



Request for Proposals  
**San Juan County Land-Use Ordinance  
Planning and Marketing Services**

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San Juan County Government  
117 South Main Street  
PO Box 9  
Monticello, Utah 84535

Date of Issue:  
January 3, 2024

## **I. INTRODUCTION**

San Juan County – Utah’s Canyon Country is rich in culture, archaeology, and geography. Uniquely situated San Juan County is the largest county by square mileage in the State of Utah at 7,933 square miles. With 72% of the jurisdiction falling under public or tribal lands. However, it also holds one of the smaller population bases at 14,489 residents. Additionally, it holds unique proximities to Tribal Lands of the Navajo Nation, the Ute Mountain Ute Tribe, National Parks and Monuments and is comprised of only 8% private lands throughout the entire County.

For years now, San Juan County has been working with a County-wide land-use ordinance for the entire County which was amended in 2011. In 2019, San Juan County adopted a separate Land-Use ordinance for the northern portion of San Juan County as a subset to the 2011 ordinance. In essence, the County has incomplete zoning caused by these different plans and more recently has drafted a new County-wide Land-Use plan.

San Juan County is soliciting proposals for the assistance in completing this Land-Use Ordinance and Marketing those ordinances through town hall meetings within the County for the public solicitation and public comment collection for the new County-wide Land-Use Ordinance and Zoning Maps. San Juan County currently has a General Plan and old ordinances guiding decisions but needs to move forward with the draft ordinances for public review and final adoption.

The firm(s) contracted with will have the responsibility of reviewing the current draft for conflicts within and between zoning districts as well as clarifying specific ordinances not yet outlined or in compliance with State Code changes. Areas of focus include new subdivision laws, nuisance ordinances, overnight accommodations and other administrative processes as we move through the final stages of ensuring our new ordinance is complete and publicly acceptable.

The current 2022 DRAFT San Juan County Land Use, Development, and Management Ordinance was developed by San Juan County Staff, County Attorney’s as well as the County Planning Commission and can be found on our website at <https://sanjuancounty.org/planning>.

San Juan County is seeking an individual, team, or company that will satisfy all of the following:

- Review and provide recommendations for a clear and concise written Zoning Ordinances which will be used throughout the County.
- Clear visualization of zones within a GIS based Map or multiple Maps.
- Effective marketing alternatives and dialogue with community members as well as elected officials.
- Data driven and experienced based consultation and decision-making.
- Unity in the messaging for all aspects of our vision.
- Responsible and measurable outcomes.
- Professionally outreach and communicate public comments and results.

The Request for Proposal is available on the County's Website at [www.sanjuancounty.org/rfps](http://www.sanjuancounty.org/rfps). The solicitation for the Request for Proposal due date is January 18, 2024, at 5:00 pm.

## **II. SCOPE OF WORK**

This solicitation encompasses the following Scope of Work:

- The chosen firm must possess extensive experience in general planning and zoning, demonstrating a vision, strategy, and proficiency to collaborate closely with County staff, Planning Commissioners, and Attorneys. The objective is to form a highly consultative relationship for the completion of our current draft Ordinance and Zoning Map. This endeavor extends to the County boundaries, excluding Tribal lands and Municipal Annexed areas.
- Review current zoning ordinances for incorporation or inclusion as well as aligning the Land-Use ordinance with State Code.
- The selected firm should demonstrate the capability to effectively manage community solicitation and feedback through various public forums. This includes the creation of a website capable of hosting and tracking feedback. Additionally, the firm should adeptly describe and present the new ordinances and offer Zoning map alternatives to the public and elected officials.
- The final stages of this project are anticipated to conclude the adoption process this spring, if feasible. This involves the consultant's completion of maps, documents, the collection, and advertising of public comments. The analysis of this feedback will serve as a basis for adoption and approval by the Planning Commission and Board of San Juan County Commissioners.
- Anticipated are a maximum of four (4) town-hall meetings, determined by community participation from initial town-hall meetings. Due to the County's size, there will be concentrated efforts in advertising the new ordinance and maps utilizing social media outreach.
- The development of final zoning maps is envisioned to be housed on the County's website, ensuring clarity and legibility. Additionally, the creation of GIS layers that seamlessly integrate into the County's GIS Enterprise System, allowing easy modifications by County staff in the future, is part of the requirements.

