



**REQUEST FOR PROPOSALS
PLANNING CONSULTING SERVICES
MASTER PLAN and LAND USE PLAN UPDATES
DEL NORTE COUNTY FAIRGROUNDS**

Issued March 2, 2020

SUMMARY OF PROJECT

Del Norte County Fairgrounds is seeking proposals from qualified professional planning firms to complete an update of its Master Plan and Land Use Plan.

In 2001, Del Norte County Fairgrounds adopted its current Master Plan and Land Use Plan. The Plans were developed with considerable public input, including targeted focus groups and community participants. The selected consultants will review the existing Master Plan and Land Use Plan for relevance, review current land use regulations, gather public input, evaluate current infrastructure, service levels and capacity for growth, and develop a final updated Master Plan and Land Use Plan to be adopted by the Del Norte Fairgrounds.

Del Norte County Fairgrounds seeks to have Plans that will provide a basis for decision-making about land use planning and redevelopment, budget preparation, and capital improvement planning for public facilities and services, and economic development for Del Norte County Fairgrounds.

Interested firms are invited to submit proposals to assist Del Norte County Fairgrounds in completing this service. The services required are described in the following sections of this Request for Proposals. The project budget is not to exceed \$25,000.

BACKGROUND

It is the mission of the Del Norte County Fairgrounds to serve the public as a place of celebration, tradition, learning, economic development, social well-being, civic responsibility and community health in good times and in times of challenge. The Fairgrounds is where the community gathers to showcase the vibrant lifestyle and talents of the people, of agriculture and of the community during the annual fair and throughout the year.

The Del Norte County Fair is operated and governed by the 41st District Agricultural Association, which is Governor-appointed. The Del Norte County Fairgrounds Recreation and Park District is a county-wide, independent special district which contracts with the 41st District Agricultural Association to provide and maintain facilities and programs at the Del Norte County Fairgrounds. The Boards work independently but may appoint a Master Plan/Land Use Plan subcommittee as Board liaisons to the project.

The annual Del Norte County Fair has been funded by the State of California for decades; however, in 2011 the State eliminated supportive public funding for all fairs. In response to this action, the 41st District Agricultural Association created a “special district” and crafted a ballot measure that would impose a seven-year, quarter-percent sales tax increase to support fair activities and to develop long-range plans to stabilize funding for the fairgrounds and annual fair. The citizens of Del Norte voted in favor of the temporary sales tax increase in November 2014. The Boards have undertaken the task of developing a long-term plan with a primary goal of sustainable funding for the fair and fairgrounds infrastructure before the ballot measure expires.

The Boards commissioned a Financial Study of the fairground’s activities and events which is intended to assist in the decision making process for development, expansion, planning, and cost savings.

Next, the Strategic Plan was developed and is expected to be carried out over the next five years. The Boards have a strong commitment to the citizens of Del Norte County to use their tax money wisely and make positive changes for the fairgrounds with that funding. The Boards are committed to developing the fairground properties, improve facilities, promote business development, enhance activities and events, support community functions, and make the fairgrounds economically stable.

PROPOSED SCHEDULE

This proposed schedule is subject to change at the discretion of the Del Norte County Fairgrounds. The Fairgrounds will provide interested firms of any scheduling changes. The Del Norte Fairgrounds anticipates that the planning documents will be completed in a six-month period once a Consultant is selected. Please provide justification if you propose a different schedule. Interested Consultants must register with the Del Norte Fairgrounds with their intent to submit a proposal for this project. It is the responsibility of the interested firms to check the website at www.dnfair.org for new questions and answers prior to submitting proposals. The names of firms and individuals submitting questions will not be disclosed.

RFP Issued	March 2, 2020
Deadline to Register	March 13, 2020
Deadline to Submit Questions	March 20, 2020
Response to questions	March 30, 2020
Proposal Submission Deadline	April 30, 2020
Interviews (if Conducted)	TBD
Contract before the Fair Board	May 2020
Project Completion	(6 months from contract award date)

Contact Susan Brown, Consultant, to register and submit questions regarding the proposal.

Susan Brown

susanbrown@ruralapproaches.com

Phone: (541) 404-3417

SCOPE OF WORK FOR MASTER PLAN AND LAND USE PLAN UPDATES

Kick-Off Meeting:

Develop a timeline for the completion of the Updated Plans, with clear deadlines and specific action items identified for each task or phase.

Data Gathering and Research:

Review existing plans for elements to be carried forward to the updated plans.

Provide necessary data, inventory, maps, and analysis to support the goals, objectives, and policies for each chapter of the Master Plan and Land Use Plan updates.

