

REQUEST FOR PROPOSAL (RFP)
2022 ECONOMIC DEVELOPMENT STRATEGIC PLAN INCLUDING AN UPDATE
TO THE FAIRFIELD COUNTY 2018 COMPREHENSIVE LAND USE PLAN

Issued by: Fairfield County Economic and Workforce Development and the Fairfield County Regional Planning Commission

Phone: 740-652-7162

Email: Rick.Szabrak@FairfieldCountyOhio.gov

RFP Issued: August 1, 2022 Intent to Bid (Notice Due): Noon - August 22, 2022

Inquiry Process Ends: Noon – August 29, 2022

Proposal Due Date: 4 p.m. – September 12, 2022

OBJECTIVE: Fairfield County, Ohio received funds from the American Rescue Plan Act to provide relief from the COVID-19 pandemic. In response to the negative economic impact of the pandemic, the Fairfield County Economic and Workforce Development Department and the Fairfield County Regional Planning Commission are seeking proposals from qualified individuals or consulting firms to provide an Economic Development Strategic Plan including an update to the Fairfield County 2018 Comprehensive Land Use Plan.

Submit Proposals to: Rick Szabrak
Economic and Workforce Development Director
Fairfield County Workforce Center
4465 Coonpath Rd. NW
Carroll, OH 43112

Offeror Name and Address:

Name/Title:

Email Address: _____

Signature: _____

Phone #: () _____ - _____ Ext. _____

By submitting a response to this RFP, and signing the above, Offeror acknowledges, understands, and agrees to comply with the RFP requirements and confirms all the instructions have been read and understood.

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- 1.1 Introduction: Fairfield County Economic and Workforce Development (FCEWD) and the Fairfield County Regional Planning Commission (RPC) jointly seek proposals for Consulting Services for an Economic Development Strategic Plan and an Update to the Fairfield County 2018 Comprehensive Land Use Plan. If a suitable offer is made in response to this RFP, FCEWD may enter into a contract (the Contract) to have the selected Offeror (the Contractor) perform all or part of the Project (the Work). This RFP provides details on what is required to submit a Proposal for the Work, how FCEWD and the RPC will evaluate the Proposals, and what will be required of the Contractor in performing the Work.
- 1.2 Contract Period: Once awarded, the term of the Contract will be four months from the date of Contract. Adjustments to the term or renewals to the Contract will only be by a mutual written agreement between the Contractor and the RPC.
- 1.3 Background. FCEWD and the RPC, located in Fairfield County, Ohio request proposals from qualified individuals and/or consulting firms to create an Economic Development Strategic plan including an update to the Fairfield County 2018 Comprehensive Land Use Plan. Fairfield County is located to the southeast of Columbus, Ohio. It is a diverse county with suburban development within its northwest quadrant and the rural, foothills of Appalachia to the southeast. The county includes several villages and cities, including Lancaster, the county seat. The county's population has grown from 146,156 in 2010 to 158,921 (8.7 % increase) in 2020. It is the fourth fastest growing county in the state. Job growth continues in the county highlighted by Magna International's new Lancaster location which will have more than 600 employees by 2023. Other growth continues with Google starting construction on a new data center in Lancaster and new distribution centers opening in the Canal Winchester and Violet Township areas. The COVID-19 pandemic has changed how and where people live and work. Also, the announcement of Intel locating just north of the county has provided even more growth opportunities for areas of the county that weren't considered high growth just four years ago. There is a large housing gap for the population needed to fill these jobs while there is still a strong sentiment to maintain as much agricultural land in Fairfield County as possible. These two new developments have made it imperative for a long-term strategic economic development plan to be created and the 2018 comprehensive land use plan to be updated.
- 1.4 Scope of Work: The Successful Contractor will perform professional services to work with FCEWD and the RPC to update the Fairfield County 2018 Comprehensive Land Use Plan. The purpose of the plan update is to review current "Growth Areas" of the plan and update based on current shifts in economic growth. Once the "Growth Area" are finalized, the consultant will use the information to create an Economic Development Plan. This plan will identify best use for parcels in the growth areas along with any barriers to developing that land such as utility capacity or roadway improvements. For commercial land, the consultants

will identify industry targets as well as review how well Fairfield County is positioned to attract these industries. For residential land, the consultants will identify housing mix necessary for the land with a focus on workforce housing to ensure there is enough housing stock to meet worker demand. The RPC and FCEWD expect the following changes to the 2018 plan and the following information to be included in the economic development plan:

