



ADVERTISEMENT for CONTRACTUAL SERVICE

RFP – COMPREHENSIVE PLAN REWRITE

The City of Clarkston is presently accepting sealed proposals from qualified people, firms, or companies for the above-mentioned solicitation.

There will not be an information conference/pre-proposal meeting for this solicitation.

Proposals will be received no later than Wednesday, September 17, 2025, at 5:00 pm (EST). Proposals received after the above date and time or in any other location will not be considered.

Proposals shall be submitted through Bidnet Direct's Georgia Purchasing Group.

Timeline

Question, Answer and Clarification Deadline (Submit using BidNet Question & Answers portal - ONLY)	August 29, 2025	12:00 pm (EST)
All/Any Addendum(s) published to City's website no later than	September 5, 2025	4:00 pm (EST)
BidNet Direct Received Proposals Opened	September 19, 2025	9:45 am (EST)

The City of Clarkston encourages all interested to do business with the City to register online: www.bidnetdirect.com/georgia/cityofclarkston.

All minority, woman owned, and small business owners are strongly encouraged to submit a proposal for this solicitation. The contract will be awarded to the most responsive offeror, not always the lowest cost, that is determined to meet the requirements and criteria set forth within the solicitation.

It shall be the person, firm, or company's responsibility to check the BidNet Direct, the GPR, or the Bid Solicitations link on the City's website for all/any bid documents to include published addenda.

The City of Clarkston reserves the right to reject any or all bids based on past performance and to waive technicalities and informalities and re-advertise.

In-person, fax, email or late proposals will not be recognized.



BID INFORMATION

SCOPE OF WORK

PURPOSE

The City of Clarkston (“City”) is seeking qualified proposals for the delivery of a Comprehensive Plan Rewrite including City Council engagement to identify priorities, strategy and implementation for public engagement, completion of a final plan report, and satisfaction of all necessary requirements per the State of Georgia Department of Community Affairs.

Firms shall provide service to the City for the agreed period of the contract. The City will consider service providers whose proposals meet the criteria established in this Request for Proposal (RFP) and may directly negotiate final terms with the selected service provider(s).

BACKGROUND

The City is a thriving suburban community of roughly 15,000 people located just a few miles from the City of Atlanta. The 1.8 square-mile city borders the City of Decatur, the City of Tucker, Scottdale, Stone Mountain, and DeKalb County.

The City operates as a Council-City Manager form of government and provides police, public works, sanitation, planning & development, parks & recreation, and economic & community development services to its citizens, businesses, and visitors. The City of Clarkston employs approximately 53 staff members, which is nearly double the workforce since 2023 to meet the growing demands of the community and municipal operations.

The most recent Comprehensive Plan was developed in 2019. Since that time the community has grown in population, experienced sustained economic and community development, weathered the COVID-19 pandemic, constructed a new City Hall, and been shaped by a changing community. The updated Comprehensive Plan is necessary in order to meet State requirements as well as reflect the goals and vision for the community.

SCOPE of WORK

The City will evaluate each applicant’s qualifications related to each of the service areas listed below:

Service Area 1: Engagement

Engagement of all key stakeholders, both internal and external, is critical to crafting a Comprehensive Plan that is reflective of the goals of elected officials and community members.

A. Mayor and Council

1. Engagement with each City Council member to identify specific community goals, which may take place in a variety of formats, agreed upon between City and the Contractor and ranging from individual conversations with Councilmembers as well as facilitated discussion with the full group of Council and Mayor.
- B. Key Staff
 1. Engagement with City Manager's office staff, Planning and Development departmental staff, and a working group of other key staff members
- C. Public
 1. Engagement events (in-person with the potential to engage virtually as appropriate) to meet and exceed State requirements to fully engage Clarkston's diverse and multilingual community including residents, businesses, community organizations, and other institutions.
 2. At minimum, one in-person public meeting at the beginning of public engagement, one in-person public meeting to present completed plans, and enough in-person public meetings to engage the public around Small Area Plans.
 3. The Contractor will complete at least one community survey during this phase of the project.
- D. Existing Plans
 1. Review and integration of existing plans and studies especially regarding affordable housing, sustainability, and recreational trails.

Service Area 2: Updated Comprehensive Plan

Completion of an actionable, detailed comprehensive plan that achieves the following:

- A. Satisfaction of all necessary requirements of the State of Georgia Department of Community Affairs.
- B. Reflection of all engagement across groups of stakeholders.

Service Area 3: Draft Small Area Plans

Completion of an actionable, detailed, and comprehensive Small Area Plans for two (2) pre-identified areas of the community:

- A. Satisfaction of all necessary requirements of the State of Georgia Department of Community Affairs
- B. Reflection of all engagement across groups of stakeholders.

Service Area 4: Deliverables

- A. One single, complete Comprehensive Plan with a highly functioning work program to achieve plan goals.
- B. One Comprehensive Plan "snapshot" product that effectively explains the comprehensive plan purpose and results in both digital and print (maximum 10 pages) versions.
- C. Two (2) Small Area Plans with a highly functioning work program to achieve plan goals.
- D. Creation of a linkable webpage providing relevant public engagement information (to include details for participation), public presentations, and other relevant information throughout the plan update process and following completion of the

- E. Summary content of all public engagement events, survey, and other related public engagement

Service Area 5: Project Administration

- A. Ability to work with key City staff leading the contracted project as well as a group of internal staff.

