



**Town of Youngsville, North Carolina**  
Planning Department

Comprehensive Land Use and Transportation Plan Update

## **REQUEST FOR QUALIFICATIONS (RFQ)**

### **TOWN OF YOUNGSVILLE COMPREHENSIVE LAND USE AND TRANSPORTATION PLAN (CLUTP)**

#### **Purpose**

The Town of Youngsville (further referred to as “the Town”) is soliciting Statements of Qualification from qualified firm(s) or a team offering comprehensive planning, future land use map, and multimodal transportation plan services. The Town desires to have a well-organized comprehensive plan, which will include a future land use map identifying key areas for focused development and a multimodal transportation plan identifying recommendations for bicycle and pedestrian facilities and potential locations for a street infill network. The plan should solicit, engage, and incorporate community input into a user-friendly document that will help guide growth in the Town.

The Town seeks to identify qualified consultants who have robust experience in preparing comprehensive plans and land use maps; multimodal transportation plans; urban design; economics; sustainability; engaging the community; soliciting and incorporating community input; knowledge of Youngsville, North Carolina and the rapid growth the Triangle is experiencing; North Carolina land use law; experience with developing and carrying out creative outreach methods; facilitation of public meetings; compilation and analysis of information; GIS capabilities; innovative and user-friendly documents that are legible in both digital and written form; quality design graphics; presentations to boards and commissions; and attainable recommendations for implementation of goals.

All respondents to this RFQ are subject to the instructions communicated in this document and are cautioned to completely review the entire RFQ and follow instructions carefully.

#### **Background**

##### **Youngsville:**

Youngsville, North Carolina is a small town located in the southern corner of relatively rural Franklin County and is directly adjacent to the urban Triangle Area. This proximity, as well as the proximity to the thoroughfares listed below, reinforce the existing growth pressures.

In Youngsville, you'll find a thriving downtown anchored by locally owned businesses. The Town has a variety of housing types and neighborhoods that offer everything from apartments to larger mini farms,

making it a desirable hometown for residents of all ages and housing types. Much of what makes Youngsville attractive to both residents and visitors is our small-town feel. The Town would like to leverage positive market forces while maintaining the small-town atmosphere that the community enjoys.

According to the 2019 American Community Survey (ACS), the Town has a population of approximately 2,400 residents. There are several main throughfares through Town, including NC 96 (Main Street), US 1-A, and US-1 (Capital Boulevard). These routes have traffic counts of approximately 24,000, 16,500, and 78,500 AADT, respectively. These numbers are only expected to increase as new developments are constructed and the Triangle continues to grow.

### **The Comprehensive Plan and Future Land Use Map:**

The Town of Youngsville currently relies on the adopted Town of Youngsville Town Plan 2040 – Comprehensive Land Use and Master Plan as a policy-based comprehensive plan with an action agenda to achieve implementation. It is a key policy and action document for the Town of Youngsville to be used by staff, government agencies, elected officials, property owners, residents, and developers to guide growth.

In 2021, the Capital Area Metropolitan Planning Organization (CAMPO) adopted the 2050 Metropolitan Transportation Plan (MTP), in which the Town participated. CAMPO also conducted the Northeast Area Study (NEAS) update in 2021. Both plans should be incorporated into Youngsville’s CLUTP.

### **Expectations of Consultant**

It is the Town’s expectation that the selected consultant will utilize their experience and drive this process. To achieve this goal, the Town will require the expectations outlined below be met and identified within the consultant’s proposal:

1. Initial meeting with Town representatives to review a project timeline, schedule meetings, and begin the process of data acquisition.
2. Review all existing plans, maps, documents, data, and any other materials relevant to the project. The Town will provide all available documentation to the consultant. The consultant will study and consolidate applicable materials into the Plan.
3. Conduct meetings with key elected and appointed officials, stakeholder groups, and the general public. The selected consultant will lead stakeholder outreach and participation efforts.
4. Plan and implement an extensive stakeholder and public outreach process using a range of methods to inform and involve stakeholders, citizen organizations, and the general public. Address the public hearing process and meetings with Town staff, citizen groups, applicable advisory committees, local units of government, etc.
5. Develop Plan goals, objectives, and implementation strategies based on technical data and public input.
6. Draft materials for review and comment by the Town in accordance with a schedule developed at the beginning of the planning process.
7. Confirm the final Plan conforms to existing North Carolina General Statutes.

8. Analyze consistency of current Town ordinances and policies in relationship to the Plan goals and objectives.
9. Prepare draft documents for public review and comment, and present to the Planning Board and Town Board of Commissioners. The plan should be presented in a format and language that is user-friendly and easily understood by the general public.
10. Prepare final draft documents and present at all associated meetings and public hearings for adoption of the plan.
11. Provide at least weekly updates to update Town staff on project status, discuss issues, and review drafts. Periodic written status reports and status update presentations may also be required to the Planning Board and Town Board of Commissioners.