- A. Introduction – Revise to reflect the process undertaken to develop the plan update.
- B. Public Involvement – The Successful Contractor will be responsible for coordinating and holding interviews/meetings with technical staff and agencies such as the County Engineer, Water and Sewer Districts, and other relevant parties. The Successful Contractor will also be expected to develop a public involvement plan that includes a minimum of two stakeholder meetings and one public meeting. The RPC will be responsible for the organization and notice of the stakeholder and public meetings. The stakeholder meetings will need to be held at strategic points throughout the plan update process. The public meeting should be held towards the end of the update process to unveil the proposed Plan Update to the public and to obtain feedback prior to making final changes for the adoption process. The Successful Contractor will be required to attend and facilitate the stakeholder and public meetings.

The Successful Contractor will also be required to attend the required public hearings by the RPC and the County Commissioners during the adoption process to answer any questions.

The Successful Contractor will meet with leadership from each township and village in the county to better understand their goals for growth. This includes reviewing zoning regulations to understand if there are barriers to growth in those regulations.

They will also meet with the cities of Lancaster, Pickerington, and Canal Winchester to understand their plans from a higher level. The municipalities will not be a part of the overall growth plan. The Successful Contractor will receive access to municipalities' comprehensive plans to assist in better understanding the landscape of the county.

- C. Goals, Objectives and Policies – The RPC and FCEWD believes the goals and objectives identified in the 2018 plan need to be updated based on current development patterns.
- D. Housing and Demographics – The housing policies identified in the section will be reviewed to identify if they remain relevant today. This section needs to be updated to reflect newer data available from the 2020 Census and the American Community Survey. The RPC assisted with the development of “Laying a Foundation” which provides some

updated housing and demographic data which the Successful Contractor can utilize and expand upon to update this section. Population projections for future years should also be included. An in-depth study of housing stock in the entire county (including municipalities) should be created to show the gap between population growth and the housing stock needed to meet that demand. This should also include a review of zoning regulations of villages and townships to identify barriers to filling the housing gap.

- E. Economic Analysis – Once the “Growth Areas” are revised, the Successful Contractor will be expected to conduct a parcel level analysis of the “Growth Areas” identified. The analysis will include review of access to central utilities, public roadway access and the overall development potential for the parcel.
- F. Land Use - The Successful Contractor will be expected to provide strategies to guide residential and commercial development in Fairfield County by parcel or group of parcels in the “High Growth” areas.
- G. Transportation - The Successful Contractor will also be required to create an updated Thoroughfare Plan as part of the Transportation Section of this plan update.
- H. Utilities – The Successful Contractor will be expected to contact each of the water and sewer districts within the county to determine if there are any changes to the data they reported in the 2018 plan. The Successful Contractor will be expected to revise this section to reflect the updated data. The Successful Contractor shall also prepare new Water Facilities and Wastewater Facilities maps.
- I. Economic Development – The Successful Contractor will be expected to review current industries in Fairfield County along with expected industry growth due to the Intel expansion into Licking County. This includes creating a Strength, Weaknesses, Opportunities, and Threats (SWOT) analysis and where there are opportunities for improvement in economic development with the county, municipalities, and the Fairfield 33 Development Alliance. The Successful Contractor will identify targeted industries and the assets that Fairfield County should promote in attracting these industries.

1.5 Qualifications: Offerors are to address, at a minimum, the degree to which the organization and/or staff meet all the following qualifications and demonstrate the following credentials. (Provide information on partner(s) and key staff experience and capabilities as appropriate.)

- A. Organizational Experience and Capabilities

1. Provide at least 2 but no more than 4 similar projects in the last 5 years along with a brief summary of the project limited to two pages for each project and contact information for each project. The summary should identify the area, numbers of participants and dollar amount.
2. Offeror must identify partner(s) and their experience in land use, comprehensive planning, economic development planning, as well as facilitating stakeholder and public meetings.

B. Key Staff Experience and Capabilities

1. The Offeror will identify a project manager for this initiative. The project manager should have at least two (2) years of experience in managing similar type and sized projects.
2. The applicant will identify all other staff that will be involved in the project including their positions, responsibilities, and resumes.
3. Demonstrate how this project will fit into current workload of project manager and other staff that will be involved.

