



REQUEST FOR PROPOSALS

RFP # 001-21

Update of Unified Land Development Code (ULDC)

The City of Rome Georgia and Floyd County Georgia are requesting proposals from qualified firms to provide an update and modernization of the Unified Land Development Code (ULDC) that is currently in use by both government entities. The City of Rome and Floyd County Government are separate agencies that have separate wants and needs, as well as, similar needs. The Rome/Floyd County Planning Department serves as the administrative agency for both governments. The current ULDC document was originally adopted in 2001. This document changed some of the City of Rome's then existing zoning and land use regulations, while establishing first time ever zoning in Floyd County. The current document has proven to be challenging at times due to there being separate requirements for the City and County. It is desired that the ULDC document be upgraded with a different strategy that would allow more growth. It is the intention of the two governments that the successful firm provide a finished document that is unique to each government operation and will be in the best interest of each of the two local governments. The City and County intends that the successful firm be awarded a contract with a predetermined timeframe for completion.

Interested parties may receive a copy of the proposal package by logging on to the City of Rome Georgia Website at www.romefloyd.com or by contacting the City of Rome Purchasing.

All questions must be provided via email to Becky Smyth, bsmyth@romega.us. All questions and answers will be posted as addendum on the City/County Website and the State of Georgia Procurement website. It is the responsibility of interested parties to visit one of the sites regularly during the proposal process to insure receipt of any additional information that may be made available.

Proposals shall be received until **3:00 p.m. on Thursday, February 25, 2021** in the City of Rome Purchasing Department where all Proposals will be publicly opened and acknowledged.

CITY OF ROME, GEORGIA

By: Becky Smyth
Purchasing Director

REQUEST FOR PROPOSALS

Update of the Unified Land Development Code (ULDC)

About Rome and Floyd County:

The City of Rome and Floyd County Governments are currently separately operated government entities with efficient joint operations of some departments. The City and the County have a long-standing commitment to work together for the good of the community. The adoption of the ULDC in 2001 has been viewed both favorably and negatively in regard to the rules and application of the rules. Some citizens and members of the business community have thought the document to be restrictive and not conducive to reasonable, maximum growth. Rome and Floyd County has a free-standing Planning Commission body whose members are jointly appointed by the governmental bodies and make recommendations regarding request for zoning changes and adjustments.

Floyd County has approximately 514 square miles of land mass and is located in Northwest Georgia and is approximately 100,000 residents. The City of Rome which is the County seat has approximately 37, 000 residents and is the largest City in Northwest Georgia. Rome and Floyd County is located in the middle of “ABC Triangle” (Atlanta, Birmingham and Chattanooga) and is less than a 2-hour drive to each of those locations. Rome and Floyd County are the home of a very large medical community with two major hospitals which are Floyd Medical Center, Redmond Regional Hospital and also Harbin Clinic. Rome and Floyd County is also the home of the Rome Braves a high-class A affiliate of the Atlanta Braves and the home of Russell Regional Airport which is the largest airport in North Georgia. Floyd County is in the process of a 1000 feet extension which would extend the main runway to more than 7000 feet.

Cave Spring, Georgia is within Floyd county with an approximate land mass of 3.68 miles and 1100 residents. The incorporated area of Cave Spring is not subject to the Rome and Floyd County ULDC.

The topography consists of the Oostanaula and Etowah Rivers that reach their confluence in Downtown Rome. There are rolling hills, wooded and agricultural land and areas that are conservation areas.

The community has direct access to I-75 via Georgia Hwy 140 and has other major highways in the area. Highway 27 runs North and South through Rome and Floyd County from the beginning of the state to the end of the state. Highway 411 runs East and West and connects to I-75 and Georgia Route 20 runs East and West to the Alabama boundary. Georgia Route 53 runs Northeast/Northwest and connects to I-75. Other Georgia State Routes that are major thoroughfares are Georgia State Route 100, 101 and 293. Rome and Floyd County is also approximately 75 miles from the world’s busiest airport, Hartsfield-Jackson International Airport.

