

# Request for Qualifications

**City of Canton, Ohio**

Purchasing Department

218 Cleveland Ave. SW, 4<sup>th</sup> floor

Canton, Ohio 44702

Comprehensive Plan (Update)

---

**Item/Project**

Planning Department

---

**Responsible Department**

March 17, 2023 at 4:00 PM local time

---

**Proposals Due By**

**Proposal Submitted By:**

---

**Company Name**

---

**Street Address**

---

**City**

**State**

**Zip**

---

**Contact Person**

**Phone No.**

**Email Address**

## City of Canton

### Comprehensive Plan (Update)

# Request for Qualifications

The City of Canton is seeking a “Request for Qualifications (RFQ)” from an experienced Consultant Team/Firm(s) with strong city planning, urban design and economic development expertise to provide planning and design services in the preparation of a comprehensive plan utilizing the cities adopted 2016 Comprehensive Plan as the beginning point. The new, updated plan will provide a vision, goals, objectives and measurables to guide the city’s development and redevelopment for the next 10 years. The plan will inform City Council, Planning Commission, various advisory boards, developers, property owners, and residents on the appropriate growth and redevelopment strategy for the City.

The updated plan will integrate all aspects of development including demographics, land use recommendations, parks, public facilities, infrastructure, transportation, environment, and economic trends. A critical component of the plan will be the evaluation of the city’s core targeted investment areas, as well as setting the vision and direction for the city’s development and redevelopment efforts.

Canton’s current comprehensive plan was a community led effort that has been the Blueprint for the city for the past five years. However, many of the goals have been accomplished; therefore, the plan has reached its effectiveness and is in need of an extensive revision to maintain the city’s current trajectory and momentum. In addition to the current plan, which was an update to a previous effort developed in 2000, Canton has adopted a number of smaller area plans, guidelines, programs and policies that have grown from it and incorporated into the current city efforts.

This planning process is to be led by the Planning Department and guided by a Steering Committee established by the Director of Planning. The consultant firm selected for this initiative is expected to provide a wide range of services related to the comprehensive plan update. These services include, but are not limited to, the following:

- A thorough evaluation of the City’s existing comprehensive plan, master plans, as well as any other city plans that inform and/or guide the city.
- Provide innovative ideas to address regional growth and the future trends in destination development.
- Integrate economic analysis with prescribed measures for development.
- Evaluate existing land use map and categories and provide recommendations for a revision.
- Analyze population, economic, and demographic trends and integrate them into the updated plan.
- Identify opportunities for development and redevelopment that will strengthen the city’s housing, industry, and commercial land uses.
- Analyze and provide specific recommendations for, the city’s various “sub areas”; including the Downtown Canton Special Improvement District and neighborhoods.
- Create a robust public outreach program that is multifaceted, unique, and reaches out to community leaders as well as property and business owners.
- Coordinate public participation and plan creation with the Comprehensive Plan Steering Committee, City Council, Planning Commission and city staff.
- Prepare final comprehensive plan and document.

# Requirements

## 1.1 Prequalification Overview

This is a request for Qualifications (RFQ) for consultant team/firm(s) or organizations interested in providing this Comprehensive Plan update for The Mayor's Office, Department of Planning. Qualifications will only be accepted from those Consulting Teams/Firm(s) demonstrating a minimum of five (5) years of experience and who have completed projects providing the services requested in this RFQ. References that will verify project experience should be provided.

Successful respondents to this RFQ must present a consulting teams/firm(s) of individuals with a diversity of skill sets in order to provide and manage all required areas of scope work. A combination of Prime Consultant and Sub-consultants prequalification in planning and design services, with experience in transportation, land use, and economic planning; urban design; landscape architecture/sustainability; and graphic design is being sought. Some respondent consulting teams/firm(s) may be multi-disciplinary enough to offer all of the necessary skills "in-house" however this structure is not encouraged; the requested scope of work and primary deliverable is complex and its end product will require expertise from multiple fields and sectors. The City strongly encourages respondents to consider inclusion of team members that are Northeast Ohio-based and/or otherwise have a substantive body of knowledge or experience within cities similar to Canton. The following is a detailed list of consultant team qualifications, organized by area of expertise:

### Project Management

- Consultant Team/Firm(s) shall have technical ability to oversee and manage efficient inter-agency processes and recruit stakeholders to facilitate timely decision-making and successful project execution.
- Demonstrates organizational excellence, assessment of range of planning issues, and cross-sector leadership.

### Engagement

- Consultant Team/Firm(s) shall be able to provide successful engagement in communities of low income and/or depressed markets and have extensive experience sensitively integrating communities in planning processes.
- Demonstrate a competent aptitude in researching and critically analyzing prior community planning recommendations and inclusively establishing neighborhood goals with community stakeholders.
- Demonstrate ability to propose and inspire a vision and implementable strategies that inclusively integrate neighborhood goals, strengthen community assets, improve the quality of life, and support the revitalization of residential neighborhoods.
- Demonstrate ability and creative capacity to communicate complex planning and engineering ideas and designs into informative and understandable presentations for a variety of audiences, as well as providing public presentations and exhibits in a variety of forums.
- Enthusiasm and willingness to work with local groups that have established relationships and trust to achieve community engagement goals.

