

REQUEST FOR QUALIFICATIONS

CAMA LAND USE PLAN UPDATE FOR THE TOWN OF DUCK, NC



DATE ISSUED

January 11, 2019

DUE DATE

February 22, 2019

5:00 P.M.

**REQUEST FOR QUALIFICATIONS
FOR CONSULTING SERVICES TO UPDATE
THE TOWN OF DUCK CAMA LAND USE PLAN**

The Town of Duck, North Carolina is requesting qualifications be submitted from professional planning consulting firms to update the Town's Coastal Area Management Act (CAMA) Land Use Plan (LUP) in accordance with State Guidelines for Land Use Planning (15A NCAC 07B).

The Town of Duck has an existing LUP certified by the North Carolina Coastal Resources Commission (CRC) in 2005. A copy of the Town's current LUP may be reviewed online at www.townofduck.com.

The Town expects the firm hired to have considerable experience in the areas of coastal and resort planning and design, particularly in the Outer Banks/Albemarle region. Any firm submitting a proposal for consideration must include a demonstrated ability to complete projects within targeted time frames and budgetary constraints. Negotiations of a fixed rate or ceiling of costs for services will be conducted. Interested firms must submit a letter of interest outlining their qualifications in accordance with the attached submission requirements to:

SUBMISSION OF ONE (1) HARD COPY AND ONE (1) DIGITAL FILE MUST BE

Mailed to:
Town of Duck
Joe Heard, AICP
Community Development Dept.
P.O. Box 8369
Duck, NC 27949

OR

Delivered to:
Town of Duck
Joe Heard, AICP
Community Development Dept.
1200 Duck Road
Duck, NC 27949

Questions concerning the RFQ can be emailed to:
Joe Heard, AICP
jheard@townofduck.com

I. Background

Town of Duck CAMA Land Use Plan

The current CAMA Land Use Plan (LUP) for the Town of Duck was adopted in 2005. Since that time, the LUP has provided Town leaders with guidance as they make decisions on development proposals, public policies, and investments in community infrastructure.

Subsequent planning initiatives based on the goals of the Comprehensive Plan include:

- Town of Duck Comprehensive Pedestrian Plan (2014)
- Albemarle Regional Bicycle Plan (2015)
- Albemarle Regional Hazard Mitigation Plan (2015)
- Town of Duck 2027 Vision (2017)

During the 13 years since the adoption of the initial LUP, many of the plan's original recommendations have been implemented, new issues have arisen, and changes in the Town's philosophy and approach have occurred. As the LUP serves as an important policy document guiding decisions by the Planning Board and Town Council, the Town of Duck is seeking to update its existing LUP to better address the issues and opportunities currently facing the Duck community. The Town is seeking to build upon the success of the existing LUP with an update that keeps it relevant - enhancing what is working well, addressing current and future needs, and incorporating additional planning goals.

Community Overview

The Town of Duck is the northernmost oceanfront town in North Carolina and a popular summer resort community. With its beach found on many "best of" lists and beautiful sunsets over Currituck Sound, the Town of Duck attracts hundreds of thousands of visitors to the community each year. Duck has become the Outer Banks' most vibrant recreational, cultural, and entertainment center, offering residents and visitors a variety of outdoor recreational activities, summer events and concerts, watersports, fine dining, unique and independent businesses, art galleries, and a nationally-renowned jazz festival. The Duck Village commercial area at the core of the community is woven together by sidewalks and nearly mile long soundfront boardwalk that provide important connections and recreational opportunities. The centerpiece of Duck Village is the 11-acre Town Park.

Incorporated in 2002, Duck is also the newest town on the Outer Banks. The Town contains approximately 400 year-round residents and a peak summertime population estimated at 22,000-25,000. Stretching approximately 6.2 miles from north to south and half a mile in width from ocean to sound, the Town of Duck is over three square miles in size.

Town of Duck Vision 2027

The Town of Duck's 2027 Vision reads as follows:

In 2027, the Town of Duck, North Carolina, is a thriving coastal community. We respect and value our delicate, yet dynamic barrier island environment — clean waters and beaches, maritime forests, wetlands, and dunescapes. Residents and visitors alike are drawn to neighborhoods that reflect our small town atmosphere. Our village is a source of pride, offering diverse experiences by way of a cohesive and eclectic mix of independent businesses, shops, and

restaurants. At the hub of our community is the Town Hall and Park, where we interact, share ideas, and build connections. Duck's vitality, founded on grassroots engagement, encourages meaningful participation from all of its stakeholders. Long-term financial stability, sustainable services, measured growth and a focus on quality of life distinguish Duck as a preeminent destination for everyone.

Duck is a community that expresses its beliefs in certain unifying principles:

Duck and Our Village

Surrounded by our residential neighborhoods, Duck Village is the heart of Duck. Our collection of small shops, restaurants, offices, parks and boardwalks combine to shape the Duck experience. The development of the Village has a coastal residential style and scale and its continuity creates an energetic and walkable experience. Our quality of life is enhanced through innovative solutions that protect and preserve the Village's unique character and environment.

