

Request for Proposals for a Sustainability Action Plan for the City of Moab

Introduction

The City of Moab is seeking a professional services team to provide planning services to develop a Sustainability Action Plan. The selected firm will work with City of Moab staff and community members to lead a planning process resulting in a written plan of action. As part of the Plan, the professional services team will integrate existing plans and goals, facilitate community engagement, identify tools and metrics to track projects, and provide a prioritization guide that weighs proposed strategies with regards to cost-effectiveness and community equity.

The City of Moab is a community of just over 5,000 residents in the City limits but serves a regional area of approximately 10,000. The City is known for its dramatic scenery, outdoor recreation opportunities, and proximity to national parks. The area draws approximately 1.5 million tourists each year. This plan's focus is on the community, but it should address the impacts of tourism and opportunities that are available because of Moab's unique position.

Project Background

In 2004, Moab became the nation's first [EPA Green Power Community](#) by exceeding a minimum threshold of voluntary green power purchases. By 2009, the formal scope of Moab's sustainability had expanded with the adoption of the [2020 Vision: A Sustainable Moab Plan](#). The plan aims "to add to the quality of life of our current and future residents and lessen negative impacts on the environment." It includes goals for water conservation, water reuse, energy efficiency, sustainable construction, retrofitting for sustainability, and community awareness.

Since then, the city has continued to pursue sustainability in its initiatives and goals. In 2017, the City [committed to 100% renewable electricity by 2032](#) and an 80% reduction in greenhouse gasses by 2040. By 2019, the City moved the date to 2030 to source [100% renewable electricity](#) and become an anchor community for the [Utah 100 Communities](#) program enabled by [House Bill 411](#).

In addition to renewable energy and greenhouse gas goals, Moab City is pursuing sustainability within its own operations. Moab City Center is a LEED Silver building, and five city buildings have solar arrays. All electricity consumed in city buildings is offset with Blue Sky solar credits. Furthermore, the City hired its first sustainability director in 2017. Sustainability is also evident in the City's [General Plan](#), [Water Conservation Plan Update](#), [Unified Transportation Master Plan](#), and [Moab Tomorrow Together Think Tank Report](#).

For a unified path forward, the Sustainability Action Plan will draw on Moab's progress and map out the next steps for the City to equitably pursue climate action and sustainability. The process should include a holistic review of Moab's carbon mitigation to date and develop a SWOT, gap, or related analysis, with recommendations to close the gaps identified. As a part of the recommendations, the city seeks specific,

measurable, achievable, relevant, and time-bound (SMART) goals, strategies to achieve the goals, key performance indicators, and explicit priorities with estimated costs and benefits. Additionally, the plan should identify leaders or accountable parties for each goal or strategy along with potential internal or external funding sources where possible.

Schedule

- RFP posted February 2, 2023
- Clarification inquiries February 16, 2023
- Proposals due March 2, 2023 (2:00 pm local time)
- Interviews (optional) March 13-17, 2023
- Contract Award End of March
- Mid-progress report June 2023
- Workshop draft August 2023
- Public Hearing & Adoption November 2023

Note: This is the City's desired schedule. The City reserves the right to modify the schedule. Notice to proceed will be issued shortly after contract award.

Scope of Work

The sustainability plan should include a collection of subject-specific action plans with two scopes under consideration: city operations and the community as a whole. All action plans should include considerations of economy, wellbeing, social equity, and inclusion. These areas of sustainability should include:

1. Ecosystems & Air Quality
2. Energy Efficiency, Renewable Energy & Buildings
3. Land Use (including Agriculture) & Planning
4. Transportation
 - The transportation section may draw heavily from or reference the [Unified Transportation Master Plan](#).
5. Materials Management
6. Water
 - The existing [Water Conservation Plan](#) can be the action plan for this area.

The planning process should include the following:

1. Development and implementation of community outreach.
2. Inventory of existing conditions in the City with regards to sustainability.
3. SMART sustainability goals with metrics.
4. Itemized, prioritized strategies.
5. Summary of findings in an implementation plan.

Tasks

The City has budgeted \$50,000 for the Sustainability Action Plan. The Consultant has the opportunity to suggest alternate methods of approach that meet the project goals. The scope of work is organized into tasks associated in support of each area of the plan.

1. Develop and implement community outreach.
 - Provide well-organized and directed activities, techniques and formats that will ensure an equitable, inclusive, open, and proactive public participation process. This will include:
 - Technical Advisory Committee/s
 - Community engagement in the form of a survey, open house, workshop, and/or interviews
 - Structured public comment for adoption of final plan
 - Act as professional facilitators to gather information about preferences, strengths, weaknesses, opportunities, and threats.
 - Provide written records and summaries of the results of all public process and communications strategies that can be shared with the public.
 - Help to build consensus and agreement on the plan and if consensus is not possible, provide information for informed and equitable decision making for the Technical Advisory Committee/s.
2. Inventory existing conditions.
 - Analyze City government operations and the community's needs, opportunities, and challenges regarding sustainability in subject areas. The analysis should include considerations of economy, wellbeing, social equity, and inclusion.
3. Develop SMART sustainability goals with metrics.
 - Identify goals for the City in each area of sustainability.
 - Identify data sources for metrics that would allow the City to track progress toward the goals.
 - Identify gaps and necessary tools for data collection.
4. Itemize and prioritize strategies.
 - Based on the analysis, provide recommended strategies, including but not limited to outreach efforts, operational changes, and policy or code updates.
 - Identify responsible parties for each strategy.
 - Identify staffing and funding needs for proposed strategies.
5. Summarize findings in an implementation plan.
 - The final document should provide written and graphic explanations of the findings and recommendations.
 - The format should emphasize usability as a plan and accessibility for the public. Multiple materials may be produced to meet these goals.
 - The implementation plan should include a digital summary for online access, which is accessible from a webpage, in addition to downloading a full pdf.
 - Provide a complete digital version of the final plan and all project files.

