

**TOWN OF OAK ISLAND, NC
REQUEST FOR PROPOSALS**

***Comprehensive Land Use Plan
Update***



REQUEST FOR PROPOSALS TO:

Town of Oak Island
Attn: Planning Department
4601 E. Oak Island Dr.
Oak Island, NC 28465

Opening Location and Due Date:

Oak Island Town Hall
December 15, 2023
4:30 pm

Questions regarding the RFP should be submitted via email to Matthew Kirkland, mkirkland@oakislandnc.gov no later than 4:30 PM December 8, 2023.

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Purpose

The Town of Oak Island is seeking proposals from qualified, professional consultants who will assist the Town in updating the Comprehensive Land Use Plan. The existing Comprehensive Land Use Plan for the Town was developed in 2017, with no updates since.

The selected consultants will assist the Town in the update of a CAMA certified comprehensive land use plan, reviewing the vision, goals, implementing actions, and future land uses of the Town.

The consultant(s) awarded this contract will have the primary responsibility of developing the Comprehensive Land Use Plan document and will work in coordination with the Town of Oak Island's Planning Department.

Background

Oak Island is a small coastal town nestled on the coast of Brunswick County, North Carolina, with a population of approximately 9,000 full time residents. The population increases to an estimated peak of 50,000 during the summer as Oak Island is a popular vacation destination.

The town itself was incorporated in 1999 as a consolidation of Yaupon Beach and Long Beach. Commercial and residential growth first began on the island in 1938 and the first divisions of land were for small lots of 6,500 sq ft. This development pattern on the island remains largely intact.

The economy of the Town is largely driven by tourism during the summer months as well as the Cape Fear Regional Jetport on the mainland portion of the Town's jurisdiction. A significant portion of the Town's population is not considered part of the labor force and the Town's median household income based on the most recent Census estimates is \$85,802.

The Town of Oak Island has a total planning area just shy of approximately 19 square miles (land area).

Expectations of Consultant

Throughout the process, the selected consultants will be expected to utilize their experience and drive the process. To achieve this goal, and utilize the experience of the selected consultant, Oak Island will require the expectations outlined below be met and identified within the consultant's proposal.

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 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 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 conforms to existing North Carolina General Statutes including NC Coastal Area Management Act requirements, as well as NCGS 160D.
8. Prepare draft documents for public review and comment, and present to Planning Board and Town Councilmen. The plan should be presented in a format and language that is user-friendly and easily understood by the public.
9. Prepare final draft documents and present at all associated meetings and public hearings for adoption of the plan.
10. 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 update presentations may also be required to the Planning Board and Town Councilmen.

Scope of Services

The Scope of Services described herein is a framework of major tasks as currently identified by the Town for the consultant's information. This is not a comprehensive list. A complete Scope of Services and an estimated fixed fee will be developed in consultation with the selected firm based on the Town's needs and the firm's experience and capabilities.

Comprehensive Land Use Plan

1. **Project Meetings.** The consultant is expected to meet regularly with staff. When appropriate, these meetings may be via telephone or video conference. The consultant will meet with the Planning Board to collect input and provide updates. In addition, the consultant will solicit input and feedback from the Planning Board and Town Council and provide interim reports, presentations, and updates to each as required and appropriate, and attend the Plan's formal adoption by the Planning Board and Town Council.
2. **Public Engagement and Communications.** Public Participation is essential to this planning effort and must include an outreach and public participation process designed to engage the public and specific stakeholders in visioning the future of the Town. Significant public input will be required throughout the process. We anticipate that a number of public meetings will be held in order to seek the opinions and views of the public at large, report on progress as the plan develops, solicit comments on specific ideas or concepts, and identify problems or barriers that must be acknowledged and overcome. Public involvement in the planning process and acceptance of the final plan is critical to the success of this effort, and respondents should explain their approach and public participation plan in detail in their responses.
3. **Plan Development.** The consultant will serve as the primary drafter of the updated plan and shall perform research and develop materials for the Plan, including but not limited to:
 - a. A review of the existing plan and relevant information, including the current plan, current codes and policies, demographic and census data, and other information relevant to the required plan elements.
 - b. Develop an inventory and assessment of issues and opportunities based on work with staff, Planning Board, and the public participation process.
 - c. Review and update vision for Oak Island that will serve as a focal point for goals, policy, and strategy decisions.
 - d. Draft the Updated Comprehensive Land Use Plan (including goals, action items, strategies, and future land uses) for Planning Board review, Town Council adoption, and CRC State Certification.
 - e. Provide digital, editable, working, and printable copies of all final documents including reports, maps, and final plan.
4. **Plan Content.** The Plan document will include assembling and analyzing data regarding existing conditions within the established planning area, and utilizing that data to develop policies, actions, and an implementation plan to guide future development and decision making over a 25-year timeframe. The Plan will have to meet the State's Coastal Area Management Act Planning Requirements as outlined in 15A NCAC 07B. It is anticipated the Plan will review the existing plan and recommend updates to the following content:
 - a. Community Assessment – Population, housing, demographic, and economic trends, and projections

