



## REQUEST FOR PROPOSALS

July 13, 2026

### COMPREHENSIVE MASTER PLAN 2040 UPDATE

The Town of Castle Rock, Colorado, is requesting proposals from qualified vendors to conduct an update to the Town's Comprehensive Plan. The Comprehensive Master Plan update is anticipated to occur during the second half of 2026 and the first half of 2027 and will evaluate current conditions, future growth trends and community priorities to identify practical implementation strategies that support the Town's long-standing vision while addressing evolving needs related to land use, housing, transportation, infrastructure, economic development and community services.

Proposal submission via email is preferred. Proposals shall be submitted in a single Microsoft Word or PDF file under 10MB and emailed to [bboland@crgov.com](mailto:bboland@crgov.com). If electing to submit a hard copy proposal, we require one hard copy and one electronic copy on a jump drive, to be received at the Castle Rock Town Hall, 100 N. Wilcox St., Castle Rock, Colorado, 80104 via ATTN: Brad Boland. All proposals must be received before 5 p.m. MDT (our clock) on August 7, 2026.

All questions should be submitted in writing via email to Brad Boland at [bboland@CRgov.com](mailto:bboland@CRgov.com) no later than 3 p.m. MDT (our clock) on Friday, July 24, 2026. Questions received after this deadline may not be answered. Responses to all questions submitted before the deadline will be addressed in an addendum and posted on the Rocky Mountain E-Purchasing System webpage hosted by Bidnet.

The Town of Castle Rock reserves the right to reject any and all proposals and to waive any irregularities or informalities. The selected vendor(s) shall be expected to sign the Town's standard services agreement prior to commencing services (see sample attached to this Request for Proposals).

Sincerely,

Brad Boland, AICP  
Planning Manager  
Town of Castle Rock  
100 N. Wilcox St.  
Castle Rock, CO 80104

## **I. OVERVIEW & BACKGROUND**

### **A. Overview:**

Nestled along the Front Range south of the Denver metropolitan area, the Town of Castle Rock is a thriving world-class community that values its small-town character, historic Downtown, high quality of life, natural environment and strong sense of community identity. Castle Rock is a full-service municipality providing police, fire, emergency medical, parks, recreation, roads, water and development services.

Since adoption of the Town's 2030 Comprehensive Master Plan in 2017, Castle Rock has continued to evolve as one of Colorado's fastest-growing communities while maintaining a long-standing commitment to responsible growth, preservation of community character and fiscal sustainability. The Comprehensive Master Plan update process will build upon the Town's long-standing community visioning efforts, including Vision 2020 and Vision 2030, which established the Town's collective concept of what it wants to become in the future and continue to guide Town decisions, community priorities and long-range planning efforts. The update should reinforce the community's established vision while thoughtfully evaluating changing conditions, emerging opportunities and evolving community priorities.

The 2030 Comprehensive Master Plan reinforced the community's long-term vision to:

- Preserve Castle Rock as a freestanding community
- Maintain a vibrant Downtown and strong local identity
- Balance housing, services and employment opportunities
- Protect open space, natural resources and scenic vistas
- Ensure quality community services and infrastructure
- Support multimodal transportation opportunities
- Secure long-term water resources and conservation strategies
- Foster a strong local economy and employment base

The Town is seeking proposals from qualified consulting firms to prepare the Castle Rock Comprehensive Master Plan 2040 Update ("Comprehensive Plan" or "Plan"). The Comprehensive Plan update should build upon and refine the existing policy framework established in the 2030 Comprehensive Master Plan while evaluating current and future community conditions, demographic trends, economic conditions, infrastructure planning, housing needs and land use patterns.

The Town anticipates that the Comprehensive Plan 2040 Update will generally build upon the community vision, development patterns and policy direction established through prior planning efforts while identifying targeted opportunities, updated implementation strategies and policy refinements necessary to address changing conditions, statutory requirements and emerging community priorities.

The Comprehensive Plan should serve as the Town's primary long-range policy document and provide guidance for future land use decisions, infrastructure investment, economic development, community services and growth management.