Administration, Meetings and Presentations

Realizing potential consultants may not be local and travel costs may increase price beyond the allocated budget, below are outlined expectations for meetings. The consultant in their proposal can identify which meetings they intend to be in person, virtual, or have City staff lead. This can be refined after the project award. At least one in-person visit should be included. The consultant should include the cost of all proposed in-person meetings clearly in the budget.

1. Project Kick Off
 - Hold a meeting with City staff to clarify objectives for the project. This meeting should delegate roles and responsibilities and finalize the project methodology, scope of services, timeline, and format and content of deliverables.
 - This meeting may be virtual or in-person.
2. Participate in progress meetings
 - Meet with the Project Manager as often as necessary, but not less than once per month until the final plan is approved.
 - These meetings will be primarily virtual.
3. Attend the initial Technical Advisory Committee/s
 - Present the planning process to the technical advisory committee/s and schedule regular meetings with organized agendas.
 - These meetings may be virtual, in-person, or run by city staff.
4. Hold community meetings
 - The consultant may outline community engagement activities in their proposal.
 - These meetings may be virtual, in-person, or run by city staff.
5. Co-present the Sustainability Action Plan to City Council
 - City Council will require two meetings at minimum.
 - The first will be a kick-off or workshop.
 - The second will be a public hearing for final adoption.
 - These meetings may be virtual or in-person.

Request for Clarification

All requests for clarification in specifications regarding this RFP must be submitted in writing no later than February 16, 2023 to Alexi Lamm, Sustainability Director, at alamm@moabcity.org.

Any questions or comments directed by a respondent to persons outside of the individual listed above are inappropriate and such activity may result in that proposal being deemed non-responsive.

Method of Evaluation (100 Total Points)

Proposals may be up to 20 pages total. A proposal cover and cover letter may be included outside the page count.

A panel of City staff will review the submitted qualifications based on the evaluation factors listed below:

Company Overview, Statement of Qualifications, Team Description

Points: 5

Provide names, educational background and experience of each team member, including sub consultants, if applicable. The information should describe the nature of the work and the role of these individuals and/or companies as they relate to this project. Include names and qualifications of outside consultants and associates that may be employed to assist on this project. Provide project organization chart.

Project Relevant Experience

Points: 15

Describe and provide links to or documentation for three to five current projects or projects completed within the last five years. Include client contact information. Preference will be given to respondents who have developed sustainability-related plans for similar municipalities.

References

Points: 5

A minimum of three (3) related business references, including names, addresses and phone numbers plus a description of the type of work you performed for them. Include references of other Municipalities/Organizations that your firm has prepared or assisted in preparation of sustainability-related plans. If references are included in the project experience, additional ones are not needed in a reference section unless they are different.

Project Approach

Points: 45

Describe your understanding of the project and an approach for completing the project. Provide task details and proposed timeline. The proposal should demonstrate a clear understanding of the planning requirements and the work to be performed. The City has budgeted \$50,000 for the Sustainability Action Plan. In the event this amount does not cover the cost of the plan, the City seeks to explore options to make progress towards completion with the current funding and identify cost savings.

Price

Points: 30

Provide the pricing for the Scope of Work including related deliverables and timeline.

Optional Interviews

The selection committee reserves the right to select a short list of the highest scoring respondents for interviews.

Interviews will be scored with the same method of evaluation. The City will enter into negotiations with the highest ranked respondent to finalize a contract for the contract period. If a contract cannot be successfully negotiated with the highest ranked respondent, then negotiations will be terminated with that respondent and the City will enter negotiations with the next highest ranked respondent until an agreement is reached or an impasse is declared.

Notice of Award and Appeal Process

The City intends to select a single Consultant. The selected Consultant will be identified by the selection committee and a notification letter will be sent to all respondents. Any respondent wishing to appeal the recommendation must do so in writing and within 7 business days of the notice being sent. The City Manager or designee will recommend entering into a contract with the identified Consultant at a future City Council meeting.

General Terms & Conditions

The City reserves the right to reject any or all Proposals, to waive any informality or irregularity in any Proposal received, and to be the sole judge of the merits of the respective Proposal received. Final award will be subject to the execution of the contract. The City reserves the right to negotiate a final contract that is in the best interest of the City. The City reserves the right to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information in order to make a recommendation.

Submittal Instructions

Proposals should be submitted through the U3P Portal <https://purchasing.utah.gov> or to Moab City Recorder's Office at bids@moabcity.org and clearly marked "Sustainability Action Plan".

Submission Date and Time: March 2, 2023, at 2:00 p.m. local Utah time

LATE SUBMISSIONS WILL NOT BE ACCEPTED