

**REQUEST FOR QUALIFICATIONS
FOR
LAKELAND COMPREHENSIVE PLAN**



**City of Lakeland, TN
Planning Department
ATTN: Jordan McKenzie
10001 US Highway 70
Lakeland, TN 38002-9756**

October 2021

1. COMPREHENSIVE DEVELOPMENT PLAN

1.1 Purpose

The City is soliciting proposals from qualified, multidisciplinary planning firms/consultants to update the community wide comprehensive development plan. The area to be considered in this comprehensive development plan update will include the City's urban growth boundary and corporate boundary as shown in the attached map. The comprehensive development plan will serve as the guiding document for growth and development regarding land use, zoning, utility capacity and construction, economic development, traffic management, recreation, capital budgeting, provision of municipal services and facilities, housing, and community engagement.

Lakeland's community-wide comprehensive development plan was revised in 2006 and has become outdated in dealing with current issues related to a growing community. It is the City's desire that there be significant and meaningful community participation in preparation of the plan and that the consulting team includes substantial opportunities for citizen participation in the planning process.

1.2 Project Background Information

The City of Lakeland is located in the southwest corner of the state. Lakeland is approximately 17 miles northeast of Downtown Memphis, and 55 miles southwest of Jackson, TN. The City's corporate boundary encompasses approximately 23.49 square miles in Shelby County. The 2020 Census certified the population at 13,904, an increase of 11.86% from the City's census of 2010. The City is part of the Memphis, TN Metropolitan Statistical Area which includes three counties and a population of 1,324,108

1.3 Community Engagement

The City of Lakeland considers itself to be a progressive, diverse, and forward-thinking community and desires formulation of a comprehensive development plan that will be inspirational for the community. As part of the plan process, the City desires to place a major emphasis on community engagement. The Lakeland Board of Commissioners has determined that the City must ensure it continually creates a better quality of life for the community. In order to implement that vision the Board of Commissioners has identified four core service values: to create safe and livable neighborhoods; to identify opportunities for projects that would draw new investment, users, and visitors to the subject area (including small and large scale development); to provide all citizens, residents, and visitors alike excellent and affordable services with a focus on customer service; and, to produce an action plan section (recommendations and next steps based on the baseline data collected). The Board of Commissioners considers the comprehensive development plan update a foremost opportunity to engage the public and involve them in formulating a plan that truly belongs to the community and implements these values.

The City is seeking a consultant team that will engage the public through various media, including presentations, public hearings, social media, the internet, and workshops throughout the project. This community engagement process should be empowering for the public, engaging people in the process, and maintaining their continued participation. The consultant should embolden the community to think beyond the status quo, fostering an environment of cooperation in working together for Lakeland's future. The methods of public outreach and involvement should be advanced and inventive in manners that encourage residents to connect within the community to bring value to the plan.

1.4 Scope of Work

The selected consultant will identify and assess local conditions and needs, analyze demographic implications, identify areas for potential growth or improvement, and formulate strategies necessary to foster the successful implementation of the plan. The selected consultant will lead the planning process and develop project deliverables with oversight from the City Manager and Planning Director. All work

shall be completed in accordance with applicable City standards and within the agreed upon timeline. The intent of the Scope of Work is to serve as a framework which consultants can use to develop a more detailed scope of services based on their professional expertise and knowledge. The final Scope of Services will be developed in collaboration with the selected consultant(s) and City Staff prior to contract approval. At a minimum, the selected Proposer will be responsible for the following items and deliverables for the Projects:

