



City of Heath, Texas

REQUEST FOR QUALIFICATIONS for the THE CITY OF HEATH, TX COMPREHENSIVE PLAN UPDATE

**Issue Date:
January 23, 2023**

**Responses will be accepted until 5:00 p.m. CST,
Thursday, February 23, 2023**

City of Heath
200 Laurence Drive
Heath, TX 75032

PROJECT

The City of Heath ("City") seeks the assistance of a consulting firm specializing in long-range municipal planning, land use planning, and similar planning disciplines to update the City's Comprehensive Plan. Proposals will be accepted from individuals, firms, or groups of firms who can demonstrate they have the resources, experience, and qualifications to provide a range of professional planning services and recommendations for the review and updating of the City of Heath 2018 Comprehensive Plan. The Plan can be downloaded at the following link: [Comprehensive Plan – City of Heath, TX \(heathtx.com\)](http://heathtx.com)

The firm's qualifications should address how they would approach the following key issues in producing the Update:

- Providing an overview/review of the existing Plan. (What would you say are the primary goals and objectives of the current Plan?)
- Providing a check-up on the 2018 plan's implementation status. What is complete, in-progress, and remaining for the future? The status should be presented in a format that can be easily updated through the course of the 2023 plan's implementation.
- Preferred process and procedure in performing data collection and analysis for the Update.
- An assessment of the current Plan's Future Land Use Plan.
- Design approach and scheme used in the development of a rural cross-section street design for future single-family detached development.
- Approach to developing a series of goals and objectives supporting the development of a Fiscal Impact Analysis (FIA) system for use in determining the financial sustainability of a project associated with a zoning or subdivision request.
- Approach to regulating future development adjacent to floodplain areas.
- Plan implementation and synchronization with current regulatory ordinances used by the City (e.g., zoning code, subdivision ordinance, and CIP program).
- Incorporating future development with open space and pedestrian trails and linkages prescribed by the City's adopted parks and trails masterplan.
- Providing recommended next steps for establishing and utilizing a GIS system.
- Based on your interpretation of the City's current 2018 Plan, what would be your firm's definition of "Rural by Design" as established by the Plan?

The approach suggested by the consultant should include considerations to ensure that the Update will be developed in close coordination with city staff and the governing body and include opportunities for interactive feedback as the work proceeds.

PARTICIPATION, VISIONING, AND INPUT:

The Heath City Council serves as the governing body for the City. There are seven members of the Council. Most of these members were on the Council during the development of the current 2018 Plan. The visioning process for the 2018 Plan involved over 25 meetings. From all this input and expression, two major themes emerged:

1. The need to establish land use policies and regulations that promote large-lot residential densities, preferably with a one-acre minimum lot size standard net of street rights-of-way and flood areas, and
2. A preference to limit the amount of retail and commercial development to promulgate the rural, small-town environment on a city-wide basis.

Since the development of the 2018 Plan, members of the Council have held town-hall meetings, HOA updates, and other formal discussions with citizens. From these encounters, the City Council has informed staff that their citizen constituents continue to place a high value on these two themes.

The level of participation, visioning, and input will be a significant part of the Update but will not be to the extent employed for the 2018 Plan. It is anticipated that a steering committee will guide this element of the Update, which will be made up of selected City Council and Planning and Zoning Commission members. This portion of the process would start with a kick-off meeting with the steering committee held at City Hall. Approximately 2 to 4 additional meetings would be held by the committee, with approximately two meetings each with the City Council and Planning and Zoning Commission. The City does not anticipate a need for a website portal.

CITY ORDINANCES AND RESOURCES:

The consultant should become familiar with the following ordinances and resources that will influence the Update.

- The 2018 Heath Comprehensive Plan – Ordinance No. 180410A.
[Comprehensive Plan – City of Heath, TX \(heathtx.com\)](#)
- The Towne Center Overlay District – Ordinance No. 220927E.
[Ord-220927E-Zoning-Amendment-to-Towne-Center-Overlay-District.pdf \(heathtx.com\)](#)
- City of Heath Parks, Recreation and Trails Plan – November 2021.
[Heath-Trail-and-subdivision-map-2021-11-10D.pdf \(heathtx.com\)](#)
- Code of Ordinances
[Heath Code of Ordinances \(heathtx.com\)](#)
- Thoroughfare Plan, Water Map and Sewer Map
[City of Heath Maps](#)

Other available resources shall be provided by the City as requested by the consultant.

