

TOWN OF RANCHO VIEJO
ADVERTISEMENT FOR STATEMENTS OF QUALIFICATIONS

Qualifications addressed to Fred Blanco, Town Administrator, of The Town of Rancho Viejo, 3301 Carmen Avenue, Rancho Viejo, Texas 78575, will be received at the Town's Municipal Office, 3301 Carmen Avenue, Rancho Viejo, Texas 78575 until 2:00 p.m. on March 1, 2023, to prepare a local Comprehensive Plan pursuant to Texas laws, standards and procedures and the best management practices for comprehensive planning.

Qualifications must be clearly marked "Statement of Qualifications" for "Comprehensive Planning Services". The proposals received will be evaluated based on the criteria listed in the official "Request for Qualifications: Comprehensive Plan."

The Town reserves the right to reject any or all proposals and to waive formalities. In case of ambiguity or lack of clearness in stating the qualifications in the proposal, the Town reserves the right to consider the most advantageous construction thereof, or to reject the proposal. RFQ Information Packets and Proposal Forms may be obtained on the Town's website at <https://www.ranchoviejotexas.com> or in person at the Town's Municipal Office. For information regarding the RFQ, contact Fred Blanco, Town Administrator at fblanco@ranchoviejotexas.com or (956) 350-4093.

Maribel B. Guerrero, Mayor
Town of Rancho Viejo

Request for Qualifications
Comprehensive Plan
Town of Rancho Viejo,
Texas

Town of Rancho Viejo
3301 Carmen Avenue
Rancho Viejo, TX 78575

RFQ Release Date – January 27, 2023

RFQ Due Date – March 1, 2023

Overview

The Town of Rancho Viejo invites qualified consulting firms to submit statements of qualifications to prepare a local Comprehensive plan pursuant to Texas standards and procedures and the best management practices for comprehensive planning. Proposals will be accepted from individuals, firms, or groups of firms who can demonstrate they have the resources, experience, and qualifications to provide a range of professional planning and recommendations for the Town of Rancho Viejo Comprehensive Plan.

Background

The Town of Rancho Viejo is located directly adjacent to the City limits of Brownsville in central Cameron County, approximately 15 miles from both Valley International Airport and Brownsville South Padre Island airport, and 30 miles from South Padre Island. This beautiful community is built around stunning tropical waterways – or Resacas – and one of the finest golf courses in the Rio Grande Valley. Rancho Viejo has year-round tropical weather making it an ideal setting for daily biking, kayaking, golf, birding, and a variety of outdoor recreation.

The Town of Rancho Viejo has a population of approximately 2,500 people. It is a Type A, General Law Town with a Mayor-Council form of government. The Board of Aldermen consists of the Mayor and five Councilmembers elected at-large to staggered, two-year terms. The Board of Aldermen selects one of its members to serve as Mayor Pro Tempore. The Town has a Town Administrator that carries out the functions of a Town Secretary as well as other administrative duties.

The Town of Rancho Viejo has never had a formal Comprehensive Plan in place, and desires to retain the services of a professional consultant to prepare a Comprehensive Plan.

Scope of Work

The Consultant shall develop and assist the Town of Rancho Viejo to adopt a new Comprehensive Plan. The Town of Rancho Viejo's Comprehensive Plan needs to be developed to effectively hear the Town's population and to understand the community's desires regarding the required elements of the plan and the intent of the community's citizens to establish an orderly plan to prioritize and accomplish diverse goals and objectives.

The Town of Rancho Viejo is expecting a complete draft of a Comprehensive Plan inclusive of recommendations and updates. The respondent shall submit a proposed general process for the project using past experience and best practices in similar communities. The comprehensive plan should address in detail a planning directive for 2023 – 2028 and provide tools to guide growth while considering observations and challenges for a planning horizon of 2021 – 2035.

Interagency coordination will be required. Coordination with other affected public agencies including, but not limited to, the Texas Department of Transportation, Cameron County Regional Mobility Authority, Valley Municipal Utility District # 2, and County of Cameron will be the responsibility of the selected consultant. Once a contract has been approved by the Board of Aldermen, key Town personnel will be available for input, consultation, inquiry, and review of all aspects of the planning effort; but it is not envisioned that Town staff will be directly responsible for any work elements other than those specifically described herein.

In preparing a response to this Request for Qualifications (RFQ), the Consultant shall address the following specific components that should be included in the scope of work. The final scope of work will be coordinated with the Town staff and the selected Consultant.