- General management and timely completion of the Project;
- A baseline review of existing information and relevant background, including the plans listed above, existing codes and policies, demographic and census data, and other information relevant to the Project;
- Addresses the relationship between land use and ground transportation;
- Drafting and preparation of the planning document(s), graphics, mapping, and other support services for the Project;
- Developing a brand, theme, and slogan for the project (including design of logo and tagline);
- Address and expound the elements and goals of the Project;
- All data collection, analysis, and presentations required for the Project;
- Addressing each area of concentration in separate sections in the plan;
- Creating and implementing a robust public engagement plan; including conducting engagement interactions, surveys, and updates via digital platforms (webpage, social media, etc.);
- Organization and facilitation of public visioning, stakeholder input, and partnership building for the Projects;
- Developing conceptual drawings and illustrations for elements of the Projects;
- Regular presentations to the Lakeland Planning Commission and Board of Commissioners;
- Projecting budgets for project funds; and,
- Coordinate and collaborate with City Departments and other City Consultants regarding ongoing projects (Transportation Plan, Stormwater Plan, Parks, Recreation, Trails, and Parks Master Plan, etc.).

It is anticipated that the Project will result in the following deliverables, although the Proposer may identify additional deliverables within their proposal.

- Maps and associated data shall be in ArcGIS and PDF format and shall be provided to the City.
- All text and report files shall be in editable MS Word or PDF formats.
- All final reports shall be presented in digital format for archiving and reproduction.
- 20 – bound color copies of the final comprehensive plan.
- 30 – executive summaries of the comprehensive plan.

The plan should provide clear and defined guidance to the development community and serve as a framework for the development of future land use policy. It is important to the city that its comprehensive development plan be respectful of the adopted comprehensive development plans for Shelby County.

Required Tasks: The scope of work will include, but will not be limited to, the following tasks:

1. Project Reconnaissance:

- a. Meet with city staff to review the scope of work and existing information available.
- b. Conduct community visits and inventory physical conditions.
- c. Review previously completed planning documents for various city departments.

- d. Prepare an existing condition report to submit to the Board of Commissioners, City Manager, Planning Director, and the Planning Commission.

2. Project Management:

- a. The Consultant shall select a Project Manager who will serve as the primary point of contact for the duration of the project.
- b. The Consultant shall prepare a project management plan.
- c. The Consultant shall prepare and submit monthly progress reports, invoices, and billings.
- d. The Consultant shall establish and maintain a project schedule with key milestones. The Consultant shall organize and coordinate meetings for review and provide status updates of various elements of the overall project.

3. Project Initiation:

- a. Participate in work sessions with elected officials, appointed officials, the public and city staff.
- b. Familiarize the above-referenced groups in 3.a. with key issues.
- c. Establish areas of focus in relation to the plan.
- d. Refine prospective goals and objectives for both technical analysis and public involvement components.

4. Public Involvement:

- a. Develop a public engagement process that outlines methods to engage the public, encourage active participation, and foster an environment for idea-sharing. It is imperative that the consultant develop a public engagement process that can engage all segments of the community.
- b. The consultant shall prepare a public involvement/engagement and public relations campaign and present this plan to the city for approval. The campaign must meet the community engagement goals and vision described above, and the campaign shall include an extensive interactive visioning session to obtain input from all sectors of the public. A social media component must be included.
- c. The consultant must be prepared to present workshops for citizens, property owners, and stakeholders; conduct workshops and visioning sessions with the public, the Planning Commission and the Board of Commissioners; and present formally to the Planning Commission and Board of Commissioners for public hearings, input, and plan consideration/adoption.

5. Data Development and Analysis:

- a. The consultant shall prepare population, economic studies of the community and prepare estimates, projections, and forecasts for five-, ten-, and twenty-year planning horizons.

6. Capital Facilities Analysis:

- a. The consultant shall prepare an analysis of existing public facilities to determine deficiencies and make recommendations for public improvements that will accommodate projected growth and development.

7. Implementation and Strategies:

- a. The consultant shall prepare priorities, goals, and objectives and make recommendations for policies and strategies for plan implementation. The consultant should provide an analysis of potential funding mechanisms that can be utilized toward the investment of public and economic improvements.

8. Final Report:

- a. The consultant shall prepare a draft final report(s) complete with results, analyses, conclusions, and recommendations for approval by the city. Preparation and publication of the final report, the comprehensive development plan, shall be presented to the Planning Commission and the Board of Commissioners for adoption.

