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**Request for Proposals**  
**Neighborhood Plan – Northern South Park**

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September 21, 2020

## **SECTION ONE: INTRODUCTION**

Teton County intends to enter a contract with a consultant to develop a Neighborhood Plan for approximately 225 acres of land located in the unincorporated area of Teton County, Wyoming immediately adjacent to the corporate boundaries of the Town of Jackson.

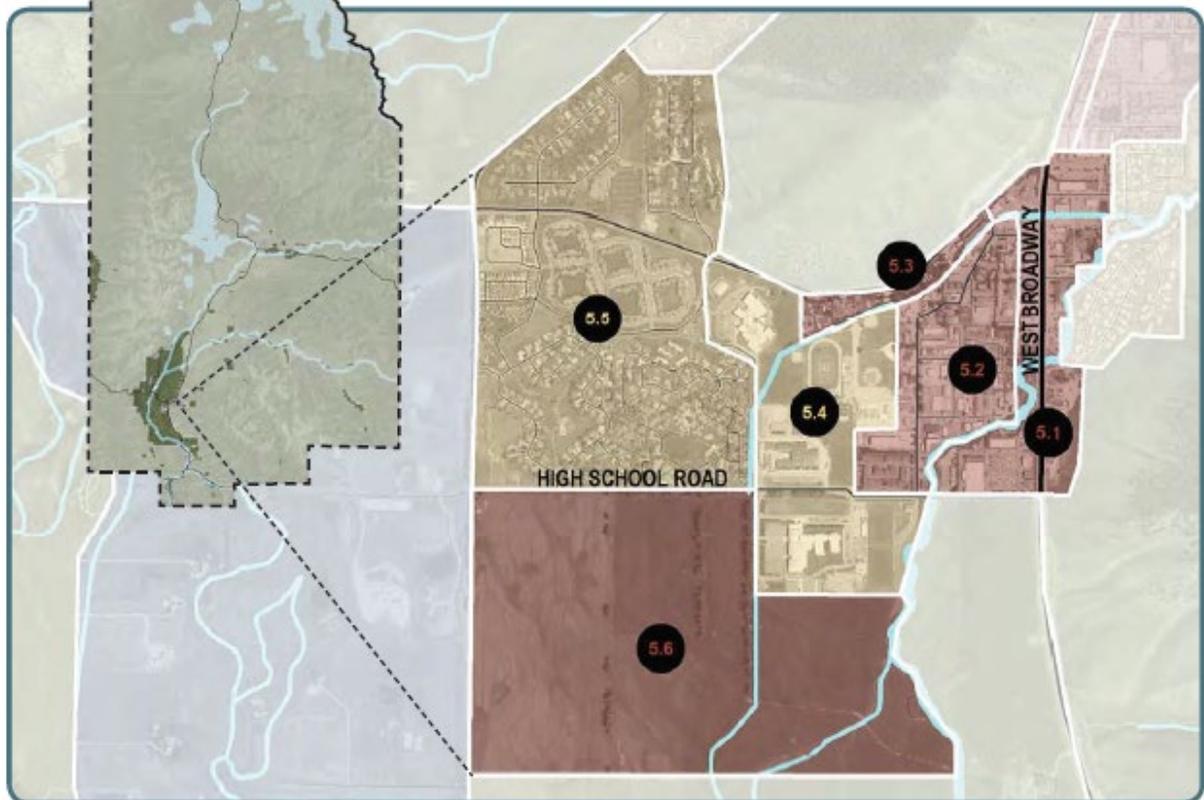
The Town of Jackson is the sole municipality within Teton County, Wyoming. The Town of Jackson and Teton County conduct joint planning through their joint 2012 Comprehensive Plan.

Teton County and the Town of Jackson (County and Town) are seeking a qualified, multi-disciplinary planning consulting firm to develop a neighborhood plan (the Plan) for the Northern South Park area. Interested firms and consultants should have significant expertise in neighborhood planning, affordable housing, and multi-modal transportation. The Plan will provide a holistic approach to the future development on 225 acres of undeveloped land that will complement and enhance existing residential development in Teton County and the Town of Jackson (see the map on the following page for the area labeled 5.6 in dark pink). The County and Town seek the services of a team with considerable experience in community engagement/participation, visioning, planning, design, affordable housing, transportation, and market analysis to develop the neighborhood plan.