1) Services to be performed by the Consultant

a) Overview and Existing Information Review

- i) Meet with the Mayor, Aldermen, and Town Staff members to collect and review available information and the methodology to be used in the development of the Comprehensive Plan, including existing plans, projects, studies and agreements, as well as any additional information that may influence or impact the planning process.

b) Data Collection and Analysis

- i) The respondent shall analyze historic, current, and projected data pertaining (but not limited) to housing, population, employment, economic indicators, and land use statistics. Data should be organized by five-year increments and be used by the respondent to identify major characteristics and shifts that will affect the Town during the planning horizon.

c) Citizen Participation

- i) A detailed citizen participation process shall be proposed by the respondent that is patterned after successful experiences the respondent had in prior plans they have prepared. The proposed approach should be very inclusive and incorporate innovative approaches to drawing diverse groups and ideas into the planning process. The respondent will be an integral part of the citizen participation process and will be expected to attend and participate in all meetings.
- ii) The citizen participation process may involve multiple approaches including (but not limited to): leadership interviews, community meetings, use of print and social media, and online communication.
- iii) The goals of the Citizen Participation task are to:
 - (1) Educate involved parties about the comprehensive plan's role and importance to the community.
 - (2) Disseminate information to interested and involved parties.
 - (3) Provide effective and efficient mechanisms for gathering public input on various issues; and
 - (4) Engage the community and build consensus throughout all phases of the planning process.

d) Goals and Objectives

- i) The respondent shall develop a comprehensive and concise set of goals and objectives to guide decisions during the planning period.

e) Future Land Use Plan

- i) The respondent shall evaluate the current land use and shall make recommendations for any edits or revisions for Future Land Use.

- f) Impacts of Regional Growth
 - i) The respondent shall review regional growth and offer recommendations for Rancho Viejo to maintain a sustainable presence in the Region.
 - g) Housing Choice
 - i) The respondent shall analyze the housing options in Rancho Viejo and provide recommendations for maintaining the viability of the existing housing stock and providing housing choices for the future.
 - h) Parks, Recreation and Open Space Plan
 - i) The respondent shall review, update and offer recommendations for better utilizing and maintaining our parks and open spaces. This task shall also include an evaluation of the existing parks and recreation opportunities in the Town and make recommendations for expansion or improvement to serve the projected population and development pattern.
 - i) Economic Development and Redevelopment
 - i) The respondent shall propose a scope of services for this task similar to successful economic development plans and policies that the consultant has completed in the past, including an Available Property Inventory and Development Alternatives, especially in the downtown and Carmen Avenue areas. The areas surrounding Rancho Viejo are still growing and will have a substantial impact on the Town of Rancho Viejo. This plan should help guide the future development of both residential and commercial areas consistent with the wants of the community and best practices in planning.
- 2) Implementation
- a) Specific strategies shall be proposed that detail the resources and actions necessary to implement any recommendations made to the Plan. The respondent shall recommend actions to maximize the benefits and minimize negative reactions to the preferred development pattern. The respondent shall propose strategies to address the findings and recommendations of the various Project Tasks. All recommended implementation strategies shall be prioritized and presented in a format that can easily be tracked and updated.
- 3) Deliverables
- a) The Town expects several deliverables during the course of this project, as opposed to one deliverable being produced in the form of a single, final document at the end of the process. Deliverables will be both digital and hard-copy in format. The content of these deliverables will be determined during contract negotiation.
- 4) Timeline Requirements
- a) The work shall be completed in a reasonable amount of time to provide for thorough public involvement, but not so long that the Town misses opportunity for optimized redevelopment.
- 5) Reporting and Communication
- a) The Consultant will meet periodically during the on-site field work process with the Town Administrator and members of the Planning and Zoning Commission, Strategic Planning Committee, and Board of Aldermen to discuss issues, concerns, preliminary findings and recommendations. The Consultant will also have periodic meetings with representatives of

Valley Municipal Utility District #2, which provides water, wastewater, and drainage services to the Town.

- b) The consultant will provide regular updates to the Town regarding process on the analyses and recommendations and request any additional information or direct need to complete the project on time and within budget.
 - c) Prior to issuing their final report, the consultant will meet with the Town Administrator and members of the Planning and Zoning Commission, Strategic Planning Committee, and Board of Aldermen to review the draft report and recommendations to be presented to the Planning and Zoning Commission and Board of Aldermen.
- 6) Other Considerations
- a) All working papers, reports, and records relating to the work performed under the Professional Services Agreement will be property of the Town of Rancho Viejo and will be delivered upon completion.
 - b) The consultant will be required to attend at least two Planning and Zoning Commission meetings and two Board of Aldermen meetings to present the Comprehensive Plan and answer any questions either body may have regarding the study or recommendations.