Rome and Floyd County serves as the regional center for medical, educational, business, retail, culture and other services. Rome and Floyd County is also the home of four institutions of higher learning. Georgia Highlands College, Shorter University, Northwest Georgia Technical College

and Berry College. Berry College has a land mass of approximately 27,000 acres and is considered to be the world's largest college campus.

Proposal Submittal:

Sealed proposals will be accepted by the City of Rome Purchasing Department, City Hall/Auditorium, 601 Broad Street, Rome Georgia 30161. All proposals must be submitted by February 25, 2021 at 3:00 pm in accordance with the conditions and instructions provided herein. Proposals will be publicly opened and acknowledged and no proposals will be accepted after the stated time of acceptance. All proposals submitted become the property of the City of Rome and Floyd County Governments and will not be returned to the submitting firm. All proposals received must remain open for acceptance for no less than ninety (90) days. Proposals received after the deadline will not be considered under any circumstances and will be returned unopened to the submitting firm. Unsealed proposals, including facsimile proposals will not be considered.

It is the intention of the City and County that the firm provide a comprehensive update of the existing ULDC that is embraced by both the City and County.

SCORABLE MANDATORY REQUIREMENTS:

After reviewing submittals, the City and County may elect to interview the most qualified firms. The successful firm is anticipated to be selected within 90 days of the submittal date. A contract should be executed within that timeframe. The submitting firm must provide a proposed timeline for beginning and completing all task related to generating a new usable document. Submit one (1) original and six (6) copies of the proposal and two (2) thumb drives along with qualifications of the submitting firm/team with the required sections noted below. Include as attachments to your firm's qualifications any other relevant materials you would like to submit for consideration as part of your response. Proposals must include the following information, which will be scored. The proposal judged in each category as the best will receive the maximum points and others assigned percentages of the maximum. The proposals will be ranked from highest scoring to lowest based on:

- a) History and experience of the firm – Describe the firm's history, the qualifications of the principals and specific expertise in all professional areas as requested by this solicitation. This should include a list of similar size projects identifying the location, name and contact person managing each operation. (10 points)
- b) Approach to the project – How does your firm propose to provide all the services and meet all responsibilities as outlined in the **RFP 001-21**. (10 points)
- c) Project personnel – Provide names, resumes and experience of persons who will be working on the project including listing of similar projects on which they have worked and their role in each project. (10 points)
- d) Time schedule – Provide a comprehensive schedule of all tasks necessary to be performed before the project can be completed and an associated timeline for each task. Proposals that can provide the complete task/timeline schedule will be awarded. (10 points)

- e) Budget – Provide a cost for each service listed as part of this proposal request, as well as, individual annualized cost for each proposed professional and support staff position. Be specific and include a proposed compensation schedule. (10 points) A cost and a rate schedule must be provided in a separate envelope as part of the RFP submittal
- f) References – Provide references for at least three (3) current projects of a similar nature and size. (10 points)
- g) Provide examples of other finished works that have been completed within the last 24 months. (10 points)

Evaluation and Selection Process:

Proposals will be evaluated by a committee consisting of key City of Rome/Floyd County staff. Committee members will review the proposals individually and collectively to determine total points and rank them accordingly. The top three proposals, as ranked by the review committee, will be invited to interview with the review committee, and a selection will be made from the interview process. It is the policy of the City of Rome and Floyd County to prohibit discrimination against any person or business in pursuit of business opportunities on the basis of race, color, sex, religion, national origin, or geographic location and to conduct its contracting and purchasing programs so as to prevent such discrimination. Submittal must describe the firm’s plan to utilize disadvantaged, minority-owned and woman owned business enterprises in executing the project, if any. Proposed staff and team members must be the actual project resources who will serve the City of Rome/Floyd County on this project. Indicate professional registrations, licenses and other pertinent information to demonstrate the team is experienced and qualified.