The Plan will focus on physical design, both public and private realm and site planning, as well as developing the related policies and tools necessary for successful implementation. The primary goal is to develop a community vision for this area, and to expand the affordable and workforce housing development opportunities in the community consistent with the vision and chapter goals identified in the soon to be updated 2012 Jackson/Teton County Comprehensive Plan. The Plan will include an implementation component describing a path forward for the rezoning and development of the area.

The result of this process will be to create a neighborhood planning document consistent with the 2012 Jackson/Teton County Comprehensive Plan, Jackson Teton County Integrated Transportation Plan and Jackson/Teton County Housing Action Plan, all found at [www.jacksontetonplan.com](http://www.jacksontetonplan.com). Joint long-range planning staff will manage and direct the work of consultants, with public participation and involvement sought at strategic steps along the way. The contractual relationship will be between the consultant and Teton County.

## District 5: West Jackson



### Background Information

Teton County is a year-round resort community, located in the northwestern corner of Wyoming. In the summer, tourists experience our County as the southern gateway to Grand Teton and Yellowstone National Parks, while winter visitors enjoy three world class ski resorts. Approximately 97% of the land within the county is held in public ownership – National Park, National Elk Refuge, and National Forest.

Teton County is comprised of the town of Jackson (the county seat and only incorporated community), and the Census Designated Places of Alta, Moose Wilson Road, Teton Village, Rafter J Ranch, Kelly, Wilson, South Park, and Hoback. The estimated population of Teton County, Wyoming is approximately 23,081 people.

Our Comprehensive Plan establishes a goal of ensuring at least 65% of the workforce live locally in Teton County, WY to maintain the “community first, resort second” character of the valley. When the community identified loss of local workforce as an important issue in the early 1990s, over 85% of the workforce lived locally. The goal of the community is to have at least 65% of our workforce living locally; currently that number stands at around 56%. The percentage of the workforce living locally is the primary target for achieving the Quality of Life envisioned in the Comprehensive Plan. The community sees the project area and the proposed Neighborhood Plan as a critical opportunity to add significant affordable and workforce housing to address the 65% workforce housing goal.

### **Scope of Work**

The final product will consist of a Plan narrative with maps, plans, sections, renderings, architectural standards, and strategies as necessary to enable the Plan to be implemented. All electronic and other plan data (preferably Adobe Creative Suite, GIS, and Microsoft Office) generated by the consultant will be provided to and become the property of the County at the end of each phase, for the purpose of reproduction, reuse, and repurposing by County staff.

The work will take place in five distinct phases to avoid delays and help the County plan more effectively in preparation for the final draft. The meeting schedule is subject to change according to needs determined by County staff in consultation with and based on suggestions or recommendations from the consultant, however the Plan is expected to be completed within eight (8) months, followed by adoption of any necessary zoning or amendments to the Land Development Regulations. Any necessary text amendments to the Land Development Regulations will be drafted by the consultant team with assistance by County staff. The work will include the active involvement of Long-Range Planning staff to manage the project, consultant team, and coordination within all applicable Town and County departments, as well as the involvement of the County Public Information Specialist who can manage community outreach.

### **Phase One (approximately 10% of project value)**

Phase One of the project is expected to take approximately one month and span the project kick-off, Steering Committee identification, and document review.

1. **Internal Kick-Off Meeting:** The consultant will meet with County staff who will present the general idea and scale of the project elements and mission. A project timeline will be developed outlining the steps of the process. The details of the scope of work, plan elements, and engagement process may be refined at this meeting.
2. **Steering Committee Identification:** Planning staff will assist in identification of the appropriate Steering Committee to be established to provide project oversight. Committee members will be selected by the Town and County elected officials. The committee will include no more than 5-7 community representatives representing a diversity of community interests, including two landowner representatives, one from each property owner. The purpose of the committee will be to assist the consultant team and staff with overall project direction and guidance. The Steering Committee will provide input to staff and the consultant during the plan development process, to identify community issues and provide initial feedback on possible solutions. The Steering Committee will not include members of the Teton County Board of County Commissioners or Jackson Town Council. County, Town, and Joint Long-Range Planning staff will work with and support the committee but will not be Steering Committee members. The Steering Committee will not make any recommendations to decision-makers as a group during any portion of the process.
3. **Stakeholder Identification:** The Steering Committee along with staff will identify appropriate stakeholders representing a broad array of community interest to be interviewed with a minimum of 9 and maximum of 15 stakeholders to be selected.
4. **Stakeholder Interviews:** Stakeholders will be interviewed by the consultant to understand what goals, ideas, or concerns they have for the project area. The setting and format of these interviews may be flexible, and may not be completed in this phase, depending on the schedules and needs of those involved.

