

**WASHOE COUNTY  
COMMUNITY SERVICES DEPARTMENT**

**REQUEST FOR QUALIFICATIONS**

Project Specifications and Instructions  
for Submitting Qualifications to Furnish

**Professional Services for**

**Washoe County Master Plan Update**

**Community Services Department  
Planning and Building Division**



Due: February 18, 2020

# REQUEST FOR QUALIFICATIONS

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### Exhibit:

- Master Plan Update Timeline

### Links to Current Master Plan

- [https://www.washoecounty.us/csd/planning\\_and\\_development/master\\_plan.php](https://www.washoecounty.us/csd/planning_and_development/master_plan.php)

## SECTION 1 – INSTRUCTIONS

The Washoe County Community Services Department (CSD) is requesting qualified firms to respond to a Request for Qualifications (RFQ) and to participate in a formal interview to determine the team who will be responsible to develop a Washoe County Master Plan Update for the Planning and Building Division. This is a qualifications-based selection process and no fee proposals are to be provided with the RFQ submittal.

### **Submittal Deadline**

Statement of Qualifications (SOQ) from prospective firms will be accepted until 4pm Tuesday, February 18, 2020. Submittals received after the deadline will not be considered.

### **Submittal Format**

Prospective firms shall submit one (1) bound copy and one (1) electronic copy in PDF format of their Statement of Qualifications to Washoe County. All submittals shall be limited to ten (10) pages, with the exception of licenses and certificates, which shall be added as appendices. The document shall be typed on standard 8 ½ x 11 paper, with font no smaller than 12 pt. Firms that do not adhere to these requirements may be deemed non-responsive and rejected on that basis.

## SECTION 2 – RFQ SCHEDULE

<b><u>Task</u></b>	<b><u>Date</u></b>
<u>Issue RFQ</u>	January 22, 2020
<u>Firms Submit Questions</u>	January 31, 2020
<u>Washoe County Respond to Questions</u>	February 4, 2020
<u>Submittals Due</u>	February 18, 2020 <i>(by 4pm)</i>
<u>Interviews (target date)</u>	February 25, 2020
<u>Notice of Intent to Award</u>	February 28, 2020
<u>Award Date</u>	April 14, 2020

## SECTION 3 – BACKGROUND

Washoe County is updating its Master Plan for two essential purposes. First, the Truckee Meadows Regional Planning Agency has recently adopted a new Regional Plan, and the County anticipates a range of changes necessary to ensure conformance with this new regional plan. In particular, but not exclusively, the Land Use and the Public Services and Facilities Elements will likely be impacted by the new regional plan.

Second, the time since Washoe County last conducted a significant master plan update (as opposed to periodic amendments) is considerable. While the county has benefited by the long-term stability of its master plan, the population, demographic, economic, and environmental circumstances are significantly different today and these changes warrant not only a review of the content and approach to growth, but also the graphic design of the documents that articulate this information. For these two fundamental reasons, the County is seeking a qualified consultant(s) for the following scopes of work.

## SECTION 4 – SCOPE OF WORK

This scope of work has two parts with multiples phases which must be coordinated. Firms are encouraged to team with other firms to maximize expertise in these areas. *Please note this will be a two (2) year contract, see Master Plan Update Draft Timeline (Exhibit A).*

### **Part #1**

#### *Phase 1: Design*

The basic design of the Washoe County Master Plan has remained consistent for over two decades. The current plan is composed of three volumes (Elements, Area Plans & Specific Plans). The county is seeking assistance in rethinking this format; with an eye to consolidation. The county seeks a new design that is focused on these three fundamental principles.

1. The user interface is customer centric and intuitive. We anticipate most customers will interact with an electronic version of the documents. The new master plans should be designed specifically with this in mind.
2. Pictures and graphics, and tables, and charts and other visual aids – can say/save a thousand words.
3. Simplicity results in more effective implementation and a longer life span.

*Deliverable:* Consultant will provide a contemporary and functional template that anticipates electronic consumption, provides an intuitive and productive customer experience (a customer is anyone who has a need to interact with the document), utilizes alternatives to narrative whenever possible, and will provide an efficient experience for many years.

#### *Phase Two: Data collection and analysis*

As mentioned above, the county recognizes that there have been significant changes in population, demographics, economic and environmental circumstances since the last master plan update. Washoe County desires to base this update on the best possible data. Therefore, data regarding population growth and demographics, economic growth and employment, housing, infrastructure capacity and needs, open space and other relevant issues will be compiled and analyzed in support of proposed policies.

*Deliverable:* Consultant will collect and analyze the relevant data in support of the plan broadly. The data utilized will be provided as appendices or other appropriate format, and when possible, proposed policies should reference the appropriate data source.

#### *Phase Three: Regional Plan Conformance*

The newly adopted Truckee Meadows Regional Plan will require updates to many components of the current Washoe County Master Plan. Washoe County is seeking assistance in identifying these

updates and providing options for how the county may choose to come into conformance. This effort will require a thorough review of both the new regional plan and Washoe County's plan.

Deliverable: Consultant will provide an analysis of the updates necessary to conform to the new regional plan and provide options for Washoe County to consider regarding how to achieve conformance.

