

COMPREHENSIVE PLAN UPDATE RFP

FOR

MADISON COUNTY

Madison County is seeking a consulting firm to assist in the update of our Comprehensive Plan. The most recent Community Plan was updated in 2002. Since then, much has changed in our county, an update is necessary which addresses the priorities of the public.

Madison County's population is now 16,548 according to the 2020 Census. Since it is near the metropolitan growth area of Polk, Dallas and Warren counties, Madison County is set for explosive growth, drawing those eager for a more rural lifestyle yet still within an easy commute from the metro. We intend to ensure that what draws people here is maintained and our county's uniqueness is preserved. It is with this in mind that we seek a contractor to assist us in crafting a new well-defined vision statement along with a comprehensive plan update to match the public's priorities.

Background

Over 10,000 years ago the Wisconsin glacier stopped its southerly advance just shy of what would become Madison County. This fact created the highly prized 'look' of the county. As part of the Southern Iowa Drift Plain our fertile soils, numerous water courses, biota, topography and resulting viewscapes differ significantly from counties to the north. The gifts that come with this landscape must be considered and protected in any potential land use changes.

Madison County has five watersheds comprised of four major rivers. Badger Creek Watershed and Cedar Lake Watershed are the two formally designated watersheds of the five. In 1961 Badger Creek was designated as a Subdistrict Watershed and established for siltation and flood control. Cedar Lake Watershed was established in to protect Winterset's drinking water source from elevated levels of nitrate and atrazine pollution.

Culturally, Madison County prizes its rich history. Populated by indigenous peoples prior to European settlement in the 19th century, they left behind evidence of their time on the landscape. Many designated sites of cultural and historical significance testify to their presence.

Madison County was formed on January 13, 1846. It has been self-governed since 1849. It was named after James Madison (1751–1836), the fourth President of the United States (between 1809 and 1817). The county has a total area of 562 square miles, of which 561 square miles is land and 1.2 square mile area is water.

Upon arrival, European settlers found inviting resources: abundant water, extensive oak woodlands, expansive open prairie, wildlife, deep fertile soils, and limestone. Surviving from the settlement period are twenty-four (24) pioneer cemeteries; multiple stone homes, outbuildings, and municipal structures; mines where limestone and coal were extracted; four confirmed Underground Railroad routes.

We are famous for our covered bridges, which were featured in the 1995 movie *The Bridges of Madison County*. Of the original nineteen (19) built only the following remain: Cedar Bridge (originally built in 1883, destroyed by fire twice and rebuilt twice), Cutler-Donahoe Bridge (1870), Hogback Bridge (1884), Holliwell Bridge (1880), Imes Bridge (1870), and Roseman Bridge (1883)

We have four major highways/roadways that traverse our county: Interstate 80, U.S. Highway 6, U. S. Highway 169, and Iowa Highway 92. The following counties are adjacent: Dallas County (north), Warren County (east), Clarke County (southeast), Union County (southwest), Adair County (west) and Polk County (northeast). There is only one highway tunnel in Iowa, Harmon Tunnel, through the neck of an incised meander of the Middle River in Pammel Park in Madison County. There is also railroad access on the NW corner of the county, running though the city of Earlham

There are eight (8) incorporated cities in our county: Bevington, Earlham, Peru, Macksburg, Patterson, St. Charles, Truro, & Winterset. Winterset is our county seat, and our courthouse is on the National Register.

Our County has experienced a 5.5% growth since the 2010 census, and 18% growth since the 2000 Census. We are seeing much of our recent growth in the rural areas in the NE quadrant of the county, which includes a Microsoft data center, annexation of land for residential use by West Des Moines, and acreage residences.

Madison County currently has one industrial Wind Turbine Project, located outside of rural Macksburg, consisting of 51 turbines. There is another proposed for outside Earlham with thirty (30) turbines but there are no plans for future development. There is no industrial solar currently.

