



**Request for Proposals  
2016 Comprehensive Plan Update  
Town of Snowmass Village, Colorado**

**Release Date: June 22, 2016  
Proposal Submittal Deadline: July 20, 2016 by 5:00 PM**

<http://co-snowmassvillage.civicplus.com/bids.aspx>

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# Section 1: Introduction

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## Purpose

The purpose of this Request for Proposals (RFP) is to receive competitive proposals from qualified planning individuals and consultant teams (hereinafter referred to in the singular as “consultant”) who are interested in carrying out a comprehensive update to the Snowmass Village Comprehensive Plan (“Plan Update”), which was last adopted in 2010. The Plan Update should provide vision and policies that will guide the Town’s future land uses and will incorporate plans currently underway. A Plan Update will assist Town staff, Planning Commission, Town Council, and its advisory committees to gauge the direction that citizens and various other stakeholders within the community would like to see the Town move towards. The Plan Update must provide guidance to the Town on how to appropriately implement new development and redevelopment within the community while also meeting the service demands that come with community growth.

## History and Background

The Town of Snowmass Village is located in Pitkin County off of Colorado Highway 82 in the Roaring Fork Valley, approximately 8 miles northwest of the City of Aspen. The total incorporated area of the Town is 25 square miles, and there is an estimated population of 2,889 (DOLA, 2014). In December of 1967, Snowmass-At-Aspen opened as the nation’s first fully ski-in, ski-out resort with five chairlifts, 50 miles of ski trails, seven hotels, and six restaurants. The Town has since evolved into a year-round community with a resort. Snowmass Village was incorporated in 1977, and will be celebrating its 40<sup>th</sup> year of incorporation in 2017.

Skiing and snowboarding are the most dominant economic activities in Snowmass Village. Snowmass Mountain is ranked as the second largest ski area in Colorado comprising 3,332 acres with the most vertical elevation descent of all ski areas in Colorado. Snowmass Tourism (a Town department) has focused its efforts to specifically enhance the summer events to increase occupancy in Snowmass Village during the summer. Flagship events such as the Free Concert Series, Snowmass Rodeo, Snowmass Wine and Balloon Festival and Jazz Aspen Snowmass Labor Day Festival have set precedence that Snowmass Village is a perfect host for special events. Summer also offers an array of activities that include hiking, white water rafting, jeeping, ballooning, horseback riding, and biking. The Aspen Skiing Company, in partnership with the Town’s Parks and Trails Department, have actively been expanding the on and off mountain trails for mountain biking in order to propel Snowmass Village to the forefront of this increasingly popular recreational activity.

In addition, Snowmass Village offers several unique community amenities that set it apart from other communities, including the Snowmass Club Golf Course, an 18-hole semi-private course, and the well-appointed Snowmass Village Recreation Center in Town Park. The Snowmass Village Town Hall was constructed in 2006 and is located next to the Snowmass Center which provides local services such as a grocery store, postal services, a gas station, and bank. A large mixed-use project known as Base Village broke ground at the base of Snowmass Mountain in 2006. After stalling during the recession in 2008, the current developer was approved in 2015 to move forward with the next phase of development.

Infrastructure improvements in preparation for phase 2 construction, including two roundabouts, are currently underway.

The Town is also unique in that it has three commercial nodes: the new Base Village, the Snowmass Center, and the Snowmass Mall, often referred to as West Village. Developing strong connectivity between the commercial nodes and further enhancing recreational areas and their connectivity throughout town is an important goal of the Town and Comprehensive Plan. The Town anticipates steady growth in the coming years, but is currently 90% built-out. Redevelopment is an expected opportunity for updating of aging condominiums and mixed-use areas throughout the Town.

## Section 2: Scope of the Project

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### Expectations

The Plan will guide decisions affecting the physical development and redevelopment within the Town's planning area. The process for the Plan Update will be critical to its success and must ensure that the final document reflects the desired vision for the community as determined by citizens, developers, land owners, business leaders, second-homeowners, appointed and elected officials, and other stakeholders through community participation. The Plan will be a guiding document that reflects the community's unique natural character and provides a clear process, together with specified objectives and policies, of how the Town can build upon its strengths while becoming more economically resilient.