1.6 Deliverables. The Successful Contractor is expected to provide the following deliverables:

- A. Provide an approved upon timeline detailing meetings and reports to be agreed upon during a kickoff meeting with the RPC Executive Director and the FCEWD Director.
- B. Correspond via phone and/or email with the RPC Executive Director and FCEWD Director on a weekly basis regarding assignments and related progress and provide written monthly status reports that include progress, next steps, timelines, targets, and any other pertinent information to the RPC Executive Director and FCEWD Director.
- C. Provide written notes of the technical staff, agency, and township/village interviews/meetings identified in Section 1.4B to the RPC Executive Director and FCEWD Director within two weeks of the conclusion of each interview/meeting.
- D. Provide a written summary of the stakeholder and public meetings within two weeks of the conclusion of each meeting.
- E. Provide all information to be distributed at the stakeholder and public meetings to the Directors at least two weeks prior to said meeting. The Directors will review the draft information and provide comments to the Contractor. The Contractor shall revise the documents based upon this feedback prior to the said meetings.
- F. Provide an initial revised map of “Growth Area” based on the interviews, discussion with county staff, and data. This would be completed prior to the detailed parcel info regarding utilities and roadway improvements needed to develop the parcels.

- G. Complete draft report a minimum of two weeks prior to the public meeting identified in 1.4B of this RFP.
- H. Provide a complete final draft report as revised based upon the feedback received during the public meeting along with a written response to each comment received during the public comment period.
- I. Attend the required RPC and County Commissioners public hearings.
- J. Provide two (2) hard copies and one (1) electronic copy of the adopted plan.

1.7 Proposal Response.

- A. The proposal must provide a proposed detailed plan description of how all of the requirements specific to this project will be implemented, including each item under Section 1.4 Scope of Work and Section 1.6 Deliverables.
- B. The proposal must include a Base Cost Summary that includes all work identified in Section 1.4 Scope of Work and Section 1.6 Deliverables (excluding the two alternatives). The Base Cost Proposal should detail the number of hours and the hourly rate to complete each task and deliverable, as indicated on the Cost Summary section 3.0.
- C. The proposal shall provide an Additional Alternative Cost for completing each alternative identified in Section 1.4. The Additional Alternative Cost for each alternative should detail the number of hours and the hourly rate to complete each task and deliverable for each alternative. Alternatives may or may not be included in the contract after reviewing all proposals.
- D. The proposal shall include a description of the Offeror's experience and expertise conducting same or similar projects. The description must include how the Offeror meets the qualifications in Section 1.5.
- E. The Offeror must provide identification and description of any subcontractors to be used.
- F. The Offeror will clearly indicate the amount of time that lead and key project personnel will be expected to work on the project, time and percentage FTE. This shall also include how the project will fit into their current workload or how responsibilities will be shifted to allow time for the project team to work on this project.
- G. The Offeror will describe a contingency plan for completing the project in the event the lead or key project personnel become unavailable for any reason.
- H. The Offeror is required to submit the appropriate level of detail for the information required; failure to do so may result in the Proposal being deemed non-responsive.
- I. All proposals become the property of the RPC and FCEWD. All proposals will be considered public information and will be open for inspection.
- J. Proposals containing false or misleading statements may be rejected.
- K. The proposal must include a copy of this RFP cover sheet completed with contact information and signed by an individual who is authorized to contractually bind the firm. The signature must indicate the title or position the individual holds in the firm's organization. Any and all unsigned proposals will be rejected.