Enhanced Movability

Duck is a pedestrian first community that is safe and easy to navigate by walking and cycling. Our multi-use trail, sidewalks, soundside boardwalk, and beach provide a variety of ways to explore and discover Duck. Collaboration with various organizations enables us to optimize our traffic flow in our unique seasonal environment.

Environmental Stewardship

There is a conscious respect for Duck's fragile and extraordinary environment. We protect and preserve opportunities for our residents and visitors to enjoy our ocean, sound, and natural coastal habitats. We value our pristine, safe, uninterrupted beaches, which are our most valuable asset. Our resilience and adaptability, guided by environmental awareness and forward thinking, ensure our sustainability as a community.

Active, Engaged Community

Duck is built on participation. We are an inclusive community that welcomes and embraces the diversity, talents, and expertise of all of our stakeholders. Pride and ownership is felt by all who live, work, and visit here. People feel connected by a shared motivation to preserve the unique nature of this special place.

Vibrant, Thriving Business Community

The business community plays an essential role in creating the Duck experience. A high level of collaboration and coordination ensures that we have a vibrant town where each and every individual can enjoy the recreation, arts, music, shopping, dining, and lodging unique to Duck.

Responsive and Responsible Leadership

Duck maintains a responsive and responsible government. Council, staff, and the community work together to offer high quality services intended to add value to the entire Town. We have an educated, experienced and motivated staff empowered to execute the Town's objectives. Duck is an innovative and respected leader within the Outer Banks region and its solutions are frequently emulated by others. Continuity of leadership preserves our established values and vision.

II. Scope of Services

The Town of Duck has professional planning and management staff to assist the selected consultant with the land use plan update. A Land Use Plan Advisory Committee consisting of seven (7) people will be appointed by the Duck Town Council to provide guidance on the update process. The specific scope of services for the consultant will be:

1. Update existing land use pattern data, infrastructure opportunities and constraints, and environmental concerns to establish a thorough understanding of existing conditions, identify trends, and discern critical issues. Data sources include:
 - a. Maps and data available from the Town of Duck.
 - b. Maps and data available through the N.C. Department of Commerce, Albemarle Commission, Outer Banks Chamber of Commerce, Outer Banks Board of Realtors, Outer Banks Home Builders Association, Nature Conservancy, and other sources.
 - c. The results of a community survey.
 - d. Input and feedback from the Land Use Plan Advisory Committee, elected/appointed boards, and general public.
2. Implement a community outreach strategy to encourage public input into the final plan. The selected consultant will be expected to develop a community survey and present information at public workshops intended to both inform and garner input from a wide range of community stakeholders. The number of meetings will be determined in the final scope.
3. Develop working and readable maps for use in public meetings, land use plan drafts, and the final land use plan document. GIS data of Town/property boundaries and infrastructure will be provided but may need to be reformatted for public use and for inclusion into the LUP document. In particular, “Existing Zoning” and “Future Land Use” maps will need to be prepared and adopted as part of the LUP document. Such maps should be compatible with the Town’s GIS.
4. Evaluate the Town’s existing LUP to determine appropriate information for inclusion in the final plan. It is expected that the existing plan will provide some useful data, with an understanding that much of the information will require updating and enhancement.
5. Prescribe a framework for guiding future development in a manner that best represents the combined vision of stakeholders informed by currently available data.
6. Attend and present at committee meetings, community meetings, and meetings of the Duck Town Council and Planning Board. The number and timing of meetings will be determined upon mutual agreement with the selected consultant.

7. Provide periodic summary reports to inform on the status of community outreach efforts and results during the process.
8. Develop the draft LUP text and content, including the executive summary, narrative, goals and objectives, and action plan for implementation in accordance with State Guidelines for CAMA Land Use Planning (15A NCAC 07B).

NOTES:

- Town staff will provide available data and GIS information, guidance, logistical support, public notices, minutes, and social media and website management.
- The Town would like to approach the LUP update as a collaborative process in which Town staff, LUP Advisory Committee, and consultant take on joint responsibilities for making decisions and recommendations as well as engaging and informing the public.

III. Project Funding and Timeline

A conservative estimate of the costs of the LUP update has been fully funded in the Town of Duck's budget for FY 2018-19. As much of the project will be conducted during the following fiscal year, the funding will be carried over through FY 2019-20.

