



GREENE COUNTY

NORTH CAROLINA

REQUEST FOR PROPOSALS

LAND USE PLAN

Greene County is soliciting proposals from qualified, experienced vendors to provide professional consulting and design for the development of a County Land Use Plan in compliance with the requirements of N.C.G.S. 160D-501.

RFP Issue Date: (9/8/2025)

Deadline for Submittal of Proposals:

November 14, 2025 5:00 p.m.

Submit Proposals To:

Brandon Sutton, Greene County Planning Director

Greene County Planning and Inspections Department

PURPOSE:

Greene County is soliciting proposals from qualified, experienced vendors to provide professional consulting services for the creation of a comprehensive land use plan that updates, incorporates, and builds upon the current County 2012 Land Use Plan and County Zoning Ordinance in compliance with the requirements of N.C.G.S. 160D-501.

The project area will be the unincorporated area of Greene County, excluding the extraterritorial jurisdictions (ETJs) of the local municipalities. The selected vendor will have the primary responsibility of developing the Land Use Plan and will work in coordination and consultation with the Greene County Planning & Inspections Department.

The County can provide GIS data including parcel data, permitting data, and the current zoning layer adopted with the Greene County Zoning Ordinance. The Land Use Plan should provide a future land use map as well as goals and objectives for the management of future development to guide the County's land use decisions over the next 10 to 20 years.

The final document should reflect the desired vision for the community as determined by citizens, developers, landowners, appointed and elected officials, and other stakeholders.

BACKGROUND:

Greene County is located in eastern North Carolina and is located between Greenville, Goldsboro, Wilson, and Kinston. The County is split by the Contentnea Creek that runs East to West.

Greene County has several major roads that travel through the County to intersect in the center of Snow Hill including, U.S. 13, U.S. 258, N.C. 58 and N.C. 903. The County contains three (3) municipalities, including Snow Hill, Hookerton, and Walstonburg. Currently, Greene County is also in the process of developing a new Transportation Plan that should also be used in consideration.

Greene County has a total area of 267 square miles and a population of approximately 20,400. Greene County has a wide array of industries from high-tech manufacturing to distribution to agribusiness and more.

Greene County is hoping to experience development due its close proximity of developing areas such as Greenville, Goldsboro, and the Global Trans Park in Kinston. This development could increase stress on road infrastructure, schools, other services and conflicts between existing and new development. The updated plan must consider these items along with the County's desire to grow its Economic Development footprint in Eastern North Carolina.

Greene County seeks to balance the preservation of its traditional agricultural operations and rural lifestyles with the pressures and opportunities of new residential, economic, commercial, and industrial development.

SCOPE OF WORK:

The consultant will be expected to conduct the following tasks. The County strongly encourages proposers to expand on these tasks, emphasize tasks, and to suggest additional tasks not identified in this RFP that may be necessary or beneficial.

- Hold monthly meetings with County planning staff and provide phone/email availability between meetings for consultation.
- Review existing plans, maps, documents and other material relevant to the project. The County will provide all available existing documentation.
- Plan and implement a public outreach process to gain input and other means of participation efforts that would facilitate the collection of public input
- Assist with a series of meetings held in different areas of the County as well as employing methods for online input.
- Organize and assist with facilitating meetings of a steering committee to consist of both elected and appointed officials, staff, and representatives of relevant outside agencies.
- Coordinate with other organizations such as all the local municipalities.
- Draft document for public review and comment.
- Attend meetings of the Planning Board and Board of Commissioners. First to inform the Boards on the process, goals, and estimated time to completion. Second, if required, to present an update on the process and how the project is proceeding. Third, attend hearings as related to the adoption of the approval of the final version.

Plan Development: The consultant will serve as the primary drafter of the plan and shall perform research and develop materials for the plan, including but not limited to:

- Assemble and analyze data regarding existing conditions within the project area as well as the current land use ordinances and the new Transportation Plan in development.
- Develop an inventory and assessment of issues and opportunities based on work with staff, stakeholders, and the public participation process.

Plan Content: The plan will include assembling and analyzing data regarding existing conditions within the planning area and utilizing that data to develop policies, actions and an implementation plan to guide future development and decision making.

Some topics to be considered during the project include, but will not be limited to:

- Economic Development- Including general analysis of existing residential, industrial, and commercial areas and future development of new residential, industrial, and commercial areas;
- Recommendation for new commercial and industrial development areas;
- The preservation of areas for primarily agricultural use;
- Strategies to address concerns from municipalities on development along gateways corridors;
- Determine highest and best use of property based on current and future infrastructure;
- A review of the Table of Permitted Uses in relationship to the Plan goals;
- Preservation of natural resources and environmentally sensitive areas; including development of new recreational areas to facilitate use of the County's natural resources.

Deliverables:

- Final version of the Land Use Plan for consideration and adoption by the Board of Commissioners.
- Specific recommendations that can be used as a policy guide for amending, if needed, current Land Use Ordinances and Zoning Map, current Transportation Plan, and recent Economic Development Strategic Plan1111 in order to implement short and long-term land development goals over the next 10 to 20 years.
- A future land use map depicting a strategic plan for where and how development should occur over the next 10 to 20 years.
- Final product to be delivered in both written and digital form and shall be editable in order to accommodate future amendments.
- Five (5) printed bound copies of the final document

SUBMITTAL REQUIREMENTS:

Proposals must include the following materials and must be received by the submittal deadline in order to be considered. It is the responsibility of the consultant to read this document in its entirety and to address all its relevant points in the submitted proposal.

