

2023 Master Plan Request for Proposals



RFP Posted: June 7, 2022

Response Due: July 11, 2022 at 4:00 PM

The City of North Ridgeville, Ohio seeks proposals from qualified firms for professional planning services to lead the development of the 2023 North Ridgeville Master Plan. To be eligible for consideration, the proposing firm must be capable of providing the services described herein and must meet all other criteria outlined in this Request for Proposals (RFP).

Background

Located 22 miles west of downtown Cleveland in eastern Lorain County, North Ridgeville is the fastest growing community in Northeast Ohio. According to the U.S. Census, the City's population was 35,280 in 2020, representing an average annual growth rate of 2.9% since 2000. North Ridgeville is also a geographically large city, with a total land area of 23.5 square miles.

Settled in 1810 by pioneers from Waterbury, Connecticut, the community was named for the five distinct ridges that contour the City. Ridgeville Township's agricultural landscape remained through the post-World War II population boom, the 1956 opening of the Ohio Turnpike and the 1960 transition from a village to the City of North Ridgeville. The Interstate 480 highway system built in the 1970s brought the community within easy commuting distance of the Cleveland-Akron Metropolitan area. The abundance of land and new infrastructure created an economic boost from new families and businesses. In the last several decades, the City has evolved from greenhouses, nurseries and rural homesteads to a suburban community that has retained its small town feel.

Today, the community has many competitive advantages upon which to build. Land is one of North Ridgeville's greatest assets. Its location provides great highway and rail accessibility with proximity to downtown Cleveland and Cleveland Hopkins International Airport, along with good schools and higher educational institutions nearby. The City provides quality services while maintaining a relaxed lifestyle, lower cost of living, low crime rate and low tax rates. Beautiful parks as well as a 310-acre wetland and nature preserve provide the backdrop for a variety of outdoor activities. In addition, Lake Erie is just a short drive away.

The last Master Plan was completed in 2009. While some of the plan's recommendations have been achieved, efforts related to proactive land use planning and economic development saw less momentum. Much has changed in the intervening years, not just locally but regionally and nationally. Given the current growth challenges and great potential of the community, the time is right to establish a new Master Plan to set a positive course of action for the future.

Project Scope

Required Elements:

Consultants are encouraged to be creative and propose a scope of work they believe best serves the City of North Ridgeville. However, the following elements must be included.

- **Vision and Goals.** Establish a broad community vision as well as identify those topics areas prioritized by the community based on public input. Each topic area should be supported by a goal, objectives and/or policy statements that serve to organize the recommendations detailed in the plan.
- **Existing Conditions Analysis.** Gather and analyze necessary baseline data including, but not limited to demographics, existing land use and zoning, current housing stock, infrastructure and market data. Review existing relevant planning documents.
- **Land Use Plan.** Create a detailed and specific future land use plan to serve as the basis for future rezoning actions and Zoning Code updates. The plan should consider the existing conditions data that impact land use including but not limited to economic data, infrastructure capacity and environmental factors. The plan should include both maps and policies that promote quality development and beneficial long-term use of land in the City.
- **Economic Development.** Propose those policies and strategies, consistent with the City's land use goals, projected to result in growth of the local economy, creating new tax revenues and employment opportunities.
- **Housing.** Analyze existing and forecasted housing needs and identify policies and programs for the preservation of existing neighborhoods and development of housing that provides opportunities for all citizens.
- **Public Facilities and Services.** Review existing master plans or guiding documents related to public facilities, utilities, infrastructure and parks and recreation. Refocus or reprioritize plan recommendations as needed, consistent with the future land use plan.
- **Implementation Strategy.** Identify and prioritize specific action items necessary to achieve the plan's vision and goals. Create accountability by putting forth a detailed strategy including roles, responsibilities and milestones.

Community Participation:

The Master Plan should respond to the needs of all those impacted by it, including residents, businesses and other constituent groups. In addition to gathering ideas and feedback, it's the City's goal to use this opportunity to increase the visibility of and excitement about planning in the community.

- **Steering Committee.** A steering committee will be formed to assist with outreach and provide feedback throughout the process. Consultant input into committee formation is desired.

- **Public Engagement and Outreach.** The consultant should propose specific types of engagement that will result in broad ranging participation throughout the process. We expect this may include a combination of workshops, meetings, focus groups, social media, community events, surveys and online tools. Non-traditional approaches are encouraged. The plan should include unique branding which can be marketed throughout the planning process and beyond.
- **Adoption.** The Master Plan will require adoption by the City's Planning Commission and legislative approval by the North Ridgeville Council.

Deliverables:

The consultant shall submit all draft reports and materials in electronic form. Copies of all presentation materials including displays and digital presentations used by the consultant at meetings shall be provided to the City in reproducible form. Materials for presentations and public meetings shall be presented for City review at least one week in advance of the meeting.

For final deliverables, the consultant shall submit electronic copies, in both an editable format and a PDF, and one loose reproducible original of the final plan and all other final printed materials including maps, charts, tables and photographs. All hard copy materials shall be on 8 1/2" x 11" paper format, except for maps or similar exhibits. All digital map files shall be compatible with ESRI ArcGIS software.

Budget and Timeline

The estimated budget for the North Ridgeville Master Plan Update is \$125,000. The general proposed timeframe for the planning process is twelve months from project kickoff to the start of the Adoption phase.

Requirements for Proposals

Provide the information requested below with a cover letter signed by an officer of the firm.

Qualifications:

List the project manager and other key staff members of the project team who will be responsible for the work and the project responsibility of each. Address the specific experience of the key staff members on similar projects, including descriptions of relevant projects within the past ten years along with project references. Describe the capacity of staff and their ability to perform the work in a timely manner over the project timeline.

Scope of Work:

Prepare a detailed scope of work that is responsive to the City's Project Scope. Incorporate a public engagement plan. Clearly identify the role and responsibilities of the City and/or steering committee throughout the process. Provide a draft project schedule with deliverables and milestone dates.

Cost Proposal:

Provide a lump sum, not to exceed cost proposal for the basic services in the Scope of Work. Include optional services with pricing, as desired, based on your professional recommendations and project understanding. Include as necessary any breakdowns of professional services and reimbursable expenses.

Selection Procedures, Criteria and Process

Firms interested in being considered for selection should respond by submitting one hard copy and one digital copy of their proposal to the address below by 4:00 PM on Monday, July 11, 2022. Responses received after 4:00 PM on the due date will not be considered.

Kimberly Lieber, AICP
Director of Planning and Economic Development
City of North Ridgeville, Ohio
7307 Avon Belden Road
North Ridgeville, OH 44039

The following criteria will be used in the consultant selection process:

- Strength of project manager and strength/experience of key team members
- Past performance and experience with projects of similar scope and size
- Demonstrated understanding of issues facing the City and region
- Innovative project approach tailored to the City of North Ridgeville
- Value of services proposed for the project budget

Based on the proposals submitted, the City of North Ridgeville may conduct interviews with selected firms. Once a consultant ranking has been established, the City shall enter into contract negotiations with the highest ranked firm to determine the final scope of work, project budget and timeline.

Contact Kim Lieber at (440) 353-0867 or klieber@nridgeville.org with any questions regarding this Request for Proposals.

Revision Date: 6/1/22