



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 111
Columbus, Ohio 43215
www.morpc.org

CONSULTANT SERVICES PROGRAM | REQUEST FOR PROPOSALS (RFP)

COUNTYWIDE ZONING HOCKING REGIONAL PLANNING

The Mid-Ohio Regional Planning Commission (MORPC) Consultant Services Program (CSP) is soliciting proposals from Prequalified Consultants / Consultant Teams in zoning codes to provide services for a new countywide zoning ordinance covering the unincorporated areas of Hocking County, Ohio.

The Consultant Services Program (CSP) is a program intended to assist MORPC's member communities with the process of engaging in long-range planning activities. Through the CSP, MORPC streamlines the RFP process by prequalifying consultants for long-range planning projects, drafting Requests for Proposals on behalf of the member community's project goals, interests, and budgets, creating a central repository for long-range planning RFPs, conducting initial reviews of Proposal Submissions, facilitating final presentations of proposals, and assisting with the final scoping of the project.

MORPC is a voluntary association of local government communities in the 15-county Central Ohio area. MORPC is the regional voice, trusted convener and catalyst, bringing Central Ohio communities together to collaborate on best practices and plan for the future growth and sustainability of the region.

Consultants interested in being considered must submit a Proposal by **5:00 PM on May 8th, 2024**. All proposals received with a date within this window, and deemed to be complete, will be accepted. Early submissions are encouraged so consultants may have adequate time to address any potential areas which may be incomplete ahead of the closing date. To allow time for MORPC to review all submitted proposals, only those received during this window will be considered.

Please submit all proposals – aggregated into a single PDF including the Sections outlined within this RFP – to consultantservices@morpc.org. Use **“Hocking Regional Planning: Countywide Zoning RFP Submission”** as the Subject line.

If there are any questions regarding the details or procedures associated with the RFP, submit the inquiry to consultantservices@morpc.org. All questions must be submitted via email. No answers will be given over the phone. MORPC will coordinate with the requesting Agency and will address any questions on the [Consultant Services Program](#) and [RFPs & RFQs](#) websites.

William Murdock, AICP
Executive Director

Chris Amorose Groomes
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary

The Mid-Ohio Regional Planning Commission in accordance with Title VI of the Civil Rights Act of 1964 and the related nondiscrimination statutes, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, all bidders including disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, sex, age, disability, low-income status, or limited English proficiency in consideration for an award.

Neither MORPC nor any member agency of the Committee shall be liable for any costs incurred by the consultant in response to this RFP, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this RFP shall become the property of MORPC and may be returned only at MORPC's option.

All materials received shall be considered public information and shall be open to public inspection.

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I. BACKGROUND

Hocking County is a rural county situated approximately 50 miles southeast of the City of Columbus. According to the 2020 decennial census, Hocking County has a population of 28,050 people, and is home to Hocking Hills State Park: a State Park with over 25 miles of trails, rock formations, caves, and waterfalls. Over three (3) million people visit the Hocking Hills area annually to hike, camp, and enjoy the County's natural resources. There is currently no zoning in the unincorporated areas of the County.

With the continued growth in the Central Ohio Region, Hocking County has experienced increased tourism activity which is anticipated to continue along with the region's projected growth. The increased tourism being experienced is putting a strain on Hocking County's local jurisdiction's abilities to maintain community services such as police, fire, roadway maintenance, etc. Housing within the County is also experiencing additional stress with the short-term rental market growing (AirBnB, VRBO, etc.), thereby removing long-term housing options for the residents of Hocking County, as well as circumventing commercial and lodging building codes and tax revenues.

A new countywide zoning ordinance would allow the County to encourage orderly commercial and lodging developments which contribute to the County's tax base needed to support its community services in a manner consistent with the County's residential and commercial areas, and character.

II. PROJECT DESCRIPTION

Hocking County aims to engage a Consultant in the creation of a new Countywide Zoning Ordinance to govern land uses within the County's Unincorporated Areas. The Countywide Zoning Ordinance shall create zoning code standards through either form-based, performance-based, or Euclidean zoning standards - or a combination thereof, dependent on appropriateness - to encourage orderly development that supports the relationship between tourism needs and those of the existing residents.