The selected consultant shall work collaboratively with Town staff, elected and appointed officials, community stakeholders, regional partners and residents to prepare an updated Comprehensive Plan that reflects Castle Rock's vision for the future.

## **II. SCOPE OF PROPOSAL**

### **A. Anticipated Schedule**

The following represents the Town's target schedule for the RFP process. The Town reserves the right to amend the target schedule at any time.

- RFP issued: July 13, 2026
- Question deadline: 3 p.m. MDT (our clock) on July 24, 2026
- Proposal due date: 5 p.m. MDT (our clock) on August 7, 2026
- Finalist interviews: August 2026
- Award of contract: August/September 2026

The selected consultant shall provide a detailed project schedule as part of their proposal, including anticipated project milestones, public engagement activities, draft deliverables and final adoption timeline.

### **B. Scope of Work**

The scope of work and project requirements include, but are not limited to, the following:

#### **1. Existing Conditions and Background Analysis**

- Review the Town's existing Comprehensive Master Plan and related planning documents
- Review current land use patterns, development trends and growth projections
- Evaluate demographic, economic and market trends
- Assess employment, commercial, housing and mixed-use development patterns
- Evaluate transportation systems, multimodal mobility opportunities and regional connectivity
- Review infrastructure planning and public service considerations
- Review parks, recreation, trails, open space and environmental resources
- Assess community character, neighborhood compatibility and placemaking opportunities
- Identify trends and issues impacting future development and growth management
- Evaluate applicable regional and state planning requirements and policy considerations

#### **2. Visioning and Policy Framework**

- Confirm and refine the community vision and guiding principles established through prior visioning and comprehensive planning efforts
- Evaluate how the Comprehensive Plan can continue to support and implement the community's long-standing vision, values and desired character
- Identify community priorities and emerging issues
- Develop updated policy direction and implementation strategies
- Identify opportunities to strengthen coordination among Town departments and related planning initiatives
- Prepare future land use recommendations and policy guidance
- Evaluate opportunities for redevelopment, reinvestment and compatible infill development
- Identify implementation strategies that support responsible growth and long-term fiscal sustainability

#### **3. Land Use and Growth Management**

- Review existing land use designations and future land use planning assumptions
- Evaluate growth projections and development capacity

- Assess community character and compatibility considerations
- Evaluate activity centers, mixed-use districts, interchange areas and Downtown development patterns
- Identify opportunities for housing diversity and attainable housing strategies consistent with community goals
- Coordinate, as appropriate, with regional housing initiatives and the Douglas County Housing Partnership Housing Action Plan efforts
- Identify opportunities for targeted redevelopment and infill consistent with existing community character and adopted plans
- Develop updated land use and growth management recommendations that generally reinforce the Town's long-standing planning vision while addressing evolving community needs

#### 4. Transportation and Mobility

- Evaluate roadway, multimodal and regional transportation considerations
- Coordinate with existing transportation planning efforts and capital planning initiatives
- Assess pedestrian, bicycle and trail connectivity opportunities
- Evaluate circulation and mobility within key activity centers and corridors
- Consider regional transit and transportation coordination opportunities

#### 5. Infrastructure, Utilities and Water Planning Coordination

- Coordinate with existing Town utility and infrastructure planning efforts
- Review long-range water resource planning and water conservation planning efforts
- Incorporate applicable statutory planning considerations related to water supply and long-range infrastructure coordination
- Ensure consistency with the Town's adopted water planning documents and existing long-term water resource strategies
- Evaluate infrastructure and service considerations associated with future growth and development patterns

#### 6. Economic Development and Community Services

- Evaluate employment trends and economic development opportunities
- Assess activity centers, commercial areas and employment corridors
- Identify strategies to support economic resiliency and community vitality
- Evaluate parks, recreation, civic facilities and community service considerations
- Support continued Downtown vitality and placemaking efforts

#### 7. Public Engagement

The consultant shall prepare and implement a robust and inclusive public engagement strategy that encourages participation from a broad range of community members and stakeholders.

