



# REQUEST FOR PROPOSALS

## Municipal Campus Master Plan

Requisition No. \_\_\_\_\_

The City of Foley is soliciting Request for Proposals (RFPs) from qualified consulting firms to prepare a comprehensive Municipal Campus Master Plan for City-owned properties and facilities – east of McKenzie Street, south of Section Ave., west of Juniper St., and north of Myrtle Ave. This planning effort is intended to evaluate existing conditions and guide future decisions regarding new construction, renovation, demolition, future acquisition needs, and potential reuse of City assets. The Master Plan will address facility needs, parking and circulation, walkability and ADA accessibility, streetscape and landscaping, lighting, way-finding, and overall campus identity. The goal of the project is to establish a cohesive, functional, and visually unified municipal campus that supports efficient City operations, enhances public access, and aligns with Foley’s long-term vision, values, and growth objectives.

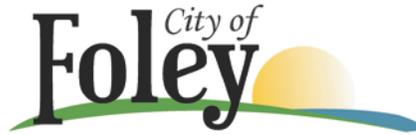
Requests for Proposals (RFPs) will be received by the City of Foley at Foley City Hall, 407 East Laurel Avenue, Foley, Alabama, 36535 or P.O. Box 1750, Foley, AL 36536 until \_\_\_\_\_ p.m., on \_\_\_\_\_, 2026.

Information regarding the RFP may be obtained at Foley City Hall, 407 East Laurel Avenue, Foley, Alabama 36535, by calling (251) 943-1545, or, the RFP may be downloaded from the City’s website at <http://www.cityoffoley.org>.

To be eligible for consideration, RFPs must meet all requirements contained in the Request for Proposal (RFP) package. It shall be the sole responsibility of the company submitting an RFP to assure receipt of the RFP at Foley City Hall prior to the published time.

The City of Foley reserves the right to accept or reject any or all RFPs and to waive technical errors if, in the City’s judgment, the best interests of the City will thereby be promoted.

Rachel Keith  
Project Manager  
City of Foley, Alabama



# Municipal Campus Master Plan

Requisition No. \_\_\_\_\_

## REQUEST FOR PROPOSAL

### Introduction

The City of Foley, Alabama (“City”) is soliciting Requests for Proposals (RFPs) from qualified planning and design consulting firms to provide professional services for the development of a Municipal Campus Master Plan. The City seeks a comprehensive, long-range (25 year) planning document that evaluates existing City-owned facilities and properties and establishes a clear framework for future development, reinvestment, and land use decisions. This Master Plan will serve as a guiding tool to support efficient municipal operations, enhance public access and service delivery, and create a cohesive civic campus that reflects the City’s identity and long-term vision. This project is a professional planning effort and does not include architectural or engineering design services.

As part of this planning effort, the Master Plan shall also identify and conceptually evaluate potential future property acquisition opportunities, where appropriate, to support campus expansion, circulation, parking, connectivity, or long-term operational efficiency; however, no property appraisals, negotiations, or acquisition activities are included in this scope.

### Pre-Proposal Meeting

A voluntary pre-proposal meeting will be held in the Conference Room at Foley City Hall at \_\_\_\_\_ p.m., on \_\_\_\_\_, 2026. In the pre-proposal meeting, the City will review the scope of work, planning objectives, and desired outcomes of the project.

### Project Expectations

The selected consultant will be expected to work collaboratively with City staff and leadership to assess existing conditions, identify facility and space needs, and develop recommendations regarding new construction, renovation, demolition, consolidation, and reuse of City facilities, as well as the potential need for future property acquisition where appropriate. The Municipal Campus Master Plan shall address parking, circulation, including on-street parking where appropriate, walkability, ADA accessibility, streetscape and landscaping, lighting, way-finding, gateways, terminating vistas, outdoor civic gathering areas, stormwater management, environmental concerns, and overall campus character. The City expects the plan to include multiple conceptual alternatives, a recommended preferred plan, and a phased implementation strategy supported by high-level cost estimates. All recommendations shall remain conceptual in nature and appropriate for master planning purposes, providing the City with a clear, flexible roadmap for future

capital investments while minimizing disruption to ongoing operations.