Plan Elements: The comprehensive development plan shall, at a minimum, contain an Introduction, Executive Summary, and eleven (11) plan elements: History and Population; Economy and Economic Development; Land Use; Transportation; Housing; Utilities; Community Facilities and Services; Urban Design; Historic Preservation and Cultural Resources; Natural Resources and the Environment; and Intergovernmental Cooperation. (Note: The following outline is intended to provide information about expected content for the purpose of formulating a proposal. Consultants are encouraged to present additional information and different document organization.)

Introduction and Executive Summary – The comprehensive development plan shall include an introduction section in which general information about the organization of the plan and its purpose, role, and function is discussed. An overview of the planning process including the nature of public involvement is to be provided in this section. The executive summary shall include a brief overview of the comprehensive development plan including key elements and conclusions.

Population and History – A brief history of the community shall be included and many of the city’s residents do not understand its significant history and how that has influenced growth and development. The comprehensive development plan shall include estimates, projections, and forecasts to determine future public facilities necessary to maintain adequate service levels. Projections shall be provided up to the year 2045 with milestones for years five, ten, and twenty years. The comprehensive development plan must examine the demographic estimates and projections, including base year 2010 data regarding death/birth rates, employment, income, education, and tax base.

Economy and Economic Development – As part of the existing conditions analysis, the city is seeking a review of market conditions and economic forecasts in coordination with the Lakeland Economic Development Commission. The comprehensive development plan shall conduct an analysis of local economic factors that may influence growth and development and the consultant shall create a market overview identifying existing or emerging opportunities for the City of Lakeland. The comprehensive development plan should identify opportunities for the city to attract quality jobs to the area. Additionally, the comprehensive development plan shall address Lakeland’s commercial, office and industrial development market factors and identify existing and potential employment areas. The city is looking to expand its economic opportunities and diversity of its economy and will be looking for recommendations at potential development areas as part of the comprehensive development plan. The comprehensive development plan should look at how Lakeland can promote opportunities for hospitality, tournaments, and conferences/tourism.

Land Use – The consultant shall review and analyze local conditions, the existing comprehensive development plan, and plans developed and utilized by the City of Lakeland. The comprehensive development plan should include a land use map as well as policies and recommendations pertaining to land use. The comprehensive development plan should prepare a land use capacity analysis that will help direct growth and redevelopment within the city. The plan should examine zoning and potential impediments to future growth and development that may require zoning ordinance amendments. The comprehensive development plan should include a thorough description of each land use designation and associated policy guidance statements.

Transportation – The comprehensive development plan should examine the policies and objectives under the recently awarded Lakeland Transportation Plan as a guiding document (not to be replaced or combined) and Livability 2050, the Memphis Area Metropolitan Planning Organization’s (MPO) Regional Transportation Plan. These recommendations shall devise strategies that will enhance local mobility choices in relationship to land use. While the regional plan should provide a general framework for modeling and land use purposes, the comprehensive development plan should recognize a more localized perspective in crafting transportation planning and land use recommendations. This component of the comprehensive development plan should also include transportation policy suggestions and land use must be integrated and interrelated to be consistent with any transportation policies and recommendations presented.

Housing – The comprehensive development plan shall include strategies for housing that are broad and inclusive to ensure sufficient quantity and quality of local housing for all incomes. An assessment of the current housing market and long-term projections for new development, homelessness, and low-income housing inventory should be performed. The need for executive housing and affordable housing must be examined, and previously completed plans for fair housing shall be reviewed and incorporated into the comprehensive development plan. The consultant shall identify mechanisms to address neighborhood preservation and redevelopment, infill development, the current housing stock available, including neighborhoods, and areas of the community with opportunities for redevelopment.

Utilities – The Memphis Light, Gas, and Water provides electric, gas, and water within the city’s corporate boundary. The City of Lakeland provides sewer service within the city’s corporate boundary. The consultant shall prepare their recommendations for the comprehensive development plan understanding the City sewer infrastructure capacity and the demands that various land uses will place on the sewer systems. The City of Lakeland’s existing sewer system plans shall be reviewed and incorporated into the comprehensive development plan. Conflicts between the existing plans and the comprehensive development plan shall be identified. In addition, the comprehensive development plan shall examine the extension of sewer for growth (as well as capacity), and provide a recommendation concerning the need for density of development relative to utility capacity.

