland, SC 29936
Email: hspade@ridgelandsc.gov
Office: 843-726-7521

Additional Questions, Notifications, and Information:

1. Any attempt by a Respondent to influence the selection process by any means, other than disclosure of qualifications and credentials, will be grounds for exclusion from the selection process.
 2. By submitting a response, Respondents represent and warrant to the Town that all information provided in the response submitted shall be true, correct, and complete.
 3. Respondents who provide false, misleading, or incomplete information, whether
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intentional or not, in any of the documents presented to the Town for consideration in the selection process shall be excluded.

4. Respondents who are “short-listed” should expect and anticipate questions that will most likely focus not only on the Respondent team’s stated approach to the project but also on an appraisal of the professionals who would be directly involved in the Project.
5. RFP process progress inquiries may be directed to:

Heather M. Spade
Director of Planning &
Community Development
Town of Ridgeland
1 Town Square / P.O. Box 1119
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6. All inquiries must be submitted by April 5, 2024. All inquiries will be answered via addendum. Proposers should sign all addenda and include them in the RFP.
7. Do not contact the Mayor, Town Council, or the Selection Panel to make inquiries about the progress of the selection process. Respondents will be contacted when it is appropriate to do so.
8. The Town will not be responsible for the costs incurred by anyone in the development of the submittal of RFP responses to this solicitation or responses to the short-list RFP. No submittal documents will be returned.
9. This RFP is not to be construed as a contract or as a commitment of any kind. If this RFP results in a contract offer by the Town, the specific scope of work, associated fees, and other contractual matters will be confirmed during contract negotiations. The Town reserves the right to make the inclusion of a “key persons” clause a part of the contract negotiations.
10. The Town reserves the right to evaluate the responses submitted, waive any irregularities therein, select candidates for the submittal of more detailed or alternate proposals, accept any submittal or portion of submittal, and reject any or all Respondents submitting responses should it be deemed in the Town’s best interest, or cancel the entire process.
11. The Respondent shall have in effect, for the duration of the contract period, the appropriate liability insurance written by an insurer authorized to transact insurance in the State of South Carolina.
12. All parties in a Response shall, if applicable, be duly licensed to offer said services in the State of South Carolina or be capable of obtaining such license before entering into the contract.