### **Key Objectives**

1. **Establish a Long-Term (25 year) Planning Framework** - Develop a comprehensive Municipal Campus Master Plan that provides a clear, flexible framework to guide future decisions related to new construction, renovation, demolition, consolidation, reuse, and potential acquisition of City-owned or strategically located properties.
2. **Improve Functionality, Accessibility, and Public Service** - Enhance the efficiency of municipal operations and the public experience by improving campus circulation, parking, walkability, ADA accessibility, way-finding, accessibility to public transportation, and connectivity between facilities, while supporting the consolidation of City services where appropriate.
3. **Create a Cohesive Civic Identity and Phased Implementation Strategy** - Establish a unified campus character through coordinated streetscape, landscape, lighting, signage, and façade concepts, and develop a realistic, phased implementation plan with high-level cost estimates that aligns with operational needs and long-term capital planning.
4. **Projecting Future Growth and Demand** – Study future population projections and ensure these numbers correlate with the anticipated life span of the MCP.

### **Scope of Work**

The selected consultant shall provide professional planning and design services necessary to prepare a comprehensive Municipal Campus Master Plan for the City of Foley. The Scope of Work shall be completed in close coordination with City staff and leadership and shall remain conceptual and planning-level in nature.

### **Project Initiation & Coordination**

- Conduct a project kickoff meeting with City staff to confirm project goals, schedule, communication protocols, and available data.
- Review City-provided background materials, maps, plans, and studies.
- Confirm the municipal campus boundary and study area.

### **Existing Conditions Assessment**

- Evaluate existing City-owned parcels and facilities within the campus.
- Identify adjacent or nearby properties that may warrant consideration for future acquisition to support campus extension, circulation, parking, connectivity, or operational efficiency, based on planning-level analysis only.
- Identify physical constraints including easements, utilities, drainage, access limitations, and site conditions.
- Perform a high-level assessment of existing buildings, including age, general

condition, and functional suitability.

- Identify underutilized, obsolete, or constrained facilities.

### **Facilities & Space Planning**

- Evaluate existing and potential municipal facilities within the campus.
- Identify facilities appropriate for new construction, renovation, modernization, demolition, consolidation, relocation, or reuse.
- Conduct a high-level space needs assessment, including:
  - Identification of departments with existing or projected space deficiencies
  - Recommended department relocations or consolidations
  - Adjacency and functional relationship considerations
- Prepare order-of-magnitude space estimates sufficient for master planning and comparative evaluation purposes only.

### **Parking, Circulation & Access Analysis**

- Inventory and assess existing parking supply and utilization.
- Identify current and future parking demand associated with civic uses and public facilities.
- Evaluate surface, shared, structured, and on-street parking options.
- Review vehicular circulation, service/loading access, and emergency access.
- Identify ADA deficiencies and recommended improvements.

### **Walkability, Connectivity & ADA**

- Analyze pedestrian circulation across the municipal campus.
- Identify safe, ADA-compliant routes connecting all primary facilities.
- Evaluate connectivity to downtown, parks, trail networks, and adjacent civic assets.
- Identify opportunities for civic open space, plazas, courtyards, and landscaped open spaces that support public use, events, and informal gathering.

### **Streetscape, Landscape & Campus Environment**

- Develop conceptual streetscape design recommendations at a master-plan level.
- Prepare landscape and tree canopy concepts to improve shade, comfort, and aesthetics.
- Develop a campus lighting strategy addressing safety, visibility, and civic identity.
- Integrate streetscape, landscape, and lighting, and outdoor civic and public realm spaces into a cohesive campus framework that enhances comfort, shade, accessibility, safety, and visual cohesion.
- Prepare a conceptual stormwater and environmental master plan that integrates low impact development (LID) recommendations at appropriate locations.

### **Way-finding, Signage & Campus Identity**

- Prepare a campus-wide way-finding and signage master plan.
- Identify key gateways, decision points, arrival sequences, and destinations.
- Develop a conceptual signage hierarchy and placement strategy.
- Recommend consistent civic branding and identity elements across the campus.

### **Façade & Building Interface Concepts**

- Develop conceptual façade improvement recommendations for existing municipal buildings.
- Identify opportunities to improve architectural cohesion, entries, and public presence.
- Recommendations may include material treatments, architectural accents, or lighting.
- All façade concepts shall be illustrative and non-design in nature.