5. Data Collection and Review of Existing Documents: This portion of the project will establish a baseline of information on existing conditions of the area. This includes the physical conditions above and below grade, social, demographic, and economic conditions, and documentation of the range of pressures driving new development, as well as the impact that development in this area is expected to have on the local and regional environment and transportation system. Existing conditions information will be collected from a variety of sources, including current Town and County baseline information, previous planning studies and documents, and physical observation. Information to be reviewed and assessed includes, but is not limited to the following:
  - a. Existing plans for the project area, including any plans for circulation and development envisioned for the area
  - b. Existing zoning, easements, or restrictions as they pertain to project areas and surrounding area
  - c. Zoning analysis, build-out analysis, and infrastructure analysis
  - d. Environmental analysis
  - e. Traffic data as it pertains to the larger project area
  - f. Utility plans, existing and proposed
  - g. Comprehensive Plan sub-area plans
  - h. Market analyses and demographic data, including any projections
  - i. Any constraints mapping conducted by others
  - j. Affordable Workforce Housing studies and plans
  - k. Pathways Master Plan

**Phase Two (approximately 20% of project value)**

Phase Two of the project will consist of two parts.

1. Analysis and Evaluation: The documents collected in the data collection and review step of Phase One will be analyzed and evaluated for how they will impact the development of the plan and supporting regulations. Existing conditions for topics including traffic and natural resources will be analyzed to identify “hot spots” that need attention. The physical constraints of the existing conditions will be documented, including traffic conditions, environmental resources, easements, infrastructure, views, etc.
2. Public Orientation: This first public meeting led by the consultant (in person or digital, to be determined) will offer the opportunity for presentation of the results of the data collection and analysis/evaluation effort and will outline the expectations/goals of the Plan to set the stage for conceptual development. The primary goal of the meeting will be to establish an “educational baseline” for the Steering Committee and the public so there is a common understanding of the goals and the process. This meeting is intended to explain the project and establish a shared community understanding of the purpose, process, roles, and opportunities for community involvement. Analysis of existing physical conditions and background information on place-making and urban design concepts will be presented by the consultant and will provide community members the opportunity to ask questions and gain further understanding. The primary outcome of this meeting is to set the process framework for the course of the planning process and design work, and clearly establish the necessary feedback loops for public input.

The consultant will also facilitate discussion among the participants to determine additional issues and opportunities for the plan, drilling down into the trade-offs of the question of “what makes a place livable?” with the goal of reaching a consensus around an initial framework for the future design work.

Additional meetings, interviews, and discussions can be facilitated by County staff as needed. The consultant team should conclude Phase Two with sufficient understanding and explanatory materials to support the development of plan alternatives in Phase Three, including a solid understanding of the community’s values and expectations for this area.

**Phase Three (approximately 40% of project value)**

The third phase is defined by the development of a minimum of three (3) alternative development scenarios by the consultant working closely with the Steering Committee and staff. In addition, the consultant will analyze a No Action alternative based upon existing zoning. Each scenario will include an explanation of how the alternative is able to meet the vision for the area, establish the urban design framework, and identify potential land use patterns with varying density, layout and affordability options. Specific issues to be addressed by all alternatives will include, but are not necessarily limited to the following:

- a. Defined Project Goals and Objectives
  - Points of conflict among community desires, with possible design adjustments or policy tools to enable the project to reach overarching goals, or clarification of the trade-offs necessary to achieve specific interests.
- b. Density, use, and other potential zoning standards based on either existing Complete Neighborhood zone districts, such as the new Town zoning, or the creation of new zones to address the specific goals and needs of Subarea 5.6
- c. Affordability Options and Analysis
- d. Job Generation Analysis
- e. Market Analysis and Projected Population
- f. Fiscal Impacts to the County, Town, and future residents
- g. Site design and general bulk and scale characteristics
- h. Multi-modal transportation connectivity and traffic impacts
  - Pedestrian and bicycle connections to adjacent and regional community amenities and facilities;
  - Walkability of the area, with an eye toward increasing pedestrian safety within the development and at the surrounding connector roadways;
  - Bike-ability of the area, including evaluation of measures such as shared lanes/shared bicycle paths, dedicated bike lanes or routes, or off-street facilities, as well as a combination of those strategies aimed at integrating bicycle mobility into the greater region as a viable alternative;
  - Traffic impacts associated with the larger area, and connectivity analysis served by multiple redundant facilities and non-vehicular modes; traffic impacts analysis will include a projection and comparison of Vehicle Miles Traveled (VMT) for each design alternative, including measures to reduce VMT
  - Ability to integrate transit service into the study area
  - Standards for connecting developments within Subarea 5.6 even when done by different landowners and at different times;

