



Request for Proposals: Town of Cedaredge Master Plan Update

Date of Issue: June 8, 2023

RFP Closing Date & Time: Friday, July 7, 2023, 4 pm local time

Submit to:

Town of Cedaredge

Attn: Town Administrator Kami Collins

Email (preferred): kcollins@cedaredgecolorado.com

Mail: PO Box 398, Cedaredge, CO 81413

In person: 235 W Main Street, Cedaredge, CO 81413

For more info:

www.CedaredgeColorado.com

Phone: 970-856-3123 ext. 112

The Town of Cedaredge, Colorado issues this Request for Proposals from qualified firms or individuals to guide elected and appointed leaders and community members through a Master Plan Update, incorporating the values the community holds dear and establishing a framework for future growth and development, along with strategies to encourage economic development and general improvements to the quality of life for the Town's residents, businesses and visitors.

A copy of this RFP and all associated documentation, including any subsequent addenda, will be posted to the Town's website, www.CedaredgeColorado.com, under Employment Opportunities.

Questions: Any questions relating to the scope of work, timeline, requirements or other questions must be submitted in writing via email to the Town Administrator at kcollins@cedaredgecolorado.com no later than Wednesday, June 21, 2023, by 4 pm local time. Responses to questions will be posted to the Town's website by Friday, June 23, 2023, by 5 pm, local time.

Community Overview

Cedaredge sits at the southern base of the Grand Mesa, the world's largest flattop mountain, at an elevation of 6,230 feet. Cedaredge is located within Delta County on the Western Slope of Colorado. The Town is a Home Rule Municipality with a population of 2,356. Cedaredge is one of the most distinctive communities in Delta County, with quick, easy access to world class, four-season outdoor recreational opportunities; a thriving art scene; and phenomenal apples, peaches, pears, wine grapes and more bounty from our rich agricultural heritage. Founded in 1907, Cedaredge has maintained the small town charm and atmosphere that residents and visitors have long cherished.

The Town saw a significant revenue decline in the national housing crisis of 2008, which was further impacted by the shuttering of two of the county's primary employers. The Town experienced businesses closing, population decline, school enrollment decline and a reduction of sales and property taxes. It wasn't until 2018 that the Town's sales tax revenues, the primary source of revenue in the General Fund, rebounded to pre-2008 levels. During that decade, the Town deferred several capital projects and improvements. The COVID-19 pandemic brought many new residents to the community, seizing on remote working opportunities to enjoy a slower paced way of life, and the Town anticipates several large developments on the horizon. All of these factors necessitate the Town to come together as a community, identify common priorities and goals, and create a plan to help us grow in healthy, positive ways that benefit the entire community and which protect the way of life we all love. We're looking for a responsive firm or individual that can help us tell our story: where we come from, our history of agricultural and entrepreneurial roots; who we are today, our shared vision, character and cultural values; and where we're going and growing by embracing new opportunities and responding to new challenges in creative and community-responsive ways.

Scope of Services:

The Town first adopted a Master Plan in 1999. The Plan was last amended in 2017 and can be reviewed [here](#). The Board of Trustees seeks an updated Master Plan reflecting the community changes in order to guide strategic planning and community development for the next 10 years. The updated Master Plan will be the basis for establishing policies and priorities for development and redevelopment, and should include policy statements; goals, objectives and guidelines; maps, charts, graphics or graphs as appropriate. The Master Plan should include clearly presented goals, objectives and action priorities with implementation tools that guide other aspects of community growth. The Master Plan should include applicable elements of the six principles identified in Comprehensive Plans by the American Planning Association, including livable built environment;

harmony with nature; resilient economy; interwoven equity; healthy community; and responsible regionalism.

Further, the Master Plan Update is funded in part by Colorado Department of Local Affairs (DOLA), and as such, specific elements must be incorporated into the Plan.

Complete DOLA requirements can be found [here](#) and include:

- A plan for three miles outside municipal boundaries also known as the three mile plan per C.R.S. 31-12-105(1)(e)(I).
- The plan must identify the risks and vulnerabilities of natural and human caused hazards and goals, strategies, and/or actions to address these hazards.
- The plan must assess and address housing needs and affordability. The Board of Trustees and Planning Commission desire to see a balanced and varied approach to a variety of housing options that meet the diverse economic needs of all current and future residents.
- The plan must address the community's goals and values related to water supply and quality either as a stand-alone element or integrated throughout the plan. As directed by HB20-1095, local water provider(s) must be involved or coordinated with in the process, water conservation policies must be included, and the plan must identify water supplies and facilities sufficient to meet public and private infrastructure needs reasonably anticipated or identified in the planning process. The department also encourages, where appropriate, including policies related to the Colorado Water Plan, such as the relationship between land use and water demand, watershed health and environmental resources, water-based recreation, floodplain and other fluvial hazards, storm water management, and water equity.
- Intergovernmental agreement(s) (IGA) with neighboring jurisdiction(s) to establish the area outside the municipality's boundaries subject to a joint review process for development proposals. In addition, the IGA will address how infrastructure will be provided or upgraded and maintained in areas of mutual interest and engage major service providers/special districts, as applicable. The Town currently has an Intergovernmental Agreement in place with Delta County for the three-mile radius around Town boundaries.