Public engagement efforts should include, but are not limited to:

- Public meetings and workshops
- Open houses and community events
- Stakeholder interviews and focus groups
- Online engagement tools and surveys
- Interactive mapping or digital engagement opportunities
- Coordination with Town boards, commissions and committees
- Outreach to local businesses, community organizations and institutional partners
- Youth engagement opportunities, including coordination with the Town's Youth Commission and other youth-focused organizations or initiatives
- Engagement efforts designed to gather meaningful input while recognizing the strong community foundation established through prior planning efforts

The consultant should identify creative and accessible engagement techniques that encourage broad participation and help the Town understand both emerging priorities and areas of continued community

consensus. Public engagement efforts should recognize that Castle Rock has a well-established long-term community vision and planning framework, and should focus on refining and advancing that vision while identifying targeted opportunities and updated implementation strategies responsive to current and future conditions.

8. Plan Preparation and Adoption Support

- Prepare draft and final Comprehensive Master Plan documents
- Prepare graphics, maps, renderings and supporting materials
- Prepare future land use maps and implementation matrices
- Present materials to Town staff, Planning Commission and Town Council
- Support public review and adoption processes
- Provide digital and print-ready final deliverables

C. Deliverables

Deliverables shall include, but are not limited to:

1. Detailed project schedule
2. Public engagement plan
3. Existing conditions and trends analysis
4. Summary of community engagement results
5. Draft policy framework and recommendations
6. Draft future land use map and supporting materials
7. Administrative draft Comprehensive Master Plan
8. Public review draft Comprehensive Master Plan
9. Final Comprehensive Master Plan document
10. Executive summary and presentation materials
11. Digital GIS-compatible mapping files and graphics
12. Final editable electronic files and print-ready documents

D. Coordination and Meetings

The selected consultant shall coordinate regularly with Town staff throughout the project. The consultant should anticipate participation in meetings including, but not limited to:

- Project kickoff meeting
- Regular project management meetings
- Town Council and Planning Commission study sessions
- Public meetings and workshops
- Stakeholder meetings
- Final adoption hearings

The consultant should identify the anticipated number and format of meetings included within the proposed scope and fee.

E. **General Notes:**

The Town may select multiple vendors, or may not proceed with any proposals, based on costs, alignment with Town priorities or other factors that may be determined through this process.

F. **Subcontractors**

Vendors will be responsible for identifying any subcontractors in their proposal. Please note that the Town will contract solely with the awarded vendor; therefore, subcontractors will be the responsibility of the vendor. Vendor must obtain the prior approval from the Town before allowing a subcontractor to perform any services within the Scope of Work.

**G. Proposal Format**

Please submit proposals in 8 1/2 x 11" page size for all sections. Font shall be a minimum of 10 Arial and margins are limited to no less than .5" for sides and top/bottom. Please, no embedded documents. Proposals that do not conform to these requirements may be rejected.

**H. Laws and Regulations**

The vendor agrees to comply fully with all applicable local, State of Colorado and Federal laws and regulations and municipal ordinances.

**I. Agreement**

The awarded Vendor(s) will be expected to sign the Town's standard services agreement, a sample of which is attached for reference. Please note any specific changes or exceptions to this agreement that you would like the Town to consider. Only specific recommendations included in this submittal will be considered by the Town.

**J. Invoicing and Payment**

Invoices should be emailed monthly to [amelendez@CRgov.com](mailto:amelendez@CRgov.com) with a copy to the project manager. The cost of the work completed shall be paid to the vendor each month following the submittal of a correct invoice by the vendor indicating the project name, Purchase Order number, task description, hours worked, personnel/work type category, date of the work performed specific to the task, percentage of that work that has been completed by task, any third-party supporting documentation with the same detail, and a brief progress report.

Payments will be made using the prices listed on the agreed-to price schedule. In the event a service is requested that is not listed on the price schedule, the vendor and the Town will negotiate an appropriate unit price for the service prior to vendor initiating such work. The Town pays invoices on Net 30 terms.

**III. PROPOSAL SUBMITTAL**

For this section, vendors are required to provide detailed written responses to the following items in the order outlined below. The responses shall be considered technical offers of what vendors propose to provide and shall be incorporated in the contract award as deemed appropriate by the Town. A proposal that does not include all the information required may be deemed nonresponsive and subject to rejection.

