



**Town of Yemassee  
Request for Proposals  
for  
Professional Services  
COMPREHENSIVE PLAN UPDATE**

**1. PURPOSE**

The Town of Yemassee is accepting proposals to prepare an **UPDATE OF THE TOWN OF YEMASSEE 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 the services described herein.

An updated Comprehensive Plan (plan) will provide a new vision for the Town of Yemassee (Town). Initially adopted by the Town in 2011, the Comprehensive Plan was last amended in 2015. The Comprehensive Plan shall comply with the South Carolina Local Government Comprehensive Plan Enabling Act of 1994, as amended, and will serve as the overarching policy document that directs the Town over the next ten (10) years. Adoption of an updated Comprehensive Plan should occur no later than November 2022. The approved budget for this project is \$40,000.

**2. BACKGROUND**

**A. Town of Yemassee**

Considered to be the heart of the South Carolina Lowcountry region, the growing Town of Yemassee is bisected by Beaufort and Hampton Counties. Both Colleton and Jasper County borders are nearby. In 2010, the Census showed a population of 1,027, but the Town is growing. Today, aided in part by the annexation of over 150 properties in 2018-2019, the population has grown to over 1,500 with most residing in Hampton County portions of the Town.

The Town of Yemassee is named for its local Native American history, and is surrounded by the beauty of the Lowcountry natural environment with Revolutionary and Civil War historic sites.

Also nearby is the Auldbrass Plantation designed by Frank Lloyd Wright, which was listed with the National Register of Historic Places in 1976. A more recent unique feature is the Town’s Amtrak station, which serves as a principal rail access point for the Lowcountry region.

To address the needs of this growing community, the Town seeks to update its Comprehensive Plan with a vision to guide its next steps in policy and planning over the next ten years.

**B. Town Organization and Stakeholders**

It is anticipated the following Town Officials and Stakeholders will have responsibilities for this project similar to the chart below.

Stakeholders	Responsibilities
Town Council	<ul style="list-style-type: none"> <li>• Establishes scope, process and funding for the project</li> <li>• Provides overall guidance.</li> <li>• Reviews and evaluates the Comprehensive Plan recommendation of the Planning Commission.</li> <li>• Conducts the required adoption process.</li> <li>• Adopts an updated Comprehensive Plan.</li> </ul>
Planning Commission	<ul style="list-style-type: none"> <li>• Provides assistance with the update process as directed by Town Council.</li> <li>• Provides a Comprehensive Plan recommendation to Town Council.</li> </ul>
Town Staff	<ul style="list-style-type: none"> <li>• Manages the administrative and logistical aspects, including consultant team oversight.</li> <li>• Manages the public outreach effort in conjunction with the consultant team.</li> <li>• Facilitates meetings with Town staff and other staff from applicable governmental and partner agencies.</li> <li>• Works with the Stakeholders Groups in conjunction with the consultant team.</li> <li>• Provides a staff recommendation on the Comprehensive Plan to the Planning Commission.</li> <li>• Assists the Planning Commission with its Comprehensive Plan recommendation, as needed.</li> </ul>
Stakeholder Groups	<ul style="list-style-type: none"> <li>• Represent diverse and identified community interests.</li> <li>• Participate in focused discussion/input sessions around key topics</li> </ul>

Stakeholders	Responsibilities
	related to the update process.
General Public	<ul style="list-style-type: none"> <li>Residents, business owners, property owners and interested citizens to assist or provide feedback as appropriate.</li> </ul>

### 3. SOLICITATION TERMS AND CONDITIONS

#### SCOPE OF SERVICES

The Town intends to award one contract to the most highly qualified firm to provide the below Scope of Services. The anticipated work and deliverables to be provided through this RFP includes the following, which may be revised during the planning process:

#### **A. Research, Review and Summary of Data and Existing Conditions**

The selected consulting team shall gain familiarity with the Town of Yemassee’s existing Comprehensive Plan and Zoning Ordinance, economy, demographics, development trends, history, transportation, environmental characteristics and conditions, cultural resources, and land use. Town Staff will assist with obtaining information and resources; however, the selected consulting team should anticipate supplementing data collection with independent research to provide the most accurate baseline data for the Town.

From this data collection, the selected consultant team will compile an Existing Conditions Report for the Town of Yemassee with notation on how conditions apply to the current Comprehensive Plan. This information will serve as the basis for preparing the following required plan vision and elements as defined in the Comprehensive Plan Enabling legislation.

#### **B. Community Engagement**

Public involvement is very important to a Comprehensive Plan. The plan update process must be inclusive of all residents, property owners, business owners and other stakeholders who may have an interest in planning for the future of the Town. It is expected that engagement may include in-person or virtual options for engagement as directed by Town staff out of consideration for COVID-19 conditions if necessary.

The following benchmark public meetings should occur. They include:

1. **Comprehensive Plan Update Kick-off / Introduction and Visioning**

This meeting is intended to kick-off the planning process, educate about the purpose of the Comprehensive Plan, and provide an overview of the State requirements and how the Comprehensive Plan will be used. A visioning session may be conducted at this time or as a separate meeting. See Section C below.