## **Scope of Services**

The Statement of Qualifications (SOQ) should include a preliminary scope and project schedule that would address the following requirements. The Town and the selected consultant will determine the final scope of work following the review of qualifications. The selected consultant will complete the following tasks, at a minimum:

1. **Project Meetings.** The consultant is expected to meet regularly with staff. The consultant will meet with the Planning Board to collect input and provide updates. In addition, the consultant will solicit input and feedback from the Planning Board and Town Board of Commissioners; provide interim reports, presentations, and updates to each as required and appropriate; and attend the Plan's formal adoption by the Planning Board and Town Board of Commissioners. Monthly meetings with Town staff and the steering committee are anticipated during the project.
2. **Public Engagement and Communications.** 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 with envisioning the future of the Town. Significant public input will be required throughout the process. We anticipate a number of public meetings will be held 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. The number of meetings will be determined in the final agreement and will depend upon the public engagement strategy and implementation steps. Public involvement in the planning process and acceptance of the final plan is critical to the success of this effort, and respondents should include their approach and public participation plan.
3. **Plan Development.** The consultant will serve as the primary drafter of the plan and shall perform research and develop materials for the Plan, including but not limited to:
  - a. A baseline review of existing plans and relevant information, current codes and policies, demographic and census data, traffic volumes, crash locations, high injury and fatality locations, and other information relevant to the required plan elements.
  - b. Develop an inventory and assessment of issues and opportunities based on work with staff, appointed and elected officials, and through the public participation process.

- c. Develop a vision for Youngsville that will serve as a focal point for goals, policy, and strategy decisions or action items.
  - d. Draft the Comprehensive Land Use and Transportation Plan for Planning Board review and Town Board of Commissioners adoption.
  - e. Provide digital, editable, working and printable copies of all final documents including reports, maps, and final plan.
4. Plan Content. The Plan document will include assembling and analyzing data regarding existing conditions within the established planning area and utilizing that data to develop policies, actions, and an implementation plan to guide future development and decision making over a 25-year timeframe. It is anticipated the Plan will include the following content:
- a. Community Assessment – Population, housing, demographic, and economic trends and projections.
  - b. Natural Resources, Resiliency, and Hazard Mitigation.
  - c. Historic, Cultural, and Heritage Preservation and Enhancement.
  - d. Land Use and Community Design – Existing land use and framework for future growth
  - e. Housing – Review of housing needs and trends and recommendations that will create strong neighborhoods that support lifelong housing needs.
  - f. Transportation:
    - i. Determine appropriate system connectivity within the project area and adjacent area.
    - ii. Define alignments with sufficient detail to identify multimodal elements.
    - iii. Determine appropriate design for all travel modes.
    - iv. High level capacity analysis to ensure the proposed recommendations of alignment, cross-section, and intersection improvements are buildable and functional.
    - v. Identify opportunities for incorporating Complete Streets policies. Identify pedestrian improvements as well as connections to existing and planned greenways.
    - vi. Identify barriers to pedestrian and bicycle trips and propose solutions to improve these areas.
    - vii. Evaluate and determine bicycle/pedestrian alternatives to serve the community, referencing adopted Town plans and policies.
    - viii. Identify goals and strategies to address immediate and future transportation needs of the community.
    - ix. Transit Oriented Development (TOD) recommendations for the vicinity of the S-Line.
  - g. Public Services and Infrastructure – Identify areas of growth and associated service needs including plans and policies for provision of financing for public infrastructure.
  - h. Recreation and Open Spaces – Review existing inventory and recommendations for future growth.
  - i. Implementation – Specific goals and policies to implement each element of the Plan.

## **Deliverables**

A primary objective of the CLUTP Project is a plan that is useful and gets used. The plan shall be in a format that is engaging, with content that is heavily visual and therefore conveniently accessible to decision-makers and the public. The old-fashioned, spiral-bound dust collector containing something for everyone and therefore nothing for anyone shall be avoided. To achieve this objective, the format of the final plan is at the discretion of the successful consulting team and will be determined during contract negotiations. The final updated plan shall be consistent with North Carolina General Statute 160D-501 both in terms of format and procedural requirements leading to adoption.

## **Submittal Format and Deadline**

The deadline for firms submitting qualifications is 8:00 am on Monday, August 1, 2022. No submissions or supporting documents will be accepted after this deadline. Firms accept all risks for late delivery of Qualifications Packages regardless of fault. Submittals may be emailed in PDF format to [eklinger@townofyoungsville.org](mailto:eklinger@townofyoungsville.org).

