REQUEST FOR PROPOSALS
(RFP)

CITY OF PIGEON FORGE, TENNESSEE

PIGEON FORGE COMPREHENSIVE PLAN 2040
REQUEST FOR PROPOSALS

Submittal Deadline: 4:30 p.m. on Friday, January 31, 2020

Return Proposals to:
Community Development
ATTN: David Taylor
P.O. Box 1350
Pigeon Forge, Tennessee 37868
NOTICE TO PROPOSERS

The City of Pigeon Forge is requesting written proposals from qualified, multidisciplinary planning firms/consultants to update the city wide comprehensive plan. The comprehensive plan 2040 will serve as the guiding document for growth and development for the City of Pigeon Forge.

Proposals must be received no later than Friday, January 31, 2020, by 4:30 p.m. Eastern Daylight Time where they will be stamped on arrival. Please note that electronic, e-mailed, faxed, or late proposals will not be accepted. Interested proposers must submit five (5) paper copies and one (1) digital copy of the proposal with a label on the outside containing the proposer’s name and name of the project. Address the correspondence as follows:

City of Pigeon Forge
Community Development Department
ATTN: David Taylor
P.O. Box 1350
Pigeon Forge, TN 37868

Advertise: January 3, 2020

The contract, if any, will be awarded to the Proposer that provides the best services to the City based upon the following:

- Forty (40) points are possible for the qualifications of the team, the clarity of the team’s structure, and the proposer’s ability to meet all aspects of the proposal, as listed in this RFQ/RFP.
- Forty (40) points are possible for the content and quality of the proposal, with consideration for the projected understanding of the task as described in this document.
- Twenty (20) points are possible for the completeness of presentation of the proposal as submitted, in terms of compliance, schedule, and experience to do the work as determined by the project review committee.

The City reserves the right to reject any or all proposals and waive any or all irregularities or to proceed otherwise when in the best interest of the City. Proposals shall be valid for a period of one hundred twenty (120) days from the date proposals are opened and, if a contract is signed, for the duration of the contract term.

Questions or comments should be addressed to David Taylor, Community Development Director, at 865-429-7312 or dtaylor@cityofpigeonforgetn.gov.
REQUEST FOR PROPOSALS (RFP)

I. HISTORY SINCE THE INCEPTION OF PIGEON FORGE 2025 COMPREHENSIVE PLAN

The City of Pigeon Forge, established in 1961, is a small city located in East Tennessee at the base of the Great Smoky Mountains with a population of approximately 6,300 residents. The main industry is tourism and the City averages 30,000 to 50,000 visitors per day and its overnight population grows to 100,000 plus during peak tourist season. The home of Dollywood, Pigeon Forge is known for its attractions, dinner shows, rod runs, special events, and home town hospitality.

The “Parkway” is the main corridor that goes directly through the center of the city and connects the city to I-40 while travelling through the City of Sevierville (the county seat) with the City of Gatlinburg before entering the Great Smoky Mountain National Park. Pigeon Forge lies between these two cities and some 10,000,000 people travel this road each year. Planning for this (six lane) corridor will need to be a major emphasis of this plan. Many of the city’s some 400 plus businesses (attraction, retail, restaurants, etc.) lies along or near this corridor. Visibility demand/pressure is great for gathering attention to each business. Many signage and other issues are daily struggles for city staff.

While the population for Pigeon Forge is growing, places for permanent residents are dwindling. Market demand for short term rentals are high and placing rental encroachment into long standing neighborhood, where they have never been allowed under zoning. Conflict between these uses is an ongoing and increasing battle.

Larger mixed-use developments are on the rise and placing demands on existing infrastructure and infrastructure growth is being proposed and are expected in the near future.