Responses must include all the items in the order listed below. It is suggested that vendors include each of the Town's questions, with their response immediately following the question.

The Town of Castle Rock shall not reimburse any firm for costs incurred in the preparation and

presentation of their proposal.

**A. Cover Letter/Executive Summary**

Each bidder shall submit a short cover letter including the name and address of the organization submitting the proposal and the name, address and telephone number of the contact person who will be authorized to make representations for the organization.

**B. Vendor Information and Experience**

1. Describe the vendor's business including background and qualifications. Complete Section VI, Vendor Statement
2. Provide brief biographies of individuals who will work on the project, including relevant experience and respective function; the project manager must be identified
3. Detail at least three comparable projects performed for governmental or other similar agencies, including contact information for the agency and access to at least one final report prepared
4. Discuss vendor capacity to complete the projects
5. List any litigation in which the vendor and/or managing principal is named a party

**C. Scope of Proposal**

1. Provide an outline of the services the firm proposes to offer and philosophy of the firm's approach, including approach to public engagement and elected official participation
2. Describe the procedures the firm would follow in the technical review of reports prior to the issuance of reports by qualified personnel
3. Explain how the firm would use Town personnel to assist during the project, including the responsibilities of Town management and schedules and other reports the Town would be expected to provide. Also, state the length of notice given to Town staff for information requests
4. Provide an estimated time schedule for setting up and completing the project, including estimate of time spent on site. The work plan should include:
  - a. Time estimates for each significant segment of the work
  - b. The number and level of staff assigned, including the names and titles of individual staff members, where possible
5. Identify what portion of work, if any, may be subcontracted
6. Proposed fee and billing structure for services, including a "not-to-exceed" fee for the described scope of work and hourly rates for each level of personnel
7. Cost breakout for additional services, should they be required (i.e. travel expenses)

8. Any additional information offeror believes distinguishes their firm from others, not including general information publications, brochures and handouts redundant with other information provided

#### **IV. REVIEW AND ASSESSMENT CRITERIA**

##### **A. Evaluation Criteria**

Vendors will be evaluated on:

- Format and content of proposal — all requested information must be present as listed in Section III, Proposal Submittal
- Firm's qualifications
  - The Consultant shall have at least five years of experience preparing community planning documents and leading public outreach efforts.
  - The Consultant shall have completed at least two comparable projects in communities similar in size to the Town of Castle Rock, Colorado.
  - The Consultant shall demonstrate familiarity with Colorado planning processes, municipal comprehensive planning, regional coordination efforts, and current State statutory and policy frameworks affecting local planning, land use and growth management.
  - The Consultant shall demonstrate experience coordinating with elected officials, planning commissions, municipal staff and community stakeholders.
- Adequacy of proposed project approach
- Ability to provide advisory and consulting services
- References from current and past clients of the firm
- Cost of proposed project services

##### **B. Interviews**

Following internal evaluation of vendor proposals, the Town intends to interview finalist vendor(s). Any vendor selected for an interview will be provided more information at that time.

#### **V. TERMS AND CONDITIONS**

The selected vendor will enter into an agreement with the Town. The contract will be a services contract, and not an employment contract. The Town will not provide any employment benefits, nor shall it be required to provide an office, nor any support services during the course of the contract. The Assistant Town Manager will oversee the contract, and the vendor will work directly with the Assistant Town Manager as project manager.

The Town must be contacted prior to any change of scope in the work to be performed after the original contract is signed, when such changes are expected to result in an increase of cost in excess of quoted fees, prior to commencement of the work. An agreed change of scope in the work to be performed shall

be documented as an amendment to the service agreement and be accepted by all parties.

### **Insurance Requirements**

Vendor agrees to procure and maintain, at its own cost, the following policy or policies of insurance. Vendor shall not be relieved of any liability, claims, demands nor other obligations assumed pursuant to this agreement by reason of its failure to procure or maintain insurance, or by reason of its failure to procure or maintain insurance in sufficient amounts, durations or types.