**III. COSTS/FEES**

The maximum fee for the services sought through this RFP will be the selected Vendor’s<sup>1</sup> proposal price. Vendors shall submit a fee proposal similar to the Form Fee Proposal below. Vendors shall also submit a rate schedule (similar to the Form Rate Schedule below) for all individuals that the Vendor anticipates will provide services in connection with this RFP.

<u>Form Fee Proposal</u>	
	<u>Total Cost</u>
Cost for total services described in the scope of work	
<b>Grand Totals:</b>	

<u>Form Rate Schedule</u>	
	<u>Hourly Rate</u>
Name of Employee #1	
Name of Employee #2	
Name of Employee #3	

<sup>1</sup> The term “Vendor,” as used in this RFP, means an individual or entity who is seeking to enter into a contract with San Juan County to provide San Juan County with services, including but not limited to, an individual or entity who submits a proposal in response to this RFP.

Continue naming all employees that Vendor anticipates will provide services regarding this RFP	
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Failure by a Vendor to comply with any requirement of this Section may result in rejection of the Vendor’s proposal.

The price proposal for this Project shall be submitted on the “Attachment A” provided in this RFP. This price shall include all fees and costs as a maximum fee for the provisions indicated in the Project Scope of Work as described above.

Please submit an hourly rate schedule using the form above which will be utilized for changes in the scope of services approved by San Juan County.

**IV. PROPOSAL SUBMISSION REQUIREMENTS**

All proposals submitted for evaluation should include, but are not limited to, the following:

- A. San Juan County RFP Form: The County’s Request for Proposal form completed and included as page 1 in the bid packet. (Attachment A)
- B. Introduction: This section consisting of a cover letter, an executive summary (two pages maximum) and an organizational chart showing the team involved including individual members, all organizations, relationships, and a breakdown of responsibilities including a biography and resume of key members who will be involved in the project. Resumes of Principals shall be included. Provide a minimum of three references, including the name, address and telephone number of a person who can attest to the performance, qualifications, and experience on like projects.
- C. A brief (5 or less) list and explanation of each project performed by the firm that is like the services sought through this RFP with an emphasis on regional planning and zoning ordinances creation, public outreach, GIS mapping and City or County adoption.
- D. Vendor Qualifications and Experience: A narrative that specifically addresses the firm’s or individual’s experience in working with City or County government with the capability to successfully perform the required services requested in the RFP’s scope of work, a description demonstrating involvement on similar projects and the specific project described. Preference will be given to firms or individuals who are AICP certified.
- E. Proposal: This section should cover such things as the approach to the RFP’s scope of work; the proposed schedule of the work to include a project timeline with availability; project strategy; methodology used to control costs, maximize economies of scale, and ensure operational effectiveness; identify outputs to be delivered; and identify advantages of the proposal to San Juan County.
- F. Fee Schedule: A detailed fee schedule proposed to be charged for the services to be performed.

Proposals in non-standard formats cannot be evaluated without considerable analysis. Failure to follow the prescribed format may result in rejection of the proposal.

**V. SAN JUAN COUNTY’S REQUEST FOR PROPOSALS POLICY**

Each Vendor who submits a proposal in response to this RFP agrees to comply with and be bound by San Juan County’s Request for Proposals section within the San Juan County Purchasing policy that is in place at the time that this RFP was issued. Each Vendor may request and receive a copy of San Juan County’s Request for Proposals policy by sending an email to Purchasing Agent and County Chief Administrative Officer Mack McDonald at [mmcdonald@sanjuancounty.org](mailto:mmcdonald@sanjuancounty.org) and requesting a copy of San Juan County’s Request for proposals policy.