- L. The proposal, including all attachments, will become a part of the contract of the offeror(s) receiving awards.
- 1.8 Registry of Offerors. An individual or consulting firm intending to provide a proposal shall complete and submit the attached Intent to Bid notice (Attachment A) by no later than noon on August 22, 2022 (see Schedule Attachment B). This attachment should be emailed to FCEWD at Vince.Carpico@FairfieldCountyOhio.gov. A confirmation email will be sent upon receipt. If a confirmation email is not received, it is the submitter's responsibility to contact Vince Carpico at 740-652-7163 to ensure receipt.
- 1.9 Inquiry Process. Offerors shall carefully review the entire RFP and shall promptly notify FCEWD by email at Vince.Carpico@FairfieldCountyOhio.gov with any questions, ambiguity, inconsistency, or error they discover. Notices must be received by no later than noon on August 29, 2022 (see Schedule Attachment B). The Email subject line should be: COUNTY PLAN UPDATE QUESTIONS. Inquiries will be answered within two business days and responses will be made to all parties who submitted an Intent to Bid as required in Section 1.8. Inquiries will not be addressed after the Inquiry Process concludes at noon on August 29, 2022 (See Schedule Attachment B). Firms that are aware of errors and do not report such submit at their own risk. Unreported errors will not entitle the firm to additional compensation or time.
- 1.10 Conflict of Interest. The Offeror will not promise or give to any RPC or FCEWD employee or member anything of value that could influence the decision on awarding the contract. No firm will try to influence an employee or official of the county or the RPC to violate any procurement policies or provisions of the Ohio Revised Code.
- 1.11 Changes to the RFP. The RPC and FCEWD may make changes to this RFP no later than September 2, 2022 at 4:00 p.m. by sending changes to all firms who register with Intent to Bid for the RFP (see Schedule Attachment B).
- 1.12 Rejection of Proposals. The RPC and FCEWD reserve the right to reject any proposal in which the offeror takes exception to the terms and conditions of the request for proposals; fails to meet the terms and conditions of the request for proposals, including but not limited to the standards, specifications, and requirements specified in the request for proposals; or submits prices that the RPC and FCEWD consider to be excessive, compared to existing market conditions, or determines exceed the available funds of the county for this project. The RPC and FCEWD also reserve the right to reject all proposals if it is determined that the award of a contract would not be in the best interest of the County.

- 1.13 Number of Proposals to Submit and Submittal Deadline. Three original proposals with all required information must be delivered to Rick Szabrak FCEWD Director, Fairfield County Workforce Center, 4465 Coonpath Rd., Carroll, OH 43112 by no later than 4:00 p.m. on September 12, 2022. Proposals can be dropped off at the Workforce Center between 8 a.m. and 4 p.m., Monday through Friday, or mailed to the Workforce Center. If mailed, please contact Vince Carpico to ensure receipt.
- 2.0 Evaluation of Proposals. All proposals will be evaluated by RPC and FCEWD staff in accordance with the criteria in Attachment C. If no response adequately addresses the services and outcomes requested, FCEWD and RPC staff may recommend that no award be made.
- 2.1 Presentations and Interviews. The RPC may require top Offerors to be interviewed. Such interviews will provide an Offeror an opportunity to present its Proposal and to ensure a mutual understanding of the Proposal’s content and for the RPC and FCEWD to better understand the qualifications, skills and work knowledge of the proposed candidates. The interviews will be scheduled at the convenience and discretion of the RPC and FCEWD. Not more than the top three (3) Offerors may be required to participate in the interviews. Interviews will be scheduled to be held in Carroll, OH at the Offeror’s expense, if applicable.
- 2.2 Proposal Clarifications. Discussions and/or negotiations may be conducted with Offerors who submit proposals for the purpose of clarification and/or correction, including any revisions that may occur during negotiations, to assure full understanding of and responsiveness to the requirements, terms and conditions and specifications of the RFP. Offerors shall be accorded fair and equal treatment in any clarification and/or correction and/or negotiation process.
- 2.3 Unresolved Findings. ORC Section 9.4 prohibits awarding a contract to any entity against whom the Auditor of State has issued a finding for recovery, if the finding for recovery is “unresolved” at the time of award. By submitting a proposal, the Offeror warrants that it is not now, and will not become subject to an “unresolved” finding for recovery under R.C. 9.24 prior to the award of any contract arising out of the RFP without notifying the RPC and FCEWD of such finding. The RPC and FCEWD will review the Auditor of State’s website prior to the completion of evaluations of proposal submitted pursuant to this RFP. RPC and FCEWD will not evaluate a proposal from any Offeror or any firm that is a part of a consultant team that appears on the website of the Auditor of the State of Ohio as having an “unresolved” finding for recovery.