CITY PROFILE

The City of Heath is rural by design. The City contains a population of over 8,100 that is situated over twelve square miles. It is located about 15 miles east of Dallas on the eastern shores of Lake Ray Hubbard in Rockwall County and Kaufman County. The natural beauty of the lake, remaining rural areas, and views of the Dallas skyline combine to offer unique opportunities for Heath's continued growth. Heath's exemplary schools, strong development controls, and responsible growth strategies have created an environment for excellence in development. Heath residents enjoy the amenities of living near the employment, cultural and entertainment offerings of the metroplex, and

the small-town character, safety, and charm of living in a more rural setting. Due to the proximity to major retail in nearby cities, Heath's citizens have indicated they do not need an abundance of retail development and have expressed their desire to remain a premiere rural, bedroom community.

RFQ SUBMITTAL PACKAGE

Please provide the City a response that includes:

I. A Firm introduction and summary that addresses:

- Project management approach;
- Planning philosophy;
- A formal response to the issues identified for the **PROJECT** outlined above on page 2 of 6;
- Technology and resources to be used in the planning process;
- Public participation approach; and
- Proposed project schedule, including a general timeline.

II. Résumés reflecting the qualifications and experience of each member of the planning team, including any potential subcontractors. Only include qualifications for those team members who will be present at most staff and public meetings.

III. Related firm experience and professional references, including:

- Narrative reports describing at least three comprehensive plan projects or updates completed in the last five years with reference contact information; and
- For the referenced projects, provide a summary of the proposed project timeline and budget and the actual project timeline and budget with reasons for increases, if any.

IV. Enumeration of the firm's present workload and a schedule indicating the firm's ability to accomplish the project with its present workforce. Identify the level of time commitment that the City of Heath can expect from senior principal staff dedicated to this project.

V. The specific services to be provided will be determined through negotiation and mutual agreement between the City and the consultant. The City expressly reserves the right to perform any part of the project itself or to use outside services.

SUBMITTAL PROCEDURES

Consultant candidates shall submit eight (8) identical paper copies and one (1) electronic copy of their submittal package. Electronic copies may be submitted either as a saved document on a portable storage drive with the paper copies or via an email received prior to the deadline. Submissions shall be in a sealed package or envelope marked "*City of Heath, TX. Comprehensive Plan Update.*" The consultant organization's name and address shall appear on the package.

Submissions are to be delivered to Heath City Hall at the following address:

City of Heath
Community Development Department
ATTN: Kevin J. Lasher, AICP
Assistant City Manager
200 Laurence Drive
Heath, TX 75032

Emailed submissions can be sent to klasher@heathtx.com

Responses must be received no later than **5:00 p.m. CST on Thursday February 23, 2023**

SELECTION PROCESS

Upon review of the responses to the RFQ, the City may conduct interviews with selected firms. If the City chooses to conduct interviews, the selected firms will be invited (at their own expense) to make a presentation about their qualifications and examples of past projects. The proposed Project Manager is expected to be the primary presenter. The date and time for interviews will be determined after a review of the proposals.

At the conclusion of the review and interview process, the City Council will authorize the City Manager to begin negotiations with the highest-ranked firm. If a contract cannot be negotiated and entered into with the highest-ranked firm, the City Manager will terminate negotiations with said firm and begin with the next most qualified firm. If no contract is reached, the process shall be repeated until a contract is negotiated or all respondents are rejected. Upon successful negotiation of the contract, the City Council will then approve the contract.

It is understood that the City reserves the right to accept or reject all responses to this RFQ and to grant or deny interviews as it shall deem in the City's best interest. The City retains the right to waive any informalities and/or irregularities in this RFQ process as it determines to be in the City's best interest. The City may terminate the selection process at any time, with or without initiating a new selection process.

Refer questions regarding this RFQ, content, or process to:

Kevin J. Lasher, AICP
Assistant City Manager
klasher@heathtx.com
972-961-3066, or

Aaron Adel, AICP
Director of Planning
aadel@heathtx.com
972-961-4875