**VI. EVALUATION CRITERIA**

Submitted Proposals will be evaluated and scored by the selection committee based on the following criteria:

<b>Evaluation Criteria</b>			
<u>Primary Criteria</u>		<u>Primary Criteria % of Overall Evaluation Score</u>	
<b>Qualification and Experience</b>	<i>Sub-Criteria</i>	<b>30%</b>	<i>Sub-Criteria % of Primary Criteria Evaluation Score</i>
	<ul style="list-style-type: none"> <li>Past Experience in Regional Planning and Zoning.</li> <li>Quality of response to RFP connecting directly to related experience in firm’s or individual’s experience demonstrating Zoning Map building in a GIS platform with the capability to successfully perform the required services.</li> <li>Expertise and experience conducting public engagement forums.</li> </ul>		10%
			10%
			10%
<b>Technical Approach</b>	<i>Sub-Criteria</i>	<b>30%</b>	<i>Sub-Criteria % of Primary Criteria Evaluation Score</i>
	<ul style="list-style-type: none"> <li>Scope of Work</li> <li>Detail of submitted work plan, schedule and proposed project approach</li> </ul>		15%
			15%
<b>Fee Schedule</b>	<i>Sub-Criteria</i>	<b>30%</b>	<i>Sub-Criteria % of Primary Criteria Evaluation Score</i>
	<ul style="list-style-type: none"> <li>Grand Total</li> <li>Rate Schedule</li> </ul>		15%
			15%
<b>Introduction</b>		<b>10%</b>	
	<i>Sub-Criteria</i>		<i>Sub-Criteria % of Primary Criteria Evaluation Score</i>
	<ul style="list-style-type: none"> <li>Firm’s organization</li> <li>Professionalism and strength of team</li> </ul>		5%
			5%

**VII. PROJECTED SCHEDULE FOR THE RFP PROCESS**

The County reserves the right to modify this schedule at its sole discretion.

<u>Activity</u>	<u>Date</u>
Request for Proposal Issued	January 3, 2024
Initial Question and Answer Meeting	January 11, 2024
Last day to submit questions via e-mail	January 16, 2024
Proposal Due Date	January 18, 2024 (5:00 PM MST)
Notice of Award	February 6, 2024

**VIII. QUESTION AND ANSWER MEETING**

Interested firms wishing to submit a proposal are encouraged to attend a question, answer, and introduction meeting which will be a virtual meeting through Google to be held at the following link: <https://meet.google.com/erq-tojc-jah> Or dial: (US) +1 720-441-5653 PIN: 907 157 425# on Thursday, January 11, 2024 at 1:00 PM MST. **This is the only date and time for a virtual face to face with County employees for the proposal.**

**IX. WRITTEN CONTRACT REQUIRED**

The selected party must be willing to enter into a written contract with San Juan County. A binding agreement between San Juan County and the selected party is dependent upon the negotiation, preparation, and execution of a formal contract. At any time prior to the execution of a binding agreement executed by both parties, San Juan County may, in its sole discretion, stop the selection process and decline to enter into an agreement for the subject matter herein.

**X. INQUIRIES**

All inquiries relating to the specifications or proposal procedure should be directed in writing through e-mail to the Purchasing Agent, Mack McDonald at [mmcdonald@sanjuancounty.org](mailto:mmcdonald@sanjuancounty.org). The last day and time to submit questions will be 4:30 p.m. on January 16, 2024. **Please do not contact the agency, division, department, or other County officers or employees.**

**XI. REQUEST FOR FINAL AND BEST OFFERS**

Among other options at San Juan County's disposal, San Juan County may request a final and best offer at any time during the RFP process. If San Juan County exercises this option, the interested party shall respond prior to the deadline established by San Juan County when the option is exercised. If the interested party fails to timely provide a final and best offer, the best offer made by the interested party prior to the exercise of this option will be considered by San Juan County as the final offer of the interested party.

**XII. PROTESTS**

As further described in San Juan County's Request for Proposals policy, which is incorporated herein by this reference, any proposer who submitted a timely filed proposal that was not rejected by either the evaluation committee or the Purchasing Agent may file a protest. In order to be timely, a protest must be submitted, in writing, to the San Juan County Board of County Commissioners no later than six calendar days after the date that the *Notice of Intent to Engage in Contract Negotiations* was sent by the Purchasing Agent to the applicable Vendor.

Protests that are not submitted in a timely manner to the San Juan County Board of County Commissioners shall be rejected by San Juan County.