- 3.0 Cost Summary.
- 3.1 Submission. A Base Cost Summary and an Additional Alternative Cost Summary shall be included in the Proposal. All prices, costs, and conditions outlined in the Proposal shall remain fixed and valid for acceptance for 120 days, starting on the due date for Proposals. No price change shall be effective without prior written consent from the RPC and FCEWD.
- 3.2 Reimbursable Expenses. The Cost Summary must identify any reimbursable expenses for travel or other related expenses. The RPC and FCEWD will not be responsible for any costs not identified in the Cost Summary.
- 3.3 Other Expenses. The Offeror agrees to accept full responsibility for payment of all unemployment compensation, contributions or reimbursements, insurance premiums, all income tax deductions, social security deductions and any and all other employee taxes and payroll accounting required for all employees.
- 4.0 Award of the Contract.
- 4.1 Contract Award. If this RFP results in a Contract Award, the tentative schedule for the RPC and FCEWD to award the contract is September 12, 2022 (see Schedule Attachment B). The RPC and FCEWD expect the Contractor to commence the Work upon execution of the Contract and the issuance of a purchase order. If the RPC and FCEWD award the Contract pursuant to this RFP and the Contractor is unable or unwilling to commence the Work, the RPC and FCEWD reserves the right to cancel the Contract and return to the original RFP process and evaluate any remaining Offeror's Proposals reasonably susceptible of being selected for award of the Contract. The evaluation process will resume with the next highest ranking, viable Proposal.
- 4.2. Contract. If this RFP results in a Contract Award, the Contract will consist of this RFP including the Terms and Conditions, all forms, written addenda to this RFP, the Contractor's accepted Proposal including the Base Cost Summary. The Contract will also include any Additional Alternative Costs identified in the proposal if they are made a part of the written contract award. If the RPC and FCEWD does not include the alternatives in the written contract award, then the alternatives will not be a part of the Contract. The Contract will also include any materials incorporated by reference in the above documents and any purchase orders and amendments issued under the Contract.
- 4.3 Indemnification. The Contractor agrees to indemnify and hold harmless the RPC and Fairfield County against any loss, penalties, damage, costs, professional fees, and/or related expenses incurred through the provision of services.

Attachment A

ORGANIZATIONAL INFORMATION COVER SHEET Intent to Bid (Required for all Proposals)

Name of Organization: _____

Address of Organization: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Total Number of Staff: _____

Federal ID Number: _____

Corporation No. (If applicable) _____

Attachment B

Schedule

RFP Distribution	August 1, 2022
Intent to Bid Must be Submitted to RPC Office	By noon on August 22, 2022
Question Period:	Through noon on August 29, 2022
Proposals Due:	By 4 p.m. on September 12, 2022
TENTATIVE Contract Award Date:	September 26, 2022

Attachment C

RATING TOOL

2022 ECONOMIC DEVELOPMENT STRATEGIC PLAN INCLUDING AN UPDATE TO THE FAIRFIELD COUNTY 2018 COMPREHENSIVE LAND USE PLAN

I. Qualification of Firm for Services Requested- 15 points possible.

To what extent does the firm’s staff and subcontractors have training and education in services requested? (Range 0-15 points)

Comments _____

II. Experience of Firm for the Type of Services Requested- 15 points possible.

To what extent does the firm and subcontractors have experience in services sought? (Range 0-15 points)

Comments _____

III. Experience of Project Manager and other staff members for Services Requested- 15 points possible.

To what extent has the assigned project manager, other staff, and subcontractors have experience in services sought? (Range 0-15 points)

Comments _____

IV. Firm’s Response to the Request for Proposal – 15 points possible

Did the firm respond to all sections of the RFP including a public participation plan? Do the services within the proposal reflect the scope of work being sought? (Range 0-15 points)

Comments _____

V. Reference for Firm and Staff Persons Assigned- 20 points possible.

What has been the experience of other clients with the firm and subcontractors for work of a similar nature? (Range 0-10 points)

Comments _____

What has been the experience of other clients with persons assigned for work, including subcontractors, of a similar nature? (Range 0-10 points)

Comments _____

VI. Fee Schedule for Comprehensive Plan Update- 10 points possible.

How does the fee schedule compare to other fee schedules proposed by other firms? (Range 0-10 points)

Comments _____

VII. Experience in Local Area - 10 points possible.

Is the firm located in or near Central Ohio with easy ability to be flexible to meet in person with stakeholders? (Range 0-5 points)

Comments _____

Does the firm have experience working on plans in Central Ohio? (Range 0-5 points)

Comments _____