- i. Community amenities and services (parks, schools, playgrounds, open space, etc.)
- j. Infrastructure (drinking water, sewer, storm water drainage, electricity, natural gas, etc.)
- k. Environmental impacts
- l. Neighborhood commercial and community institutional needs analysis
- m. Implementation of Comprehensive Plan values
- n. Community and stakeholder engagement and participation
- o. Sustainability elements and open space conservation

Alternatives Presentation and Public Input: The consultant will lead at least two (2) public presentations (in person or digital, to be determined) of the alternatives developed. The presentation should cover all elements of the alternatives described above including planning, transportation, economic, and environmental proposals, as well as other development standards. Three-dimensional (3D) renderings will be used in addition to plan drawings and statistical documents to enable all participants to visualize and provide comment on the alternatives. The public will be given an opportunity to provide input on the alternatives to inform which alternative, or combination of alternatives should be advanced to complete the Plan. This process will be transparent with all community members having opportunity for input into their preferred alternative(s).

#### **Phase Four (approximately 20% of project value)**

Phase Four of the project involves the development of a draft Adoption Plan by the consultant.

1. Draft Plan: Specific issues to be addressed in the plan will include, but not necessarily be limited to, those listed above in Phase 3 (alternative(s) development). In addition, the plan will include Policy recommendations for land use and zoning revisions or other amendments and resources necessary to implement the plan.
2. Steering Committee and Staff Review: The consultant will meet with the Steering Committee and staff to review the plan. The consultant will incorporate comments and edits consistent with the overall goal and complete draft Adoption Plan for release to the public for review.

#### **Phase Five (approximately 10% of project value)**

The fifth and final phase would consist of at least three (3) public meetings.

1. Public Unveiling. A meeting unveiling of the Adoption Draft Plan to the public, with opportunity for public input will be presented by the consultant (in person or digitally, to be determined) and posted online.
2. Joint Planning Commissions. A similar presentation by the consultant at a Joint or separate Planning Commission meeting(s) will provide the Adoption Draft Plan to the Town and County Planning Commissions for recommendation. The Commissions could choose to make one recommendation or separate recommendations as they desire.
3. Board of County Commissioners and Town Council.
  - The County and Town elected officials will meet jointly for a Plan presentation by the consultant, review of public comment, a question and answer session and initial discussion.
  - The Town will meet individually to review the entire Plan to provide the County direction on connection to Town infrastructure including but not limited to Municipal sewer, water, storm sewer, transportation network, and other infrastructure. In making this determination the Town will consider all aspects of the Plan and provide the County a

detailed explanation/analysis for the basis of its decision on connection to Town infrastructure.

- The County will meet individually to consider acceptance of the Plan based upon Town and public input.
4. Project Close-Out. Digital delivery of all files and images created for or used in the Neighborhood Plan and a de-brief with the staff.

### **Plan Elements and Deliverables**

The following elements will be required as part of the project, along with all review elements listed in the project Phases portion of the scope above. The plan development and refinement process should be completed within eight (8) months from signing of a contract. It is anticipated all five phases, including review and acceptance by elected officials, should be completed within 8-10 months.

1. Defined Project Goals and Objectives
2. Density and land use maps and zoning
  - Future land use analysis, required building and/or structural elements, streetscape details, drainage and landscape design, and utility upgrades if necessary
3. Residential Affordability Analysis and Requirements
4. Job Generation Analysis
5. Market Analysis and Projected Population
6. Fiscal Impacts to the County, Town, and future residents
7. Site design and general bulk and scale characteristics
  - 2D fully colored/rendered illustrative master plan of the entire district at full build-out.
  - 3D images at eye/street level, including before and after visualizations of proposed network and streetscape changes.
  - 3D massing model (can be digital)
8. Multi-modal transportation connectivity and traffic plan
9. Community amenities and services plan (parks, schools, playgrounds, open space, etc.)
10. Infrastructure requirements and recommended upgrades (drinking water, sewer, drainage, electricity, etc.)
11. Environmental impact analysis
12. Development phasing plan for buildout of Subarea 5.6
13. Summary of the community and stakeholder engagement and participation
14. Policy recommendations for land use and zoning revisions or amendments, necessary to implement the plan. This will include the consultant drafting all necessary Land Development Regulation Text and Map Amendments necessary to implement the plan for consideration by the County.
15. Sustainability elements and open space conservation

### **Procedural Elements**

The following procedural elements will be established as part of the project.