Proposal Content

Proposal responses must adhere to the requirements outlined in this section. The original proposal and each subsequent copy must be submitted on paper, properly bound, and appropriately labeled in the following order:

- 1) **Introduction:** Provide a cover letter and introduction including the name and address of the organization with the name, address, telephone and fax numbers, and e-mail address of the contact person who will be authorized to make representations for the organization. An Executive Summary shall be provided with an overview of the proposal, its highlights, and the approach to successfully completing this project.
- 2) **Project Approach:** a general description of the consultant's approach to Comprehensive Planning and a detailed task plan that addresses the scope of services.
- 3) **Innovative Techniques or Methodology** - A discussion of any innovative techniques or methodology that the consultant will use in this study that have a proven history of providing responsive and cost-effective results on similar studies.
- 4) **Scope of Work and Schedule:** Discuss each task outlined in the "Scope of Work" section above with a cost estimate and cost proposal for the project including a breakdown of costs by each task requested in service to be performed. Include a scope of work and schedule of completion.
- 5) **Qualifications:** Describe the firm's resources, experience and capabilities as follows:
 - a) Provide an outline of the firm's background, qualifications, and ability to perform the scope of services required. Identify any sub-contractors proposed for the project.
 - b) Provide a list and/or organizational chart to identify the person(s) who will be primarily responsible for contact with the Town.

- c) Identify all key project personnel, their relationship to the project, relevant qualifications and experience, and their level of effort toward completing all needed tasks. Include a description of specific projects similar to this request and the specific tasks performed by the project personnel.
 - d) Provide a brief outline of the firm's current workload, staffing and ability to meet the schedule and deadlines described in this RFP.
- 6) **References:** Identify at least 2 (two) successfully completed projects of a similar nature, preferably with direct involvement of municipal governments in Texas. Each project listed shall include the name of the agency, project manager, phone number, and description of work performed. Consulting projects currently underway may also be submitted for consideration.
- 7) **Additional Data:** This section will be limited to 5 (five) pages. Proposals may include any other information the Consultant deems essential to the evaluation of the qualifications and proposal statements.

Proposal Submittal

To be considered, please submit 6 (six) hard copies and 1 (one) electronic copy, on a USB drive, of your proposal to:

Town of Rancho Viejo
 Attn: Town Administrator
 3301 Carmen Avenue
 Rancho Viejo, TX 78575

Proposals received after the due date will not be considered.

Questions regarding this proposal may be directed to Alfredo Blanco, Town Administrator, Town of Rancho Viejo, 3301 Carmen Avenue, Rancho Viejo, TX 78575 or by email at: fblanco@ranchoviejotx.com.

Review and Selection Procedure

The Board of Aldermen will evaluate each proposal and select a consultant. The following evaluation criteria and their respective weights will be used in selecting a consultant:

Evaluation Criteria	Points
Consultant experience in the creation of successful Comprehensive Plans to meet the defined scope of work	20
Qualifications of the Project Team	20
Project approach, methodology and satisfactory schedule for completion	30
Knowledge of local issues in the Town of Rancho Viejo and the surrounding region	10

References: Two (2) required	10
Cost of proposal	10

Please note that the ability of the Consultant to complete the overall project within the anticipated completion period will be considered in the selection process. The lowest cost proposal will not necessarily be selected.

The Town of Rancho Viejo reserves the right to reject any and all proposals and to waive any informality in proposals received.

Insurance Requirements:

For the duration of the contract, the service provider must maintain Commercial General Liability insurance with limits of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, Professional Liability Insurance with limits of not less than \$1,000,000 per occurrence if available to a professional engaged in consultant’s regular course of business, Automobile Liability insurance with a minimum limit of \$1,000,000 per accident, and Workers Compensation Insurance as required by the State of Texas.

Service Provider shall maintain liability insurance in an amount of not less than \$1,000,000 per occurrence, naming the Town as an additional insured, covering any such unauthorized disclosure of Protected Information caused by a defect or failure of the Software or any electronic communication system maintained or controlled by Service Provider.

The Town reserves the right to establish that these insurance requirements be met and complied with prior to any contractual agreement is entered into. The cost of such insurance is the service provider's responsibility. Failure to comply could result in non-award of the contract.