Scope of work

The goal of this update is to plan for the next 20 years. The plan will guide land use development as well as any public investment decisions to protect the health, safety, natural resources, and quality of life for the residents of the county. The selected firm will work with the county's comprehensive planning committee as well as county staff to create an update that reflects the priorities of the county, including our tourism.

For budgeting purposes, the county requests qualifications for both the applying entity and personnel who will be involved with the project along with itemized fees for all services listed in the RFP response. The requested services shall cover all phases of the work to update the Comprehensive Plan and will include a response for each of the following aspects of the plan:

1. Public Involvement and Participation

The board of Supervisors began the process in the summer of 2021 by seeking public input on what they wanted the future of the county to be. Three public forums were held in the summer, public surveys were done during the County Fair, and a special email was created to provide opportunities for additional public input. After this, a Comprehensive Planning committee was created, consisting of appointed members of the public and county staff, with one of the Supervisors acting as facilitator, to discuss public feedback and plan next steps.

As a result of these meetings, as well as feedback given in earlier 2017 surveys done by Heart & Soul, four main priorities of the public were determined for our county, so the Committee created subcommittees to specifically address and research each of these topics to provide a framework for the consultant to use for the update. These four priority topics were: Agriculture Preservation, Historic Preservation, Conservation of Natural Resources and Growth and Development. These four priorities shall provide the foundation of the plan, and the committee shall provide the topic outline of each from which to work.

There will still be public involvement and participation later in the planning process when the update is close to being finalized. At minimum there should be five separate meetings, located to maximize participation countywide, including a remote electronic option at each, to solicit public input on the initial draft prior to finalizing for presentation to the Board of Supervisors for review, with potential additional attendance at any committee or subcommittee meetings as required. The consultant should also expect to maintain minutes/notes from meetings, receive extensive and ongoing input into the plan update from the Comprehensive Planning Committee, as well as for scheduling the public forums. A county-wide public information plan should be created and conducted from now through update completion.

2. Developing the County's Vision and Identity

Using this public input, as well as the existing 2002 comprehensive plan, county policies and the framework provided by the comprehensive planning committee, the consultant must outline in the county plan a broad and consensus "vision" for Madison County. Expertise in comprehensive plans for rural counties is required, and past plan examples should be provided.

3. Land Use & Conservation

The Comprehensive Plan will frame land use objectives from the perspective of preserving the County's agricultural resources, natural beauty, outdoor recreation, cultural and historical sites, and viewsheds. Future development should be within existing cities and in areas with less productive agricultural soils, and where there is existing infrastructure, or it is near a paved roads. The four Core Priorities (Agriculture Preservation, Historic Preservation, Conservation of Natural Resources and Growth and Development) should inform the foundation of this plan. In addition to land use, the Comprehensive Plan should provide a snapshot of Madison County through a community and natural resources profile.

The Plan will also include inventories of the following:

- preservation/conservation land and easements
- historical sites
- sites of local importance such as bridges and cemeteries, watersheds
- significant infrastructure such as roads, parks, buildings, and public services.

Any other inventories must be completed at the direction of the committee or Supervisors. We would also like to include a primer on land use development tools the County has at its disposal to assist in implementing the county vision. Residents of Madison County shall expect that the governmental leaders of Madison County will use these elements to guide decisions.

4. Zoning

The comprehensive Plan should clearly guide and inform any changes to existing ordinances or passage of new ordinances, as well as strategies for implementation, to ensure that the vision of the public is followed.

5. Housing

The plan will describe the current housing mix and trends, how it has evolved over time, and how to guide future zoning changes to ensure it complies with the comprehensive plan

6. Commercial Development

The plan will describe the current commercial mix and trends, how it has evolved overtime as well as any noted outliers, and how to guide future zoning changes to ensure it complies with the comprehensive plan. Large scale, multi acreage, commercial development should be encouraged to remain within incorporated areas in order to avoid conflict with the four Core Priorities above.

