

**Request for  
Proposals: City of  
Woodson Terrace  
Comprehensive  
Plan**

**May 21, 2024**

**SUBMITTALS DUE:**

**12:00 P.M. Friday, July 12, 2024**

**Douglas Zaiz - City Administrator**

**RE: Comprehensive Plan**

**4323 Woodson Rd.**

**Woodson Terrace, MO 63134**

## **GENERAL INTRODUCTION**

The City of Woodson Terrace, Missouri (City) seeks consulting services to prepare an updated Comprehensive Plan. The new, updated plan will provide vision, goals, objectives, and policies to guide the City's elected and appointed officials, property owners, developers, staff, and residents on the appropriate growth and redevelopment for Woodson Terrace. Consultants or a consultant team should have expertise in the areas of land use planning, transportation connectivity, urban design, economics, and sustainability.

It is anticipated that work will begin in summer 2024, and the finished product will be adopted by the City in 2025.

This RFP is a competitive process to select a respondent or team of respondents that best meets the needs of the City based on qualifications, service, capabilities, allotted time and costs, as well as other factors. It is a competitive process based not on price. This RFP contains instructions governing the proposals to be submitted, the materials to be included, and the requirements that must be met to be eligible for consideration.

## **BACKGROUND:**

The City of Woodson Terrace was incorporated in August of 1946 as the Village of Woodson Terrace. Following an increase in population and annexation of surrounding areas, the municipality became a City (of the fourth class) in 1954. The City is centrally located in St. Louis County just south of Interstate 70 (I-70) and St. Louis Lambert International Airport, and 1.5 miles west of Interstate 170. The City is approximately 0.77 square miles in size and according to the 2021 U.S. Census estimates has a population of 3,971 people with a median household income of \$58,500.

Woodson Terrace is a stable, middle-income primarily residential community with historically significant commercial development along Woodson and Natural Bridge Roads. While the commercial districts were negatively impacted by the construction of Interstate 70 and I-170 in the late 1960's and 1970's, they continue to provide economic benefits to the community. The Woodson Road and Natural Bridge commercial districts feature businesses that service residents and patrons of Lambert Airport including hotels, rental car services, restaurants, and smaller footprint strip shopping centers.

Located on Woodson Road are four office buildings, one of which is currently being renovated as a medical facility with an on-site pharmacy. Adjacent to these buildings is a satellite campus of Columbia College, a private, coeducational institution, which offers associates, baccalaureate, and master's degrees.

## **CURRENT PLANS:**

The City currently has two adopted plans/studies: The Woodson Terrace Comprehensive Plan, adopted in September 2011, and the Woodson Road Airport Connection/Corridor Study completed in June 2020. Based on recommendations in the Comprehensive Plan, the City commissioned the Airport connection study to explore the feasibility of extending Woodson Road across Interstate 70 (I-70) to reconnect the community to Lambert International Boulevard and St. Louis Lambert Airport.

The 2011 Comprehensive Plan also recommended that the City develop a strategy to reposition the strip commercial district along Woodson Road to serve as a town center for the community.

Several Transportation Connectivity and Community-Centered planning efforts are underway in areas within our community that sit at the center-south boundary of St. Louis Lambert International Airport. At this time, the Airport is undertaking a Master Plan Update that will implement major infrastructure changes to guide the future growth and operations of the airport complex. The Missouri Department of Transportation is undertaking upgrades along the I-70 corridor with intended goals to improve road conditions and to better serve and connect highway users and their destination partners, including our City. MetroLink is re-envisioning how existing and new proposed North County stations can bring more riders and revenues to the regional transit network. St. Louis County also is undertaking its comprehensive plan update. Other major business and economic opportunities are tied to other development projects, including Terminal 2 reuse and the Boeing development.

These planning activities guided the action of the City to convene a local Gateway Airport Communities Coalition in 2023 to allow neighboring municipalities to work together to better understand and plan to improve access, linkages, and infrastructure needed to support jobs, community benefits, and recovery from a legacy of disinvestment and decline. Each community understands their own need to look at and plan for upgrades in areas that have experienced significant disinvestment and decline directly related to actions implemented as part of the construction and modification of infrastructure and transportation facilities, including an expanded airport, interstate highway(s) and transit system, that focus on quickly moving traffic away from rather than through adjacent Gateway Communities.