#### Phase Four: Area Plan Evaluation

Washoe County uses an Area Plan approach to master planning its varied geographic communities. The county currently has 12 Area Plans covering every area in Washoe County outside the Tahoe Basin. These individual documents are intended to acknowledge and plan for the differences in community character that can be found in the unincorporated county. The area plans contain extensive character statements that are intended to describe the desired future of individual "character management areas" identified in the plans. The plans also contain special goals and policies relevant to each area, and in some cases, they also provide regulatory standards regarding allowed uses. Each plan also contains a section that outlines the thresholds needed in order to amend the plan. The county is seeking to reconsider this approach from the following perspectives:

1. Are "character management areas" still an appropriate tool to manage growth? Is preserving, amending or eliminating this tool the best path?
2. There is a significant amount of language in the form of goals and policies that is repeated in each area plan. Is this overlapping language appropriate or can it be consolidated in a more centralized location?
3. Regulatory language in the master plan is problematic. Where present in the area plan, it should be considered for elimination or movement to the appropriate section of the development code.
4. The new regional plan enables a range of different land use opportunities throughout much of the county. The area plans were developed without these opportunities on the table. The plans should be evaluated for if and how these opportunities can be incorporated into the county's planning areas.

Deliverable: The consultant will provide an analysis of the county's area plans that contains:

1. Options for updating the "Character Management Area" tool for growth management.
2. Options for addressing the significant overlapping language.
3. Options for addressing the existence of regulatory language, regarding allowed uses, in the area plans.
4. Options for how to incorporate the new development opportunities enabled by the regional plan.

- Options for addressing other regional plan conformance issues i.e., housing, in the area plans consistent with phase two above.

## **Part #2**

### **Messaging and Public Outreach:**

Washoe County anticipates this project will involve extensive public outreach and engagement. In support of these efforts a messaging plan needs to be implemented. Washoe County is seeking the assistance of a consultant for both the development and implementation of this messaging plan. This work will require coordination with county staff to prepare, organize and participate in the community events necessary to support the project.

*Deliverable:* The consultant will provide a messaging and engagement plan and will assist the county in the implementation of the plan, including attending a limited number of public engagement functions. The messaging plan should simultaneously provide information and solicit input.

## **SECTION 5 – EVALUATION FACTORS**

### **1. Project Approach (35pts)**

Describe team's understanding of project deliverables. Discuss approach to performing the work necessary to meet the County's goals identified in the Scope of Work.

### **2. Past Performance (20pts)**

Firm's past performance in terms of projects, quality of work, compliance with project task schedule, and fee/budget commitments. Include relevant work completed in the past five (5) years. Identify a reference name and phone number for each past project listed. Identify specific examples related to the discipline tasks requested in this scope of work.

### **3. Proposer Team/Organization (25pts)**

Provide summary of the past experience of each of Team's key members assigned to this Project with projects of similar scope and complexity. Briefly describe experience of such members working together as a team. Provide organizational chart which includes all proposed personnel and responsibilities of Team members. Demonstrate the effectiveness of the Team to meet Project goals.

### **4. Availability, Capacity and Location (20pts)**

Demonstrate the availability of the key Project Team members for the duration of the Project. Provide information regarding project team's past capability to meet similar scope of work and timelines. Preference for local consultants located within 20 miles of Washoe County.

## SECTION 6 – SELECTION PROCESS

Selection will be based upon the SOQ and interview using the Evaluation Factors identified above. Failure to appear to interview will be considered non-responsive, and firm will be eliminated from any further consideration. Interviewees will be advised of the format and schedule in advance.

The Review Committee will be comprised of County staff and may include other members representing local entities. The County will issue Notice of Intent to Award to most qualified firm and enter into negotiations to finalize the Master Plan scope of work and deliverables. If an acceptable Agreement cannot be reached with the highest ranked firm, the County may proceed to negotiate with the next highest ranked firm, and so on, until an acceptable Agreement is negotiated, or the County, in its sole discretion, elects to terminate the solicitation. Upon completion of negotiations a recommendation of award to Washoe County Board of County Commissioners will be made.

## SECTION 7 – ADDITIONAL INFORMATION

The previous Washoe County Master Plan is available on our website for your review. Please navigate to this link for more information:

[https://www.washoecounty.us/csd/planning\\_and\\_development/master\\_plan.php](https://www.washoecounty.us/csd/planning_and_development/master_plan.php)

All questions and correspondence shall be directed to the Division Director:

Mojra Hauenstein, Architect, AICP Planner, LEED AP Neighborhood Development  
Director of Planning & Building  
Washoe County Community Services Department  
1001 E. 9<sup>th</sup> Street, Building A – 2<sup>nd</sup> Floor  
Reno, NV 89512  
(775) 328-3619  
[mhausenstein@washoecounty.us](mailto:mhausenstein@washoecounty.us)

### **Submittal and Contracting Provisions**

Washoe County reserves the right to reject any and all Statement of Qualifications, modify the scope of work or services to be provided; withhold award of contract for any reason it may determine; waive or decline to waive any technicalities or irregularities in any written or verbal submittals; and, require additional written, verbal, or both submittals if necessary.

Washoe County retains the right to use any information, data or ideas submitted in response to this Request for Qualifications. A submittal to Washoe County constitutes the waiver of any claim to compensation for the use of information, data, or ideas contained in such submittal.

Washoe County has established specific indemnification and insurance requirements for agreements/contracts with consultants, engineers and architects to ensure that adequate insurance coverage is maintained. Indemnification and hold harmless clauses are intended to assure that consultants, engineers and architects accept and are able to pay for the loss or liability related to their activities.

# Master Plan Amendments Draft Timeline