Existing conditions Report

Community character – architecture, design, public spaces, etc.

Future land use

Infrastructure –utilities, roads, pedestrian connectivity, public transit

Economic impact – impact of growth scenarios

Implementation – priorities, tools, etc.

Meetings with Board and Staff:

Hold meetings with Del Norte County Fairgrounds staff and its Boards to provide updates on progress and to solicit input. At least one meeting per month for the length of the contract is expected. These meetings can include telephone conferences to avoid additional travel expenses.

Public and Stakeholder Workshops:

Develop a communications plan to effectively communicate with the public during each phase of the project identifying the progress being made and expected outcomes.

Assist with up to three (3) workshops and possible visioning sessions with residents, business owners, and local officials.

Plan Development

Goals and strategies

Plan implementation for policies and strategies.

Identify any significant environmental impacts involved in the Master Plan and Land Use Plan that will require California Environmental Quality Act (CEQA) review or action.

Draft plan for review by subcommittee.

Documents available to Consultants on the website: dnfair.org

2000 Master Plan

2000 Land Use Plan

2017 Five-Year Strategic Plan

2017 Financial Study

QUALIFICATIONS

The proposal shall include a statement of qualifications. The statement should include the name, address, and brief history of the firm. The resumes of key personnel assigned to the project, along with a list of their responsibilities within the project should also be provided. In addition, related experience during the last ten (10) years should be provided (include the name of the entity, contact person, references, and phone number).

PROJECT COST

The proposal should include the following cost information:

The lump-sum project cost with a breakdown illustrating the costs of various deliverables.

The number of meetings/site visits included in the project cost.

The firm's fee schedule for additional work.

Del Norte County Fairgrounds desires a professional services contract with a not-to-exceed fee for the agreed-upon services. The contract will provide for monthly billing on a time and materials basis for the services provided. The contract will also include language to allow the project to be terminated by joint agreement of the parties with full compensation being made to the consultant for expenses incurred and work completed to termination date.

PROPOSAL EVALUATION

Once the proposals are received, they will be preliminarily reviewed by an RFP Committee consisting of two members of each Board of the Del Norte County Fairgrounds, with support from Del Norte County Fairgrounds staff.

It is anticipated that firms submitting proposals will be interviewed prior to the final selection by Del Norte County Fairgrounds Boards in a joint session.

The proposals will be evaluated by the RFP Committee based on the criteria listed below. The Committee will use a ranking system based on the criteria to evaluate the proposals received relative to one another. Firms are encouraged to structure the proposals to address the information in the order listed.

1. Understanding of the Project – The Committee will review a brief statement of the firm’s understanding of the project including an overview of the plan to complete the scope of work and additional services described in this RFP. 30%
2. Public Input and Engagement – The Committee will give comparative consideration to the nature and number of public input sessions and the firm’s experience with web, social media, and other recommended engagement techniques. 10%
4. Qualifications of the Firm – The Committee will review the firm’s experience in similar projects in the last ten (10) years, as described previously. 20%
5. Project Schedule – The Committee will evaluate the proposed schedule, as described earlier, for feasibility in meeting the Del Norte County Fairgrounds’ time frame. 10%
6. Project Cost – The Committee will review the total project cost. 30%

DELIVERABLES

At the close of the project, the selected consultant will provide an electronic copy of the updated Master Plan and Land Use Plan, suitable for reproduction and one (1) hard copy of the finished plans. The electronic files shall include editable documents in a Microsoft Word format, along with electronic copies of maps and other exhibits.

SUBMITTAL INSTRUCTIONS

To be considered, five (5) copies of the completed proposal must be submitted in a sealed envelope, clearly marked: REQUEST FOR PROPOSALS – MASTER PLAN UPDATE and LAND USE PLAN UPDATE, and received by 1:30 p.m. on April 30, 2020, by mail or hand delivery to:

Kim Floyd, CEO
421 Hwy 101 North Crescent City, California 95531
Phone: (707) 464-9556
kfloyd@dnfair.org

Proposals arriving after the date and time will remain unopened and will be disqualified. Any proposal may be withdrawn by giving written notice to Del Norte County Fairgrounds staff before the stated proposal opening time.

RESERVATIONS

Del Norte County Fairgrounds reserves the right to accept any proposal, to reject any or all proposals, to waive defects in proposals submitted in response to this request, and to select the proposal deemed to be in the best interests of Del Norte County Fairgrounds. Issuance of this proposal does not obligate Del Norte County Fairgrounds to award a contract. Del Norte County Fairgrounds accepts no responsibility for reimbursing consultants for expenses incurred in responding to this Request for Proposal.