- A. Vendor shall procure and maintain, and shall cause each subcontractor of the contractor to procure and maintain a policy with the minimum insurance coverage listed below. Such coverage shall be procured and maintained with forms and insurers acceptable to the Town. All coverage shall be continuously maintained from the date of commencement of services hereunder. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage.
  - 1. Workers Compensation insurance to cover obligations imposed by the Workers Compensation Act of Colorado and any other applicable laws for any employee engaged in the performance of work under this contract, and Employer's Liability insurance with minimum limits of FIVE HUNDRED THOUSAND DOLLARS (\$500,000) each accident, FIVE HUNDRED THOUSAND DOLLARS (\$500,000) disease-policy limit, and FIVE HUNDRED THOUSAND DOLLARS (\$500,000) disease-each employee.
  - 2. Comprehensive General Liability insurance with minimum combined single limits of ONE MILLION DOLLARS (\$1,000,000) each occurrence and ONE MILLION DOLLARS (\$1,000,000) aggregate. The policy shall be applicable to all premises and operations. The policy shall include coverage for bodily injury, broad form property damage (including for contractual and employee acts), blanket contractual, independent contractors, products and completed operations. The policy shall contain a severability of interests provision.
  - 3. Comprehensive Automobile Liability Insurance with minimum combined single limits for bodily injury and property damage of not less than ONE MILLION DOLLARS (\$1,000,000) each occurrence and ONE MILLION DOLLARS (\$1,000,000) aggregate with respect to each of vendor's owned, hired and/or non-owned vehicles assigned to or used in performance of the services. The policy shall contain a severability of interests provision.
  - 4. Professional Liability insurance with minimum limits of ONE MILLION DOLLARS (\$1,000,000) per claim and ONE MILLION DOLLARS (\$1,000,000) aggregate.
- B. The policies required above, except Workers' Compensation insurance, Employers' Liability, and Professional Liability insurance shall be endorsed to include the Town, its officers and employees, as additional insureds. Every policy required above, except Workers' Compensation, shall be primary insurance, and any insurance carried by the Town, its officers, or its employees, shall be excess and not contributory insurance to that provided by vendor. The additional insured endorsement for the Comprehensive General Liability insurance required above shall not contain any exclusion for bodily injury or property damage arising from completed operations. The vendor shall be solely responsible for any deductible losses under each of the policies required above.

- C. Certificates of insurance shall be completed by the vendor's insurance agent and attached as an Exhibit to the Agreement as evidence that policies providing the required coverage, conditions and minimum limits are in full force and effect and shall be subject to review and approval by the Town.  
Each certificate shall identify the project and shall provide that coverage afforded under the policies shall not be canceled, terminated nor materially changed until at least 30 days prior written notice has been given to the Town. If the words "endeavor to" appear in the portion of the certificate addressing cancellation, those words shall be stricken from the certificate by the agent(s) completing the certificate. The Town reserves the right to request and receive a certified copy of any policy and any endorsement thereto.
- D. Failure on the part of the vendor to procure or maintain policies providing the required coverage, conditions and minimum limits shall constitute a material breach of contract, upon which the discretion may procure or renew any such policy or any extended connection therewith, and all monies so paid by the Town shall be repaid by vendor to the Town upon demand, or the Town may offset the cost of the premiums against any monies due to vendor from the Town.
- E. The parties understand and agree that the Town is relying on, and does not waive nor intend to waive by any provision of this contract, the monetary limitations (presently \$424,000 per person, \$1,195,000 for two or more persons, per occurrence) nor any other rights, immunities and protections provided by the Colorado Governmental Immunity Act, §24-10-101, et sect, 10 C.R.S., as from time to time amended, or otherwise available to Town, its officers or its employees.

#### **Indemnification**

Vendor expressly agrees to indemnify and hold harmless the Town, or any of its officers or employees, from any and all claims, damages, liability or court awards, including attorney's fees that are or may be awarded as a result of any loss, injury or damage sustained, or claimed to have been sustained, by anyone including, but not limited to, any person, firm, partnership or corporation, to the extent caused by the negligent acts, errors or omissions of vendor or any of its employees or agents in performing work pursuant to this agreement. In the event that any such suit or action is brought against the Town, the Town will give notice within 10 days thereof to the vendor.