### **Conceptual Campus Master Plan Alternatives**

- Develop multiple conceptual campus layout alternatives.
- Evaluate alternatives based on City goals, operational needs, site constraints, and feasibility.
- Identify and refine a preferred master plan concept.
- Prepare conceptual site plans, diagrams, and supporting graphics.

### **Phasing & Implementation Strategy**

- Prepare a conceptual timeframe for phasing completion (in years).
- Develop a logical sequencing of recommended improvements.
- Prepare a phased implementation strategy that minimizes disruption to City operations.
- Identify short-term, mid-term, and long-term actions.
- Identify acquisition-dependent phases where applicable (planning-level only).
- Provide high-level, order-of-magnitude cost estimates for planning purposes.

### **Engagement & Coordination**

- Facilitate up to four (4) internal staff workshops.
- Facilitate up to two (2) public engagement workshops/surveys, as needed.
- Conduct departmental interviews, as needed.
- Participate in two (2) City Council work session; one at 50% and one at 100%.
- Participate in one (1) utility board of the City of Foley work session.
- Present the final Master Plan at one (1) City Council meeting.

### **Final Deliverables (3 hard copies and digital copies)**

- Written Municipal Campus Master Plan document.
- Conceptual site plans, diagrams, and graphics.
- Streetscape, landscape, lighting, signage, and façade, and public realm concept exhibits.
- Phasing and implementation matrix.
- Order-of-magnitude cost summary.
- Presentation materials suitable for City Council.
- Digital copies of all final work products.

### **Excluded Services**

The following services are excluded unless separately authorized in writing by the City:

- Detailed architectural or engineering design
- Construction administration and documents
- Surveying or geotechnical services
- Environmental permitting
- Property appraisals, negotiations, or acquisition services

## **Design Intent & Aesthetic Framework**

The Municipal Campus Master Plan shall include a Design Intent and Aesthetic Framework that synthesizes recommendations from the streetscape, landscape, lighting façade, and public realm sections to establish a cohesive visual and experiential character for the municipal campus. This framework is intended to guide future improvements and investments by providing planning-level direction for the appearance, identity, and public realm of the campus.

The Design Intent and Aesthetic Framework shall:

- Define an overall civic character and visual identity appropriate for a municipal campus
- Establish guiding principles for architectural cohesion among existing and future facilities
- Identify key terminating vistas, view corridors, and visual focal points that reinforce campus organization, orientation, and civic presence
- Identify primary and secondary campus gateways and opportunities to strengthen arrival sequences and sense of place.
- Inform streetscape, landscape, lighting, signage, and façade concepts, terminating vistas, and visual focal points.
- Support a safe, welcoming, and accessible public environment
- Incorporate sustainability and resilience principles, such as native and climate-adaptive planting, energy-efficient lighting, and permeable surfaces, to enhance environmental stewardship, reduce urban heat islands, and support long-term adaptability.
- Reflect the City's values, heritage, and long-term vision

All design-related recommendations shall be conceptual and illustrative in nature and shall not constitute architectural or engineering design, construction documents, or final material selections. The framework is intended to inform future decision-making and provide consistency across phased implementation, not to prescribe final designs.

## **Facilities and Capital Projects to Be Considered**

The Master Plan shall evaluate and incorporate conceptual recommendations for the following priority facilities and projects, among others identified during the planning process.

- New Civic Center
- City Hall Expansion
- New Safe Room
- New Police Headquarters
- Jail Expansion
- Performing Arts Center
- WWII/Barin Field Museum
- New Senior Center

- Special Needs Center
- Armory Expansion (gym & offices)
- Post Office
- Welcome Center Expansion
- Old Public Works Building Renovation
- Façade/architectural updates to existing municipal buildings
- Old Library Renovation (offices)
- New Public Works Campus
- Robert Schrieber Walking Trail (Poplar Rose Trail)

## **RFP Requirements**

Each proposal shall include, at a minimum, the following sections. Proposals shall be submitted in both hard copy form and as a digital copy provided on a USB drive:

- Respondents shall include a letter of introduction to their company and key personnel who will be involved in the project.
- Respondent shall provide three references for projects of a similar nature, relevant graphics, diagrams, or illustrative materials from comparable planning projects, if applicable.
- Respondents shall submit a complete, clear, and concise response.
- Respondents shall provide a project schedule/timeline and team organization chart.
- Respondents shall provide a description of coordination with City staff and stakeholders.
- Respondents shall provide a completed Fee Proposal in the form provided with this RFP and identify any assumptions or exclusions.
- Respondents shall organize the proposal in the order listed herein and shall provide sufficient information to enable the City to evaluate the proposer's qualifications, experience, and ability to perform the required services.

