



# REQUEST FOR QUALIFICATIONS

## City of Borger Comprehensive Plan

The City of Borger, Texas is requesting submittals for consulting services related to the development of a new Comprehensive Plan. The City is seeking qualified consultants with experience in community design, land use and environmental planning and city services analysis. The plan should serve as a guide to meet the challenges and opportunities of today and the future in Borger.

Invitation # 410-001-2018

City of Borger  
Comprehensive Plan Submittal  
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# Introduction

## Community Description:

Borger, an industrial community located in south central Hutchinson County, has a 2010 census population of 13,321. Borger is located about 45 miles northeast of Amarillo, the largest city in the region. Borger formed as a “boomtown” after the discovery of oil in the area. Within 90 days, more than 45,000 people had descended on the area. Following martial law and organizational challenges, the City moved towards a more stable government and corporate industrial base into the 1960. For the last 40 years, Borger has experienced a population decline even with new investment and expansion of the industrial base. The City of Borger covers 9 square miles within its current corporate limits.

Borger residents are proud of their reputation as some of the friendliest people in the county and have come to expect a responsive government. A recent survey of the community indicates that residents want an increase in code enforcement and park equipment while expanding housing opportunities and economic diversification.

The Borger City Council recently conducted a strategic vision retreat and has set the following mission, vision and pillars:

### Mission Statement:

*“To provide high quality and convenient service while creating an environment of equality for community members, businesses and visitors.”*

### Vision Statement:

*“Use our position as the Panhandle’s industrial leader to become the desired destination of the Panhandle.”*

### Pillars:

- 1. Community Involvement**
- 2. Entertainment Events**
- 3. Housing**
- 4. Industry Diversification**
- 5. Infrastructure**

The City hopes to develop a Comprehensive Plan that looks to the future in a holistic and sustainable manner.

## Previous Comprehensive Plans

The City of Borger completed a Comprehensive Plan in 1964. Since that time, no update or other plan has been adopted. While many of the issues remain the same as indicated in the original plan; with the passage of time, the plan no longer remains relevant.

## Community Involvement

As one of the pillars identified by the City Council, community involvement in the planning process of this plan will be necessary. To fulfill the mission statement of the community, the planning processes should involve the public to insure the final plan belongs to the community. Consulting teams should seek methods to engage the public through various media, including presentations, public hearings, social media, the internet and workshops throughout the project.

## Comprehensive Plan Advisory Committee (CPAC)

The City of Borger anticipates the formation of a CPAC to work closely with the selected team during the planning process. The City will seek suggestions from the selected team during the negotiations phase of the project regarding the membership in the Committee.

## Respondent Requirements

Respondents shall be firms, corporations, individuals or partnerships that normally engage in the preparation of municipal comprehensive plans and should have experience doing such with municipalities in the State of Texas. Consultant submittals may provide full in-house professional services or may propose using a team approach. Submittals should reflect the consultants' ability to provide a full range of expertise in all areas described in this document.

## Project Funding

The City of Borger is committed to this project and has budgeted funding for the completion of this work described in this request in the FY 2018-2019 Budget.

## Scope of Work

### Objective

The primary objective of the Plan is to provide a plan for the community that examines the challenges and opportunities and provides strategies to address both in the future. Envisioned as both a physical plan and policy guide for the City of Borger, the Plan will serve as a framework for future associated planning documents and a policy guide for staff regarding future development. The Plan should guide and direct the growth and redevelopment of the community.

### Plan Elements

The following outline provides information related to the expected content for the Comprehensive Plan. Consultants are encouraged to present additional information as they see fit. The following minimum requirements contain:

1. Executive Summary – Outlines the vision, detailed goals and objectives and policy statements laid out in the Comprehensive Plan. The summary guides decision making and educates citizens of the community. The summary should be included in the plan, but also suitable to be used as a stand-alone document.