7. Industrial Development

The public is largely opposed to rural large scale, multi-acreage, industrial development, including industrial wind and solar energy plants, as it is believed it would conflict with the four Core Priorities above, and therefore should be prohibited in the plan. Industrial development should be encouraged to remain within incorporated areas.

PROJECTED TIMETABLE:

RFP posted and sent to potential Consultants.....	4/29/22
Notice of intent to bid Due (optional)	5/10/22
Follow up Questions Due	5/24/22
Answers to Questions posted/provided to bidders.....	6/3/22
Proposals Due	6/24/22
Proposals Viewed by Supervisors & Committee	6/28/22
Interviews or Presentations (if Necessary)	7/5/22
Board Selection.....	7/12/22
Notice to Proceed.....	7/12/22

CONSULTANT GENERAL EXPECTANCIES AND RESPONSIBILITIES

The selected consultant will work under the direction of the Board of Supervisors, Zoning Administrator, or as designated, the Comprehensive Planning Committee, and will be responsible for the following items:

- Management of all aspects of the comprehensive plan process
- Drafting and Preparation of plan documents, graphics, inventory data, mapping using current GIS technology, and other support services outside of what the county can provide.
- Data Collection, analysis, and presentation
- Organization and facilitation of public meetings, including documentation of minutes for initial draft, and later drafts if deemed necessary by the Comprehensive Planning Committee
- Budgeting Project funds
- Monthly presentations to the Comprehensive Planning Committee \ Documentation of discussions that occur based upon any Comprehensive Planning Committee meetings that the firm attends

- Monthly written status updates
- All documents and final reports shall be presented in digital format for archiving and reproduction

The RFP does not obligate Madison County to a contract to any firm, nor pay any cost incurred in the preparation of proposals submitted in response to this request. Madison County reserves the right to accept or reject any or all proposals received as a result of this request. All information and material submitted in this request will become the property of Madison County.

Please include the following in your proposal:

1. Official name and principal officers of your firm
2. Location of your firm with telephone, email addresses and fax numbers
3. Most recent business audit and/or annual report
4. Provide the resumes or CVs along with the names of the project manager, project team and other key personnel who would be assigned to this project
5. List all services in addition to those listed that you believe would be required for each component of the project
6. Elaborate on your firm's expertise in each area of service to be provided, including work on rural county comprehensive plans (pop. under 17k)
7. Provide a minimum of two example plans that the firm has written
8. Description of any special procedures or unique processes used by your company for work of this nature
9. Listing of similar contracts your company has had with other counties or state agencies with names of representatives whom the County may contact relative to qualifications of your firm to perform this type of work
10. Furnish a narrative stating why the Madison County should consider your firm the best qualified for the performance of this work
11. Detailed budget and budget narrative that outlines all work necessary to complete the preparation of the Comprehensive Plan including any a la carte options
12. Project timetable for initiating and completing work.

Five hard copies and one electronic copy of the proposal shall be submitted to the Primary Contact listed below. The submittal shall be limited to forty (40) pages of material. Upon receipt of the proposals, the Board of Supervisors, with advice from the Comprehensive Planning Committee, will select a short list of consultants with whom to begin the final selection. If interviews or presentations are necessary, consultants will be notified of the time they are to be held. Selecting a consultant to perform the prescribed work will be determined at a board of Supervisors meeting. Following that, a mutually agreeable contract with the firm(s) considered best qualified will be negotiated. This contract will be subject to approval by the Board of Supervisors after review by the County Attorney.

For your firm to be considered, all final proposal information must be submitted to the office of the primary contact no later than the due date shown above. Proposals received after this deadline will not be considered. Any consultant desiring an explanation or interpretation of this RFP must request it in writing. For documentation reasons, these requests must be sent as an email to futuremadison@madisoncounty.iowa.gov if they are to be acknowledged. We will then respond to all interested consultants via email. Thank you for your consideration of this project.

Madison County Primary Contact:

Supervisor Heather Stancil

112 North John Wayne Drive

Winterset, Iowa 50273

Contact email: hstancil@madisoncounty.iowa.gov