## **Criteria for Contract Award**

Proposals submitted in response to this Request for Proposals will be evaluated using a point-based scoring system. The objective of the evaluation process is to select the proposer whose qualifications, experience, proposed approach, and fee represent the best overall value to the City for the Municipal Campus Master Plan.

The City will evaluate proposals based on the criteria listed below, with a maximum total score of 100 points. Cost is one factor in the evaluation, but it will not be the sole determining factor.

## Evaluation Criteria and Weighting

<b>Evaluation Criteria</b>	<b>Maximum Points</b>
Relevant Experience with Similar Municipal or Civic Master Planning Projects	25
Qualifications and Experience of the Project Team	20
Understanding of the Project and City Objectives	15
Proposed Approach and Methodology	20
Fee Proposal and Overall Value to the City	20
<b>Total Possible Points</b>	<b>100</b>

The Fee Proposal and Overall Value category will be evaluated based on the proposer's completed Fee Proposal form, including task-level pricing, reasonableness of fees relative to the proposed scope and level of effort, and overall value to the City. The City is not required to select the proposal with the lowest fee.

The City reserves the right to request additional information, conduct interviews or oral presentations, seek clarification of proposals, and negotiate scope and fees with one or more proposers as deemed to be in the best interest of the City.

Award, if made, will be to the proposer receiving the highest overall score or otherwise determined to provide the best value to the City.

### RFP Deadline

Proposals must be received by the City no later than:

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Late proposals will not be considered.

### General Requirements

- The selected consultant shall comply with all applicable federal, state, and local laws, regulations, and ordinances.
- The consultant shall be properly licensed and qualified to provide professional planning and design consulting services in the State of Alabama, as applicable.
- The selected consultant shall obtain a current City of Foley business license prior to execution of a contract.
- Prior to execution of a contract, the selected consultant shall provide proof of insurance, including Commercial General Liability, Workers' Compensation, and others if applicable as required by Alabama Law. Insurance coverage shall be maintained for the duration of the contract.

- Pursuant to §31-13-9, Code of Alabama 1975, consultant shall be enrolled in and comply with the E-Verify Program. Proof of E-Verify participation shall be submitted prior to contract execution.

### **Contract Award**

Upon completion of the evaluation process, the City of Foley reserves the sole discretion to award or not award this project. The City reserves the right to reject any or all proposals, waive informalities or minor technical defects, request clarification or additional information, and take any action deemed to be in the best interest of the City.

Award, if made, will be to the proposer determined to provide the best overall value to the City based on the evaluation process.

### **Additional Information**

All questions related to this RFP must be documented through email and should be sent to Rachel Keith at [rkeith@cityoffoley.org](mailto:rkeith@cityoffoley.org) no later than three (3) business days prior to the RFP deadline. No questions will be addressed by any means other than email. Answers will be emailed to all interested parties in the event that clarification is required.

### **Instructions to Respondents**

To be eligible for consideration, responses must be submitted with all required documents and exhibits found in this RFP along with drawings and any other items specified in this packet. All executed forms and documents must be submitted in a sealed envelope. The outside of the sealed envelope should be clearly marked, identifying the project name, requisition number, date and time of the RFP closure. It shall be the sole responsibility of the respondent to assure receipt of the RFP at Foley City Hall prior to the published time of the RFP deadline. If hand delivering, the RFP envelope must be "Date and Time" stamped at the receptionist's desk with the RFP is turned in.