## **Submittal Requirements**

The firm shall submit a Statement of Qualifications (SOQ) that is responsive to this RFQ by documenting qualifications and evidence of relevant experience similar to the services required for this project. The SOQ shall be limited to a total of 21 pages including the cover page. The SOQ should be concise and provide specific details to answer the following:

1. Project Overview
  - a. General Information – Provide a brief overview of firm, including qualifications to execute the contract, and company mission or statement of beliefs.
  - b. Project Understanding – A summary of the consultant’s understanding of the project as described in this RFP.
2. Qualifications
  - a. Team Experience – Describe the firm(s) and the principal services provided, including a brief statement of the qualifications that are relevant to this project. If the proposed team comprises more than one firm, describe the coordination and relationships with subconsultants. Identify the physical location of the firm(s) and where the assigned personnel are based.
  - b. Team Organization and Personnel – Provide an organizational chart or similar which documents the personnel to be assigned to this project. Document work background, education, professional licensures and certifications, and any other pertinent information for all personnel who will be assigned to this project. Describe the role each team member will execute, the estimated percentage of their time that will be allocated to this project, and their hourly rate.
  - c. Past Projects – Describe three (3) projects, similar in scope and context, that the firm has completed for local governments which highlight the necessary qualifications to complete this project. For each project, include a project description, the name of the jurisdiction, and a website (if appropriate) that features the project. Include a phone

number and email address for a contact person who can provide a reference and answer questions about the project. Electronic versions of the final reports for these projects should be included, with no more than five pages highlighted for review by the Selection Committee.

3. Project Vision and Schedule – Describe the proposed approach to the Scope of Services described and the proposed work plan. Identify potential challenges and expected issues of concern. Provide an estimated project schedule. Document any requirement(s) that the Town must fulfill in order to meet the schedule.
4. Community Engagement Plan – Describe at least three approaches for providing innovative, effective stakeholder engagement and public participation. These alternatives should represent different levels and styles of involvement and complexity. Provide examples of how your firm would conduct public and stakeholder interviews that would capture input that is representative of the Town’s residents.
5. Budget – The Town has budgeted \$125,000 for this project. Explain how your firm will fit the proposed cost of this project within the allocated budget.

## **Method of Evaluation and Selection**

A Selection Committee (Committee), comprised of elected and appointed officials and Town staff, will be formed. The Committee will review and identify the firm(s) that have satisfied the requirements of the RFQ and have the qualifications that best fulfill the Town’s needs. The Committee may invite one or more selected firms to a presentation and interview prior to final selection. The Committee will consider the following criteria when evaluating RFQ responses:

1. Experience of firm(s) with projects of a similar scope and scale;
2. Experience working with small, urbanizing communities;
3. Qualifications and experience of the proposed team and location of team members;
4. Responsiveness to RFQ and quality of the submittal;
5. Proposed approach to project and schedule for completion;
6. References on past work efforts;
7. Knowledge of the Town of Youngsville and surrounding region;
8. Any other experience or criteria deemed applicable to the project.

## **Selection Timeline**

RFQ Issued:	July 1, 2022
RFQ Q & A Posted on Website:	July 15, 2022
RFQ Responses Due by 8 am:	August 1, 2022
Firm Shortlist Selection:	August 2022
Firm Interviews:	week of August 15, 2022
Firm Selection:	August 31, 2022
Contract Approval:	September 2022

## Questions

All questions shall be submitted to Erin Klinger, Planning and Zoning Administrator, via email ([eklinger@townofyoungsville.org](mailto:eklinger@townofyoungsville.org)), no later than 12:00 p.m. on Thursday, July 14, 2022. Questions submitted later than this deadline will not be considered. An addendum with questions and answers, if necessary, will be published on the Town website by 5:00 p.m. on Friday, July 15, 2022.

## Award and Contract

The Town may review the proposals received at any time after the submission deadline. The Town anticipates entering into a contract with the selected firm to execute the proposed work. This RFQ does not commit the Town to award a contract to, or pay any costs incurred by, a firm responding to this RFQ. The Town reserves the right to accept or reject any and all qualifications received as a result of this request, to negotiate with all qualified firms, or to cancel this request for qualifications if it is in the best interest of the Town to do so.

After the firm selection, there will be a period of negotiation between the Town and the firm to confirm the final scope of work and costs. The Town will confirm the selected firm once the contract has been executed by the firm and the Town Administrator and/or the Board of Commissioners.

If the Town and the selected firm are not able to reach agreement on the scope and terms of a contract, the Town retains the right to dismiss the selected firm and negotiate with the next most qualified firm. The Town retains the right to repeat this process until a contract is successfully negotiated or the Town ends the negotiations for the project.

## Miscellaneous Provisions

1. Ownership of Proposals. Upon delivery, all SOQs will become the property of the Town of Youngsville.
2. Ownership of Materials. The Town will have access and ownership of all materials created as part of this process. Any proprietary exclusion will need to be approved by the Project Manager prior to utilization in the process.
3. Right to Reject/Modify. The Town may, at its sole discretion, reject any or all SOQs or waive any irregularities without disqualifying the proposal. The issuance of this RFQ does not bind the Town to award a service agreement for services described herein.
4. Public Disclosure of All Proposals. All proposals received in response to this RFQ shall become the property of the Town. All proposals shall become a matter of public record and shall be regarded as public records.