1. Billing will be submitted at the completion of each phase of work. The County will sign one contract with a lead consultant, and all sub-consultants will submit invoices through the lead consultant. The lead consultant will submit invoices to the County. This will be a lump sum contract; - there will be no reimbursable expenses as part of this contract.

2. Team lead attendance will be required at the Internal Kick-Off Meeting and at all public meetings (in person or digital, to be determined). Full team attendance will be required at certain meetings along the way. All public meetings shall include video broadcasting and an opportunity for the public to participate remotely.
3. Mandatory bi-weekly (or more frequent as needed) progress meetings (in person or digital, to be determined) and reports.
4. All workshops and public meeting materials and notices will be developed, prepared, and provided in a sufficient number by the consultant. Staff will assist with the selection of meeting places or digital format, dates, and times.

**Proposal Schedule**

<b>Key dates for this Request for Proposals:</b>	
RFP Issued	09/21/2020
Deadline for Submitting Questions to RFP	10/9/2020 by 12:00 PM (MT)
Proposals Due	10/19/2019 by 4:00 PM (MT)
Anticipated Award of Bid	11/2/2020
Estimated Contract Award and Commencement Date	11/17/2020
Estimated Contract Completion Date	09/30/2021

**Questions**

Questions are due 10/9/2020 by 12:00 PM (MT) to be submitted through the Teton County [www.PublicPurchase.com](http://www.PublicPurchase.com) portal, to ensure that all potential consulting teams can see the question and answer.

**SUBMITTAL CONTENT QUALIFICATIONS**

**Comparative Evaluation Criteria**

The Comparative Evaluation Criteria set forth in this section of the RFP shall be used to evaluate responsible and responsive proposals.

All proposals will be reviewed by an evaluation committee composed of employees and elected or appointed representatives of the County and Town. Final selection will be based upon the evaluators’ analysis of the information and materials required under the RFP and provided by the Proposers in their submissions. The evaluation committee will assign a rating/scoring of Highly Advantageous - 3, Advantageous -2 , Not Advantageous – 1, or Unacceptable - 0 to the comparative evaluation criteria.

The County will only award a contract to one responsive and responsible Proposer/Consultant. Before awarding the contract(s), the County may request additional information from the Proposer to ensure that the Proposer has the resources necessary to perform the required services. The County reserves the right to reject any and all proposals if it determines that the

criteria set forth have not been met. The Comparative Evaluation Criteria are:

<b>Factor 1: Technical and Management Approach</b>	
<b>Highly Advantageous 3 points</b>	The proposal demonstrates a comprehensive understanding of the Statement of Work (SOW) and a thorough attention to detail. The Plan is both cost effective and relevant to the County's specific needs.
<b>Advantageous 2 Points</b>	The proposal demonstrates a moderate understanding of the SOW and modest attention to detail. The Plan is not optimally cost effective and lacks certain aspects of relevance to County's specific needs.
<b>Not Advantageous 1 Point</b>	The proposal lacks a comprehensive understanding of the SOW and a thorough attention to detail and is neither cost effective nor relevant to the County's needs.

<b>Factor 2: Key Personnel</b>	
<b>Highly Advantageous 3 points</b>	<u>All</u> of the personnel identified by the proposer are proven to possess a <u>high level</u> of relevant experience and expertise that provides a <u>high level</u> of confidence that the consultant will successfully perform the scope outlined herein. Resumes are included in the proposal for all proposed personnel.
<b>Advantageous 2 Points</b>	<u>Most</u> of the personnel identified by the proposer are proven to possess a <u>high level</u> of relevant experience and performance. Resumes are included in the proposal for most of the proposed personnel. Some of these proposed personnel show an adequate level of relevant experience to successfully perform the scope outlined herein.
<b>Not Advantageous 1 Point</b>	<u>Relatively few</u> of the personnel identified by the proposer are proven to possess an <u>adequate level</u> of relevant experience. Resumes are not included for most of the proposed staff.

<b>Factor 3: Placemaking</b>	
<b>Highly Advantageous 3 points</b>	The proposal illustrates significant design skill, and a proven ability to create a sense of community and place.
<b>Advantageous 2 Points</b>	The proposal illustrates moderate design skill, and a proven ability to create a sense of community and place.