**XIII. SAN JUAN COUNTY MAY TERMINATE THE RFP PROCESS OR DECIDE NOT TO ENTER INTO A CONTRACT**

As further described in San Juan County’s Request for Proposals policy, which is incorporated herein by this reference, San Juan County may terminate the RFP process regarding this RFP for any reason and at any time prior to the execution of a contract by a proposer and San Juan County regarding the services sought through this RFP. Moreover, San Juan County may decide not to enter into a contract with any proposer to provide the services sought through this RFP.

**XIV. CONTRACT AND PROPOSAL INFORMATION**

All proposers who submit a proposal in response to this RFP acknowledge that they have each read and understand this RFP and agree to be bound by the terms and provisions of this RFP, including, but not limited to, the following:

- A. Firm Pricing: All prices, quotes, or proposals shall remain firm for the duration of the RFP process regarding this RFP and until a contract regarding this RFP is executed by San Juan County and a Vendor or San Juan County decides not to enter into a contract with any Vendor to provide the services sought through this RFP. A Vendor’s failure to comply with these provisions may result in the rejection of the Vendor’s proposal.
- B. Governing Law and Exclusive Jurisdiction and Venue: Any contract between San Juan County and a Vendor regarding this RFP will be interpreted, construed, and given effect according to the laws of the state of Utah and the ordinances of San Juan County, and the courts within San Juan County, Utah shall have the sole and exclusive jurisdiction and venue regarding any such contract. No contract will be assigned, in whole or in part, without the written consent of San Juan County.
- C. Licensing: The selected Vendor shall obtain all applicable federal, state, and local licenses before any contract between San Juan County and the Vendor regarding this RFP is executed. The selected Vendor must maintain for the duration of the contract between San Juan County and the Vendor regarding this RFP.
- D. Registration: All Vendors shall be registered with the Utah State Division of Corporations and Commercial Code to perform business in the state of Utah. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849 or toll free at 877-526-3994 or by accessing: [www.commerce.utah.gov](http://www.commerce.utah.gov).
- E. Public Domain: Interested Parties are advised that Utah law and San Juan County ordinances provide that, upon the full execution of a contract subsequent to an RFP, the contents of a selected proposal relating to this RFP may be placed in the public domain and become public records subject to examination by any interested parties in accordance to the Government Records Access Management Act (GRAMA), Utah Code Ann. 63G-2-101 et seq. and County ordinance. Please refer to Section XVI below for specific details regarding the protection of certain information.
- F. Modifying or Withdrawing Proposals: Interested parties may modify or withdraw their proposals at any time prior to the proposal due date. Interested parties may withdraw their proposals if San Juan County and the selected interested party cannot agree on contract terms.

- G. Independent Contractors: Interested party agrees that if he/she/it enters into a contract with San Juan County, he/she/it will be an independent contractor and have no authority, express or implied, to bind San Juan County to any agreements, settlements, liability, or understanding whatsoever with any third party and will have no interest in any benefits provided by San Juan County to its employees.
- H. Free and Competitive Bidding: Any agreement or collusion among prospective interested parties to fix a price or limit competition shall render the proposal void and such conduct shall be unlawful and subject to criminal sanction.
- I. Insurance: If awarded the contract, an interested party will, at its sole cost and expense, secure and maintain both prior to the commencement of the term of the contract and for the duration of the contract, insurance coverage as follows:
  - (1) General Liability Insurance as follows: Occurrence form commercial general liability insurance with the following minimum limits:
    - (a) Each Occurrence - \$1,000,000.00;
    - (b) Damage to Rented Premises – \$50,000.00;
    - (c) Med. Exp. (Any one person) – \$5,000.00;
    - (d) Personal & Adv. Injury – 2,000,000.00;
    - (e) General Aggregate - \$2,000,000.00;
    - (f) Products – Comp/Op Agg. - \$2,000,000.00; and
    - (g) Other – N/A;
  - (2) Automobile Liability Insurance: With minimums to satisfy the state of Utah’s requirements;
  - (3) Workers Compensation and Employers’ Liability: With minimums to satisfy the state of Utah’s requirements or a valid waiver issued by the appropriate department of the state of Utah; and
- J. Indemnification: If awarded a contract and consistent with the terms and provisions of the written contract between San Juan County and the selected party, the selected party, for itself, and on behalf of its representatives, among others, shall agree and promise to indemnify, defend, save and hold harmless San Juan County, and San Juan County’s representatives, among others, from any and all claims, among other things.
- K. Infringement: An interested party shall not infringe on patents, copyrights, trademarks, or intellectual property rights. The consequences from violation, including costs of defending a claim and indemnification from an action of claim by a third party, shall be borne by the selected party.
- L. Warranties. If products, goods, or otherwise will be supplied or provided by the selected party, the selected party shall agree to the specific warranty provisions that will be set forth in the written contract entered into between San Juan County and the selected party.
- M. Conflicting Terms of Provisions: If any portion of this RFP conflicts in whole or in part with a written agreement entered into between the selected party and San Juan County subsequent to the issuance of this RFP, the subsequent written agreement between the selected party and San Juan County shall control.