- (1) A cover letter indicating the firm's interest in the project, the firm's qualifications, the firm's ability to provide the services requested, and the date upon which the firm is available to begin the project after the award.
- (2) A summary of the consultants understanding of the project as described in this RFP.
- (3) A description of the proposed general approach to the project and the scope of work including the methods and assumptions that will be utilized.
- (4) A description of any unique concepts or approaches that the firm plans to implement as part of its services to the County.
- (5) A description of the proposed public engagement strategy for collecting input on the plan.
- (6) A chart of individuals within the firm that will be directly involved in overseeing and/or providing services for the project including their titles and specialized experience including identification of lead project manager.
- (7) A proposed timeline for the project, including major milestones and anticipated completion.
- (8) A brief description of the services and tasks expected to be provided by the County.
- (9) An overall project cost estimate including any subcontracted work. (All costs will be subject to the negotiation of a final scope of work.)
- (10) References: Include a list of at least three local government clients for which you have conducted comprehensive planning, visioning, community engagement and/or land use analysis, experience in working with government in North Carolina is preferred.

Late submittals, regardless of delivery means, will not be accepted. Faxed or emailed submittals will not be accepted. Proposals must include three (3) hard copies and one (1) electronic copy.

Greene County is an Equal Opportunity Employer and does not discriminate on the basis of sex, marital status, race, color, creed, national origin, sexual orientation, gender identity, age, or disability.

SELECTION PROCESS:

A selection committee comprised of Greene County staff will review and evaluate the submitted proposals. The committee reserves the right to request additional information from firms submitting proposals during the evaluation process.

The committee will select a proposal based on the proposed approach to the project, scope of work, projected timeline, cost, previous experience with similar projects, references, etc. The selection process may include an invitation to make a presentation to the selection committee. Upon selection, the County will negotiate a contract with the firm.

MISCELLANEOUS PROVISIONS:

Greene County and the selection committee reserve the unqualified right to reject any and all proposals, to waive technicalities, and to judge the suitability of the proposed services for its intended use, and further specifically reserve the right to make the award in the best interests of the County and to negotiate the total fee amount.

Greene County and the selection committee may conduct any reasonable inquiry to determine the responsibility of the proposer. The submission of the proposal constitutes permission by the proposer for the selection committee to verify all information contained therein. If the selection committee deems it necessary, additional information may be requested from any proposer. Failure to comply with such request may disqualify a proposer from consideration.

Please note that proposals may be considered public record. If there are any sections of the proposal that may be considered confidential under the law (i.e., trade secrets and proprietary information), those sections should be marked accordingly. Any costs incurred by respondents in preparing or submitting a proposal shall be the respondent's sole responsibility.

E-VERIFY: E-Verify is the federal E-Verify program operated by the United States Department of Homeland Security used to verify the work authorization of newly hired employees pursuant to federal law. Article 2, Chapter 64 of the North Carolina General Statutes requires that all employers doing business in the state of North Carolina, who employ 25 or more employees in this State, use E-Verify to verify the work status of newly hired employees. Additionally, North Carolina General Statute 153A-449 states that "Contractors Must Use E-Verify. - No county may enter into a contract unless the contractor and the contractor's subcontractors comply with the requirements of Article 2 of Chapter 64 of the General Statutes."

GENERAL CONDITIONS:

- (1) Any and all costs incurred by respondents in preparing or submitting a RFP the project shall be the respondents' sole responsibility and shall not pass, in anyway, to Greene County.
- (2) All submissions, responses, inquiries or correspondence relating to this RFP shall become the property of Greene County when received.
- (3) Written questions sent by email regarding this RFP will be accepted until 4:00 PM ET on November 12, 2025 and must be submitted to Brandon Sutton, Greene County Planning Director at brandon.sutton@greencountync.gov.

(4) Telephonic or in-person contact, or contact with other County Staff during this RFP is prohibited, may be grounds for disqualification

(5) Greene County reserves the right to: accept or reject any and all submissions received in response to this Request for Proposal; to cancel the RFP process at any time; to request additional information or clarification of information provided in a response without changing the terms of the RFP; to elect not to proceed with any of the respondents; to modify the scope of the work; to cancel and re-solicit any RFLOI; or choose not to award for any reason regardless of status of the process or reason.

(6) Greene County additionally reserves the right to award the contract to any qualified responder. Greene County is in no way obligated to award a contract to any firm regardless of status of the process.

Confidentiality of documents

North Carolina General Statute Chapter 132, Public Records, governs the accessibility of records compiled by NC Governmental Entities. In general, all documents submitted in response to this Request for Proposals are subject to public disclosure unless specifically excepted by North Carolina General Statute §132-1.2 and §66-152 which provide definitions and protection of certain documents and information from public disclosure that constitute a “trade secret”, provided it meets the specific conditions as outlined in §132-1.2(1)a-d. Greene County will attempt to withhold from public disclosure, or redact documents or information, designated “confidential trade secret” that clearly meet the conditions of NC G.S. §132-1.2(1)a-d to the extent that it is entitled or required to do so by applicable law. Regardless, Greene County shall not be held responsible for any information that is released nor shall Greene County be held responsible for nor pay any penalty or expense in relation to information so released. Any submission marked “confidential” or “trade secret” in its entirety may be rejected at the sole discretion of Greene County