A. PROJECT PURPOSE

While Hocking County has traditionally been in favor of no zoning controls, the County has begun receiving feedback from residents zoning controls may be needed to facilitate more orderly development. The creation of a Countywide Zoning Ordinance is intended to increase the amount of control the County has over tourism-based development to ensure it occurs in a mutually beneficial manner.

B. SCOPE OF SERVICES

The selected consultant – with assistance from County staff – will develop a new countywide zoning ordinance covering the unincorporated areas of the County. The process for creating the new countywide zoning ordinance will rely heavily on public engagement activities.

The final scope of services will be developed during a project scoping meeting, but should include at a minimum:

- **Public Engagement Strategy and Plan:** The consultant will work with County staff to develop a strategy for engaging the public. The strategy should focus on informing and educating the public on how a countywide zoning ordinance can help alleviate concerns and issues with tourism-based development. Public engagement activities will include in-person community meetings within each of the County's Townships.
- **County Services and Resources Assessment:** The consultant will work with County staff to identify aspects of the County's services which may be pertinent to the development of a countywide zoning ordinance. Some factors may include the availability of police, fire, and EMS services, the availability of water and wastewater facilities, and evaluation of the County's road infrastructure and its ability to support increased usage or capacity.
- **Document Drafting:** The consultant will prepare drafts of the zoning ordinance for review by County staff and the County Zoning Commission. A final draft will be submitted which can be adopted by the County.

NOTE: Deference should be given to public engagement activities. The countywide zoning ordinance is anticipated to be simplistic and relatively uncomplicated. However, significant portions of the project should revolve around public engagement components to ensure general public education and support of zoning.

C. BASIC COMPONENTS / DELIVERABLES

The final deliverable shall be a Countywide Zoning Ordinance which is ready to be adopted by the County Board of Commissioners. The ordinance should include, at a minimum:

- A countywide zoning map which identifies which zoning classifications are applicable to any particular parcel. The countywide zoning map should be available as:
 - A letter-sized PDF for public consumption and printing,
 - A large-format printed map for display in Hocking Regional Planning Offices,
 - ArcGIS compatible feature class and shapefile for use in County GIS Systems.
- Zoning text which correlates to the zoning map, and outlines the various metrics and regulations that are applicable to the particular zoning classification. The zoning text should be submitted as:
 - One printed and bound copy
 - A PDF file
 - An editable Word document for future potential revisions.

D. PROJECT TIMEFRAME

A final, adoptable version of the zoning ordinance would ideally be submitted and finalized in Spring of 2025. However, the project's timeframe may be extended as needed to accommodate the necessary public engagement activities. Public engagement activities will also need to comply with all statutorily required notifications for public meetings.

E. PROJECT BUDGET

Hocking Regional Planning currently has \$50,000 available for the project and has submitted applications for additional grant funds for the project.

Related to the scope, Hocking Regional Planning anticipates approximately 60% of the project budget to be for public engagement activities.

III. PROPOSAL CONTENTS

Proposal Submissions in response to this RFP should contain the following elements – explicitly identified. Failure to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. MORPC will make every feasible effort – not guaranteed – to review *Proposal Submissions* for completeness and communicate any missing elements to allow adequate time for resubmittal. MORPC reserves the right to accept or reject any or all proposals.

The submitted proposal shall contain the following sections and respect all identified page limitations. Failure to comply with page limitations will result in elimination from consideration.

1. Cover Letter
2. Organization, Personnel, Experience & Project Management
 - a. Consultant's Personnel Profile and Corporate Qualifications
 - b. Project Team Availability and Capacity
 - c. Project organization chart showing key personnel, their relationships and affiliations
3. Consultant's Methodology/Work Plan
4. List and Description of Deliverables
5. Project Schedule
6. Budget or Cost Proposal
7. MORPC Disadvantaged Business Enterprise (DBE) Goal Compliance/Subcontracting

SECTION A. COVER PAGE

The submitted proposal should have a single Cover Page which clearly identifies:

1. Project Name and Agency of the RFP
2. Name(s) of the submitting prequalified consultant(s)

Be sure to clearly identify the project that the proposal is being submitted for, as well as the names of all consultants who are a part of the proposal. All participating consultants are required to be prequalified; however, prequalified consultants may form consultant teams to maximize the strength of their proposals.