2. **Existing Conditions Overview** It will also provide an opportunity to share the results of the Existing Conditions Report and public visioning session.

3. **Identifying Goals and Policies**

Based on the Existing Conditions Report, stakeholder and public visioning meetings, and public comments, deficiencies with the current Comprehensive Plan and community needs will be discussed, which will shape goals, policies and actions to be taken to prepare a draft Comprehensive Plan.

4. **Presentation of the Draft Comprehensive Plan and Adoption**

The draft Comprehensive Plan will be presented to the Planning Commission for their recommendation. Refinements may be required after this meeting. The Comprehensive Plan will be presented to the Town Council following Town requirements for the adoption process.

In addition to these meetings, other community meetings, workshops and stakeholder meetings may be required. While the selected consulting team will be responsible for meeting content, preparing for and delivering the presentation (whether in-person or virtually), the team will work with Town staff to coordinate messaging and technical support.

**C. Visioning and Plan Development**

Conduct one (1) public visioning session, which may be done concurrently with the project kick-off session. With the completed Existing Conditions Report, the selected consulting team will develop a vision for the Town with the assistance of stakeholders (in a format to be determined with the assistance of Town Staff). During this process, the most urgent community issues and challenges should also be identified.

Using this information, the selected consulting team, stakeholders and Town Staff will work collaboratively to develop goals and implementation strategies for the Comprehensive Plan that will achieve the vision for the Town over the next ten years. This may require multiple work sessions and will result in a draft plan.

#### **D. Plan Refinement**

Finalize the draft Comprehensive Plan, including all maps, graphics, text and other items to be included.

#### **E. Preparation and Publication of a Draft Plan**

The Comprehensive Plan must include the following, which includes the requirements as specified by the South Carolina Local Government Comprehensive Planning Enabling Act of 1994. The selected consulting team is responsible for ensuring the Town of Yemassee Comprehensive Plan is compliant with the latest legislative requirements, as amended.

1. Executive Summary
2. An overview of the Town of Yemassee, to include a brief history
3. An inventory of existing conditions
4. The following elements, or as required by legislation:
  - Population
  - Economic Development
  - Natural Resources
  - Cultural Resources
  - Community Facilities
  - Housing
  - Land Use
  - Transportation
  - Priority Investment
5. For each element, provide a statement of needs, goals and objectives.
6. For each element, provide implementation strategies and a timeline.

#### **MINIMUM QUALIFICATIONS**

To be considered for this project, the prime firm that would engage in a contract with the Town of Yemassee must meet the following criteria:

1. Licensed to practice in South Carolina
2. Familiarity with the South Carolina Lowcountry region
3. Demonstrated experience in local and regional planning
4. Demonstrated understanding of the South Carolina Local Government Comprehensive Planning Enabling Act of 1994

#### **PROPOSAL TO INCLUDE**

1. Project Team Qualifications: List key personnel for the project, their role on the project team, and their relevant qualifications and experience.

2. Project Understanding & Approach: Describe your understanding of the project requirements and your firm's approach to the project.
3. Schedule: Provide your proposed schedule for completing the project, your firm's current workload, and evidence of your firm's ability to meet project schedule and budget requirements.
4. Relevant Experience: Describe projects completed in the last 5 years that demonstrate relevant experience of the proposed project team members, including contact information for references.
5. Fee: Provide an itemized Cost of Services for the Scope of Work described above. Sub consultant fees, if needed, and other reimbursable expenses shall be included in the item to which they pertain.

**METHOD OF AWARD**

Each firm that meets the minimum qualifications will be ranked according to the following criteria:

- Relevant Experience: 0-30
- Project Understanding and Approach: 0-20
- Ability to Meet Time and Budget Requirements: 0-25
- Project Team Qualifications: 0-15
- Cost of Services: 0-10

The ranking system above will be implemented such that each firm will have a discrete and unique rank for each of the above criteria. Interviews are anticipated.

The Town will conduct interviews, select the highest ranked firm, and begin negotiations with that firm regarding scope, schedule, and cost of services. If negotiations with the top ranked firm are unsuccessful, the Town will discontinue the negotiations and begin negotiations with the second highest ranked firm.

Five (5) copies of the proposals shall be submitted by 5:00PM on November 4, 2022. Proposals must be submitted in a sealed envelope and include the firm's name and project name to the following address:

Town of Yemassee  
Attn: Matthew Garnes, Town Clerk  
101 Town Cir  
Yemassee, SC 29945-3363

The Instructions to Respondents, general terms and conditions applicable to this Request for Proposal are available from:

Town of Yemassee  
Attn: Matthew Garnes, Town Clerk  
101 Town Cir  
Yemassee, SC 29945-3363

The Town of Yemassee reserves the right to reject any and all proposals, and to award a contract that is most advantageous, and in the best interest of the Town.