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Request for Proposals (RFP)  
Comprehensive Plan Update for the City of Preston  
February 2025

**Section 1: General Information**

The City of Preston is seeking proposals to update its comprehensive plan, the current comprehensive land use plan was developed in 2014. The City intends to contract with a qualified consultant to guide the City Council in updating the plan. The purpose of the plan is to:

- Create a comprehensive planning document to guide future decisions.
- Raise public awareness of planning, zoning and development issues.
- Solicit public input on planning, zoning, and development issues.
- Ensure that growth makes the community better, not just bigger.
- Foster sustainable economic development.
- Help the city to better serve its citizens.
- Protect property rights and values.

**Point of Contact**

Ryan Throckmorton, City Administrator  
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All firms who receive or download this RFP are requested to register their name and email address by sending an email to [admin@prestonmn.gov](mailto:admin@prestonmn.gov). Any revisions or corrections to the RFP after the initial posting will be communicated to those registered RFP holders via email. Failure to register your contact information may result in disqualification of the RFP process and missing updates to the RFP. Proposals failing to include all requested information detailed within the RFP, and subsequent updates or modifications, will not be considered.

**Proposal Deadline**

March 13, 2025, 4:00 pm

Any submittals after this time will not be considered. The City reserves the right to accept or reject proposals in the best interest of the City.

The Project is expected to commence in May 2025 and conclude no more than nine months thereafter.

## Section 2: Proposal Content

Below are the minimum requirements for the proposal. Consultants are encouraged to add context and sections as needed to fully explain your proposal.

- Cover Letter  
Succinctly explain the firm's interest in the project and key credentials. Include contact information for the firm and project manager, who is expected to be the principal contact and authorized to make presentations on behalf of the firm. Include your firm's understanding of the work to be performed and why your firm believes it to be the best qualified to perform the services requested. Include similar information for sub-consultants, if any, for the proposed project.
- Project Understanding  
Include a summary of your understanding of this project.
- Approach/Work Program  
Provide a conceptual work program and specific approaches, methods, and assumptions for the project that you believe are appropriate based on your understanding of the City's needs, as well as the outcomes, deliverables, and the scope of work elements outlined within this RFP. Submittal of a draft project schedule is required as part of the conceptual work program.
- Project Team  
Describe your core team -- the people who will perform the work on this project. Include their proposed roles and responsibilities and organizational structure. Provide summary information about their expertise and contributions to this project within the proposal body.
- Schedule  
Provide a project schedule from initiation to project completion. Project completion is defined as the final presentation to City Council for adoption of the plan.
- Total Consultant Cost  
List the complete cost for the proposal. Breakdown of the costs shall be as follows:
  1. Proposed costs for each scope of work as listed in Section 3.
  2. Hourly rates for all consultant employees who are expected to work on this project. The rates shall be the agreed upon costs for any additional services requested by the City, beyond what is detailed in the RFP.
  3. Reimbursable costs including details of services or items and the applicable charge per unit.

It is the responsibility of the proposing firm to accurately predict the amount of time and resources that they will need to spend on the project and their associated total cost.
- Experience / Work Samples  
Provide 2-3 project examples including descriptions, visuals and deliverables that highlight and showcase previous work that is similar or related in nature to what this RFP is asking. Additionally, please include key contacts, (i.e., name, email, phone numbers, etc.) for the client each project was done for.

○ References

List the comprehensive plan update projects your firm has worked on for the past three years. List names of organizations along with appropriate and applicable contact information (i.e., name, email, phone numbers, etc.,) for each reference listed that can be contacted regarding the services you have provided them.

**Section 3: Anticipated Project Deliverables**

It is anticipated that the project will result in the following primary deliverables, although the consultant and/or City may identify additional intermediate deliverables when the final scope of work is negotiated.

- Land Use, community design, and growth management plans
  - Updated zoning map, consideration of areas for redevelopment, consideration of areas for new development, and innovative ways to address housing needs for all generations
- Population and Employment data analysis
- Tourism Data analysis
- Cost for extending city water and sanitary sewer services into growth area
- Parks, recreation and open space
- An innovative plan implementation strategy, which may include such things as timelines, roles and responsibilities, necessary resources, anticipated funding mechanisms
- Presentations to the City staff, City Council, Planning Commission, and other applicable committees

The goal is to produce a Comprehensive Plan that will direct the future growth and development of Preston. The resulting Plan should be both a physical and policy-based plan and provide implementation actions and strategies, include maps, tables, and graphs. Within their proposal, consultants are encouraged to include any additional or alternative deliverables that they feel would be necessary, based on their professional expertise and knowledge.

Deliverables prepared by the consultant must be provided electronically in editable formats using common software, and any maps must be in both shapefiles and PDFs.

**Project Resources and Support**

City staff will assist in completing data analysis, data gathering or other necessary tasks, where needed, to facilitate accurate and timely completion of the project. The City will assist with all public meetings, including coordination of legal notices, securing meeting space, review draft documents, and conduct public communications.

GIS information may be available from Fillmore County.

**Section 4: Selection Criteria:**

City staff will review each completed proposal to identify the consultant that most closely meets the City's needs. Although cost will be considered in the award process, cost will not be the sole

determining factor. Emphasis will be placed on the demonstrated quality of the services to be offered, demonstrated relevant experience and the availability of the consultant in a timely manner to complete the services.