SECTION B. EXECUTIVE SUMMARY / COVER LETTER

The Cover Letter should be the first item following the Cover Page, not exceed two pages in length, and contain the following information:

1. Statements which affirm:
 - a. The identification of the firm as a corporation, LLC, or other legal entity authorized to do business in the State of Ohio.
 - b. Compliance with all applicable EDGE / MBE / DBE requirements.
 - c. That the consultant (or primary consultant if submitting the proposal as a consultant team) is solely and completely responsible for the delivery of the required services and deliverables.
 - d. That all consultants participating in the proposal is not debarred, suspended, proposed for debarment, declared ineligible or involuntarily excluded from covered transactions by any federal department or agency or the Ohio Department of Transportation.
2. Contact information for the main point-of-contact for questions / communications regarding:
 - a. The proposal / project, and
 - b. Contractual issues.

Contact information should include:

1. Name and Title
2. Company Name
3. Phone Number
4. Email Address

Additionally, the Cover Letter should be signed by a representative who is legally authorized to bind the consultant to any resulting awarded contracts.

SECTION C. CONSULTANT / PERSONNEL RELEVANT EXPERIENCE OVERVIEW

This section represents a summarization of the prequalified consultants previously submitted qualifications. In total, this section should not exceed four pages.

KEY STAFF AND PERSONNEL

Key staff and personnel outlined in this section must have been included in the previously submitted Consultant Team / Personnel Profiles (Part 3, Section C of the Application for Prequalification). If the consultant / consultant team has additional key staff anticipated to contribute to the project, submit – separately – an updated Consultant Team / Personnel Profile prior to submitting a proposal.

As a result of the Consultant Services Program prequalifying consultants, specific background information on key individuals who are anticipated to be assigned to the project should be briefly summarized, relating to the scope of work and deliverables outlined in this RFP. The background information on these individuals would emphasize their experience relative to the project requirements. Resumes and detailed profiles are not required.

SAMPLE PROJECT

In no more than two pages, identify one project undertaken by your firm or consultant team which is most tangential to this RFP's Scope of Work. Detail each firm's actual responsibility on the project, and provide appropriate reference(s), name(s) and telephone number(s).

ORGANIZATIONAL CHART

An organizational chart is only required for proposals which are being submitted on behalf of a consultant team and should not exceed one page. Alternatively, proposals submitted by a singular prequalified firm should provide a statement explaining that the proposal will utilize only the primary consultant, and that the consultant's organizational chart is included in their approved Application for Prequalification.

For proposals submitted by a team of consultants, include an organizational chart of the team which shows the names and roles of all key personnel. Lines of communication between team members should be illustrated, along with the main point of contact for each team. Roles should relate to the standard titles used in the Application for Prequalification (Part 3, Section D).

SECTION D. METHODOLOGY / WORK PLAN

This section shall communicate the consultant's understanding of the project's scope of work through a description of the approach and tasks to be performed to accomplish project's purpose and provide the required deliverables. This section should not exceed two pages.

The following should be explicitly included in the proposal's methodology:

1. Step-by-step explanation of the methodology and its relation to the scope of work.
2. Estimated time frames / completion dates associated with each delineated task.
3. Specific milestones for submitting any required deliverables.
4. Any details related to the administration / management of the project:
 - a. The cadence of project meetings.
 - b. The role of client committees.
 - c. Methods or procedures for reporting progress.

- d. Details on how deliverables will be submitted.

Additionally, note any elements of the methodology / work plan which may be unique or innovative.

SECTION E. PROPOSED DELIVERABLES

In one page, provide an itemized list – and description of – the deliverables for each identified task that are part of the various steps of the methodology. Any material that may be created and submitted throughout the lifetime of the project is considered to be a deliverable; including draft versions of any studies or reports.

