



Village of Fox Lake
66 Thillen Dr.
Fox Lake, IL 60020
(847) 587-2151
www.foxlake.org

REQUEST FOR PROPOSALS

Project Name: Request for Proposals for Consultant Services to Prepare a New Comprehensive Plan

Summary Description of Project: The Village of Fox Lake, Illinois is seeking a multi-disciplinary Consultant Team to lead a community planning effort to create a coordinated and thoughtful Comprehensive Plan update. The Plan should build upon prior planning efforts and studies, examine relationships and clearly communicate Fox Lake's vision for the community as well as investment opportunities. This Request for Proposal package describes the scope of work and submittal requirements. Compliance with all federal, state and local laws, rules and regulations is required.

RFP Release Date: January 20, 2023

Proposal Due Date: March 15, 2023 at 4:00pm CST

Non-mandatory Q&A Session: February 1, 2023 2pm CST via Zoom

Any proposal submitted unsealed or unsigned, received via fax transmissions or received subsequent to the aforementioned date and time may be disqualified and returned to the respondent. Submittal requirements are outlined within this RFP.

Inquiries: Inquiries regarding proposals or technical questions should be made in writing to Donovan Day at dayd@foxlake.org. The written requirements in this RFP shall not be changed or superseded except by written addendum. Failure to comply with the written requirements for this proposal may result in rejection of the proposal. All questions posed and answers given will be shared with those who have provided email addresses as set forth below.

Interested parties desiring to submit a bid under this RFP must email Donovan Day at dayd@foxlake.org and provide an email address at which notices can be sent and received by the proposed Consultant by no later than February 6, 2023 to ensure notice of any addendums. This address will be used for official communications from the Village, including addenda. All addenda will also be posted on the Village's website.

VILLAGE OF FOX LAKE, ILLINOIS REQUEST FOR PROPOSALS FOR CONSULTANT SERVICES TO PREPARE AN UPDATED COMPREHENSIVE PLAN

The Village of Fox Lake invites multi-disciplinary Consultant Teams to submit proposals to prepare a new Comprehensive Plan as described in this Request for Proposals (RFP). The successful Consultant Team will lead a community planning effort to create a coordinated and thoughtful Comprehensive Plan that builds upon prior planning efforts/studies; balances land use, and economic development within the Village's planning jurisdiction, as well as motivate the community to think beyond the status quo while fostering an environment of collaboration. The new Comprehensive Plan process will require a strong public engagement process that will influence and shape a shared community vision that leads to a blueprint that will guide land use and transportation planning, and economic development for many years. The Village of Fox Lake encourages creative proposals that would lead to the adoption of a plan that is innovative, practical and will generate excitement among residents, businesses and visitors.

Qualified Consultant Teams must have significant experience in community planning and design, including land-use planning, landscape architecture, economic development, brand development, community engagement and a demonstrated ability to generate support for a shared community vision. Qualified Consultant Teams must also have experience working in public/civic environments and working effectively with a variety of stakeholders to build consensus towards an achievable and effective Comprehensive Plan.

Section 1: Background and General Information

The Village of Fox Lake, Illinois (pop. 10,978) lies within Lake and McHenry County and is centrally located on the Chain O'Lakes. Fed by the Fox River and freshwater springs, this flowing system includes 15 interconnected lakes, 40 miles of navigable channels and more than 100 years of history as a recreational destination for swimming, boating, water skiing, ice fishing, snowmobiling, and sightseeing. Within its 7.8 square miles, Fox Lake offers a recreational setting with easy access to Chicago and the 2,793 acre Chain O'Lakes State Park within 10 minutes from the downtown. Growing out of its origins as a resort community along the scenic Chain O'Lakes, Fox Lake is ready to emerge as a leader in high-caliber developments.

The last [Comprehensive Plan](#) was adopted in 2012, which focused on several commercial corridors. The new plan will also focus on residential corridors for future growth.

Residential Growth:

Over the last two decades, Fox Lake's population and households have grown faster than the region. In 2020, the Village population was 10,978, a 20% increase from its 2000 population of 9,178. Households increased 27% from 4,046 in 2000 to 5,127 in 2020. Most of the growth in population and households occurred from 2000 to 2010, with growth continuing at a slower rate from 2010 to 2020. Only 1% of Fox Lake's housing stock has been built since 2010. There are several large tracts of land that could expand the housing stock. The Village has had some interest in multi-family development recently but no project of this nature has moved forward to date. Please refer to the 2022 Homes for a Changing Region: Village of Fox Lake Action Plan

for recommendations on housing.