Award:

The successful firm, if a contract is awarded will be required to sign a contract that is all inclusive of services to be provided. The contract will outline the cost for each service to be provided, length of the contract. The contract, if awarded, will be awarded to the firm considered to be the most advantageous to the City of Rome/Floyd County as set forth in the evaluation criteria. All items and service must meet or exceed requested services as stated by the proposal request. The two governments reserve the right to waive any technicalities and to accept or reject any proposal in its entirety or to accept any portion thereof if it is determined that either method results in lower cost, better service, final satisfaction, or is otherwise determined to be in the best interest of the two governments.

Project Timeframe

- RFP review process: March 2021
- Firm is selected: March 2021
- Initial meeting with firm: March – April 2021
- Kick-off meeting with Public, Staff, Commissioners, etc.: May 2021
- Project website is built: June 2021

- Firm starts drafting update: June-July 2021
- Monthly updates from firm: throughout the process
- First draft vetted by staff and firm including updates: July-August 2021
- Amended draft available to public for comments (website, etc.): August-October 2021
- Presentation to Planning Commission: October/November 2021
- Presentation to City and County Commission: November-December 2021
- Public Hearings: January-March 2022
- Adoption: March-April 2022
- Implementation: May-June 2022

Expectations:

The City of Rome and Floyd County recognize the importance of having a Development Code that is:

- Consistent with the Comprehensive Plan and Future Land Use Map
- Simple to implement and enforce
- Accessible to the public, and
- Easy to understand

It is imperative that the chosen Firm(s) will:

- Develop a Code that is specifically tailored to the needs of The City of Rome and Floyd County, Georgia
- Will work closely with Citizens, Commissioners, Managers, Staff, and others throughout the development of the Code
- Consider how existing and future development will be impacted by a new Code
- Include all aspects of development to include but limited to Building, Development, Engineering, Planning and Zoning Signage, etc.

The new Code will likely be a hybrid of traditional Euclidean zoning along with Form-based elements. Regardless, the new Code must not have any unintended barriers that would restrict growth. Furthermore, the community has a particular interest in the area of workplace, housing and would anticipate new strategies to help encourage new projects coming to fruition.

Scope of work:

The Consultant shall furnish all labor, materials and services required to conduct a complete Comprehensive Zoning Ordinance rewrite as specified herein. The selected firm(s) must show that it can conduct the study and deliver its results and recommendations including the list of deliverables on or before one year from the date of the executed contract between The City of Rome, Floyd County and the Consultant. All contents, graphics, maps, products, etc. generated by the project will become the property of the City of Rome and Floyd County, Georgia.

The Consultant will provide an additional transition guide which includes identification of appropriate zoning district conversions from old to new districts (if applicable), identification of strategies to

amend the zoning map by rezoning areas to more appropriate districts (if applicable), and fully accommodating statutory vesting requirements.

The Consultant will provide extended support to the Planning Department for up to six (6) months after final adoption of the new zoning regulations to assist in amending and interpreting inconsistencies and errors not originally perceived in the drafts.

The following is a list of key components of the City of Rome and Floyd County's current Unified Land Development Code that are expected to be reviewed for consideration of possible updates:

