



West Valley City
Comprehensive General Plan Update

REQUEST FOR PROPOSALS

Responses due:

August 11, 2025

Request for Proposals (RFP)

General Plan Update

Issued by: West Valley City

Date of Issuance: July 8, 2025

Proposal Due Date: August 11, 2025

Contact Information:

Brock Anderson

Senior Planner

brock.anderson@wvc-ut.gov

801-963-3361

3600 Constitution Blvd, Suite 220, West Valley City, UT 84119

1. Introduction

West Valley City is seeking proposals from qualified planning consultants to assist in a comprehensive update of its General Plan including a robust economic development plan. The updated General Plan will provide guidance for the implementation and coordination of land use, economic development, and municipal services. The process will be informed by extensive public engagement to formulate the community's vision. The updated plan should reflect current and future community needs, aspirations, and legal requirements. The plan will provide actionable strategies to guide the City's formulation of its policies, programs, ordinances, zoning and capital projects.

2. Background

West Valley City is the second-largest city in Utah, with a diverse population and a dynamic urban environment. The City has seen substantial growth and development since incorporating in 1980. From the community's beginnings in the late 1800's to the present, West Valley City has transformed from an agricultural community to a diverse suburban community with a large employment base. The City is now over 90 percent built out, with a third of all land in the City developed as commercial or industrial. In addition to changes through development, the City is expected to become even more ethnically diverse and have a higher percentage of seniors in the future.

3. Scope of Work

The selected consultant will be expected to perform the following tasks:

3.1 Data Collection and Analysis

- Review existing planning documents including the City's General Plan, Station Area Plans, Moderate Income Housing Plan, Active Transportation Plan, and Major Street Plan and Wasatch Front Regional Council's Regional Transportation Plan
- Review existing zoning regulations and zoning map
- Coordinate with the consultant working on the development of the City's first Parks Master Plan
- Review and analyze existing and projected demographic, housing, and transportation data at the local and regional level
- Identify all vacant land, underdeveloped land, land with aging and/or blighted development, and any other land that is likely to develop or redevelop over the next 20 years
- Using local and regional data sources on businesses, sales tax, demographics, employment, industries, and available land, perform an economic development SWOT analysis (strengths, weaknesses, opportunities, and threats)
- Identify growth and development trends locally and regionally and describe how those trends could influence future development within the City

3.2 Community Engagement

- Together with City staff, develop and execute a community engagement plan to solicit public input. Beyond conducting traditional public workshops, surveys, and outreach, the City is looking for a consultant who has creative ideas for encouraging public participation, particularly from hard to reach communities.
- Engage with local organizations and other community groups to ensure broad participation.
- Working with City staff and the City's selected survey consultant, develop a list of survey questions. The survey will be conducted by a consultant the City has used for a different survey.
- In a recent Citywide survey, survey participants were asked to identify areas of improvement for the City. The one area of improvement topic selected by the most

survey participants was “city maintenance and cleanliness”. Explore this topic further and identify and prioritize specific actions the City should take.

- All of the community engagement should inform the plan development.

3.3 Plan Development

- Draft an updated General Plan that includes:
 - an introduction that summarizes key points from the data collection and analysis and community engagement
 - an updated future land use map for the entire City
 - an updated land use element that:
 - provides an overall vision statement for land use;
 - addresses issues, goals, and actions pertaining to land use;
 - provides justification for the future land use map designations; and
 - meets State law requirements found in Utah Code Section 10-9a-403(2)(a).
 - an economic development plan that includes:
 - an overall vision statement for economic development;
 - goals on broad economic aims such as job growth, capital investment, increased tax base, etc.;
 - targeted industries to attract/retain and an explanation as to why the City should focus on these industries;
 - specific action items the City should take to retain existing businesses, help existing businesses grow, and attract new businesses;
 - suggested investments in infrastructure and workforce development to further the City’s economic development goals;
 - suggested incentives or financing tools that should be employed to further the City’s economic development goals;
 - strategies to promote the City to investors, tourists, and future employees and residents;

- suggested actions to encourage the reutilization or redevelopment of vacant office buildings;
 - suggested actions to optimize the following City assets: the Maverik Center, Stonebridge Golf Course, and the Ridge Golf Course.
 - an implementation plan that incorporates timelines, responsibilities, and potential funding sources; and
 - key performance indicators (KPIs).
- an updated transportation and circulation element that:
 - provides an overall vision statement for transportation;
 - addresses issues, goals, and actions pertaining to transportation;
 - identifies priority connections to remedy physical impediments as required in Utah Code Section 10-8-87; and
 - meets State law requirements found in Utah Code Section 10-9a-403(2)(a).
 - recommended updates to the City's Active Transportation Plan (not intended to be a comprehensive update)
 - a community design and aesthetics element describing issues, goals, and actions related to the aesthetic enhancement of public and private spaces and buildings
 - a public services and facilities element showing general plans for police and fire protection and other public services
 - recommendations on zoning ordinance revisions
 - recommendations on zoning map revisions
 - an implementation plan that incorporates timelines, responsibilities, and potential funding sources. The implementation plan should address changes to policies, programs, and ordinances as well as recommended investments in infrastructure
 - Any other General Plan elements required by Utah law which are not specifically set forth herein.

3.4 Plan Adoption

- Assist in presenting the draft plan to the Planning Commission and City Council.
 - Revise the plan based on feedback and facilitate the adoption process.
-

4. Deliverables

The consultant will provide:

- A comprehensive General Plan document in Microsoft Word format
 - Digital copies of all maps, charts, and other graphics
 - Digital copies of all GIS layers used for analysis and/or map creation
 - A report of all public engagement activities
-

5. Proposal Requirements

Proposals should include:

- A cover letter expressing interest and qualifications
 - Resumes of key personnel
 - Examples of similar projects completed
 - References from previous clients
 - A detailed work plan and timeline
 - Identify unique or creative ideas to engage the community for increased public participation
 - A detailed budget and fee proposal that includes the budget and fee for the economic development plan separate from the rest of the scope of work
-

6. Evaluation Criteria

Proposals will be evaluated based on:

Criteria	
Responsiveness to the requirements of this RFP and understanding of work to be completed	15%

Qualifications and experience of key personnel, particularly with economic development plans	20%
Demonstration of successful implementation of similar projects	20%
Efficient, realistic and timely proposed schedule	15%
Technical and innovative approach to developing comprehensive general plan update	10%
Effective and creative public engagement plan and schedule	10%
Cost-effectiveness	10%
	100%

7. Submission Instructions

Proposals must be received no later than **6:00 P.M. local prevailing time**, as conclusively established by the clock on <https://utah.bonfirehub.com>, on **August 11, 2025**. All proposals shall be submitted through Bonfire and alternative methods of submission shall not be accepted. Proposals shall reflect the best and most current information and offer.

All proposals must be signed by an authorized representative of the responder. The signature on the proposal signifies the responder's intent to comply with the terms, specifications, and conditions set forth in this request, unless specific exceptions are explicitly noted on the face of the proposal.

West Valley City reserves the right to reject any or all proposals, to waive any informality or technicality in the Agency's sole discretion, or to accept any proposal deemed to be in the best interests of the Agency.

8. Additional Information

For questions or clarifications, contact Brock Anderson at brock.anderson@wvc-ut.gov or 801-963-3361