The City of Pigeon Forge has not had anything like a comprehensive plan since “Summary Plan 1977-1990” done by the then State of Tennessee Planning Office through the Regional Planning Commission. There have been some recent plans done that will need incorporation into this comprehensive plan. Some of those plans are listed below:

- State Route 441 (Parkway) Multimodal Corridor Plan 2019
- State Highway 449 (Veterans) Corridor Plan 2018
- Comprehensive Parks and Recreation Master Plan 2018
- Pigeon Forge 1977-1990 Summary Plan
- Greenway/Bikeway Master Plan 2018

II. PROJECT DESCRIPTION AND GOALS

The City of Pigeon Forge is requesting written proposals from planning firms/consultants for
the creation of a comprehensive plan. The comprehensive plan will serve as the guiding
document for sustainable growth and development for the City of Pigeon Forge through 2040
and should address a variety of issues in a broad and long term manner to assist in determining
needs for revitalization, road and infrastructure improvements, parks, government facilities, and
sustainable growth management. This plan should build on previous work by incorporating and
referencing plans and studies recently completed or currently underway. Furthermore, this plan is
envisioned to be visual, action based, and highly accessible, ideally with an online interactive
module.

It is anticipated that the Projects will include an extensive public participation process,
employing multiple techniques to ensure an open public dialogue through the development of the
Projects. The Projects will also require input from the City Commission, Planning Commission,
City staff and citizen stakeholder groups.

The basic elements to be addressed in the Pigeon Forge Comprehensive Plan 2040 shall include,
but are not limited to:

- Vision & Goals – identify a common vision for the Pigeon Forge area that guides the
development of the Comprehensive Plan.
- Growth Capacity – address water, wastewater and storm drainage systems serving the
  City of Pigeon Forge; identify strategic needs to efficiently accommodate future
growth and land use within the existing city limits and beyond; and identify
opportunities for increased funding for city-wide infrastructure improvements.
- Land Use – presents Future Land Use Plan that illustrates ideal development pattern
  in terms of the type, scale, location, and density of future growth in Pigeon Forge
  and its Planning Region.
- Mobility & Transportation – identify and address multi-modal mobility policies to help meet
  needs in and around the Pigeon Forge area and present a Thoroughfare Plan
  in coordination with the Future Land Use Plan, goals for infrastructure, facilities, and
  parks. This should include trolley and possible public transportation alternatives.
- Economic Opportunity & Tourism – identify policies that facilitate tourism
  expansion opportunities and other job creation.
- Sustainability & Vulnerability – identify cost effective policies and priority projects to
  mitigate Pigeon Forge’s vulnerability to hazards.
- Neighborhood Protection – identify policies to help slow the spread of commercial
growth into residential areas and encourage population growth of long term residents.
- Quality of Life & Sense of Community – identify priorities for improving Pigeon
  Forge’s parks, recreation areas, natural environment, historical resources, and
  community image so that current and future residents can enjoy a high quality of life
  with a strong sense of community.
- Implementation Strategies – outline a process with a strategic action plan that will lead to
  the measurable, successful implementation of the Pigeon Forge 2040 Comprehensive
Plan.

Selected consultants are welcome to suggest creative or innovative addition/modifications to these elements. Such suggestions should be listed and explained in the submitted RFP.

Elements that this plan needs to include regarding the Parkway:

- Identify opportunities for projects that would draw new investment, users, and visitors to the subject area (including small and large scale development);
- Identify ways to increase pedestrian/bicycle mobility in the subject area;
- Identify and repurpose unused/underused public right-of-way in the subject area;
- Garner strong, robust citizen participation throughout the development of the plan;
- Develop a Capital Improvement Plan for the subject area;
- Identify beautification opportunities along the corridor; and
- Produce an action plan section (recommendations and next steps based on the baseline data collected).

III. SCOPE OF WORK

The selected consultant will lead the planning process and develop project deliverables with oversight from the Community Development 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 Projects;
- 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 Projects;
- Drafting and preparation of the planning document(s), graphics, mapping, and other support services for the Projects;
- Developing a brand, theme, and slogan for the Projects (including design of logo and tagline);
- Address and expound the elements and goals of the Projects;
- All data collection, analysis, and presentations required for the Projects;
• 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 Pigeon Forge Region Planning Commission and City Commission;
• Projecting budgets for project funds; and,
• Coordinate and collaborate with City Departments and other City Consultants regarding ongoing projects (Stormwater Plan, Parks, Recreation, Trails, and Open Space Master Plan, etc.).