### Services

The services provided by the chosen consultant will include, but not necessarily be limited to:

1. A thorough evaluation of and recommendations for modifications to the existing plan, including its vision statement, guiding principles, goals, policies and elements.
2. An analysis and incorporation of relevant data and trends related to population, employment and housing forecasts.
3. An effective steering committee and public participation process to ensure community involvement in the Plan Update process. A proposed schedule of steering committee meetings, open houses and public meetings shall be proposed by the consultant at key points in the process.
4. Effective coordination with staff, Planning Commission, and Town Council. The consultant will assist with the creation of a Comp Plan Steering Committee composed of the Planning Commission, Town Council and other community representatives.
5. Recommendations and a plan for integration with other relevant plans and initiatives adopted by the Town. A list of plans currently underway to be integrated are included in this Section 2.
6. Development of feasible and fiscally responsible recommendations as determined by the Plan Update process.
7. Development of a sound economic development strategy that strengthens tourism while minimizing impacts from economic downturns and seasonality within the Village.
8. Re-evaluation of the land use map and land use types and how they function with the existing zone districts adopted by the Town, as well as potential future zone districts, if any.

9. Further clarity on the appropriate mix of development within the identified Comprehensively Planned Areas (CPAs, as defined in the 2010 Comprehensive Plan), especially the Rodeo Grounds/Entryway CPA, Snowmass Center CPA and West Village-Mixed Use CPA.
10. The development of a final Comprehensive Plan that will be relevant to the needs of the Town and respects the culture and vision of the stakeholders and citizens of Snowmass Village.
11. General recommendations on appropriate changes that should be made to the Land Use and Development Code to make it consistent with the Plan Update.

These are general requirements for the Plan Update and are not intended to be a comprehensive list of tasks and deliverables. It is expected that the chosen consultant will provide the Town with more specific recommendations for approaches, tasks and deliverables based on their experience and expertise from past work on comprehensive plan projects.

### *Community Involvement in Decision Making*

The Town of Snowmass Village puts strong emphasis on ensuring participation of citizens in every stage of decision making. Participation of citizens, developers, land owners, business owners, second homeowners, appointed and elected officials, and other stakeholders throughout the community is paramount to success of the Plan Update; therefore, the Town will place a strong emphasis in the selection process in choosing a consultant that has strong facilitation skills with respect to the open house and public meeting process. The selected consultant will be responsible for organizing and either leading or co-leading public meetings with Town staff.

### *Existing Plans*

The Plan Update should coordinate with other plans of the Town of Snowmass Village, so that all of the plans in the Town are mutually supportive and consistent with one another. These plans include:

- Snowmass Village Community Connectivity Plan (2016)  
<http://www.snowmassrecreation.com/328/CCP-Project>
- Snowmass Village Parks, Open Space, Trails and Recreation Plan (2016)  
<http://www.snowmassrecreation.com/329/POSTR-Master-Plan>
- Environmental Sustainability Plan (2009) <http://www.tosv.com/DocumentCenter/View/11>
- Snowmass Arts Advisory Board Strategic Plan (2016—not yet completed)

Project information and status of the above plans can be found at the links provided.

## Products and Deliverables

Some of the deliverables to be included with the Plan Update are expected to be, but not limited to the items below. Other areas of emphasis may be identified during the Plan Update process.

### *Comprehensive Plan Document*

A completed Plan Update document that incorporates the required information outlined under the Services subparagraph found in Section 2 of this document. Consultant shall provide one (1) unbound copy and 25 bound copies of the final Plan document to the Town, including graphics. The consultant shall

also provide (1) electronic submission of the Plan document, including attachments and other graphics, in an editable format commonly used by the Snowmass Village Community Development Department.