Community Facilities and Services – The comprehensive development plan should include an inventory and assessment of city assets that will support the city’s growth and development. The city envisions this assessment as including, but not being limited to a review for public safety needs, solid waste disposal, public buildings, educational facilities, libraries, community centers, parks, open space and greenways, and recreational facilities. Conflicts among needs shall be identified and public space and facilities needs prioritized. The city recognizes that the location and design of public facilities have a significant impact on the neighborhoods in which they are located. When considering new municipal facilities, it is appropriate that the comprehensive development plan identify how the city might meet its future space and facility needs.

Urban Design – Good design ensures attractive, usable, durable, and adaptable places. The Urban Design element should guide the public and private development to create and build upon a Lakeland that is diverse, progressive, people and community oriented, aesthetically appealing, and functional as Shelby County’s largest city. The comprehensive development plan should provide a framework of areas appropriate for the application of urban design elements as advocated through the public comment workshops, possibly including the gateway and major corridors.

Historic Preservation and Cultural Resources – The comprehensive development plan shall identify significant historic resources throughout the city. In addition, the Historic Preservation and Cultural Resources element shall identify important local cultural and historic resources and establish goals,

policies, and actions for the protection and preservation of those resources. By identifying historic areas and cultural resources for preservation, the city anticipates the comprehensive development plan will encourage appreciation for the city's history and culture, maintain the character and identity of the community, and contribute to the city's economic vitality through historic preservation.

Natural Resources and the Environment – The Natural Resources and Environment element shall include information on the Conservation Priority Index Map, open space, storm-water management, watersheds, drainage, floodplain management, and natural resources. The comprehensive development plan should identify goals and policies that seek a balance between the built environment and the protection and preservation of the city's natural resources and the environment.

Intergovernmental Cooperation – Some issues are area-wide and regional in nature and require cooperation between jurisdictions. The plan shall reflect that Lakeland is part of an economically interconnected region as part of the Memphis Metropolitan Statistical Area that shares infrastructure and resources. This plan element shall address how regional plans and the comprehensive development plans of Shelby County impact Lakeland and how Lakeland's plan will impact regional plans and those of adjacent communities (i.e., Arlington, TN; Bartlett, TN; Memphis, TN and Shelby County, TN).

9. Project Timetable

The proposer's submittal shall include detailed project task and components and associated task timelines that would serve to allow evaluation by the City of the proposer's assessment of the Project task and time estimated to complete said task.

10. City Staff Expectations

The proposer's submittal shall include what expectations for information they expect to receive from the City staff to support the initiation, research, and development phases of the project.

2. INSTRUCTIONS AND CONDITIONS

2.1 Submission to City of Lakeland

The City is seeking proposals for the provision of professional services set forth in the proposal requirements. Proposals must be received by the Planning Department at City Hall, 10001 US Highway 70, Lakeland, Tennessee 38002-9756, no later than **2:00 p.m. CST on Thursday November 18, 2021**. Late proposals will not be considered and will be returned unopened. Proposals postmarked on the deadline date but received by the Planning Department after the specified time will be considered late and will be returned unopened. The City shall not be responsible for proposals that are mailed or sent via private delivery services. The City will not accept proposals submitted by fax or electronic mail.

It is anticipated that a contract will be negotiated with the firm selected via the RFQ based on the following schedule. Please note, the City of Lakeland reserves the right to change any of the dates stated in this RFQ.