Commercial Demand:

The Study Area Recommendations in the current Comprehensive Plan calls for multiple areas of revitalization and new commercial development within the Village’s planning jurisdiction. The most desirable locations are along the Route 12 corridor, which has 4 TIF Districts and 2 Business Development Districts. There are additional opportunities within the following areas:

Lakefront TIF District

Route 12 South TIF District

Route 12 North TIF District

Route 12 TIF District

Mineola TIF District

Industrial Development:

The Village has minimal vacant land zoned for industrial uses but has capacity to accommodate industrial growth to the north in areas that are currently utilized as mining operations.

Community Data Snapshot:

To assist in understanding Fox Lake’s current conditions, consultants may refer to the [Community Data Snapshot](#) compiled by CMAP in June 2022. Summary data tables have been assembled consisting of demographic, economic, housing, and transportation information for Fox Lake, Lake County, and the seven-county CMAP region.

Public Engagement:

It is anticipated that discussions with not only residents but also the business community and other stakeholders will continue as part of the Comprehensive Plan.

Supportive plans, policies, and studies:

The Village has undertaken a number of plans and studies that should be reviewed, referenced, and/or incorporated, where applicable, by the Consultant Team during the planning process. The Village Board adopted a five-year [Strategic Plan](#) in 2017. As part of the Strategic Plan, the Village engaged Executive Service Corps of Chicago to assist the Board in developing a plan to prioritize Village Goals and objectives. Documents that should be referenced and/or incorporated include:

- Station Area Plan
- Comprehensive Plan
- Greenways and Bikeways Plan
- Central Business Development District Plan
- South Business Development District Plan

- Downtown Vision Study and Plan
- Parks and Recreation Master Plan
- Hotel Feasibility Study
- Planning Priorities Report
- Zoning Map
- Homes for a Changing Region Action Plan

Section 2: Project Description

The Village of Fox Lake is looking to reflect a progressive and forward-thinking approach in a new visionary, yet achievable, Comprehensive Plan that sustainably guides future investment. The project will replace the 2012 Comprehensive Plan. In order to learn about current community values and needs as well as to educate the public about market realities and sustainable growth, a major emphasis of the planning process will be on community engagement.

The Village is looking to complete the Comprehensive Plan within the next 12 months in order to ensure that the momentum from recent public engagement efforts continues.

Project Goals:

1. Set a shared vision to drive (re)investment in the community;
2. Establish a blueprint to guide community and economic development;
3. Coordinate decision making across Village departments and between the public and private sector; and
4. Discern an economic development identity for Fox Lake eventually establishing the framework for a branding and marketing campaign that will uniquely position the community within the region.

Key Topic Areas:

The Comprehensive Plan will serve as the guiding document for growth and development regarding land use, economic development, mobility, housing, recreation, urban design, and natural resources. In addition to the essential components, the new Comprehensive Plan should also include/address the following key topic areas:

- **Village Identity.** The planning process should establish an agreed upon vision for Fox Lake's future. The fragmented downtown due to Route 12, coupled with the presence of numerous physical barriers and jurisdictions have resulted in a disjointed community identity. Ultimately, it is hoped that the vision identified in the plan can assist the Village with branding and marketing the community to the broader region.
- **Market Study.** As part of the existing conditions report the Consultant should conduct a market study for the Village. The market study component of the planning process should analyze current and future trends, including advancements in technology, changes in consumer and workplace behaviors, and additional local and regional market trends that may impact local land use and the economy. The new Comprehensive Plan should

utilize the results of the more detailed and focused market study to link land use and development recommendations to market realities.