All deliverables related to the contract shall become the property of the Agency. All materials received shall be considered public information and shall be open to public inspection.

SECTION F. ANTICIPATED PROJECT TIMELINE / SCHEDULE

The proposer shall provide a proposed schedule for all tasks, sub-tasks, and deliverables outlined in Sections D and E above. The proposed schedule should be no more than two pages and should include a visual calendar of events.

Any proposed timelines should respect any dates and time frames specifically delineated in this RFP. For example, if the RFP identifies a specific date with which the project is to be completed, that date should be used for the project completion date. If the consultant believes that any delineated dates or time frames will adversely affect the quality of the project, provide an alternative date and explain why the delineated date or time frame would result in a lower quality product.

SECTION G. PROPOSED BUDGET / COST DETAILS

Using the project budget details outlined in Part 2, Section E of this RFP, provide a full description and breakdown – in two pages or less – of the expected cost for the project.

Costs should be presented in two forms: by task and by billing rates of team members. Each phase or task that has been delineated in this RFP should have a cost table associated with it which details the anticipated staff involved in the phase or task, the number of hours required by each, and a summation of both.

Non-labor expenses should also be estimated by itemizing the expenses, and may include: mileage, printing, equipment, per diem travel, fees, and any other applicable cost not related to the billable hour rates of key staff.

All costs shall be totaled. If the proposal exceeds the project budget details outlined in Part 2, Section E of this RFP, provide an explanation as to why the proposed project budget is insufficient to complete the required work.

The proposer should be aware that it is the goal of MORPC to process and pay properly prepared and submitted invoices within 60 days, although that is not guaranteed. Improperly prepared and submitted invoices will be returned and will consequently not be processed and paid within the 60-day goal. Proof of payment will be required for all charges included on invoices.

IV. PROPOSAL SUBMISSION PROCESS

Please submit all proposals - aggregated into a single PDF including the Sections outlined within this RFP– to consultantservices@morpc.org. Use “**Hocking Regional Planning: Countywide Zoning RFP Submission**” as the Subject line.

V. PROPOSAL EVALUATION PROCESS

The following outlines the timelines and process associated with evaluating and selecting a final consultant for the project. Any questions regarding this process should be directed to consultantservices@morpc.org.

A. TIMELINE

The timeline for reviewing proposals, and selecting a final consultant is as follows. This timeline may be modified by MORPC or the Agency as necessary.

EVENT	EVENT DESCRIPTION	ESTIMATED DATE(S)
Proposal Submission Window Opens	The proposal submission window will be open for a period of four (4) weeks.	April 10 th , 2024
Q&A Responses Posted	A document containing all project-related questions and the Agency responses will be added to the Consultant Services Program website to inform all potential consultants of any additional details and points of clarification. Responses will be posted within 24 to 48 hours of the question being received.	April 10 th , 2024 to April 24 th , 2024
Proposal Submission Window Closes	The last date that proposals will be accepted. Any proposal received after this date will not be considered.	May 8 th , 2024 at 5:00 PM

MORPC Review of Proposals	MORPC will convene a committee of internal staff to review and score the proposals according to both MORPC and the Agency's criteria. An explanation of these criteria is outlined in Part 4, Section B below.	May 9 th , 2024 to May 17 th , 2024
Notification of Finalist Status	Notifications of finalist status will be sent to all consultants or consultant teams who submitted a proposal after the MORPC review of proposals.	May 17 th , 2024
Finalist Interviews / Presentations	60-minute interviews / presentations will be scheduled with the finalists, and MORPC and the Agency.	May 27 th , 2024 to May 31 st , 2024
Updated Review of Finalist Proposals	A final review meeting between MORPC and the Agency will occur to update scoring on the criteria based on the interviews / presentations.	June 3 rd , 2024 to June 7 th , 2024
Final Selection Notifications	Notification of the final consultant selection immediately upon completing the updated review.	June 7 th , 2024
Project Scoping Meeting	A meeting / series of meetings will be scheduled between the final selected consultant, MORPC, and the Agency to discuss and finalize project scope details to be included in the Project Contract.	June 17 th , 2024 to June 21 st , 2024
Project Contract Finalized	Target date where final project contracts are fully signed.	June 28 th , 2024