Additionally, the Proposer shall include the following within the (Parkway) corridor section:

• Identify marketing and economic development opportunities and challenges;
• Identify beautification opportunities (include recommendations for open spaces, architectural features, and streetscape improvements);
• Identify infill development opportunities (include recommendations regarding whether there is a need for new regulations, and changes in land use and/or density in any area);
• Identify the need for additional/improved public infrastructure (include multi-modal mobility improvements and the need for increasing/decreasing transit services); and,
• Identify demographic trends for the corridor plan.

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 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.
• 10 – bound color copies of the final comprehensive plan.
• 20 – executive summaries of the comprehensive plan.

IV. PROPOSAL FORMAT
At a minimum, each proposal should include the following components:

- A cover letter that contains a summary of the applicant’s proposal and why the proposer’s firm is best suited to complete this comprehensive plan.

- An organizational chart that indicates the project’s key personnel and their responsibilities. This chart should include any proposed subcontractors.

- A narrative for each key personnel and subcontractors related work experience, education, training, and any other pertinent data that would demonstrate competence and experience in this type of work. This portion of the submittal shall include a resume for each proposed individual. Please note if any proposed individual would be subcontractor or consultant outside the lead firm. Explain the firm’s past experience with each subcontractor listed. No change in the proposed key personnel or subcontractors will be approved without express written consent of the City.

- Description of the consultant’s past experience with projects of this scope and complexity. The consultant should include a description of at least three (3) past projects of similar size and scope, preferably lead by the same project lead. At a minimum, each example should include the following:
  
  o Project name and location;
  o How the overall sample project experience relates to this RFP;
  o Year project completed and brief explanation regarding steps Proposer’s team member(s) took to maintain project schedule;
  o Description of services provided;
  o Name of client and/or owner and current telephone number and e-mail address;
  o Total project duration, and whether or not the project was completed on time; and

- Graphics and illustrations of the project.

- Description of how your firm will approach the development of this comprehensive plan, including how you will achieve the elements listed in the Scope of Work while producing all requested deliverables in a timely manner.

- Provide a high-level matrix/spreadsheet that identifies: major project tasks and milestones; estimated date/timeline for completing each task; personnel and their hours planned for each task; and total number of hours for each task.

V. SELECTION PROCESS

The selected team will exhibit extensive experience specific to the development of comprehensive plans and knowledge of the city. In addition, experience specific to the management of intensive, small-group and large-group, public input planning processes is required. A description of the
methods used is required and may include copies of meeting materials.

Each Proposal will be evaluated and scored based on the following criteria:

- **Proposer’s Compliance.** The City will evaluate proposals for compliance and completeness. The proposal must meet or exceed all the requirements and expectations as defined in this document. The proposer must be an Equal Opportunity Employer, be able to meet deadlines imposed by the City, and be able to comply with any applicable Local, State, and Federal regulations.

- **Experience.** The City will evaluate the overall experience of the team, to include broad expertise and expertise specific to master planning as detailed in this document.

- **Proposed Schedule.** The City will evaluate the proposed schedule for compliance with the RFQ/RFP. 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 this contract.

- **Staffing.** The City will evaluate the proposed team’s experience and qualifications for providing the services described in this RFQ/RFP, including the specialized experience of the key personnel proposed for this project in their represented field.

- **Other.** Any other information that the City deems relevant and material in evaluating the proposers, including but not limited to references and the expressed understanding of the issues related to this project.

- **The selected firm will provide the city with proof of Worker’s Compensation Insurance and Liability Insurance of $1,000,000 with the City named as co-insurer.**

It is estimated that the City evaluation will result in a recommendation of an award of contract to the City Commission within forty-five (45) days.