Date	Event
October 4, 2021	Issuance of Request for Proposals
October 22, 2021	Questions Cutoff Date
November 2, 2021	Response to Questions Due
November 18, 2021	RFQ Submission Deadline
November 30, 2021	Review/select consultants for interviews
December 14-17, 2021	Interviews
Week of December 20, 2021	Selection of Consultant
Week of December 27, 2021	Contract negotiation
January 13, 2022	Contract award
February 2022	Project Kickoff

* Dates subject to change

2.2 Organization of Proposal and Completeness

The proposer shall submit an original plus eight (8) copies of the proposal to the Planning Department at the address set forth in 2.1 above. In addition, each proposal shall submit at least one electronic copy. All proposals must be sealed and the envelope or container clearly marked with the proposer's name and the words "Comprehensive Development Plan". Failure to provide this information on the envelope or container may result in the proposal not being considered. It shall be the sole responsibility of the proposer to have the proposal delivered to the city before the proposal deadline.

Each proposal shall be organized in the order and manner as outlined in Section 3 of this Request for Qualification. Any negative, incomplete, or outright failure to respond to questions, inquiries or required information will permit the city to reject or refuse to consider the proposal. All proposals shall be typewritten. Proposers are cautioned to verify their proposal prior to submission.

2.3 Proposal Interpretation-Communication with the City of Lakeland

The City of Lakeland has designated Jordan McKenzie, City Planner, to be responsible for coordinating communications between the city and the firm(s) submitting proposals. If additional information is required to make an interpretation of items in this RFQ, written questions (including faxes or e-mails) will be accepted until seven (7) days prior to the proposal submittal date. The city will attempt to respond promptly but will nonetheless provide written answers to questions within seven (7) days prior to the proposal deadline, and all answers will be posted on the afore-mentioned website. All questions regarding the RFQ should be addressed to:

Jordan McKenzie
Planning Department
10001 US Highway 70
Lakeland, TN 38002-9756
jmckenzie@lakelandtn.org

The city specifically requests that no contact concerning this RFQ be made with any other city personnel or official, except the above-referenced, until the selection process has been completed. Failure to honor this requirement will be viewed negatively in the selection process and may result in the disqualification of a proposal.

2.4 Cost and Contracting

The City of Lakeland budgeted for this project in this current fiscal year. The pricing and rate schedule shall be negotiated separately by the City of Lakeland and the highest ranked firm. If a fair price for services cannot be reached with the first choice, then the City of Lakeland will go to the next choice for fee negotiations. The proposer shall provide a written statement indicating the firm's willingness to accept a city-written contract and must not construe this against the city. The city may also be willing to accept the proposer's standard contract, so long as it is deemed acceptable by the city. This will be part of the contract negotiations upon selection of a successful consultant.

2.5 Subcontracting

If any part of the work is, or is intended to be subcontracted, the proposer shall provide within the proposal submittal a list of the subcontracting firm(s) participating in the comprehensive development plan and their respective roles. All subcontractors will be subject to approval by the city. The successful proposer shall furnish the corporate or company name and the names of the officers or principals of said companies proposed as subcontractors by the proposer.

2.6 Proposal Modification

Proposals may be modified, withdrawn, and/or resubmitted in writing to the city prior to the deadline for proposal submission. After this deadline, no resubmissions may be made for any reason.

2.7 Approval Required

No award or acquisition can be made until a contract is approved by the Board of Commissioners. The city will not be obligated to proposers for services until the completion of a signed contract approved by authorized officials of the city. This solicitation in no manner obligates the city to the eventual rental, lease, or purchase of any equipment or services described, implied, or which may be proposed, until confirmed by a written contract. Progress towards this end is solely at the discretion of the city and may be terminated at any time prior to the signing of a contract.

2.8 Right of Rejection

The City of Lakeland reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will best serve the interests of the City. The City reserves the right to negotiate all final terms and conditions of any agreement entered into. Nothing in the Request for Qualifications shall be deemed to commit the City to engage any services. Each response to this RFQ shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

3. PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposal be organized in the manner specified below and contain all specified information. All proposals shall be bound with all required information listed in this section. Each individual section shall be separated by tabs numbered in accordance with the required sections below. Proposals that do not adhere to the requirements of this section may not be considered. All submittals must be limited to 75 pages, excluding individual resumes and past project samples.