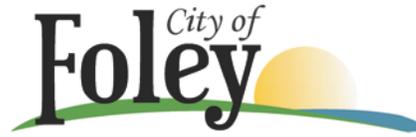
Responses should be sent to one of the following addresses:

US Postal Service

City of Foley  
Attn: Purchasing Agent  
P.O. Box 1750  
Foley, AL 36536

Physical Address

City of Foley  
Attn: Purchasing Agent  
407 E. Laurel Avenue  
Foley, AL 36535



**“Insert Name”**

***PRICE SHEET***

Requisition No. \_\_\_\_\_

ITEM DESCRIPTION	

ADDITIONAL INFORMATION	

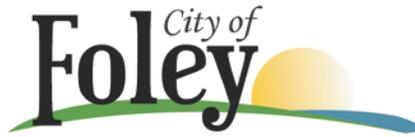
**Company:** \_\_\_\_\_

**Submitted By:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_



## THE CITY OF FOLEY, ALABAMA GENERAL CONDITIONS

To insure acceptance, all entities submitting Request for Proposals (RFPs) to the City of Foley shall be governed by the following conditions, attached specifications and related form unless otherwise specified. RFPs **not** submitted in accordance with the Response Guidelines may be rejected, and RFPs **not** complying with the general conditions will be subject to rejection.

### 1.0 Intent of RFPs:

It is the intent of the intent of the RFP attached hereto to set forth and describe certain item(s) and/or service(s) including all costs necessary to provide these items or services.

### 1.05 Legal Requirements:

All applicable provisions of Federal, State, County and local laws including all ordinances, rules and regulations shall govern the development, submittal and evaluation of all RFPs received in response to these specifications, and shall govern any and all claims between person(s) submitting an RFP hereto and the City of Foley, by and through its officers, employees and authorized representatives. A lack of knowledge by the company submitting the RFP concerning any of the aforementioned shall not constitute a cognizable defense against the legal effect thereof.

### 1.06 RFP Submission:

The proposal and all executed forms must be submitted in a sealed envelope by the date indicated in the RFP. All proposals must be signed by an authorized representative of the Company. **The face of the envelope shall be plainly marked identifying the RFP and the submission deadline, date and time.** It shall be the sole responsibility of the submitter to assure receipt of the proposal at the destination indicated prior to the published deadline date and time. No proposal will be opened that is received after closing time for receipt of proposals, nor will any offers by telephone, fax, or any electronic means be accepted.

### 1.07 Exceptions to Specifications:

During the drafting of written specifications, a sincere effort is made to describe products and services best suited to the needs of the City; however, in order that fair consideration is given in evaluating proposals, all exceptions to or deviations from the specifications as written must be noted and fully explained. The Mayor and City Council are the final authority in determining the acceptability of any exceptions to specifications.

### 1.04 Discounts:

Terms offering a discount for prompt payment will be considered in the selection process. The discount period shall begin whenever (1) the conditions of the specifications have been fully met and the product or service judged acceptable to the City of Foley or (2) a correct invoice and other required documents have been received, whichever is later. Discounts offered for a period of less than thirty (30) days will not be considered.

### 1.1 Approved Equivalents or Equals:

Any manufacturer's names, trade names, brand names, model numbers, etc. listed in the specifications are for information only and not intended to limit competition. The respondent may offer any brand for which he is an authorized representative that meets or exceeds the specifications as written. If the response is based on an "approved equivalent or equal" item, supportive information in the form of manufacturer's printed literature or brochures, sketches, diagrams and/or complete specifications must accompany the RFP. The respondent must explain in detail the reasons why the proposed equivalent or equal will meet specifications and not be considered an exception thereto. The City of Foley reserves the right to determine acceptance of proposed equivalent or equal item.

1.2 RFP Withdrawals:

RFPs may be withdrawn by written request received from respondent prior to the time fixed for the submission deadline but no RFP may be withdrawn after closing time for receipt of RFPs for a period of sixty (60) days. Negligence on the part of the respondent in preparing the proposal confers no right for the withdrawal of the proposal after the fixed date and time.

1.3 Rejection of Proposals:

The City of Foley reserves the right to accept or reject any or all proposals, to award proposals on a split-order basis, to waive any minor irregularities, technicalities, or informalities, and to re-advertise for RFPs when deemed in the best interest of the City of Foley.