- **Housing Mix (**to include Homes for a Changing Region*).** The Village desires to accommodate a variety of age brackets in its housing stock, but has limited single family attached and multi-family housing options. The plan should identify opportunities for TOD residential development and market-supported strategies to promote development that provides housing options for all stages of life. The viability of diverse housing options, including more affordable building forms such as modular construction and tiny houses, single family rental communities, and entry level housing options should be considered.
- **Commercial Areas Assessment.** The Village has designated many acres for commercial uses with several large parcels along US Hwy 12 remains vacant today. The planning process should reevaluate these areas against current and projected market trends and identify strategies for repositioning areas where retail may have initially been considered, especially due to the effect of the pandemic and increased e-commerce. The Comprehensive Plan should anticipate emerging development trends, the changing nature of the retail landscape and related changes to land use planning principles in order to encourage investment.
- **Industrial Development.** Job creation and diversification of the local tax base are priorities for the Village. Areas on the northern border of Fox Lake have potential to accommodate significant industrial development in the future provided that there is adequate utility and roadway capacity. The Plan should identify if this is feasible, and if so, establish a vision for industrial growth areas with consideration given to development that supports higher wage employment opportunities.
- **Future Transportation Improvements.** Over the next five years, IDOT will be completing [major transportation projects](#) in the Village. The plan should include feasible transportation recommendations for needed road enhancements and realistic network expansion opportunities that are tied to future changes in land use and help connect areas within the Village. Consideration should be given to address emerging trends in transportation including electric vehicles, ridesharing services, autonomous vehicles, as well as air transport, such as drones and flying cars. Opportunities for effective public transportation solutions need to be explored with a focus on bicycle and pedestrian connectivity consistent with a complete streets approach.
- **Recreation, Parks & Natural Areas.** Fox Lake is not served by a separate Park District so park and recreation programming and maintenance is provided by the Village. There is a desire to strengthen connections to natural areas, particularly the Chain O'Lakes State Park, through improvements such as bike trails, and leverage them as an amenity to not only local residents but those outside the community and region through increased tourism efforts. It is also desired that future development patterns integrate open space within the community.
- **Economic Development.** Economic policies and incentives that efficiently and cost-effectively allow the Village to adapt to emerging market trends, attract and retain innovation, cultivate entrepreneurship and diversify the local economy should be considered.
- **Implementation Strategy.** The Village has a strong desire for a planning document that

will serve as a regular reference guide for Village staff, officials, and partner organizations. Plan recommendations should identify short-term actions, long-term policy decisions, potential sources of funding, implementation mechanisms, and implementation partnership opportunities, where possible.

Section 3: Scope of Services

The selected Consultant Team will identify and assess local conditions and needs, analyze demographic implications, identify areas for potential growth or improvement, and formulate strategies necessary to foster the successful implementation of the plan. The selected Consultant Team will lead the planning process and develop project deliverables with oversight from the Community Development Department. All work shall be completed in accordance with applicable Village standards and within the agreed upon timeline. The intent of the Scope of Services is to serve as a framework which the Consultant Team can use to develop a more detailed scope of services based on their professional expertise and knowledge. The final Scope of Services will be developed in collaboration with the selected Consultant Team and Village staff prior to contract approval.

Expected project stages, activities, and deliverables:

The Consultant Team is encouraged to produce deliverables that best fit the project itself and the particular needs of the Village of Fox Lake. The Consultant Team should clearly identify and fully describe their proposed deliverables in their submittals, and should clearly tie these deliverables to the project activities described below.

- **Public and Stakeholder Engagement.** The Consultant Team should include a plan for public engagement in their proposal. Among the potential public engagement activities that should be considered (though not all are required to be included in the proposal) are key person interviews, focus group meetings, an interactive website, use of social media, presentations/updates to the Steering Committee, Planning and Zoning Commission and/or Village Board, open houses, and public workshops/meetings. The Village would like to coordinate with partner organizations as a key aspect of stakeholder engagement and welcomes unique proposals for engaging those entities throughout the planning process. This community engagement process should be empowering for the public, engaging people in the process, and maintaining their continued participation. We are interested in unique ways to present information to the community and obtain feedback such as visual preference surveys, interactive planning sessions and using various forms of media that are graphically based. In order to determine the best direction for future development, the Village expects to engage the community regarding delicate topics that include: providing a diverse housing stock; attracting younger residents due to an older and aging population; balancing land uses and revenue sources to minimize impacts from shifts in the economy; providing a variety of employment opportunities, including manufacturing, distribution and logistics, where appropriate; and addressing mobility/transportation issues throughout the community. The Consultant Team will need to demonstrate their approach to discussing these sensitive topics.
- **Existing Conditions.** The Consultant Team should propose an approach to analyze key current conditions in the community. While the format of the existing conditions

deliverable is left up to the Consultant Team, the existing conditions analysis should include an examination of demographics and market influences, land use and zoning, transportation, the natural environment, recreation, community services, and infrastructure. The discussion of existing conditions should provide a regional context and an overview of Fox Lake's history. The analysis should also include summaries of previous plans. Ultimately, it should include sufficient background to justify and explain Comprehensive Plan recommendations that will eventually be made. The Consultant Team should specify the format of deliverables in detail and discuss the issues to be covered in the analysis of existing conditions.