- The Layout of the entire document related to its order, flow and organization of information
- Updating terminology and definitions that are antiquated
- Reviewing the language and legalities regarding legal nonconforming uses
- Identifying and removing inconsistencies and conflicts
- Updating to enhance the usability and understanding of the ULDC with visual representations, charts, tables, matrices, sketches, etc.
- To clearly define some administrative variance powers
- To assign a point of contact for administering and interpreting each article
- A complete overhaul of the Zoning Code (Articles 3, and 4), to include a new permitted uses table that is more development friendly and includes a hybrid of Euclidean and Form-Based zoning.
- A revision of residential zoning districts to allow for additional density in areas serviced by public water, sewer and other required infrastructure, which would conversely limit density in areas not served by the public infrastructure
- To allow for multiple levels of mixed-use development, from neighborhood mixed use, up to and including urban core mixed use
- To explore the possibility of including some overlay districts, like commercial corridors, redevelopment areas, historic districts, river corridors, etc.
- Reviewing current zoning districts for legitimacy, either updating or removing (i.e.: The Planned Unit Development has only been used a few times in 20 years, Duplex Residential is also rarely requested/desire, Light Industrial has too many restrictions to be useful)
- To allow for additional home-based businesses
- To allow for and promote increased housing options, including but not limited to accessory dwelling units, up to and including tiny or micro homes
- Evaluating allowing the use of flexible types of new housing subdivisions to accommodate consumer interest and housing trends
- Reviewing all parking requirements including off-street parking to allow for more dense development and/or greenspace
- Reviewing our sign ordinance (Article 5) regarding outdoor advertising for alignment with current best practices, including temporary signage
- Evaluating the use of sustainable infrastructure options (i.e.: promote pervious surfaces, solar and other options) Pervious surfaces would be particularly helpful within the river corridors and floodplains
- Reviewing the residential codes regarding Community Living arrangements
- Work with our GIS Administrator to update our zoning map to reflect any/all changes in zoning categories, overlay districts and any other edits necessary and appropriate to coincide with the changes to the Unified Land Development Code

- Ensure compliance with federal, state and local laws, such as fair housing

The firm submitting a response should provide a complete and detailed plan explaining how they will work with the two governments to develop all information and data needed to deliver a quality product.

The firm submitting must include all of the documents listed along with an authorized signature:

- 1) Non-Collusion Affidavit
- 2) Certificate of Non-Discrimination
- 3) Drug Free Work-Place Certification
- 4) Georgia Security and Immigration Compliance Act.
- 5) Description of the Scope of Services to be provided, consistent with this request, including any substantial differences between the Services Requested and those Proposed.
- 6) The firm's statement of qualifications and experience.

Qualifications and Experience:

Proposals must provide the following information to establish the qualifications and experience of the Bidder:

- 1) A brief description of the firm, including a short history of the company, a complete description of the operating organization of the firm. A complete summary of typical professional, technical, and support staff, the resources that are available to the company pertinent to the proposal, and the number of years the company has been in existence. Provide the name and state of the firm incorporation and the type.
- 2) Certification that the firm or its officers or any predecessor companies are not under any part of the Bankruptcy Act nor have filed under the Bankruptcy Act within the previous seven years.
- 3) Certification that the firm awarded or its successor will honor the proposal submitted for the purposes of this RFP.
- 4) Provide a listing of a least three current locations that similar services are being provided with emphasis on service similar in scope and size to that requested by the City of Rome and Floyd County.
- 5) Provide references from each of the entities listed. Provide the name of a contact person with a telephone number/email or other contact information.
- 6) Provide a summary of qualifications, specific and general, of the company and the resume of the managing and professional staff to be assigned to the project.
- 7) Provide an outline of the proposed organizational structure to be used by your firm with a description of each person's role in development and delivery of the proposed services. Explain if sub-contractors will be used and for what purpose.

Cost Proposal:

The cost proposal should include a lump sum cost, as well as, an hourly billing rate schedule for all staff positions that are anticipated to be involved in the project. The Proposal should state any service that will not be provided but may be necessary to complete all activities as required by this Requests for Proposal.

Please Note: The cost proposal should be provided as part of the proposal in a separate sealed envelope

Required minimum insurance coverage's:

Require \$2,000,000 Minimum Liability Coverage

Require that City of Rome/ Floyd County governments be named as “additionally insured” on that general liability policy

Require that City/ County be named additionally insured on any professional liability coverage that company has in place, if applicable

****The City and County reserve right to review insurance coverage for and make determinations about sufficiency of coverage prior to the contract award.**

SUBMITTING FIRM DECLARATION

The firm understands, agrees and warrants:

That the firm has carefully read and fully understands the full scope of the request for proposal.

That the firm has the capability to successfully undertake and complete the responsibilities and obligations in said proposal.

That the submitting firm has liability insurance and a declaration of insurance form is included in the proposal package.