If there is any reason for believing that collusion exists among the respondents, any or all proposals may be rejected, and those participating in such collusion may be barred from submitting proposals on the same or other work with the City of Foley.

1.4 Delivery:

Proposals shall include all freight cost to Foley, Alabama to point(s) specified herein or specified at the time the purchase order is placed. No title to the item(s) ordered nor any risk of loss shall be passed to the City of Foley until after receipt of delivery has been acknowledged by an authorized representative of the City of Foley.

1.5 Taxes:

The City of Foley, a Municipal Corporation, is a tax exempt entity per Section 40-23-4(11), Code of Alabama 1975. The City of Foley is exempt from all state and local sales taxes. This should **not** be construed to mean that contractors or suppliers doing business with the City of Foley are exempt from paying tax (General Conditions, Section 1.11 Permits and Taxes).

1.6 Licenses, Registration and Certificates:

A City of Foley Business License must be obtained within ten days of proposal acceptance. Each respondent must provide proof of State required competency certifications whenever applicable to engage in the business of contracting (or special contracting if the work to be performed necessitates a particular type of specialty contractor) in the City of Foley.

1.7 Permits and Taxes:

The contractor shall procure all permits, pay all charges, fees and taxes and give all notices necessary and incidental to the due and lawful prosecution of the work.

1.8 Compliance with Federally Funded Programs:

The selected company shall assure the City of compliance with any and all special provisions (if applicable) contained in the contract. These provisions may include but are not limited to maintaining

a Drug-Free Workplace, compliance with Clean Air and Water Laws and Regulations, and compliance with Equal Opportunity and Non-Segregated Facilities guidelines.

1.9 Proof of Liability & Worker's Comp Insurance:

If applicable, Proof of Liability and/or Worker's Comp Insurance must be included in the RFP packet. If a company is not covered by Worker's Comp Insurance, labor and material charges should be separated on the proposal. This should be done in order for the City to determine the Worker's Comp rate (in accordance with the City's current Worker's Comp fee schedule) that will be deducted from payment to the company performing the work.

1.10 Background Check:

The award of "Public Works" projects over \$50,000 will be contingent upon the results of a background check as stated in Ordinance No. 1029-08. According to this ordinance, the City of Foley will take criminal histories into account when deciding whether a respondent is qualified to do work for the City. Anyone who owns or runs the day-to-day operations of a company that submits a proposal for a City project must complete a questionnaire and consent to a background check as part of the review process.

1.11 Disqualification:

The City can disqualify a company based upon the results of a background check or if the company has been prohibited from contracting with another government agency as stated in Ordinance No. 1029-08.

If, in the opinion of The City of Foley, a proposal contains false or misleading statements or references that do not support a function, attribute, capability, or condition as contended by Company, the proposal may be disqualified from further consideration.

1.12 Expenses:

Expenses for developing an RFP and addressing information requests herein are solely and entirely the responsibility of Company and shall not be chargeable in any manner to the City of Foley.

1.13 Alabama Immigration Law (Beason-Hammon Alabama Taxpayer and Citizen Protection Act):

Consultant must be in compliance with Alabama's Immigration Law, otherwise known as the Beason-Hammon Alabama Taxpayer and Citizen Protection Act, Act No. 2011-535, Section 31-13-9, Code of Alabama 1975. If the bidder employs persons in the State of Alabama, the bidder must provide documentation with this bid that they are enrolled in the E-Verify program. Additionally, the bidder should be advised that if they employ persons (anywhere), award of the contract is conditioned on the bidder not knowingly employing, hiring for employment or continuing to employ an unauthorized alien within the State of Alabama. Any awarded contract will contain a provision whereby the bidder promises not to violate federal immigration law.

Any subcontractor who works with the general contractor who has been awarded contracts by the City must be enrolled in E-Verify. It is the responsibility of the general contractor to have a system in place to ensure subcontractors' compliance.

Proof of E-Verify documentation will be in the form of a copy of the signed Memorandum Of Understanding (MOU) generated upon completion of the E-Verify program.

1.19 Contractor Tax Credits/Incentives/Rebates:

Should a Contractor seek tax credits, incentives or rebates for energy efficiency programs or any other such program through the Federal or State Government, the Contractor shall inform the City of its intent to apply and shall negotiate terms with the City.