B. EVALUATION CRITERIA

The evaluation criteria for this RFP are as follows:

CONSULTANT SERVICES PROPOSAL EVALUATION		
FACTOR	DESCRIPTION	WEIGHT (%)
GENERAL QUALITY & ADEQUACY OF RESPONSE		
Completeness and thoroughness	Does the proposal include all required sections and thoroughly address all proposal elements?	30%
Responsiveness to Terms and Conditions	Does the proposal address any items or statements from the Terms and Conditions section?	30%
Overall impression	All things considered, what was the overall impression of the proposal?	40%

GENERAL QUALITY & ADEQUACY OF RESPONSE TOTAL		100%
CONTRIBUTION TO AGGREGATE SCORE		30%
ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT		
Qualifications and experience of proposed personnel (including the Project Manager)	Did the delineated Team Members exhibit the requisite knowledge and experience to execute the Scope of Work?	20%
Relevant knowledge, skills, and experience with the project / project type	Did the consultant / consultant team have experience with a project similar to the RFP's requested Scope of Work?	20%
Experience working with similar clients	Did the consultant / consultant team have experience working with entities similar to the RFP Agency?	20%
Demonstrated capacity to do the work	Has the proposal shown that the consultant / consultant team has the capacity (time, staff, and resources) to complete the project?	20%
Study area understanding / local presence	Did the consultant / consultant team show a local presence and understanding of the RFP area?	20%
<i>Familiarity with the study area's economy, culture, and environment</i>	<i>Has the Applicant shown a familiarity with the local issues, concerns, and characteristics of the Agency?</i>	40%
<i>Capacity to locally coordinate and administer the project</i>	<i>Does the Applicant have a sufficient enough local presence to coordinate and administer projects that may be awarded?</i>	60%
ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT TOTAL		100%
CONTRIBUTION TO AGGREGATE SCORE		30%
TECHNICAL APPROACH & WORK PLAN		
Clarity and organization in concept development	Did the Applicant show a clearly organized solution to their work relative to the requested Project Type?	20%
Quality and quantity of services to be rendered	Were the deliverables and/or results sufficiently adequate in expected quality, and were the deliverables ample enough to serve the Project Goals?	20%
Approach to study (including the ability to derive creative solutions and clear descriptions of the elements of the work plan)	Did the Application for Prequalification illustrate the Applicant's ability to logically and appropriately approach a Project in the requested Project Type, including knowledge of emerging techniques and solutions?	20%
Addresses expected outcomes	Did the proposal clarify expected outcomes of the work being completed?	20%
<i>Identifies who will do the work</i>	<i>Were the key staff responsible for various work elements identified?</i>	30%

<i>Identifies useful and reasonable reporting methods</i>	<i>Were the communication methods identified useful to the client and reasonable for the project?</i>	30%
<i>Includes useful, realistic, and sufficient timelines</i>	<i>Were the identified timelines within the proposal realistic and adequate based on the project details?</i>	40%
Specialized experience relevant to the Scope of Work	Did the consultant relate any specialized experience they may have to the Scope of Work?	20%
TECHNICAL APPROACH & WORK PLAN TOTAL		100%
CONTRIBUTION TO AGGREGATE SCORE		30%
COST / BUDGET		
Clarity of budget and congruence with the RFP and proposed Scope of Work	Was the proposed budget in-line with the expectations of the RFP, and would the proposed budget items be sufficient to complete the project?	75%
Cost	Is the proposed budget significantly over/under budgeting details outlined in the RFP?	25%
COST / BUDGET TOTAL		100%
CONTRIBUTION TO AGGREGATE SCORE		10%
AGGREGATE SCORE		100%

Each factor is scored on a scale of 1 to 10. The weighted percentages of each individual factor represent that factor’s relative weight towards the total of that category, while the weighted percentages of the categories’ total represents the relative weight towards the total scoring. For example, “Demonstrated capacity to do the work” represents 20% of the score for the “ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT” category, while the “ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT” category represents 30% of the total score.