That this proposal may be withdrawn by requesting such withdrawal in writing at any time prior to February 25, 2021 at 3:00 p.m. but may not be withdrawn after such date and time.

That the City of Rome/ Floyd County Georgia Governments reserves the right to reject any or all proposals and to accept that proposal which will, in its opinion, best serve the public interest.

The City of Rome/Floyd County Governments reserves the right to waive any technicalities and formalities in the bidding.

That by submission of this proposal the firm acknowledges that the City of Rome/Floyd County Government has the right to make any inquiry or investigation it deems appropriate to substantiate or supplement information supplied by the firm.

If a partnership, a general partner must sign.

If a corporation, the authorized corporate officer(s) must sign and the corporate seal must be affixed to this bid.

Firm Name: _____

Name Title

Name Title

AFFIX CORPORATE SEAL (If Applicable)



CERTIFICATE OF NON-DISCRIMINATION

In connection with the performance of work under this contract, the firm agrees as follows: The firm agrees not to discriminate against any employee or applicant for employment because of race, creed, color, sex, national origin, ancestry or disability. The firm shall take affirmative action to insure that employees are treated without regard to their race, creed, color, sex, national origin, ancestry or disability. Such action shall include, but not be limited to the following: employment, upgrading, demotion, transfer, recruiting or recruitment, advertising, lay-off or termination, rates of pay or other compensation and selection for training, including apprenticeship.

In the event of the firm's non-compliance with this non-discrimination clause, the contract may be canceled or terminated by the City of Rome/Floyd County. The firm may be declared, by the City of Rome/Floyd County, ineligible for further contracts with the City of Rome/Floyd County until satisfactory proof of intent to comply shall be made by the vendor.

The firm agrees to include this non-discrimination clause in any sub-contracts connected with the performance of this agreement.

FIRM

SIGNATURE

TITLE



NON-COLLUSION AFFIDAVIT

The following affidavit is to accompany the Proposal:

STATE OF _____

COUNTY OF _____

Owner, Partner or Officer of Firm _____

Company Name, Address, City and State _____

Being of lawful age, being first duly sworn, on oath says that he/she is the agent authorized by the firm to submit the attached proposal. Affidavit further states as proposing firm, that they have not been a party to any collusion among other firms in restraint of competition by agreement to submit at a fixed price or to refrain from providing a proposal; or with any office of the City of Rome/Floyd County or any of their employees as to quantity, quality or price in the prospective contract; or any discussion between firms and any official of the City of Rome/Floyd County or any of their employees concerning exchange of money or other things of value for special consideration in submitting a sealed proposal for:

FIRM NAME _____

SIGNATURE _____

TITLE _____

Subscribed and sworn to before me this _____ day of _____, 2021.

NOTARY PUBLIC



Georgia Security and Immigration Compliance Act Affidavits

The City of Rome, Georgia and Contractor agree that compliance with the requirements of O.C.G.A. Sec. 13-10-91 and Rule 300-10-.02 of the Rules of the Georgia Department of Labor are conditions of this Agreement for the physical performance of services.

The Contractor represents that it employs:

- _____ 500 or more employees;
- _____ 100 or more employees; or
- _____ fewer than 100 employees

(Contractor must initial appropriate category).

The Contractor further agrees that its compliance with the requirements of O.C.G.A. Sec 13-10-91 and DOL Rule 300-10-1-.02 is attested to on the executed Contractor Affidavit and Agreement attached hereto as EXHIBIT A.

If employing or contracting with any subcontractor(s) in connection with this Agreement, Contractor further agrees:

1. To secure from the subcontractor(s) such subcontractor(s) indication of the employee number category applicable to the subcontractor(s); and
2. To secure from the subcontractor(s) an affidavit attesting to the subcontractor's compliance with O.C.G.A. Sec. 13-10-91 and DOL Rule 30-10-1-.02; such affidavit being in the form attached hereto and referenced as EXHIBIT A-1; and To submit such subcontractor affidavit(s) to the County when the subcontractor's is retained, but in any event, prior to the commencement of work by the subcontractor(s)
3. The failure of Contractor to supply the affidavit of compliance at the time of execution of this Agreement and/or the failure of Contractor to continue to satisfy the obligations of O.C.G.A Sec. 13-10-91 and DOL Rule 300-10-1-1.02 as set forth in this Agreement during the term of the Agreement shall constitute a material breach of the contract. Upon notice of such breach, Contractor shall be entitled to cure the breach within ten days, upon providing satisfactory evidence of compliance with the terms of this Agreement and State law. Should the breach not be cured, the County shall be entitled to all available remedies, including termination of the contract and damages.