## **COMMUNITY INPUT:**

The City of Woodson Terrace places a premium on the input and involvement of its residents in the development/redevelopment process for both commercial and residential properties. The participation of citizens, developers, landowners, business owners, elected and appointed officials, and other stakeholders throughout the

community is both a point of pride for the City and paramount to the success of the planning process and updating the zoning code. The City's selection/evaluation process will place a strong emphasis on demonstrated community engagement experience and strong facilitation skills with respect to the open house and public meeting process. The selected firm/team will be responsible for organizing and leading or co-leading evening public meetings with City staff.

The chosen firm/team will also be expected to assist City staff with developing and implementing community engagement tools that foster public outreach and citizen participation, which should include a variety of mediums (e.g., social media, mailings, flyers, etc.) to ensure that broad citizen participation forms the foundation of the Comprehensive Plan.

### **Anticipated Scope of Work:**

The respondent(s) will have overall responsibility for the creation of the City's Comprehensive Plan update, lead the Plan Update efforts and be responsible for the timely completion of the Plan update. All work shall be completed in accordance with applicable City standards and within the agreed upon timeline. This includes, but is not limited to, preparing and maintaining a detailed project timeline (the general timeline is expected to commence summer 2024 and is expected to last 12-15 months), conducting outreach for the Plan update, leading public hearings and other sessions/meeting presentations, conducting technical analysis with subsequent recommendations, and document creation.

The actual scope of work will be mutually agreed upon between the selected consultant or firm and city personnel following selection and prior to contract authorization. Firms/teams should include a general scope of work in their proposals.

### **The City anticipates the following components will be included in the scope of work:**

- Conduct an existing conditions analysis that will include examination of socio-economic characteristics of the community, analysis of current land uses and development patterns to identify strengths, weaknesses, and opportunities, a community needs assessment and review of existing and proposed transportation infrastructure.
- Identify redevelopment opportunities within the Woodson Road commercial corridor, including a discrete market analysis and feasibility study for developing a Town Center along the corridor.
- Outline the public engagement strategy to be used for community engagement to solicit public input over the course of the planning process.

- Plan for performance management and implementation, including metrics to monitor progress and outcomes.
- Plan content is anticipated to address: community assessment; vision and goals; demographic and economic overview; demographic data and trends; natural resources and stormwater management; land use, including a future land-use plan with specific recommendations for zoning and infrastructure to support housing and economic development needs; housing; transportation; parks and recreation; public facilities and implementation.
- Review existing zoning code in light of the new comprehensive plan and ARB rules and make recommendations on updating, reorganizing, and re-writing said code.
- A project management plan that specifies a schedule of work, the roles and responsibilities of the Respondent and sub-contractors. Plan for engaging with city departments, staff and consultants.
- Provide periodic updates to the Board of Aldermen and Planning & Zoning Board members through the City Administrator.
- Presentation of the draft comprehensive plan to the Board of Aldermen and Planning & Zoning Board for feedback and input prior to finalization.
- Presentation of the final draft of the Plan at a public hearing to be held before the Board of Aldermen.

### **Submittal Instructions:**

Submittals should be no more than 25 pages. Those submittals which are less than 25 pages will not be penalized. Seven (7) hard copies and one (1) digital copy of the submittal in PDF format (provided on a thumb drive) must be received no later than 12:00 p.m. July 12, 2024.

### **Submittals must be submitted to:**

Douglas Zaiz  
City Administrator  
RFP Response: Comprehensive Plan and Zoning Code Update  
City of Woodson Terrace  
4323 Woodson Road  
Woodson Terrace, MO 63134

## **SUBMISSION GUIDELINES & OTHER REQUIREMENTS:**

These instructions outline the guidelines governing the format and content of the proposal and the approach to be used in its development and presentation. The intent of the RFP is to encourage responses that clearly communicate both the Respondent(s) understanding of the City's requirements and their approach to providing the products and/or services. Supplier brochures may be included but may not be substituted for the information requested herein.

Any costs incurred by the agency in preparation or submittal of the RFP are the company's sole responsibility. All responses, inquiries, or correspondence relative to or in reference to this RFP, and all other reports and documentation submitted by the agency will become the property of the City of Woodson Terrace.

### **All proposals shall include and address the following items in the order listed below:**

#### **A. Company Profile**

1. Include a Letter of Transmittal that introduces the company/team and includes an expression of the company/team's ability and desire to meet the requirements of the RFP: An original signature by an authorized individual able to bind the company to all items in the Proposal, as well as the contact person for the company and that person's contact information is required.
2. Include an Executive Summary that briefly describes the company/team's approach to meeting the City's requirements as outlined in the RFP, indicates any major requirements that cannot be met, and highlights the major features of the Proposal.
3. Provide a list of cities for which the company has recently provided services.

