

Town of Rolesville Planning Department



REQUEST FOR PROPOSAL

COMPREHENSIVE PLAN UPDATE 2050

Proposals Due March 29, 2024, no later than 5:00 pm

Submit proposals to:

Town of Rolesville Planning Department

Attn: Austin Keefer

502 Southtown Circle, P.O. Box 250 Rolesville, NC 27571

Austin.keefer@rolesville.nc.gov

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1.0 Purpose

The Town of Rolesville is requesting proposals from qualified consulting firms who will assist the town with a major Comprehensive Plan Update and Economic Development Plan update with a horizon year of 2050 and a focus on the next five years. The town would like to create a cleaner, more inclusive plan that will condense our separate Land Use, Economic Development, Main Street Development, Greenway Development, Commercial Growth Plan, and other plans into one comprehensive document.

2.0 Background

The Town of Rolesville is the second oldest town in Wake County, behind the City of Raleigh, incorporated in 1837. Rolesville began as a farming town and even had a fence enclosing the town to keep local livestock in town limits. The fence remained until 1941 when US 401 was paved, but the original fence cornerstones still stand today marking the downtown square. Rolesville is located in northeast Wake County just 15 miles from downtown Raleigh and 5 miles from Wake Forest. This location gives us the opportunity to be a part of the larger triangle metro area while keeping our small-town charm and community that gives Rolesville its identity. Through progressive City planning, the town with a population of 9,475 (2020 census) and geographic area of just under four square miles, has worked hard to reinvigorate the downtown area, while promoting a recreational lifestyle and high quality of life for its residents. Recently, Rolesville has been a major hotspot for residential growth. Since 2017, the town has approved 5,180 single family homes in subdivisions. Out of that, 89.55% (4,639 units) have been approved since 2020. This level of growth compared to its size and history is unprecedented which leads the town need a new Comprehensive Land Use and Economic Development Plan that builds upon the last plan from 2015 and focusing on how to expand and grow the town without diminishing the existing quality of life of the residents.

3.0 Proposal Summary

The intent of this RFP is to enable Town staff to evaluate potential consultant experience, qualifications, and capabilities to lead and/or assist in the wide ranging of steps and stage of developing a Comprehensive Plan Update for the Town from start to finish.

3.1 Key Principles

Provide a Shared Vision – We expect the planning process to involve widespread input by citizens, developers, landowners, appointed and elected officials and other stakeholders through community participation for the Plan to serve as a guide for the Town.

Data Focused – It is expected that multiple sources of credible data should be used to create realistic goals and objectives for the Town’s future development.

Be Fully Comprehensive – While the plan is focused on land use and economic development, it is expected that it will take a wholistic approach to address several key elements related to the growth of the Town. The Plan needs to achieve broad buy-in and be utilized by multiple public and private agencies and groups in the Town in guiding decisions through the next 5 to 10 years in order to be successful.

Provide a Plan that is Realistic and Implementable – A successful Plan is one with realistic and achievable goals. Our expectations are for this Plan to create goals that are tailored to the town instead of generic and broad in scope. New development should pay for itself as should planned public investments.

Be a Living Document – Where the Plan is not able to provide explicit directions, it should provide direction and priority. Future plans and studies that will complement and serve as additions to this plan should be clearly identified and provide a realistic timeline for development.

3.2 Methodology

The Town of Rolesville will be looking for a well thought out and organized process that helps to ensure the final product is rooted in the aforementioned

principles. Broadly, we are looking for several items to be included in the process in roughly chronological order:

- Initial Organization
 - Establishment of a Steering Committee to determine elements of plan and oversee staff and consultant throughout the planning process.
- Community Vision and Plan Branding
 - Development of a broad vision which builds off of existing conditions and steers the Town's specified goals.
 - Develop Scope and Elements
- Existing Conditions
 - Demographic, Economic, Public Services data collected from various sources.
 - Ongoing Land Use Fiscal Impact, Commercial Growth Study, and Transportation Studies.
 - Analysis of Existing Plans and Studies
 - Expected Plan elements to include, but not limited to: Land Use, Transportation, Infrastructure, Housing, Economy, Natural Resources, Recreational Resources and Education.
 - Making sure that all plans in the Town are mutually supportive and consistent with another.
- Community Engagement
 - The Town puts strong emphasis on ensuring participation of citizens in every stage of decision-making.
 - Specified, place specific public input from neighborhood meetings.