3.1 Title Page

Show the name of proposing firm(s), address, telephone number(s), name of contact person and title, and date.

3.2 Table of Contents

Clearly identify materials by section and page number.

3.3 Letter of Intent

Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified. Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, and telephone numbers. The letter must be signed by a corporate officer or other individual who has the authority to bind the firm and the capacity to negotiate on behalf of the firm. The letter of intent shall respond to the Scope of Work and the contents of the Request for Proposals reflecting a clear understanding of the project. It shall also indicate the firm's willingness to accept the city's fee approach of negotiating a price upon selection of the consultant.

3.4 Proposer Information & Experience

The proposal shall include general information about the consultant, a history of the consultant's firm, and shall include the consultant's related experiences with the type of project that is the basis of this RFQ. A consultant may join with other firms to strengthen their proposal. In this case, information on all firms represented must be shown, however only one firm will be recognized as the consultant or lead firm for contractual purposes and accountability. The consultant or lead firm shall demonstrate that it has past experience in performance of projects in similar size, scope, and complexity. The proposal shall include an organizational chart of the proposed team and a written description of their individual specific role(s) in the Project. The team shall identify a project manager.

Comparable work, specific to comprehensive development plans, within the last five (5) years of similar projects must be listed by both the lead firm and sub-consultant firms. The examples of listed work should be similar to the work identified by the city in terms of scope and function that is the basis of this RFQ. Samples of previous projects may be submitted, including links to on-line versions, to avoid necessary printing. However, no more than three (3) samples shall be submitted for review.

3.5 References

Contact information shall be provided for the projects listed and experience identified in Section 3.4, including name, title, address, and telephone number for the representative of the organizations or firm for which purported similar duties were performed.

3.6 Equal Employment & Affirmative Action

The proposal must contain information relative to the consultant's policy on equal employment opportunities. The successful consultant will ultimately be required to contractually secure these and other typically required assurances with their sub-consultant(s).

3.7 Project Plan & Schedule

The proposer shall include a detailed work plan and schedule for the project as generally outlined in Section 1 of this RFQ. The work plan and schedule shall identify important and identifiable milestones for and within each phase of the Project. The schedule should be expressed in terms of days or weeks from the time the contract is signed rather than actual dates in the event an unanticipated delay occurs.

The proposer shall additionally provide a best estimate of the entire project timeline from Notice to Proceed to Final Adoption of the comprehensive development plan document.

3.8 Understanding of Scope/Technical Approach

The proposer shall include a detailed synopsis of the project and professional services that would convey a clear understanding of the tasks that will be required to complete the project. This should be of sufficient detail to provide evidence that there is a clear understanding of the tasks and issues both identified herein as well as those that may be anticipated based on experience. The proposer shall provide evidence that they have invested sufficient time in reviewing the Scope of Services and Plan/Project elements and that the synopsis reflects a thorough, thoughtful, and creative approach in design services implementation and that any proposed implementation methodology is sound and reliable.

3.9 Staff Resources

The proposer shall provide a summary of the experience and technological expertise of the staff that will be assigned to this project and describe the responsibilities and the role(s) that each of these individuals will contribute to the project. Full resumes of these individuals should be included in this section of the proposal. This section shall also clearly define what items are understood by the consultant to be completed by city staff.

4. EVALUATION

4.1 Proposal Evaluation and Scoring

All submitted proposals will be evaluated and scored by the individual members of the proposal review team in accordance with the following point system and categories:

1. Compliance - 10 points are possible for compliance with the RFQ and completeness of the proposal.
2. Experience/Staffing - 35 points are possible for the proposer's firm and/or team's staff availability and exhibited history and experience of the proposer's firm and/or team members individually and collectively in compiling a comprehensive development plan. The city will evaluate the proposed project team's experience and qualifications for providing the services described in this RFQ, including the ability to provide service and technical support. Specific attention will also be paid to transportation planning experience, as well as to the team leader's specific experience. Up to ten (10) points of the 30 will be available to firms that have completed comprehensive development plans in the State of Tennessee or the southeast region.
3. Understanding of Scope/Technical Approach - 30 points are possible for the proposer's demonstrated clear understanding of comprehensive development plan issues, challenges, opportunities, and the specific objectives of the proposed plan elements for a rural jurisdiction including a sound methodology associated with the tasks identified in this RFQ.
4. Innovation and Community Engagement - 20 points are possible for demonstrated innovation in public outreach and community engagement.
5. Schedule - 5 points are possible based on reasonableness of schedule estimates and whether proposer can reasonably meet or exceed the schedule expectations for the plan. The proposal shall state whether or not existing contractual commitments of similar scope and priority are likely to have a negative impact on the proposer's ability to service a contract resulting from award under this RFQ.

4.2 Proposal Review Team

All proposals will be evaluated by a Consultant Evaluation Committee (CEC) comprised of City of Lakeland Staff. After a review of the proposals, the CEC may elect to conduct interviews to further gather data on the experience and qualifications of the proposer. Interviews will be limited to 30 minutes.

The City reserves the right to seek clarification of any proposal submitted and to select the proposal considered to best promote the public interest of Lakeland.

All proposals become the property of the City of Lakeland upon submission. The cost of preparing, submitting, and presenting a proposal is the sole expense of the Consultant. Lakeland reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of the City of Lakeland.

The City of Lakeland will not discriminate against any individual for any reason and will provide services to all citizens and contractors, both potential and current, in a nondiscriminatory fashion. It is the intent of the City to fully complete with the provision of Title VI and Title VII of the Civil Rights Act of 1964. The City is committed to a moral, ethical, and legal responsibility to ensure equitable employment practices and the delivery of City services regardless of an individual's race, color, religion, national origin, age, disability, gender or political affiliation. Interested certified Disadvantaged Business Enterprise (DBE) firms as well as other minority-owned and women-owned firms are encouraged to respond to all advertisements.

4.3 Contract Negotiations

One consultant will be selected for contract negotiations for each of the Comprehensive Development Plan. Realizing that the final basis for agreement between the consultant and the City of Lakeland must be a contract, firms must indicate their willingness to negotiate a contract acceptable to both parties. This RFQ and specified portions of the consultant's proposal will be included in such a contract. The selected consultant will be required to execute a written contract for and by the city. The city may execute the firm's standard contract upon approval by the City Attorney. However, all proposals must contain a statement indicating the firm's willingness to accept a city-written contract. The firm must agree not to construe this against the city. All contracts must be approved by the Board of Commissioners and the city reserves the right to cancel the project due to budgetary constraints.

4.4 Insurance Requirements

The Consultant will be required to purchase and maintain during the life of the contract Comprehensive General Liability insurance and Professional Liability insurance to protect the Consultant and Owner against liability from damages because of injuries, including death suffered by persons, including employees of the Owner, and liability from damages to property arising from and growing out of the Consultant's negligent operations in connection with the performance of the contract.

		<u>LIMITS</u>
A.	Worker's Compensation	Statutory
B.	Comprehensive General Liability Premises/Operations Products/Completed Operations Contractual Liability	\$500,000 per occurrence
C.	Professional Liability/Errors and Omissions	\$500,000 (optional requirement depending on service)

Consultant shall provide Owner with certificates evidencing such insurance as outlined above prior to beginning any work under this agreement. Such certificates shall provide the thirty (30) days advance written notice to Owner of cancellation, material change, reduction of coverage, or non-renewal, and shall list the City of Lakeland as an additional insured.

In addition, Consultant shall provide Owner with copies of insurance policies and/or policy endorsements listing the City of Lakeland as an additional insured. City's failure to request or review such insurance certificates or policies shall not affect City's rights or Consultant's obligations hereunder.

Consultant agrees to forever indemnify the City and hold it harmless from all liability for damage to property, injury to or death to persons, including all costs, expenses, and attorney's fees incurred related thereto, arising from negligence of the Consultant.