**XV. RFP SUBMISSION REQUIREMENTS AND NOTICE TO INTERESTED PARTIES ON HOW TO POTENTIALLY PROTECT CERTAIN PORTIONS OF THEIR PROPOSALS**



All interested parties shall submit five (5) copies of their proposal to San Juan County along with the completed form attached as “Attachment A” hereto. Four copies of the interested party’s proposal shall be full and complete copies and shall be submitted in hard copy form by either mailing or hand delivering such copy as follows:

If Provided by Mail:

San Juan County  
Attn: Purchasing Agent  
117 South Main Street  
PO Box 9  
Monticello, Utah 84535

If Provided by Hand Delivery:

San Juan County  
Attn: Purchasing Agent  
117 South Main Street, Room #202  
Monticello, Utah 84535

The fifth copy shall be submitted in “PDF” form. This copy may be submitted on a CD, flash drive, or other electronic storage medium and provided, along with the first copy, either through email, mail or by hand delivery.

If the interested party’s proposal either does not contain information that may be protected under Section 63G-2-305(1) or (2) of the Utah Code or the interested party does not want to protect information that could be protected under Section 63G-2-305(1) or (2) of the Utah Code, then the interested party’s second copy of its proposal, provided in “PDF” form, shall be a full and complete copy of the interested party’s proposal.

If, however, the interested party’s proposal does contain information that may be protected under Section 63G-2-305(1) and/or (2) of the Utah Code, and the interested party would like to protect such information in its proposal, then the interested party shall comply with Section 63G-2-309 of the Utah Code.

If the interested party does not strictly comply with all of the foregoing provisions of this section, San Juan County, upon receiving a GRAMA request for the interested party’s proposal, will release a full and complete copy of the interested party’s proposal.

All costs associated with the preparation of the proposal, as well as any other related materials, will be the sole responsibility of the interested party. All proposals become the property of San Juan County upon submission. San Juan County reserves the right, but is not obligated, to reject any or all proposals submitted.

All project specifications, manuals, GIS maps or digital content, whether digital or hard copies will all be tied directly to this project and shall be provided to and owned by San Juan County.

Further submission requirements are set forth in the sections below:

**Attachment A**

**San Juan County RFP Form**

**Respondent Information:** Provide the following information about yourself and your company.

Respondent Name: \_\_\_\_\_  
(Note: give exact legal name as it will appear on the contract, if awarded)

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Business Structure:**

- \_\_\_\_\_ Individual or Sole Proprietorship
- \_\_\_\_\_ Partnership
- \_\_\_\_\_ Corporation
- \_\_\_\_\_ Limited Liability Company
- \_\_\_\_\_ Other, list business structure \_\_\_\_\_

**Insurance Certificate:** \_\_\_\_\_ Copy of insurance certificate, or \_\_\_\_\_ You are willing to get the proper insurance requirements if awarded the contract during contract negotiation.

**Contact Information:** List the one person who San Juan County or their representative may contact concerning your proposal.

Name: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

**Final Bid/Pricing Structure:**

\_\_\_\_\_  
\_\_\_\_\_

By submitting this proposal, \_\_\_\_\_ hereby certifies our willingness to enter into a contract with San Juan County, if selected.

Signature \_\_\_\_\_ Date \_\_\_\_\_