SEE AFFIDAVITS ON FOLLOWING PAGES



Georgia Security and Immigration Compliance Act Affidavits

CONTRACTOR AFFIDAVIT & AGREEMENT

EXHIBIT A

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A § 13-10-91, stating affirmatively that the individual, firm or corporation which is contracting with [Owner], has registered and is participating in a federal work authorization program* [an electronic verification of work authorization program operated by the U.S.

Department of Homeland Security or any equivalent federal work authorization program operated by the U.S. Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603], in accordance with the applicability provisions and deadlines established in O.C.G.A. § 13-10-91.

The undersigned further agrees that should it employ or contract with any subcontractor(s) for the physical performance of services pursuant to the contract with [Owner], the Contractor will secure from the subcontractor(s) verification of compliance with O.C.G.A §13-10-91 on the attached Subcontractor Affidavit. (EXHIBIT A-1). The contractor further agrees to maintain records of such compliance and shall provide a copy of each such verification to [Owner], at the time the subcontractor(s) is retained to perform such services.

BY: Authorized Officer or Agent Date

[Contractor Name]

Title

Printed Name

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE

_____ DAY OF _____, 2021.

Notary Public

My Commission Expires: _____

* The applicable federal work authorization program as of the effective date of the statute is the Basic Pilot program of the Systematic Alien Verification for Entitlements (SAVE) Program Office of U.S. Citizenship and Immigration Service (USCIS). Georgia Security and Immigration



SUBCONTRACTOR AFFIDAVIT

EXHIBIT A-1

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of [Owner], has registered and is participating in a federal work authorization program* [and electronic verification of work authorization program operated by the U.S. Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration of Reform and Control Act of 1986 (IRCA), in accordance with the applicability provisions and deadlines established in O.C.G.A. § 13-10-91.

BY: Authorized Officer or Agent Date

[Contractor Name]

Title

Printed Name

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE
_____ DAY OF _____, 2021.

Notary Public

My Commission Expires: _____

*The applicable federal work authorization program as of the effective date of the statute is the Basic Pilot program of the Systematic Alien Verification for Entitlements (SAVE) Program office of U.S. Citizenship and Immigration Service (USCIS).



CITY OF ROME/FLOYD COUNTY

DRUG-FREE WORKPLACE CERTIFICATE

By signature on this certificate, the Bidder certifies that the provisions of O.C.G.A. Section 50-24-1 through 50-24-6 related to the “Drug-Free Workplace Act” will be complied with in full. The Bidder further certifies that:

1. A drug-free workplace will be provided for the Bidder’s employees during the performance of the contract; and
2. Each contractor who hires a subcontractor to work in a drug-free workplace shall secure from that subcontractor the following written certification: “As part of the subcontracting agreement with (contractor’s name), (subcontractor’s name) certifies to the contractor that a drug-free workplace will be provided for the subcontractor’s employees during the performance of this contract pursuant to O.C.G.A. Section 50-24-3(b)(7).”

By signature on this certificate, the Bidder further certifies that it will not engage in the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana during the performance of the contract.

Submitting Firm: _____

By: _____

Name Printed: _____

Title: _____

Date: _____



BIDDERS ADDENDA ACKNOWLEDGEMENT

Bidder acknowledges receipt of the following addenda:

| <u>Addendum No.</u> | <u>Date</u> |
|---------------------|-------------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Signed this _____ day of _____ 2021

Signature: _____

Title: _____

Company: _____