2. **Community Profile** – A complete inventory, review and analysis of existing conditions. The profile will include at least the following: community history, existing land uses, natural environmental elements, thoroughfares and transportation, community facilities and other relevant topics.
3. **Demographic and Population Analysis and Projections** – A demographic and economic profile of the city based on collection and analysis of census data, including population projections and socio-economic trends.
4. **Existing Land Use and Future Land Use Plan** – A review and analysis of local conditions and existing plans. The Plan should include a land use map as well as policies and recommendations pertaining to land use. This will include a review and recommendations on the current subdivision and zoning ordinance gaps or conflicts between the Comprehensive Plan. A land use capacity analysis should be included to help direct growth and redevelopment within the City. The Plan should review the City’s corporate boundaries for potential annexation, future development and potential amendments that should be made within the corporate limits and extraterritorial jurisdiction.
5. **Public Facilities and Services** – An inventory and assessment of City assets that will support the City’s growth, development and the vision of the City. This should include but not be limited to public safety needs, public buildings, parks, open space and recreational facilities.
6. **Infrastructure** – Review existing plans related to water supply and sanitary sewer systems and recommend and future modifications to those plans that will be required to achieve the overall community vision.
7. **Housing** – Strategies for housing that are broad and inclusive to ensure sufficient quantity and quality of local housing for all incomes. An assessment of current housing market, housing supply and long-term recommendations for infill development, redevelopment and new development.
8. **Community Character and Urban Design** – The Plan, through community input and review of existing plans, shall have a set of policies that address community image and preservation of community attributes and character. Recommendations related to the identification of areas appropriate or the application of urban design elements, including the central business district.
9. **Natural Resources and the Environment** – Identification of goals and policies that seek a balance between the built environment and the protection/preservation of natural resources. Aspects to be addressed include open spaces, park spaces, storm water management, watersheds, drainage, floodplain management and natural resources. The City will consider the development of a complete Parks, Recreation and Open Space Plan.
10. **Transportation** – Review of current conditions and development of goals and policies that address thoroughfare development, traffic management and other transportation related issues.
11. **Intergovernmental Cooperation** – Recommendations related to possible opportunities for the City to partner with other governmental agencies including: Hutchinson County, Borger Independent School District and Frank Phillips College.

12. Development of Goals, Objectives and Policies – The goals, objectives and policies of the Plan should be developed with significant public participation to develop an acceptable and viable vision and guide for the community regarding future development and re-development. The development of goals must also identify current gaps or conflicts between current codes and ordinances and the new Comprehensive Plan.
13. Implementation Plan – Recommendations for implementation strategies and benchmarks should be identified in the Plan.

City staff will finalize the scope of work with the selected consultant prior to contract authorization. The City is open to suggestions other than those items listed in this document which the consultant believes will be of value in producing a viable Comprehensive Plan and will have practical applications for day-to-day planning activities.

## End Product

The plan shall be presented in a format and language that is user-friendly and easily comprehensible and accessible to the public. Use of maps, graphics and similar dynamic devices that will enhance the effectiveness, readability and ease-of-use of the Plan is encouraged. This step may also include recommendations and a template for plan implementation.

## Deliverables

Required services will including but not be limited to:

- Five (5) bound, color copies of the final plan, in 8 ½ by 11” vertical format.
- Maps and illustrations will be reproducible in 8 ½” by 11” or 11” by 17” format.
- Copy of all maps provided in AutoCAD or other format as approved by the City.
- Three (3) colored copies in binders that allow for amendments.
- One (1) digital copy of final plan in Microsoft Word and in PDF formats.

The formats must allow for amendments, reproduction and direct web posting. The Plan shall be designed to be integrated into the City’s website.

Staff from the selected firm will visit with the City of Borger to familiarize themselves with the area and the challenges presented. The firm will attend meetings with City Staff, Council Members and possibly various Boards, Commissions and Committees to discuss the Comprehensive Plan.

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawings, etc. shall be the property of the City of Borger.

## Submission Requirements

To achieve a uniform review process and obtain the maximum degree of comparability, the responses shall be organized in the manner specified below. Responses shall **not exceed forty (40) pages** in length (excluding title pages, index/table of contents, work sample attachments (on CD) and dividers).

Information in excess of those pages allowed will not be evaluated. One page shall be interpreted as one side of printed 8 ½" by 11" sheet of paper.

The respondent shall submit **one (1) original** signed paper copy and **three (3) copies** of its response. In addition, the respondent shall submit one (1) copy of the submission in PDF and may submit that on USB, CD or by email.

## Submittal Format

### Title Page

Documents title, the name of Respondent, address, telephone number(s), name of contact person and date.

### Tab 1 – Letter of Interest

This letter shall provide a statement of interest and understanding of the work, cite the individual who will be the primary point-of-contact for matters relating to the submittal (including contact information) and shall be signed by an individual with the authority to commit the firm to the project. The letter shall include a narrative description of the strengths associated with the lead firm and consultants.