- b. Natural Resources, Resiliency (inclusive of sea level rise), and Hazard Mitigation
- c. Historic, Cultural, and Heritage Preservation and Enhancement
- d. Land Use and Community Design – Existing land use and framework
- e. Housing – Review of housing needs, trends and recommendations that will create strong neighborhoods that support lifelong housing needs
- f. Transportation – Bicycle and pedestrian facility recommendations, collector street network, street infill recommendations, and recommendations for applications of street types.
- g. Economic Development – Existing and future opportunities and commercial corridor ripe/firm analysis
- h. Implementation – Specific goals and policies to implement each element of the Plan

Submittal Requirements

The following materials must be received by the submittal deadline for a proposal to be considered. However, during the selection process, the Town reserves the right to request additional information or to seek clarification from the consultant/firm, or to allow for correction of errors and/or omissions. The submittal requirements are as follows:

1. Project Overview
 - A. General Information: Provides a brief overview of firm, including qualifications to execute the contract, and company mission or statement of beliefs.
 - B. Project Understanding: A summary of the consultants understanding of the project as described in this RFP.
2. Qualifications
 - A. Personnel Qualifications:
 1. Identification of lead project manager and contact information.
 2. Name, proposed role, hourly rate, anticipated time commitment to the project and biography of each team member.
 - B. References: Include a list of at least three municipal clients for which you have conducted comprehensive planning, visioning, community engagement and/or land use analysis. Experience in working with municipalities in North Carolina is preferred.
3. Proposal
 - A. Proposal Overview: Provide specific approaches, methods and assumptions that will be utilized to accomplish each task.
 - B. Proposed Work Plan and Schedule: Provide a proposed work plan with schedule based on months of project (ex. Month 1, Month 2), divided into phases identifying key tasks, milestones, approximate dates, project deliverables and resource needs.
 - C. Community Engagement Plan: Describe at least three approaches for providing innovative, effective stakeholder engagement and public participation. These alternatives should represent different levels and

styles of involvement and complexity. Provide examples of how your firm would conduct public and stakeholder engagement that would capture input that is representative of all of the Town's residents.

- D. Budget: Identify cost estimates for completing each of the elements in the "Expectations of Consultant" and "Scope of Services" sections of this RFP. Itemized cost estimates may include more than one area in these sections provided the combination of the elements is logical or overlapping. Also identify any other anticipated budgetary needs including incidentals. Identify total not-to-exceed project cost.

Submittal Format & Deadline

Interested firms shall submit six (6) paper copies and one electronic copy (PDF) of the complete proposal either in person to the Town of Oak Island Planning Department or mailed to:

Town of Oak Island
Attn: Matthew Kirkland, Planning Director
4601 E. Oak Island Dr.
Oak Island, NC 28465

Complete submittals must be received no later than 4:30 pm on December 15, 2023. Submissions received after this deadline may not be considered for further review.

Submittal Review Schedule

Staff will begin the review process following the submission deadline and determine if interviews are needed in order to finalize selection among top candidates. Upon selection, the Consultant will be contacted to finalize the contract, fee structure and project timeframe. Final approval will be given by the Town of Oak Island Town Council.

Method of Evaluation & Selection

Prior to making an award determination, the Town of Oak Island may conduct consultant interviews. Interviews may be conducted virtually if necessary.

1. Firm experience/reputation/workload: Experience of the firm in similar work and record of successful results of that work. Also considered will be the firm's ability to take on additional work, demonstrated understanding of the Town's goals and purposes of the project, specific management approach, how well the firm's organization structure shows sufficient depth of its present workload, and the firm's ability to offer the breadth and quality of services required for this project. Additionally, the firm's successful experience performing other services for the Town on past and current projects may be considered.
2. Qualifications of the personnel assigned to this project team: The Town will give considerable weight to the individual qualifications of the project team members who will actually do most of the work on the project. Consideration will include

qualifications of key personnel, project team members' individual experience and other qualifications, project manager's experience, sub-consultant's (if applicable) individual experience and qualifications.

3. Schedule: Consideration will be given to the firm's availability to complete the plan updates within a reasonable timeframe.

Disclaimers

The Town of Oak Island reserves the right, in its sole discretion, to reject any or all of the proposals, to waive any deficiencies associated with the submittal, and to accept any proposals that it deems to be in the Town's best interest. The Town of Oak Island also reserves the right to re-advertise the request for proposals. The Town of Oak Island shall have no obligation to award a contract for services and work as a result of this Request for Proposal.

If applicable, the selected consultant shall be responsible for obtaining and maintaining adequate liability insurance to complete and full protect the Town of Oak Island. Said consultant shall furnish proof of this liability insurance to be attached to the executed copies of the contract. Said consultant will also complete the E-Verify Requirement.

A negotiation of the final contract price will be between the Town and the chosen consultant. (NOTE: Consultants shall bear all costs incurred for interviews and the RFP response preparation and shall not include such costs within the RFP response).

The Town shall select a firm on the basis of the applicant's qualifications for the job and award them, with respect to compensation and opportunity for training and advancement, including upgrading and promotion, without regard to age, sex, race, color, religion, national origin, disability, political affiliation, or marital status.

Questions

All questions pertaining to this Request for Proposals (RFP) shall be submitted in writing via email to mkirkland@oakislandnc.gov no later than 4:30 PM December 8, 2023.

Only written questions will be considered formal. Any information given verbally or by telephone will be considered informal. Any questions that the Town feels are pertinent to all proposals will be included as an addendum to the RFP.