All proposals will be evaluated by a proposal review committee comprised of individuals from the City of Pigeon Forge staff, as appointed by the City Manager, and the Director of Community Development or designee.

After a review of the proposals, the committee may request additional information or ask representatives of the company to come in for an interview.

The committee will request the selected proposer to provide a detailed fee proposal that will accurately represent the required scope of work and all other fees associated with the project. In the event the price for services is unacceptable to the committee and does not fairly represent the cost of all services, then the committee will go to the second highest rated proposer to negotiate a fee for services.

*Note: Score shall not be the sole component for determining the selected firm. The City will look at a variety of factors including the amount of work offered, experience, and other determining factors, that in the City’s view will be beneficial to the future growth and development of the Parks and Recreation Department. The City reserves the right to reject any or all proposals.*
VI. SPECIAL CONDITIONS

This RFP does not commit the City to enter into, procure or award a contract for the scope of services described herein.

All information submitted in response to this RFP shall become the property of the City, and as such may be used by the City in any manner.

The City has sole discretion and reserves the right to reject any and all proposals received with respect to this RFP and to cancel the RFP at any time prior to entering into a formal contract. The City reserves the right to reasonably request additional information or clarification of information provided in any proposal without changing the terms of the RFP.

The City reserves the right to waive any technicalities or formalities in any proposal.

Proposers acknowledge and agree that the City will not be liable for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by any Proposer or any member thereof as a result of, or arising out of, submitting a proposal, negotiating changes to such proposal, or due to the City’s acceptance or non-acceptance of the proposal.

If any Proposer considers any portion of the proposal to be confidential and/or proprietary and that disclosure of its contents to competitors would cause substantial competitive harm, said Proposer must clearly identify those portions of the proposal by putting the term CONFIDENTIAL OR PROPRIETARY in bold letters on the applicable page(s). If such information is requested pursuant to the Tennessee Public Information Act, the Proposer will be given notice of the public information request and may make arguments before the Tennessee Attorney General as to why the information should not be disclosed. The City will have no obligation to make any arguments to and will abide by the decision of the Tennessee Attorney General.

Neither the City nor any of its officers, agents, consultants, or employees shall be responsible for the accuracy of any information provided as part of this RFP. The use of any of this information in the preparation of a response to this RFP is at the sole risk of the Proposer.

Any response to this RFP will remain in effect for 120 days after the date of submission.

The Proposer shall not collude in any manner or engage in any practices with any other Proposer(s) which may restrict or eliminate competition or otherwise restrain trade. Violation of this instruction will cause the City to reject the Proposer’s submittal. This prohibition is not intended to preclude joint ventures or subcontracts.

All responses submitted must be the original work product of the Proposer. The copying, paraphrasing, or other use of substantial portions of the work product of another is not permitted. Failure to adhere to this instruction will cause the City to reject the response.
VII. ANTICIPATED PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Date:</th>
<th>Item:</th>
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</thead>
<tbody>
<tr>
<td>Friday, January 3, 2020</td>
<td>Release RFP for Pigeon Forge Comprehensive Plan 2040</td>
</tr>
<tr>
<td>Friday, January 31, 2020</td>
<td>Submittal deadline for written Request for Proposals</td>
</tr>
<tr>
<td>Monday, February 11, 2020</td>
<td>City Commission reviews recommendation</td>
</tr>
<tr>
<td>July, 2021</td>
<td>Comprehensive Plan 2040 presented to City Commission</td>
</tr>
</tbody>
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VIII. RFP DUE DATE/INQUIRIES

Proposals must be received no later than Friday, January 31, 2020, by 4:30 p.m. Central Daylight Time where they will be stamped on arrival. Please note that electronic, e-mailed, faxed, or late proposals will not be accepted. Interested proposers must submit five (5) paper copies and one (1) digital copy of the proposal with a label on the outside containing the proposer’s name and name of the project. Address the correspondence as follows:

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