- **Vision and Goals.** The Consultant Team should propose an approach to developing a vision, goal, and/or objective statements for this project. These should not contain specific recommendations for action, but should provide general principles to be accomplished through the project. The Consultant Team may propose to develop vision, goal, and/or objective statements as a stand-alone activity or as part of another project activity. Likewise, the vision, goal, and/or objective statements may be a separate deliverable, or included as part of another deliverable. The Consultant Team has flexibility to propose a variety of approaches and to revisit the goals and objectives of the existing Comprehensive Plan, if applicable. The format of the deliverable should be clearly specified in the proposal.
- **Key Recommendations.** At approximately the midpoint of the project, before the preparation of the draft plan begins in earnest, the Consultant Team should be prepared to discuss the plan's expected recommendations. The purpose of this deliverable is to provide the Village with a summary of key recommendations before significant resources are spent drafting the plan. This task should be used to identify any significant problems with elements of the proposed plan. This can be done through preparing a brief memorandum, presentation, or similar document. The deliverable should be provided to the Village for review and comment. If significant issues arise through the planning process, it may be appropriate to schedule a steering committee meeting to discuss these recommendations as well. The Consultant Team should clearly specify the format of proposed deliverables for this task.
- **Draft Plan.** The Consultant Team should work with staff from the Village to analyze information and data from the existing conditions research, the public engagement process, and the response to the presentation of key recommendations; these elements should be used to develop the draft plan. The Consultant Team has flexibility in the format and length of the draft plan, but should specify this clearly in the proposal. The exact chapters and content of the plan are not yet certain, and consultants are not expected to provide a full plan outline in their proposal. Respondents should give some indication of the types of recommendations that are expected to be made regarding the topics that were identified as priorities in the Background and General Information and Project Description sections of this RFP. The draft plan should also address implementation, including actions, which should be taken in the near future to advance its recommendations. As above, the format and length of the draft plan are flexible, but the approach should be clearly specified in the proposal.

- **Final Plan.** The Consultant Team should prepare a final plan based on comments made regarding the draft plan by Village staff and officials, stakeholders, and others. The Fox Lake Planning and Zoning Commission will review the final plan, and, ultimately, the Village Board will formally adopt the plan. Respondents should assume that a series of meetings would be necessary, including an initial presentation to the Economic Development Strategic Planning Team, an informational open house, a formal public hearing, and presentations to the Planning and Zoning Commission and the Village Board. Some of these meetings may be able to occur concurrently; it is anticipated that the public hearing will be held in conjunction with the presentation to the Planning and Zoning Commission. Twenty-five (25) hard copies of the Final Plan and one (1) digital version will be required with a digital copy of the Final Plan to be posted on the Village's website. Additionally, the Village shall be provided maps and associated data in ArcGIS format and text/report files shall be in editable MS Word and PDF formats.

NOTE: Drafts of all deliverables must be provided to the Village of Fox Lake for review in advance of their release to committees, commissions, or the public.

Optional Scope Tasks:

In addition to the core Comprehensive Plan tasks above, the Village may consider additional or perhaps enhanced option(s) that the Respondents would like to offer to enhance specific elements of this project. Each option may include as many or as few tasks and deliverables as the Consultant Team would like, but the Team should clearly specify the deliverables and cost associated with each option proposed. The following are options that could be considered for inclusion in the Proposal (but are not limited to):

- Additional outreach meetings, enhanced project websites, or other public engagement activities.
- Development of an economic development branding and/or marketing campaign for the community that can be used as an economic development tool.
- Concept plans of potential future developments at key locations in the Village of Fox Lake such as:
 - Routes 134 and 12
 - Fox Lake Country Club
 - Intersection of 173 and Wilmot Road and adjacent properties
 - West Grand Avenue
 - Route 12 corridor-Riverside Island Drive to Kings Road
 - Development of sub-area plans for a few key areas of the community such as the Rollins Road and Washington Street area, and Village owned property in the downtown
- Other elements at the discretion of the consultant.

These options may or may not be exercised based on the quality of the options and budgetary constraints.