### Planning

- Consultant Team/Firm(s) must show qualifications experience in developing Master Plans, design guidelines, and urban design visions for a comprehensive neighborhood framework.
- Consultant Team/Firm(s) shall have experience working with local municipal departments, codified ordinances and zoning overlay guidelines.

### **Urban Design, Architecture and Landscape Architecture**

- Demonstrate experience with technical design components such as infrastructure, land-use, utilities, streetscape, and both transit-oriented and non-motorized design; and the ability to identify physical assets worthy of preservation or adaptive reuse.
- Demonstrate design excellence, technical competence, and innovative infrastructure solutions through multi-consultant, collaborative settings.
- Consultant Team/Firm(s) shall have experience with sustainable design strategies that effectively manage vacant and underutilized land.

### **Professional with “Strong understanding of economic development, housing and vacant property reuse”**

- Consultant Team/Firm(s) shall have experience identifying successful opportunities and financial frameworks that support growth of existing businesses and/or attract new business and employment opportunities.
- Demonstrate experience developing linkages between economic development and have working knowledge of metrics for measuring the benefits of the infrastructure on economic development, housing and revitalization.

### **Technical Expertise in Surveying and Mapping**

- Consultant Team/Firm(s) shall have expertise and mapping proficiency with GIS and the ability to perform and/or acquire required consultants that are able to produce technical and statistical expertise to support design and development recommendations (IE census tract information, bureau of labor, spatial data, safety and topography).
- Demonstrate the ability to provide graphic design techniques and 3D illustrative illustrations of neighborhood area development and urban design concepts.

## **1.2 Selection Procedures**

Interested consultant team/firm(s) must submit a letter of Interest and five (5) complete qualification packages, in hard copy (double-sided) and an electronic PDF copy on USB Flash Drive or CD-ROM to the following address by 4:00 p.m., Eastern Time on, March 17, 2023.

#### **Canton City Hall**

Purchasing Department  
218 Cleveland Avenue SW, 4th Floor  
Canton, OH 44702

Attn: Andrew Roth, Director of Purchasing

Consultant Team/Firm(s) will be ranked based on:

- Project Team qualifications;
- Prior experience with similar projects; and,
- General presentation of the submittal.

All sub-consultants on the Consultant Team/Firm(s) shall be identified and their project team role described.

## 1.3 Requirements

### Preparing and Submitting Qualifications:

- Provide the information requested in the advertisement, in the same order listed, and signed by an officer of the firm. Do not send additional forms, marketing brochures, or other material.
- Each qualifications package shall include the following parts in the below order. Please separate and identify each part by tabs for quick reference. Each qualifications package should be organized so as to facilitate its evaluation. Qualification packages are limited to 50 pages (i.e. 25 double-sided pages).
- Please adhere to the following requirements in preparing and Letters of Interest:
  - Utilize a minimum font size of 12-point and maintain margins of 1" on all four sides.
  - Page numbers must be centered at the bottom of each page.
  - Use 8½" x 11" paper only (11" x 17" fold-out pages are acceptable).

### Qualifications Package Content

- Letter of interest.
- How Consultant Team/Firm(s) meets the qualifications.
- A description of the firm's experience in providing the service(s) and/or deliverable(s) sought.
- List significant sub-consultants, and their anticipated role.
- List the Project Manager and other key staff members, including key sub-consultant staff.
- The total number of such engagements and the comparable clients for which the firm has provided like or similar services within the last five (5) years.
- At least two (2) references for the firm's capabilities. Include name and contact information.

## 1.4 Schedule/Time-line

The plan is to be completed and on file with the City of Canton within ten (10) months from the date of authorization. Refer to the following schedule/time-line for award summary as outlined below:

- Request For Qualifications Advertised: Wednesday; March 1, 2023
- Letters of Interest/Qualifications Due: Friday; March 17, 2023
- Consultant Short Listing Notification: Wednesday; March 22, 2023
- Request for Proposals Due: Friday; April 7, 2023
- Consultant Oral Presentations: Wednesday; April 19, 2023
- Consultant Selection/Award Notification: Friday; April 21, 2023

## Questions

Please direct all questions regarding this Request for Qualifications in writing by March 13, 2023 at 4:00 PM to: Andrew Roth, Director of Purchasing, [andrew.roth@cantonohio.gov](mailto:andrew.roth@cantonohio.gov)

## Evaluation and Next Steps

Responding firms will be evaluated and ranked pursuant to Ohio Revised Code Sections 153.65-153.73 based on the above criteria. The City will then commence fee and contract negotiations. The final scope of professional services will also be established at that time. The City of Canton reserves the right to reject any and all proposals and to accept the proposal deemed most beneficial to the City of Canton.

By order of the Director of Public Service:  
John M. Highman, Jr.

Published in The Canton Repository: March 1 and March 9, 2023