SUBMISSION, FORMAT, & MAXIMUM LENGTH

Submission shall be submitted through Bidnet Direct, via the submission deadline instructions mentioned above. All proposals are legal and binding when submitted and may be subject to public inspection under Georgia law.

The City may choose not to evaluate, may deem non-responsive, and/or may disqualify from further consideration any qualifications that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

A submission may not be modified, withdrawn, or canceled by the Offeror for a 90-day period following the deadline for proposal submission and the Offeror agrees to submit the proposal. The City of Clarkston may, in the event the selected proposer fails to perform and/or the contract is terminated within 90 days of its initiation, request the proposer submitting the next acceptable proposal to honor its proposal.

The Contractor agrees to indemnify and hold harmless the City and State and City and State officers, employees, agents, and volunteers (collectively, "Indemnified Parties") from any and all costs, expenses, losses, claims, damages, liabilities, settlements, and judgments, including reasonable value of the time spent by the Attorney General's Office, related to or arising from: a) Any negligent or wrongful act or omission of the Contractor or any employee, agent or subcontractor utilized or employed by the Contractor; b) The negligence or fault of the Contractor in design, testing, development, manufacture, or otherwise with respect to the Services provided under the Agreement; c) The Contractor's negligent performance or attempted performance of the Contract, including any employee, agent or subcontractor utilized or employed by the Contractor; d) Any failure by the Contractor to make all reports, payments and withholdings required by federal and state law with respect to social security, employee income and other taxes, fees or costs required by the Contractor to conduct business in the State of Georgia or the United States; e) Any infringement of any copyright, trademark, patent, trade dress, or other intellectual property right, or f) Any failure by the Contractor to adhere to the confidentiality provisions of this Contract.

PROPOSAL FORMAT & CONTENT ORGANIZATION

Submission of proposals should be presented as a searchable PDF and must not exceed thirty-five (35) pages. Section dividers and required (signed) bid documents to include in the package will not count towards the thirty-five (35) page count. All proposals must include the following information presented in order of the Sections outlined below:

Section I - Letter of Transmittal

A letter of transmittal that provides:

- A. Identification of the submitting organization.
- B. The name, title, telephone and e-mail address of the contact person of the organization.
- C. A statement acknowledging that final negotiations with the contractor will require the submittal of a W-9 and a detailed staffing plan prior to award.

Section II - Corporate Background & Qualifications

This section shall include information on the Offeror's:

- A. Corporate structure and organization (history, size, etc.)
- B. Detailed listing of all staff that will be conducting the scope of work if selected, including:
 - 1. Name of staff member
 - 2. List of similar projects
 - 3. The (estimated) number of hours dedicated per staff member to the project
- C. Experience, record of accomplishments, reputation, and past performance in providing similar services to municipalities of similar size and location.
- D. Attributes, special capabilities, techniques, or resources that make the firm uniquely qualified to provide requested services.
- E. Any pending litigation in the last five (5) years and the outcome of such litigation.

Section III - Response to Scope of Work

- A. Proposed approach for completion of Scope of Work.
- B. Approach and methodology to contract management ensuring delivery of quality services.

Section IV – Cost Proposal

- A. Proposed fee for service provision as presented in proposal.

QUESTIONS REGARD PROPOSAL REQUEST & SUBMISSION

See the dates outlined in the above Timeline above.

EVALUATION CRITERIA

The following evaluation criteria are the standards the City will consider in determining which proposal is best aligned with City goals for completion of the Comprehensive Plan Update:

- A. Corporate & Firm Qualifications
 - 1. 35 points total
 - 2. The Proposal must give a detailed report of related experiences, both firm and individual members of the assigned team, that demonstrate the ability of the

applicant to provide the services outlined in this RFQ. There is a preference for firms with experience in community engagement with multilingual communities. Additionally, there is a preference for firms with demonstrated experience related to affordable housing as well as sustainability.

B. Scope of Work & Management Approach

1. 35 points total
2. The Proposal shall outline the plan that the applicant will use to provide for the most effective delivery of the requested services put forth by the City.

C. Previous Work & References

1. 20 points total
2. City staff will conduct a reference check with communities the firm has completed projects with and review relevant, publicly available information such as news coverage or online materials relating to past projects. There is preference for firms with experience in Comprehensive Plan development that satisfies requirements of the State of Georgia.

D. Clarity & Quality of Proposal

1. 10 points total
2. The Proposal must be specific and should contain detail sufficient to demonstrate the firm's unique ability to fulfill the needs outlined in the Scope of Work.

E. Interview & Presentation (if scheduled)

1. *Not scored*
2. If selected to present to and interview with the selection committee, firm representatives should show a clear understanding of the intent for the Comprehensive Plan update process and well as be responsive to challenges and opportunities within the project.

ADDITIONAL INFORMATION

- A. No bid bonds are required, however; a Certificate of Insurance (COI) should be included in your bid package.
- B. The Contractor shall procure all permits and licenses, pay all charges, taxes, and fees, and give all notices necessary and incidental to the due and lawful prosecution of the work.
- C. Prime should complete the entire package, sub-contractors need to complete the Subcontractor Affidavit only.
- D. The City has a DBE Goal of 10%.