3.3 Consultant Expectations

To achieve our goal & utilize the consultants experience to the best degree possible for Rolesville will require the expectations below be met:

1. Initial meeting with town staff to review a project timeline, schedule meetings and begin the process of data acquisition.
2. Review all existing plans, maps, documents, data, and other materials relevant to the project. The Town will provide all available existing 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, school districts, 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 and UDO 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 Planning Board and Town Council. The plan and UDO 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 them at all associated meetings and public hearings for adoption of the Plan.
11. Provide at least weekly updates, primarily via e-mail or telephone/video and occasionally in-person, to update Town staff on project status,

discuss issues and review drafts. Periodic written status reports and status updates presentations may also be required to the Planning Board and Town Council.

4.0 Process

Once a consultant is selected, we envision this plan taking 9 months to complete, starting with the development of a steering committee, and ending with adoption. The tentative timeline for the process is as shown below.

Action	May '24	June '24	July '24	Aug '24	Sep '24	Oct '24	Nov '24	Dec '24	Jan '25	Feb '25
Land Use Study	■	■								
Transportation Study			■	■	■					
Economic Development Study		■	■	■						
Council Presentation & Kickoff	■									
Steering Committee Meetings		■		■		■		■		
Existing Conditions/Plans Review		■	■	■						
Community Surveys			■	■	■					
Formal Kick-Off Public Presentation			■							
Community Meetings				■	■					
Focus Groups					■	■				
Goal/Policy Development						■	■			
Growth Maps					■	■				
Document Design and Drafting					■	■	■			
Final Presentation & Adoption								■	■	■

Planning Staff intends to work closely with the consultant throughout this process, taking a lead role in some aspects and to varying degrees based upon resources and availability. The consultant should expect to have moderate to heavy involvement throughout the planning process. Further revisions to the process, timeline and responsibilities are anticipated upon selecting a qualified consultant.

5.0 Proposal Summary

Submitted responses should include:

1. Qualifications and experience with creating comprehensive plans and regulatory/implementation frameworks of plans.
2. References of people or agencies that have first-hand knowledge of an organization's ability to perform projects similar to what is proposed herein.
3. How your organization will help to complete the expected project completion schedule within 9 months and provide specific costs for each phase.
4. A detailed description of proposed sessions and expected outcomes for participants. Including examples of examples of graphics and facilitation tools or techniques that will be used.
5. Understanding of existing conditions/local context, including experience facilitation with elected officials, local groups, and citizens in rural and developing community.
6. Creativity/willingness to be innovative with solutions that equip Rolesville with sound policies for managing future growth/development while preserving our rural assets.

5.1 Evaluation Criteria Scoring

Proposals for creating a comprehensive development plan will be objectively scored by a select committee from Town Staff and evaluated based upon the following criteria:

1. General Qualifications, Competence and Reputation of Consultant (20 points)
2. Prior Comprehensive Plan Experience of Consultant (20 points)
3. Qualifications of Staff Assigned to the Project (20 points)
4. Knowledge of the Project and Project Area (10 points)
5. Proposal Details, Ingenuity and Adaptability to The Town (10 points)
6. Availability (10 points)
7. Cost of Services (10 points)

6.0 Submission Requirements

The Town is requesting proposals submitted no later than March 29nd, 2024, at 5:00 PM to the address or email below and with the following requirements:

- 10-page limit
- 5 hard copies if submitted by mail.
- Must contain company information, professional services, number of years in business, and brief summary of services and experiences by company and responsible staff.
- Project timeframe and estimated cost.

Request for Proposals for Comprehensive Plan Update 2050 shall be submitted by mail to:

Town of Rolesville

Attn: Austin Keefer

P.O. Box 250

502 Southtown Circle

Rolesville, NC, 27571

OR emailed as a pdf to: Austin.keefer@rolesville.nc.gov

For more information, please contact Planner II, Austin Keefer at:

Austin.keefer@rolesville.nc.gov or 984-251-2430