Staff will narrow down the proposals and submit their recommendations to the City Council. The City Council will review and/or interview two or three firms prior to making a contract award.

Proposals will be evaluated based on the following review and selection criteria.

- Project Work Approach, Deliverables, and Organization
  - Firm grasp of the project scope and objectives
  - Quality and organization of response to proposed work program and proposed deliverables
  - Quality of creative approach to both the deliverables and to public engagement
  - Completeness of proposed deliverables
  - Quality and creativeness of plan to facilitate, encourage and implement public participation
  - Amount of time budgeted for interaction with key community stakeholders
- Communications
  - Organization and completeness of the response
  - Writing skills, as shown through the submission and any other submitted work examples
- Related Experience, References, and Work Examples
  - Demonstration of leadership skills necessary to navigate the social and political issues that invariably come with a project of this nature
  - Description and demonstrated ability (proven track record), of the firm as a whole and individual team members, in successfully completing similar projects, and producing quality deliverables, on time and within a budget
  - Experience and demonstrated ability of consultant in the community / public planning process
  - Professional Certificate from American Institute of Certified Planners (AICP)
  - Ability of the consultant to conduct productive meetings and demonstrated experience in doing so
  - Ability of the consultant to work with staff, stakeholders, and elected officials and demonstrated direct experience in doing so
  - Direct and demonstrated experience of consultant assigned to the project in working with a diverse group of stakeholders in developing community or neighborhood plans and initiatives
  - Quality of submitted work examples
  - Current workload and availability of consultant team members for virtual and in-person meetings
  - Number of visits / meetings planned
- Cost
  - Demonstration of successful budget performance and previous experience in meeting project budgets

- Description of the approach to budgeting
  - Presentation of the consultant’s best offer; “not to exceed” cost
- Schedule
    - Proposed consultant project schedule and the staffing plan that will facilitate completion of the Plan in a timely manner

**Section 5: Additional Information Requests**

The City reserves the right to request additional information or clarification from Proposers during any phase of the proposal evaluation process. During the evaluation and selection process, the City has the right to request the presence of the Proposer’s representatives and answer specific questions. Notification of any such requirement will be given, as necessary.

**Disqualification**

Any one or more of the following may be considered as sufficient for the disqualification of a Proposer and the rejection of the proposal or proposals:

- Incomplete Proposal Submittal
- Conflict of interest with the City or its agents
- Lack of qualifications or experience
- Unsatisfactory performance record; judged from the standpoint of references
- Any other reason to be determined in good faith to be in the best interests of the City
- Failure to comply with any qualification requirements of the City

**Section 6: Contract Award**

Issuance of this RFP and receipt of proposals does not commit the City to selecting a consultant or otherwise awarding a contract, nor does it obligate the City to pay for any costs incurred in preparing and submitting proposals in anticipation of a contract. The City reserves the right to postpone opening for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with other than the selected Consultant, should negotiations with the selected consultant be terminated, to negotiate with more than one consultant simultaneously, or to cancel all or part of this RFP.

**Terms and Conditions**

The City may investigate the qualifications of any consultant under consideration, require confirmation of information furnished by the Consultant, and require additional evidence of qualifications requested in this RFP. The City reserves the right to:

- Reject any or all proposals if such action is in the public interest
- Cancel the entire RFP
- Issue a subsequent RFP
- Remedy technical errors in the RFP process
- Establish a brief list of proposers eligible for interview after evaluation of written proposals
- Extend the deadline or accept late proposals under extenuating circumstances at its discretion
- Negotiate with any, all, or none of the proposers

### **Pre-Contract Expenses**

Pre-contract expenses are defined as expenses incurred by the proposer in 1) preparing its proposal in response to this RFP; 2) submitting that proposal to the City; 3) negotiating with the City on any matter related to this RFP; 4) any other expenses incurred by the proposer prior to the date of execution of the proposed agreement. The City shall not, in any event, be liable for any pre-contractual expenses incurred by the proposer in the preparation of their proposals.

### **Insurance Requirements**

The selected consultant will enter into a contract with the City defining the parties' roles and duties. The consultant will be required to maintain, at a minimum, the following insurance coverages, with the City listed as an additional insured:

- Commercial General Liability Coverage in the amount of \$1,500,000 each occurrence and \$3,000,000 annual aggregate.
- Workers' Compensation Insurance as required by Minnesota law and Employer's Liability Coverage.

### **Independent Contractor Status**

The selected consultant will be an independent contractor and nothing contained in any contract awarded shall be construed to create the relationship of employer and employee between the City and the Consultant.

### **Public Information**

Data submitted to the City in response to an RFP are private or nonpublic data until the responses are opened. Once the responses are opened, the name of the responder becomes public. All other data in a responder's response to an RFP are private or nonpublic data until completion of the evaluation process.

"Completion of the qualification process" means that the City has contracted with the selected Consultant. After the City has completed the evaluation process, all remaining data submitted by all responders are public except for trade secret data as defined and classified in Minn. Statute §13.37. A statement by a responder that submitted data are copyrighted or otherwise protected does not prevent public access to the data contained in the response. Proposals submitted in response to an RFP become the property of the City and will not be returned.