The successful firm or individual should have a full understanding of the plan requirements per the DOLA grant requirements.

The Town recognizes the Comprehensive Plan Update will need to be supported by other plans, studies and resources. To that end, the Town seeks guidance from the Consultant Planning Firm to outline an actionable plan for future studies that may be necessary, including but not limited to:

- A cooperative watershed protection plan
- A plan to bring the Town’s public facilities and places into compliance with the Americans for Disabilities Act
- The Town updated its Land Use Code in 2020. A final piece of the Master Plan Update should be a review of the Land Use Code to ensure it supports the tenants of the newly-updated Master Plan.

Specifically in the Master Plan Update process, the Board of Trustees and Planning Commissioners seek a firm that is responsive to the following parameters:

Community Outreach:

- The Town wishes to see significant community outreach in the process, including engagement from demographics that have been historically hard to reach: youth, homebound and elderly, working families and disadvantaged populations. The Town desires an engagement process that uses outreach tools and strategies to reach new neighborhoods, community members, and civic groups and organizations. Recognizing the small size of Cedaredge (approximately two square miles), engagement and outreach should include those residents who live in the three-mile Growth Management Area and those who regularly recreate, work, dine or shop in Cedaredge.
- The Town recognizes that many in our community still respond best to in person interactions. To that end, in-person engagement sessions will be required, but the Town would also like to utilize online, virtual or social media engagement strategies as appropriate to engage other demographics who cannot or will not attend in-person sessions.
- Community outreach meetings should include elected and appointed officials, identified stakeholder groups, and topic-specific focus groups.
- The firm or individual is expected to oversee and manage all public outreach efforts and meetings.

Recreation

- Cedaredge has a thriving community desire and support for recreation. The Town owns the [Cedaredge Golf Course](#), which has a loyal and dedicated user base. A nonprofit pickleball group has over 80 members who use Town courts regularly. An in-house [recreation survey](#) conducted in 2022 indicated that continued investment in the Town’s Surface Creek Trail system and investment in youth-oriented recreational amenities are a priority.
- Due to the level of community interest in recreation, the Board of Trustees desires a separate, recreation-specific master plan to be conducted at the same time as the Master Plan Update. The University of Colorado Denver’s [University Technical Assistance](#)

[Program](#) will be utilized for this process. The successful firm will need to work cooperatively with the UTAP program director and graduate students for community engagement and completion of a comprehensive recreation master plan. The cost of this piece of the plan is apart from the overall cost of the Master Plan Update.

Scope of Work & Project Deliverables

The Town anticipates, at a minimum, the Plan elements suggested below. Responding firms or individuals may suggest additional or amended tasks to best accomplish the overall goals and objectives.

- Project Management: Work includes Plan development, production of final Plan documents, and presentation of final Plan to the Planning Commission, Board of Trustees and community members.
- Public and Stakeholder Engagement, as described above.
- Development of goals, objectives and implementation strategies that are consistent with community input on the future growth of Cedaredge
- Existing Conditions Exhibits
- Community Needs Assessment
- SWOT-type analysis for housing, outdoor recreation, transportation and mobility, economic development, and other elements as prioritized by the community
- Future Land Use Plan
- Climate change response plan
- Prepare any necessary population analysis utilizing the 2020 Census data and the State Demography Office data.
- Make regular reports available to Staff and Planning Commission for review throughout the process.
- The final deliverable to the Town is a completed update to the Master Plan, adopted by the Planning Commission and Board of Trustees. Upon adoption of the Plan update, the firm or individual shall make all changes required by the public hearings and supply to the Town one (1) set of bound originals and a digital, working, reproducible copy of the plan including all text, graphics, and maps in a format compatible with those programs utilized by the Town.
- **The total budget for the project is \$50,000.**

Submittal Requirements

Each RFP shall include at a minimum:

- A statement of qualifications and firm history
- Examples of relevant experience and recent Master Plan projects in other communities, including full professional references for recent similar work

- Listing of key personnel who will be responsible for the execution of this project, including any sub-consultants
- Approach to scope of work and a theoretical timeline for the completion of the project, including specific steps to be taken
- Additional Information: Include any other information you feel appropriate for the Selection Committee to have in the selection process

Selection Process

A Selection Committee will evaluate the submittals. The Selection Committee will review and rate each submittal based on the following criteria:

- Experience providing similar Master Plan Update services. This includes key personnel and a lead consultant that will be assigned to the Town's project, and their experience with similar projects.
- Project approach and work plan.
- Overall responsiveness to the RFP.
- Acknowledgement of budgetary constraints and firm's or individual's ability to complete the project within budget

Based on the Selection Committee's findings, selected firms or individuals may be requested to provide a brief presentation detailing their qualifications either on site (at the firm's expense) and/or via virtual interviews.