#### **B. Project Team**

1. Provide a narrative describing the role of each project team member assigned.
2. Provide resumes for all personnel who will have major project responsibilities. Each resume must include the following:
  - Name and title
  - The project's assignment or role that the person will fulfill in relation to this project
  - Years of relevant experience
  - Academic degree(s) achieved as well as the discipline covered and the year degree achieved
  - Professional registrations including the field of registration and year acquired
  - Synopsis of work experience, training, or other experience which reflects upon the individual's potential contribution to this project,
3. Include an organizational chart of all members on the team.

- *During negotiations, it is possible for the City to amend the team members by requesting substitutes or recommending additional subcontractors.*

**C. Related Project Experience and References**

1. Describe experience working with municipalities to develop comprehensive plans within the last five years. For each project client include a contact name, phone number, and e-mail address.
2. Provide a portfolio of three to five references of projects with similar requirements to those outlined in this RFP.

**D. Project Plan**

1. Describe the company/team's general approach and philosophy to comprehensive plan projects. What is a typical sequence of work for a project of this nature? What are the typical milestones, key dates, and number of meetings?
2. Recommended list of items you plan on delivering with a list of additional alternative options.
3. Describe the communication methods that you will use to ensure project expectations are met.
4. Explain what distinguishes the company/team from others in the field and what makes the company/team a good candidate to work with the City.

**E. Proposed Innovations**

1. Proponents may also suggest technical or procedural innovations that have been used successfully on other engagements and which may provide the City with better service delivery. Discuss any ideas, innovative approaches, or specific new concepts included in the proposal that would provide benefit to the City.

**F. Project Cost**

1. The total project cost and breakdown by phase based on the proposed project elements and staffing needs.
2. Identify any other potential project costs such as subscriptions, programs, printing, etc.

It is required that your firm's Statement of Qualifications (RSMo 8.285 through 8.291) and an Affidavit of Compliance with the federal work authorization program and a copy of your firm's E-Verify Memorandum of Understanding (15 CSR 60-15.020) be submitted with your firm's Letter of Interest. These documents will not count against the 25-page count restriction for your submission.

**Evaluation and Selection Process:**

A selection committee of the Mayor, City Administrator, Board of Alderman President, Attorney, and Collector will evaluate and score all proposals that are properly submitted. Top-ranked firms/teams may be invited to an interview with the selection committee.

Based upon the submittal and interview, the committee will recommend the firm they judge to be most responsive, responsible, and qualified. The City of Woodson Terrace reserves the right to dispense with interviews and select the consultant or firm it finds to be the most qualified to do the work.

The City will evaluate proposals based on, but not limited to, the following selection criteria:

- The professional and ethical reputation of the company.
- The company/team's demonstrated qualifications and expertise in performing the services required.
- The qualifications and experience of the staff that will oversee the project.
- The extent to which the services offered most closely match the City's needs.
- The past record of performance with city projects with respect to quality of work, control of costs, and ability to meet schedules.
- References from past clients.
- Fair and reasonable cost of services.

The review and selection of the company/team shall be made without regard to race, color, sex, age, religion, national origin, or political affiliation. The City of Woodson Terrace, Missouri is an Equal Opportunity Employer and encourages proposals from qualified minority and woman- owned businesses.

The City of Woodson Terrace will seek to negotiate a contract, detailed scope of work, and fee schedule with the top-ranked consultant or firm. If unable to reach agreement, the City will terminate negotiations and commence negotiations with the second ranked firm or consultant, and so forth.

### **Contact Information:**

Consultants and firms are prohibited from contacting or meeting with any member of the Board of Aldermen or Plan Commission during this selection process. All contacts for additional information or questions should be directed to the City Administrator, Douglas Zaiz at [dzaiz@woodsonterrace.net](mailto:dzaiz@woodsonterrace.net) or 314-427-2600.

### **City Reservation of Rights:**

The City of Woodson Terrace reserves the right, in its sole and discretion, to use without limitation any and all information, concepts, or data submitted in response to this request for proposals. The City further reserves the right in its sole and absolute discretion to withdraw or modify this request for proposals, reject any and all proposals, and to otherwise supplement, add to, delete from, or otherwise change this request for proposals. The City of Woodson Terrace may in its sole and absolute discretion waive all informalities or irregularities in the bids received, and to accept such bid that is advantageous.