### Tab 2 – Table of Contents (1 page)

Clearly identify the materials by Tab and Page Number

### Tab 3 – Respondent History and Resources

Provide a brief description of the firm, including the number of years the firm has been in existence, the range of professional services, office locations and staff size. Provide evidence of licensure in the State of Texas. Describe any unique qualifications the firm has related to this project. Provide an organization chart for the team that will perform the work and provide qualifications and experience for the principals and consultants on the team. Provide information on professional awards or recognition received for previously completed comprehensive plans **by the proposed Project Manager**. Identify any sub-contractors and provide their qualifications and identify the services they will provide. Provide any additional information that may be of benefit to the City.

### Tab 4 – Project Team References

Provide the name, address, telephone number and e-mail address of a primary contact for at least three (3) municipalities that have utilized similar services from your organization, including the proposed Project Manager, within the last five (5) years, including a brief overview of the work performed and methodologies used.

### Tab 5 – Methodology and Approach

Provide description of the method and approach to be used in this project. Specifically describe:

- Community Engagement strategies, tools and techniques
- Role of citizens, officials and staff in the project

- Meeting facilitation tools and techniques
- Any unique techniques that your team has successfully utilized on similar projects.

#### Tab 6 – Issue or Opportunity Facing Borger

Respondent shall demonstrate their understanding of **one unique issue** or **opportunity** facing the City of Borger and how it may impact the Comprehensive plan through a brief narrative.

#### Tab 7 – Project Schedule

Provide a detailed proposed schedule for the complete project that meets or exceeds the scope of services described herein.

#### Tab 8 – Work Samples

Include a USB drive with two (2) completed and adopted Comprehensive Plans completed for other similar municipalities by the proposed Project Manager.

### Solicitation Schedule

- |  |  |
|--|--|
| • Request for Qualifications released                    | December 20 <sup>th</sup> , 2018               |
| • Deadline for all questions                             | January 14 <sup>th</sup> , 2019                |
| • Final addendums and question responses posted by 5 PM. | January 21 <sup>st</sup> , 2019                |
| • RFQs due at or before 3:00 PM, CST                     | February 15 <sup>th</sup> , 2019               |
| • Committee review of submissions-initiated              | February 18 <sup>th</sup> , 2019               |
| • Respondents notified of status                         | March 4 <sup>th</sup> , 2019                   |
| • Consultant interviews and presentations (if required)  | March 5 <sup>th</sup> – 8 <sup>th</sup> , 2019 |
| • Contract negotiation and award by City Council         | March 19 <sup>th</sup> , 2019                  |
| • Finalize Project Timeline\Commence Project             | April 1 <sup>st</sup> , 2019                   |
| • Estimated Project Completion                           | June 30 <sup>th</sup> , 2020                   |

***The City reserves the right to modify all dates in this Solicitation Schedule***

### Clarification Contact

All questions regarding the solicitation shall be submitted in writing at or before 5:00 PM, CST, on the due date noted above. All questions should be directed to:

Garrett Spradling  
 Assistant to the City Manager  
 City of Borger, Texas  
[gspradling@borgertx.gov](mailto:gspradling@borgertx.gov)  
 Phone: (806) 273-0990

The individual listed above may be contacted for clarification of the specifications only. No authority is intended or implied that specifications may be amended, or alterations accepted prior to solicitation opening without written approve from the City of Borger.



## Solicitation Updates

Various updates, including addendums, answers to questions, cancelations, notifications, and any other pertinent information necessary for the submission of a correct and accurate response will be provided by email to the identified team lead and will also be available on the City website at <http://www.borgertx.gov>.

## Deadline for Submission

**Signed and sealed responses** are due at or before 3:00 PM, CST, February 15<sup>th</sup>, 2019. **Sealed responses** should be hand delivered or delivered via USPS, UPS or FedEx to:

**City of Borger**  
**Comprehensive Plan Submittal – DO NOT OPEN**  
**Attn: Garrett Spradling**  
**600 N. Main St**  
**PO Box 5250**  
**Borger, TX 79008-5250**

Responses received after this time and date shall not be considered. Facsimile or electronically transmitted responses are not acceptable. Responses cannot be altered or amended after submission. The City will not be bound by any oral statement or offer made contrary to the written specifications.

## Selection Process

An evaluation committee will review each response for solicitation compliance and technical scoring in each category using the following weighted criteria. A consensus score will be assigned to each response.

- 20% - Consultant's specialized experience, expertise and performance in providing similar or related services to communities of similar size to Borger.
- 15% - The proposed approach and methods to be used in the project.
- 10% - Demonstrated understanding of the project and the Borger community.
- 20% - Quality of sample materials and proposal package submitted.
- 15% - Consultants overall suitability to provide the required services within the time and budget constraints.
- 20% - Qualifications and experience of the assigned project team.