<b>Not Advantageous 1 Point</b>	The proposal does not clearly illustrate design skills, or a proven ability to create a sense of community and place.
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<b>Factor 4: Affordable and Workforce Housing</b>	
<b>Highly Advantageous 3 points</b>	The proposal demonstrates a sophisticated understanding of strategies to ensure the permanent affordability and a variety of housing types within the neighborhood.
<b>Advantageous 2 Points</b>	The proposal demonstrates some understanding of strategies to ensure the permanent affordability and a variety of housing types within the neighborhood.
<b>Not Advantageous 1 Point</b>	The proposal demonstrates no understanding of strategies to ensure the permanent affordability and a variety of housing types within the neighborhood.

<b>Factor 5: Relevant local and regional intelligence</b>	
<b>Highly Advantageous 3 points</b>	The proposal demonstrates a clear and thorough understanding of applicable market conditions and development pressures in a rural resort community.
<b>Advantageous 2 Points</b>	The proposal demonstrates some understanding of applicable market conditions and development pressures in a rural resort community .
<b>Not Advantageous 1 Point</b>	The proposal does not demonstrate an understanding of applicable market conditions and development pressures in a rural resort community.

<b>Factor 6: Workshop/Charrette based planning</b>	
<b>Highly Advantageous 3 points</b>	The proposal demonstrates extensive experience (at least five years of successful work) in managing a community engagement process dealing with elected officials, community advocates and advisory committees, local and regional businesses, and resident groups.
<b>Advantageous 2 Points</b>	The proposal demonstrates experience (from three to five years of successful work) in managing a community engagement process dealing with elected officials, community advocates and advisory committees, local and regional businesses, and resident groups.

<p><b>Not Advantageous 1 Point</b></p>	<p>The proposal demonstrates less than three years of experience in managing a community process dealing with elected officials, community advocates and advisory committees, local and regional businesses, and resident groups.</p>
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**Factor 7: Relevant experience with context**

<p><b>Highly Advantageous 3 points</b></p>	<p>The proposal demonstrates extensive experience (at least five recent projects) with successful plans produced for study areas comparable in scale and complexity.</p>
<p><b>Advantageous 2 Points</b></p>	<p>The proposal demonstrates experience (from three to five recent projects) with successful plans produced for a study area comparable in scale and complexity.</p>
<p><b>Not Advantageous 1 Point</b></p>	<p>The proposal demonstrates fewer than three examples of a successful plan produced for a study area comparable in scale and complexity.</p>

**Factor 8: Experience with multi-modal transportation solutions.**

<p><b>Highly Advantageous 3 points</b></p>	<p>The proposal demonstrates significant understanding of the challenges faced by multi-modal transportation solutions, successfully incorporating pedestrian and bicycle- friendly transit-oriented neighborhoods.</p>
<p><b>Advantageous 2 Points</b></p>	<p>The proposal demonstrates understanding of the challenges faced by multi-modal transportation solutions, successfully incorporating pedestrian and bicycle- friendly transit-oriented neighborhoods.</p>
<p><b>Not Advantageous 1 Point</b></p>	<p>The proposal does not demonstrate understanding of the challenges faced by multi-modal transportation solutions, successfully incorporating pedestrian and bicycle- friendly transit-oriented neighborhoods.</p>

**Factor 9: Securing community benefits through advantageous development**

<p><b>Highly Advantageous 3 points</b></p>	<p>The proposal demonstrates deep understanding of the challenges facing municipalities as they pursue future development through up-zoning undeveloped areas that could potentially secure community benefits, and offers a framework or suggestions for creative strategies, especially in the creation of public open space, and affordable lower- and middle-income (missing middle) housing for local residents and long term costs to the community.</p>
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<p><b>Advantageous</b> <b>2 Points</b></p>	<p>The proposal demonstrates some understanding of the challenges facing municipalities as they pursue future development through up-zoning undeveloped areas that could potentially secure community benefits, and offers a framework or suggestions for creative strategies, especially in the creation of public open space, and affordable lower- and middle-income (missing middle) housing for local residents, and long term costs to the community.</p>
<p><b>Not Advantageous</b> <b>1 Point</b></p>	<p>The proposal does not address the issue of community benefits such as public open space, and affordable lower- and middle-income (missing middle) housing, and does not demonstrate understanding of the challenges faced by municipalities pursuing development that could secure such community benefits and the and long term costs to the community.</p>