C. EVALUATION COMMITTEE

The initial project evaluation will be conducted by a committee of five MORPC Staff members with experience working with consultants, and in similar categories and project types. The Evaluation Committee will meet to review the initial proposal submissions the week following the Proposal Submission Window closing date. Each Committee member will independently review each proposal and discuss their scoring with the other Committee members. Committee members may change their initial scoring based on the review discussions.

Two or three consultant / consultant teams with the highest scoring proposals will be selected to conduct a 60-minute presentation to both MORPC and the Agency. MORPC will facilitate the scheduling of the presentations.

Applicants with proposals not selected as finalists will be notified immediately upon conclusion of the initial proposal reviews.

D. FINAL PRESENTATIONS

Final presentation details will be conducted between May 27th, 2024 to May 31st, 2024. MORPC will facilitate the scheduling of the presentations, pursuant to the preferences of the Agency.

Presentations may be held in-person or virtually, and may be held in an Agency location or MORPC offices.

Presentations will be 60 minutes. Approximately 30 minutes of the presentation will be dedicated to an overview of the proposal, with an emphasis on the methodology, work plan, deliverables, and timelines. The remaining 30 minutes will be dedicated to open discussion and clarifying questions from the Agency and MORPC. All identified Project Managers should be present to lead the presentations, and all consultants who may be part of a consultant team should have representation at the presentation. A Project Manager or consultant's failure to be present at the presentation may result in elimination from consideration.

E. CONSULTANT SELECTION AND CONTRACT NEGOTIATIONS

Final consultant selections will be made – and the preferred consultant will be notified – by June 7th, 2024. MORPC will follow-up with all Agencies and Consultants to schedule initial scoping meetings to determine contractual details regarding the specific timelines, scopes of work, deliverables, and budgeting requirements.

By participating in the Consultant Services Program, MORPC, Agencies, and Consultants agree to make every reasonable effort to fairly negotiate contract terms in a timely manner. Contracts are intended to be finalized and signed on or before June 28th, 2024.

VI. PROPOSAL TERMS & CONDITIONS

The submitter agrees that it will not discriminate against any potential consultant, Agency, community, employee, applicant for employment, or sub-contractor and that it will take affirmative action to ensure that employees, potential consultants, applicants and sub-contractors are treated equally during employment without regard to race, color, sex, gender identification, creed, religion, ancestry, national origin, sexual orientation, disability, genetic information, age, marital/familial status, military status (past, present, or future), limited English proficiency, or status with regard to public assistance.

All proposals advertised through the Consultant Services Program may include MBE, DBE, or EDGE requirements. A ten (10) percent minority business enterprise (MBE) goal has been established for the program, consistent with MORPC's Diversity and Inclusion Plan. Agencies and prequalified applicants are

strongly encouraged to meet or exceed this goal in any submitted proposals. It is preferred that MBE firms are certified as a minority business enterprise by the State of Ohio, the City of Columbus, or other similar certifying entity. MORPC will expect the selected proposer to meet the MBE percentage included in their contract and will require ongoing reporting of this percentage during the contract life. MORPC will also include MBE prompt payment requirements in all contracts.

MORPC retains the right to modify and change the requirements of this Application for Prequalification from time to time. In such events, this Application for Prequalification will be replaced with an updated version.

MORPC reserves the right to accept or reject any or all *Requests for Assistance, Applications for Prequalification, and Proposal Submissions* for any reason.

MORPC shall not be liable for any costs incurred by the submitter of any *Request for Assistance, Application for Prequalification, or Proposal Submission* as a result of the CSP, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to *Notices of Request for Assistance, Application for Prequalification, or RFP* shall become the property of MORPC and may be returned only at MORPC's option.

All materials received shall be considered public information and shall be open to public inspection.

By submitting a *Request for Assistance*, the Agency confirms that – to the best of their knowledge:

1. The Agency is prepared to move forward with contract negotiations.
2. The Agency has financing secured with which to complete the proposed project. And,

The submitted *Request for Assistance* completely and accurately represents the goals of the project and the interests of the Agency and community, and no information which would reasonably be deemed important to the project has