The Town will also require that drafts of the Plan be provided for review at the completion of various key phases of the project. The timing and number of copies to be submitted will be mutually agreed upon between the consultant and Town staff as the project moves forward. It should be noted that most Town staff and community members are used to accessing electronic documents in Snowmass Village, but some paper copies will need to be available.

### *Transportation and Parking Analysis*

Snowmass Village was born as a ski-in ski-out resort with free shuttle service that boasted to its guests that they could leave the car behind. Today, the Village Shuttle continues to provide free transportation on both fixed routes and through on-demand service that reaches most areas of the Village and interfaces with the Roaring Fork Transit Agency (RFTA—the State’s second largest transit system) to provide free regional service into Aspen and low cost service to Glenwood Springs and beyond. One of the community’s goals is to continue encouraging guests to leave their cars at home by providing multi-modal transportation improvements and amenities to minimize the impact of automobiles in the community. An analysis of all of our transportation modes (including the enhancement of the aerial “skittles” system or alternatives to other areas of the community), parking opportunities and a “person trip” analysis that relates to our maximum skier days, must be included as a part of the Plan Update. The chosen consultant must ensure they coordinate the Plan Update land use policies with appropriate transportation policies that reduce the need for autos in the Village.

### *Employee Housing Analysis*

The Town has had an aggressive workforce housing program that has resulted in over 500 units being available to employees working in the Village as rental or for-sale housing. As much of this housing stock has aged over the years, the Town is currently upgrading units to extend their life. As part of the Plan Update, the consultant should provide a comprehensive analysis of our job generation rates, employee mitigation, and workforce housing and provide recommendations and identify new programs, opportunities and current underutilized resources to create more workforce housing to serve the community. A future demands analysis that will evaluate the impact of employees retiring in workforce housing will also need to be addressed.

### *Sustainability and Environmental Analysis*

The consultant should evaluate policies and programs and provide recommendations on strengthening our stewardship of the natural environment while allowing appropriate development that is consistent with our green initiatives.

### *Urban Design*

Although there were seven Comprehensively Planned Areas identified in the 2010 Plan with policy direction, little design work was completed to help the community visualize what these areas could look like if redeveloped. It is expected that a minimum of three CPA’s will require further clarity of policy through visualization and sketches that promote the type of development desired by the community.

### *Economic Analysis*

The Town's economic engine is tourism led by winter sports (skiing/snowboarding) and summer special events, festivals and biking. A comprehensive economic analysis of the Town's resources and expenses with future projections should be included in the Plan Update. In addition to the economic analysis for the Town government, a broad based economic development plan that will identify opportunities to strengthen tourism and other economic engines in order for the Town to become more economically resilient, will be needed. The Town does not have an Economic Development department, but understands that economic development is important to sustaining a healthy local economy. The chosen consultant should understand the value that winter sports, the arts and festivals bring to the Village, but should be able to recommend a more well-rounded economic development strategy and identify additional necessary infrastructure that may be needed to support tourism and business and make Snowmass Village a more economically-balanced community.

### *Community Engagement Tools*

The chosen consultant will be expected to assist the Town staff with developing and implementing community engagement tools that should foster public outreach and citizen participation. The Town of Snowmass Village website should be used in disseminating information related to the Plan Update, while providing avenues for feedback that can be incorporated into the Plan Update. The consultant should also collaborate with Town staff to utilize social media to keep the public informed on the Plan Update process. Other public input outreach methods should be recommended by the chosen consultant, such as meetings, mailings, phone apps, questionnaires and specialized websites and the firm should implement these outreach efforts or assist Town staff with their implementation. In addition, the consultant shall provide assistance to the Town with the development of a Plan Update Steering committee.

### *Meetings and Presentations*

The consultant is expected to attend key meetings with Town staff, citizens, developers, land owners, business leaders, second homeowners, appointed and elected officials, and other stakeholders. The consultant will prepare and conduct key presentations as appropriate. The Town is equipped to conduct virtual meetings with the consultant when appropriate to save travel time and expense.