Anticipated Selection Process and Schedule:

January 20	Release RFP
February 1	Non-mandatory Q&A session via Zoom
March 15	Proposals due by 4:00pm Central Time
March 24	Interview finalists
April 11	Decision and Execution of Contract

Evaluation Criteria:

All responses to this request for proposals will be analyzed for completeness and cost effectiveness. The following criteria will be used in evaluating submissions:

1. Project understanding, original approach and familiarity with innovative comprehensive planning concepts.
2. Capabilities and previous experience in comparable projects and specialized experience and technical competence of the Consultant Team.
3. Demonstrated ability to utilize public engagement in development of plans.
4. Personnel assigned to the project demonstrating the Consultant Team's capacity to complete the requested service on schedule and within budget.
5. Logistics and familiarity with the project area.
6. Quality of any option(s) submitted.
7. Cost reasonableness.

All timely responses received to this RFP will be reviewed, and interviews may be conducted with selected respondents determined to best meet the above requirements. Cost will be evaluated against other factors based upon the professional judgment of those involved in the evaluation. An internal Village committee will make the consultant selection recommendation to the Village Board for approval.

As applicable, hourly rates for personnel the respondent proposes to use will be requested and negotiations will be held on both the scope and the cost to select the Consultant Team the Village believes can best satisfy its requirements at rates it perceives are reasonable for the services provided.

Section 4: Submittal Requirements

Interested Consultant Teams are invited to respond by providing the information requested in this RFP. Proposals must be received by the Village on or before 4:00pm CST March 15, 2023. Responses should include the following information:

1. Narrative proposal of the approach and techniques the Consultant Team will use to complete the entire scope of services as outlined in this RFP. The proposal must include a clear and concise work plan/schedule for achieving the identified tasks and preparing the required deliverables.

2. Identification of the Consultant Team that will be involved in the project. Include a narrative describing the team's combined qualifications and strengths. Clearly identify the project manager, specify the role of subcontractors and describe the team's structure for leadership, support and accountability. Each individual with any time on the project should be identified, their qualifications outlined and their role defined whether they work for the lead firm or a subcontractor.
3. At least three (3) examples of similar work that the Consultant Team has completed. If the Consultant Team as a whole does not have three (3) similar projects, provide individual examples of work performed by each member of the team to demonstrate adequate experience, products and deliverables. Specify the client, the date completed and the approximate cost of each example. Provide references for each project including the individual contact name and phone number of project managers who are willing and able to comment on the Consultant Team's ability to produce a quality professional product on time and within budget.
4. Submit a Price Proposal on a separate sheet that identifies all proposed pricing, including optional scope tasks, for this project. Specify number of hours, hourly rates for staff with the individuals identified, and any other expenses in the estimation of cost, as applicable.

Respondents should refer to the Selection Criteria and identify how the Consultant Team meets the criteria for selection as part of the response. Proposals should be as concise as possible while offering a clear vision for the project.

Submission of Proposals:

Proposals must be submitted to the Village no later than 4:00pm CST on March 15, 2023. The proposal should consist of three (3) paper copies of the entire proposal, including the Price Proposal, as well as one (1) electronic version in PDF format on digital media.

Submissions must be in a sealed package or envelope with the respondent's organization name and address located in the upper left corner of the package.

Submission of RFP by fax or e-mail is not acceptable. Submissions may be delivered to the Village of Fox Lake in person or sent (by U.S. Postal Service or other reliable means) to the following address:

Village of Fox Lake

Attn: Donovan Day

Response to RFP for Consultant Services to Update the Comprehensive Plan

66 Thillen Dr.

Fox Lake IL, 60020

There will be no public opening for this RFP. Late submissions may be rejected and returned unopened. Questions may be referred to Donovan Day, (847) 587-3942 or email:

dayd@foxlake.org

Section 5: Contractual Agreement and Rights

Contractual Agreement:

The contract the Village anticipates awarding as a result of this RFP and subsequent rate submissions and negotiations, if any, will indicate the service requirements, time periods involved and applicable hourly rates.

Reservation of Rights:

The Village of Fox Lake reserves the following rights if using them will be more advantageous to the Village:

1. Withdraw this RFP at any time without prior notice.
2. Accept or reject any and all submissions, or any item or part thereof.
3. Postpone qualifications due date.
4. Not award a contract to any respondent submitting a proposal to this RFP.
5. Award a contract without negotiations or discussions.

Consultant Teams who are or have been seriously deficient in current or recent contract performance in the absence of evidence to the contrary or circumstances properly beyond the control of the Consultant Team shall be presumed to be unable to meet these requirements. Past unsatisfactory performance will ordinarily be sufficient to justify a finding of non-responsibility.