#### **Confidentiality**

Proposals submitted to the Town for consideration shall be subject to the Colorado Open Records Law, Section 24- 72-201, et seq., C.R.S. Any confidential information in the submitter's proposal shall be identified as such. If any information is considered to be confidential, the submitter shall agree to indemnify the Town for any and all attorney fees that the Town may incur in defending the withholding of such information by signing and returning the letter found in Section VII of this RFP. Should the Town receive a request for the release of any information in the vendor's proposal in accordance with the Open Records Law, the Town will release only that information that has not been identified as confidential, so long as the Letter of Indemnification has been signed and returned by the submitter along with the proposal. Should the submitter choose not to sign and return Letter of Indemnification, all information in the submitter's proposal shall be considered releasable by the Town. Submitter will be notified of any open records requests prior to the release of such information. If, in the opinion of Town's legal counsel, the Town is nonetheless compelled to disclose any portion of such information to anyone or else stand liable for contempt or suffer censure or penalty, the Town may disclose such information without liability. If in the opinion of the Town's legal counsel, the Town is nonetheless compelled to disclose any portion of such

information to anyone or else stand liable for contempt or suffer censure or penalty, the Town may disclose such information without liability.

**RFP Amendments**

The Town reserves the right to amend this Request for Proposals by an addendum at any time prior to the date set for receipt of proposals. Addenda or amendments to this RFP will be posted on Rocky Mountain Bidnet and available to all potential respondents. If revisions are of such a magnitude to warrant, in the Town's opinion, the postponement of the date of receipt of proposals, an addendum will be issued announcing the new date.

**VI. VENDOR STATEMENT**

Vendor hereby acknowledges receipt of the Town of Castle Rock Request for Proposal (“RFP”) and acknowledges that it has read and agrees to be fully bound by all of the terms, conditions and other provisions set forth in the RFP.

Additionally, vendor hereby makes the following representations to the Town:

- a. All of the statements and representations made in this proposal are true to the best of the vendor’s knowledge and belief.
- b. Vendor commits that it is able to meet the terms provided in this proposal.
- c. This proposal is a firm and binding offer, for a period of 90 days from the date hereof.
- d. Vendor further agrees that the method of award is acceptable.
- e. Vendor also agrees to complete the proposed Agreement with the Town of Castle Rock within 30 days of notice of award. If contract is not completed and signed within 30 days, Town reserves the right to cancel and award to the next highest rated firm.
- f. Vendor acknowledge receipt of addenda.

Legal Firm Name: \_\_\_\_\_

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

Remit to Address: \_\_\_\_\_

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

Name of Authorized Agent of Firm: \_\_\_\_\_

Signature of Authorized Agent: \_\_\_\_\_

Primary Contact for Project: \_\_\_\_\_

Title: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

NOTE: VENDOR STATEMENT IS TO BE SIGNED & RETURNED WITH YOUR PROPOSAL

**VII: LETTER OF INDEMNIFICATION FOR WITHHOLDING CONFIDENTIAL INFORMATION**



**LETTER OF INDEMNIFICATION  
FOR WITHHOLDING CONFIDENTIAL INFORMATION**

Re: Request under the Colorado Open Records Act

Request for Proposal Number: \_\_\_\_\_

Proposals submitted by vendors in response to the Town of Castle Rock's Request for Proposal are subject to the Colorado Open Records Act. Should the Town receive a request for the release of any information in the Submitter's proposal in accordance with the Open Records Law, the Town will review the Submitter's proposal, giving consideration to the portions that the Submitter indicated contained trade secrets, privileged information, or confidential commercial, financial, geological, or geophysical data, and may release only that information which has not been identified as confidential and/or proprietary in your proposal pursuant to C.R.S. 24-72-201. If, in the opinion of the Town's legal counsel, the Town is nonetheless compelled to disclose any portion of such information to anyone or else stand liable for contempt or suffer censure or penalty, the Town may disclose such information without liability.

By having an authorized officer of the company sign below, Submitter agrees to the aforementioned waiver of liability and to indemnify the Town of Castle Rock for any and all attorney fees that the Town may incur in defending the withholding of such information.

\_\_\_\_\_  
Submitter (Vendor or Business Name)

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (*please print*)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date