Preliminary CAMA Land Use Plan Update Schedule**		
ACTION	ESTIMATED DATE	COMMENTS
RFQ and Scope of Work Developed and Approved	December 2018 - January 2019	<ul style="list-style-type: none"> • Prepare RFQ document • Appoint LUP Advisory Committee
RFQ Issued	January 2019	APA and NCLM websites, APA-NC listserv
RFQ Responses Due	February 2019	
Firm Selection	March 2019	Interviews may be scheduled with short-listed firms if necessary prior to this date
Contract Approval by Town Council	April 2019	Introduction/overview at Town Council meeting
Project Start	May 2019	<ul style="list-style-type: none"> • Data collection • Preliminary map development • Community survey launched
Survey Analysis Completed	August 2019	<ul style="list-style-type: none"> • Report to LUP Advisory Committee • Community meeting • Discussion/feedback
Report to Community Public Meetings/Feedback Sessions	October 2019	<ul style="list-style-type: none"> • Key themes and recommendations Identified • Report to LUP Advisory Committee • Community meeting(s)
Preliminary LUP Draft Completed	December 2019	<ul style="list-style-type: none"> • Preliminary goals and objectives drafted • Preliminary land use plan mapping • Materials available for public review
LUP Draft Revised/Updated	February 2020	Draft text/mapping development continues
Presentation at Annual Retreat	March 2020	Public presentation
Finalize LUP Document	April 2020	<ul style="list-style-type: none"> • LUP document finalized • Public review period • Community meeting(s)
Submit LUP to CRC	May 2020	State certification of LUP

**The proposed schedule of work is subject to change based on the success of the process. Timeframes and estimated dates can be extended or shortened as needed to ensure a quality product and community involvement. The Town would like to have the LUP document completed by April 2020 but recognizes the need for flexibility in order to have an adopted plan with the support of the community.

IV. Format and Content of Proposal Package

Interested consultants should submit proposals in the form of one hard copy and one digital version (jump drive or cd). All submittals must be delivered to Duck Town Hall by **4:00 p.m.** on **February 22, 2019**. Hard copies of proposals should not be bound and easily photocopied.

Proposals can be mailed to:

Town of Duck
Joe Heard, AICP
Community Development Department
P.O. Box 8369
Duck, NC 27949

or delivered to:

Town of Duck
Joe Heard, AICP
Community Development Department
1200 Duck Road
Duck, NC 27949

Proposals must include:

1. **A cover letter** that identifies the consulting team, their contact information, and a statement of interest in assisting the Town of Duck with its land use plan update.
2. **Information regarding the consultant, team or firm.**
 - a. Name and contact information for the project manager/lead contact.
 - b. Names of principals, key persons, or associates who will be involved in the project and a description of their individual roles.
 - c. A statement of qualifications and experience for each individual with similar planning and CAMA land use planning projects.
 - d. Demonstrated experience on at least (3) projects of similar scope and complexity, preferably within the past five (5) years, including internet links to adopted planning documents that the consultant has developed or been involved with.
 - e. Experience and strategy concerning public engagement and outreach to the community during the project.
3. **Proposed approach for accomplishing the Scope of Services** described in Section II, including a concise narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings.
4. **Three references** with current phone and email contact information of past clients for whom the applicant has provided similar work.
5. **Availability** of consultant/team for conducting the work within the proposed schedule.

For questions about the proposal content or project, please contact Joe Heard, Director of Community Development at (252)255-1234 or email to jheard@townofduck.com.

V. Evaluation Criteria

Consultants, consultant teams or partnerships (“consultant”) will be will be evaluated in part on the basis of the following criteria:

1. The consultant should demonstrate successful experience in:
 - a. Development of land use plans for coastal communities under the parameters of the Coastal Area Management Act;
 - b. Working with community groups or committees to collect, compile, and interpret public input;
 - c. Public meetings and presentations to a board of elected or appointed officials;
 - d. GIS data and mapping;
 - e. Development of reader-friendly, maps, charts, drawings, photographs, and other exhibits that can be used across various media and in decision-making;
 - f. Drafting and organization of planning documents in a manner both functional for staff and easily understandable to the general public;
 - g. Coordination with local staff, boards, committees, and public.
2. The consultant must have adequate qualifications, experience, and staff to perform tasks required in the project scope of work (Section II of this document).
3. Performance assessments and references from previous work.
4. The location and availability of the consultant to conduct the work within the time schedule indicated, with a preference to the consultant with earliest availability, all other considerations being equal.
5. Knowledge of the Outer Banks and surrounding region.

VI. Submittal Review Schedule

The Town will review the submitted proposals and prepare a short list of candidates to interview. The short-listed firms will be notified by phone and/or email by the first week of March 2019 with interviews scheduled during the following weeks. After selection by the Town, a final contract including the fee structure, detailed scope of work, and project timeframe will be negotiated with the selected consultant.

If a contract cannot be negotiated with the best qualified firm, negotiations with that firm will be terminated and initiated with the next best qualified firm.

VII. Disclaimers

Late Submissions: Any proposals received after the deadline will not be accepted or considered.

Withdrawal of Request for Qualifications: The Town retains at all times the right to cancel or withdraw this RFQ and to modify or amend any portion of this RFQ. Should amendments be made to the RFQ process or requirements, notification will be provided to all consultants involved in RFQ process.

Applicable laws shall apply: The contract awarded will be governed in all respects by the laws of North Carolina, and the consultant awarded the contract must comply with applicable Federal, State, and local laws and regulations.

Confidentiality: RFQ responses will become public record and are therefore subject to public disclosure.