### *GIS Data*

Relevant GIS data and digital map documents used in the creation of maps and other supporting documentation in the Plan Update shall be provided to the Town at the end of the project. GIS data formats and standards shall be created in consultation with Snowmass Village's GIS team to ensure the data can be used later in Town operations. Relevant metadata, if applicable, shall be created and provided to the Town as well.

## Section 3: Proposal Requirements

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### Proposal Submission Requirements

The consultant shall submit one (1) unbound original, eight (8) copies and one (1) digital copy of the proposal submittal. The Town encourages the use of recycled paper products and double sided print. The Town discourages the use of plastic products including three-ring binders, plastic folders, etc. for all submissions.

The deadline to submit proposals is no later than **Wednesday, July 20, 2016 at 5:00 PM.**

The proposal submittal should be submitted in an envelope labeled “2016 Comprehensive Plan Proposal” and delivered to:

Chase Anderson, Town Planner  
Town of Snowmass Village  
Community Development Department  
130 Kearns Road (if by Fed-Ex or similar)  
PO Box 5010 (if by US mail)  
Snowmass Village, CO 81615

### Proposal Format

Proposals should contain the following information:

1. Title Page. Provide the name of your firm, address, telephone and name of contact person on a title page.
2. Letter of Transmittal. Provide a complete statement regarding the understanding of the project and your interest in working with Snowmass Village on the Plan Update. The transmittal letter shall be signed by a duly authorized officer or agent empowered with the right to bind the consultant submitting a proposal for consideration.
3. Firm Background. Provide information on the size, location, available resources and brief discussion on past experiences related to updating comprehensive plans, transportation plans, workforce housing and other policy documents.
4. Project Team. Identify the project team (including sub-consultants and associates) and provide a statement of qualifications for each individual, including information such as: education, professional registrations, area of expertise and years of service in their respective field.
5. Work Samples. List and provide in electronic format only (either a webpage link to the document or other electronic format) three (3) examples of comprehensive plans or other applicable writing samples recently completed by the firm or team members.
6. Methodology and Approach. Provide a description of the method and approach your firm intends to utilize in order to complete the Plan Update.
7. Understanding of Snowmass Village. Provide information that demonstrates your understanding of the Town of Snowmass Village generally and the unique issues facing the Town specifically. Identify how the Town’s background and issues will impact the methodology and approach to the Plan Update.



8. Timeframe. Include a detailed phasing and task list and estimated completion time of each task. Provide an estimated start date and completion date of the Plan Update, based on an estimated consultant selection date of early August, 2016.
9. References. Submit names, e-mails and telephone numbers of other municipal officials that we may contact to verify performance on projects recently completed by the firm as identified under the Firm Background section of the proposal submittal.
10. Verify Firm Capacity. Provide a statement verifying your ability to begin work on the Plan Update and complete the tasks within the timeframes identified in the Methodology and Approach section of the submitted proposal based on your firm's current work load and capacity.
11. Cost Breakdown. Submit a not-to-exceed cost breakdown of the Plan Update process, including total travel and material expenses as separate line items, for the work identified by the consultant in the Methodology and Approach and Timeframe sections of the proposal submittal.
12. Proposer Information Sheet. A completed Authorization Form, in the form attached to this RFP must be enclosed with all proposals.
13. Supporting Information (Optional). Provide other supporting information you feel may help us further evaluate firm qualifications and fit for completing the Plan Update.

## Tentative Schedule

The tentative schedule for this Request for Proposals is as follows:

- |   |                              |
|---|------------------------------|
| • Release of RFP:                           | June 22, 2016                |
| • Deadline for Questions:                   | July 8, 2016                 |
| • Question Responses and/or Addenda to RFP: | July 13, 2016 by 5:00 PM     |
| • Proposal Submission Deadline:             | July 20, 2016 at 5:00 PM     |
| • Selection Committee Reviews Complete:     | Late July/Early August, 2016 |
| • Schedule Consultant Interviews:           | August 4-5, 2016             |
| • Selection of Preferred Consultant:        | August 10, 2016              |

## Questions

The deadline for questions regarding the proposal is July 8, 2016. Questions can be directed to Chase Anderson, Town Planner by e-mail only at [canderson@tosv.com](mailto:canderson@tosv.com). Responses to questions and/or addenda determined to be required by Town staff to further clarify this RFP will be posted to the Town's RFP webpage at <http://co-snowmassvillage.civicplus.com/bids.aspx> no later than July 13, 2016 at 5:00 PM.