The evaluation process may reveal additional information for consideration. The City reserves the right to modify, without notice, the evaluation structure and weighted criteria to accommodate these additional considerations to serve the best interested of the City. The results of the review and evaluation of the responses to the RFQ will be used to select one or more consultants to meet with the Consultants Selection Committee for an interview.

***Expenses incurred by the respondents in replying to the RFQ or in making an appearance before the Consultant Selection Committee are the respondents' own expense and risk.***

In determining best value, the City may consider:

- Reputation of Respondent and Respondent's services
- Quality of the Respondent's services
- The extent to which the services meet the City's needs
- Respondent's past relationship with the City
- Any relevant criteria specifically listed in the solicitation

Upon completion of the interview process, the Consultant Selection Committee will rank the firms and will subsequently recommend one or more consultants to the City Council. Contract negotiations will take place once the City Council has selected the finalist. If the City is unsuccessful in negotiations with the selected respondent, the City may then select the next most qualified respondent and attempt to negotiate an agreement with that respondent. The City shall continue this process until an agreement is reached or all negotiations are terminated. When such an agreement is reached, a recommendation will be made to the City Council requesting authorization to execute a contract pursuant to the agreement and subject to the availability of funding.

## Confidentiality of Content

All documents submitted in response to a solicitation shall be subject to the Texas Public Information Act. Following an award, responses are subject to release as public information unless the response or specific parts of the response can be shown to be exempt from the Texas Public Information Act. Pricing is not considered to be confidential under any circumstances.

Information in a submittal that is legally protected as a trade secret or otherwise confidential must be clearly indicated with stamped, bold red letters stating "CONFIDENTIAL" on that section of the document. The City will not be responsible for any public disclosure of confidential information if it's not clearly marked as such.

If a request is made under the Texas Public Information Act to inspect information designated as confidential, the Respondent shall, upon request from the City, furnish sufficient written reasons and information as to why the information should be protected from disclosure. The matter will then be presented to the attorney General of Texas for final determination.

## Conflict of Interest

If a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a), then the vendor must complete and file a Conflict of Interest Questionnaire. By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor. The questionnaire can be found at: [https://www.ethics.state.tx.us/filinginfo/conflict\\_forms.htm](https://www.ethics.state.tx.us/filinginfo/conflict_forms.htm).

## General Conditions

The City of Borger expects to select a consulting firm from the qualifications submitted but reserves the right to request substitutions of firms. The City also reserves the right to reject any or all responses to the RFQ, to advertise for new responses, or to accept any response deemed to be in the best interest of the City. A response to this RFQ should not be construed as a contract or an indication of a commitment of any kind on the part of the City, nor does it commit either to pay for costs incurred in the submission of a response to this request or for any cost incurred prior to the execution of a final contract. Upon selection, a Professional Service Contract shall be prepared negotiated, and fully executed before work is initiated.

## Waiver

By submitting a proposal, each submitter agrees to and does hereby waive any claim the submitter has or may have against the City and/or the City's employees, agents and officers, arising out of or in any way connected with the following:

- The administration, evaluation or recommendation of any statement of qualifications.
- Waiver or deletion of any of the requirements under the statement of qualifications or the contract documents.
- Acceptance or rejection of any statement of qualification.
- Award of contract.

By submitting a Statement of Qualifications, the submitter acknowledges that he or she understands all terms of the proposal documents and consents to the competitive selection process and the possibility of a negative assessment. By submitting a Statement of Qualifications, the submitter acknowledges and agrees that there was and is no disparity of bargaining power between the submitter and the City. The submitter agrees that this is the intentional relinquishment of the above listed presently existing known rights.

By submitting a Statement of Qualifications, each submitter agrees to waive and does hereby waive any claim the submitter has or may have against the City and/or its respective employees and representatives, for the award of attorney fees, arising out of or in connection with the administration, evaluation, or recommendation of any Statement of Qualifications, waiver of any requirements under this RFQ, acceptance or rejection of any Statement of Qualifications, and award of the contract. By submitting a Statement of Qualifications, the submitter specifically waives any right to recover or be paid attorney's fees from the City or any of the City's employees and representatives.

## Sovereign Immunity

The City is not waiving its right of sovereign immunity. The City is retaining its immunity from suit and liability. The City does not consent to be sued by legislative resolution or action.