## Section 4: Evaluation and Consultant Selection

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### Selection Process

The Town will follow the process below to select the consultant for the Plan Update:

1. Each proposal submitted within the deadline will be reviewed to ensure whether all required materials have been submitted according to the guidelines set forth in this RFP. All proposals that do not meet minimum requirements will be rejected.
2. A review group will be assembled to serve as the Plan Update Selection Committee and review the submitted RFPs based on predetermined evaluation criteria, as identified later in this Section. The qualifications of each consultant and all submitted materials will be evaluated for compliance with the requirements and conditions contained in this RFP.
3. After the Plan Update Selection Committee completes its evaluation of the submitted proposals, it will narrow down the proposals to a “short list” of consultants selected to take part in an interview process. This interview process will include a brief presentation by the consultant and a question and answer session led by the Plan Update Selection Committee. All costs related to the interview process will be the responsibility of the consultants being interviewed.
4. The Plan Update Selection Committee will be responsible for selecting the consultant. The Town reserves the right to modify the scope of the project as necessary to fit the needs of the community.

### Evaluation Criteria

1. Project Team Qualifications and Experience
2. Proposed Methodology and Approach
3. Understanding of Snowmass Village
4. Timeframe and Completion Date
5. Proposed Fees and Costs

## Section 5: Additional Information

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### Consulting Agreement

A consulting agreement in a form provided by the Town shall be executed by the Town Manager and a duly authorized officer or agent of the chosen consultant prior to commencing any work related to the Plan Update or any other work requested in this RFP. Minor changes that do not affect the substance of the agreement provided may be considered prior to finalizing the agreement. At the time of entering into an agreement, the consultant must submit proof of compliance with the “Illegal Alien” Provisions of C.R.S. 8-17.5-101, *et seq.*

## Insurance

The consultant chosen by the Town to perform the Plan Update shall provide Town with a certificate of insurance naming Town, including the Town Council, employees and agents, as additional insured with an insurance company, types of coverage and amounts of coverage that are acceptable to the Town.

## Acceptance of Terms

Submission of a proposal indicates acceptance by the consultant of conditions contained in this Request for Proposals. Note that all proposal submissions are subject to State and Federal open records laws.

## Reference Materials

Additional information about Snowmass Village is provided at the following websites:

[2010 Comprehensive Plan](#) – 2010 Snowmass Village Comprehensive Plan

[Community Profile](#) – Most recent Community Profile demographics (will be updated throughout the project)

[Base Village](#) – Base Village Amended PUD Application

[www.gosnowmass.com](http://www.gosnowmass.com) – Snowmass Village Tourism Website

[Community Connectivity Plan](#) – Community Connectivity Draft Plan

[Parks, Open Space, Trails and Recreation Plan](#) – POSTR Plan Description

[Recreation Center](#) – Snowmass Village Recreation Center Website

[Snowmass Transit](#) – Snowmass Village Transportation Website

# Request for Proposals Authorization Form

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The undersigned certifies that they have fully read this Request for Proposals (RFP) for an update to the Snowmass Village Comprehensive Plan. The undersigned further states that they have carefully examined the criteria for updating the Comprehensive Plan, and all other information furnished in the RFP, and make this proposal accordingly. The undersigned declares that they are making this proposal solely based upon their own knowledge and that they are duly authorized to submit this proposal. Undersigned affirms that in the event they are awarded the Comprehensive Plan update project, that they will enter into a Consulting Agreement with the Town to perform the work in accordance with the terms for updating the Comprehensive Plan as specified in the Request for Proposals.

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Signature of Duly Authorized Representative

Date

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Printed Name

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Business Name

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Business Address

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Telephone Number

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E-Mail Address