



Request for Proposal (RFP) for Professional Services to Prepare a Master Plan for Eight Acres of Land Located in Moab City, Utah

Introduction

The Canyonlands Health Care Special Service District (CHCSSD) is a public agency established to support and advance the continuum of healthcare needs for residents in Grand County, Utah. A key mission of CHCSSD is to ensure that the senior population of Grand County has access to high-quality health care, housing, and community resources at every stage of aging. The CHCSSD has been responsible for the development of the MAPS (Moab Area Partnership for Seniors) campus. Most of the property has been developed, and the remaining land is available to complete the MAPS master plan.

The MAPS campus is a 28-acre parcel of land located in the heart of the City of Moab. The campus was created to be a small mixed-use community that allows for Moab's aging population to age in place with access to health care and senior services. **The campus currently includes the Moab Regional Hospital, the Canyonlands Care Center, the Grand Center (providing meals, recreational activities, events), and the MAPS Senior Apartments (36-unit mix income 1-2 bedroom apartments).**

The remaining eight acres have yet to be developed with the vision of independent housing for seniors 55+ years and additional mixed-use opportunities that support aging in place by ensuring access to resources, services and experiences for older residents within the district. The mixed-use development includes commercial and residential parcels that can include retail, food/beverage services, and other types of services that will enhance the lives of senior independent living. The campus is intended to function as a small-scale retirement community for aging seniors, integrated into the broader community with clear multimodal connections to downtown Moab, nearby services, and adjacent properties that may support future expansion.

Vision Statement and Objectives

The final phase of the MAPS Campus will establish an integrated senior community woven into the fabric of Moab's landscape, healthcare network, and daily civic life. It will be a place where people of all ages and income levels can age in place with dignity, connection, and a true sense of belonging.

The completed campus will serve as a model for small rural communities, demonstrating sustainable, human-centered solutions to the challenges of an aging population. More than a place to live, it will be a

community people actively choose to be part of, one that fosters engagement, purpose, and continuity over time.

The MAPS goals include:

- Create a cohesive, integrated series of developments that have a sense of place through all phases of development.
- Organize transportation and circulation to minimize vehicle/pedestrian conflicts and maximize accessibility.
- Provide continuity throughout the development with pathways, seating, and light standards.
- Create multi-generational open space/community park that serves needs unmet by other parks in the community.
- Maximize the comfort, safety, and use of open space in the MAPS development

Schedule

RFP Posted	May 2026
Proposal Due	June 30, 2026
Proposal Review	July, 2026
Applicants Interview	August 2026
Selection/Contract	September 2026
Kickoff	October/November 2026

Scope of Work

The selected team will prepare a comprehensive master plan for the remaining eight acres of the MAPS Campus (site map attached). The plan will assist in campus development, grant applications, developer outreach, and a master plan that serves as a long-term guide for campus development and stewardship.

The contract for professional services resulting from the RFP award will extend through December 2027 with possible extensions or new procurement after that period.

Deliverables

The following deliverables are required. Proposals should describe in specific terms how the team will approach each, what the work product will look like, and how it will be useful to the CHCSSD beyond the planning process itself.

1. Existing Conditions Assessment

Document site conditions (topography, utilities, zoning, easements, adjacencies) and identify constraints and opportunities, focusing on connectivity, accessibility, stormwater, and

environmental assets. Analyze connections to nearby parcels and facilities to ensure continuity, compatibility, and ease of access. The City of Moab and/or Grand County will provide GIS shape files for recent site-specific elevation data and base map data as requested.

2. Community Engagement Plan and Needs Assessment

Conduct a multi-phase engagement process with seniors, families, care providers, hospital staff, and the broader community. The process should include a needs assessment survey to capture both quantitative and qualitative input and use accessible outreach methods to reach seniors who may not be online.

3. Site and Housing Plan

- a. Site Plan - Develop two or more conceptual site plans exploring land use, building placement, open space, circulation, phasing, and connections to the existing campus and surrounding community. Present trade-offs and refine one final plan aligned with CHCSSD priorities.
- b. Housing Plan - Analyze housing types and unit mix to support independent living, assisted living, and end-of-life care. Use an integrated approach with shared amenities, affordability targets, accessibility requirements, and clear site and architectural design guidance for plan implementation.
- c. Mixed-Use - Recommend retail, dining, services, and gathering spaces that activate the campus for all ages. Include site and architectural design guidance for mixed-use parcels as well as integration with existing campus amenities.

4. Financial Feasibility Analysis

Evaluate CHCSSD development options (ground leases, land sales, direct development, public-private partnerships). Compare costs, revenues, risks, and governance. Include assumptions for grants, private equity, and philanthropic capital.

5. Phasing and Implementation Strategy

Provide a phased plan prioritizing near-term projects alongside long-term buildout. Identify what can begin immediately, what depends on other steps, and what can be delivered within five to six years versus longer-term.

6. Final Master Plan Document

Deliver a professional, presentation-quality document for grant applications, public presentations, developer outreach, and campus management. Include visual clarity, actionable guidance, general construction cost estimates, and implementation steps.

Other Considerations

These items should be integrated into the master plan rather than treated as separate deliverables:

- **Care Center Expansion:** The potential expansion of the Canyonlands Care Center, while a separate project with its own cost and feasibility analysis, should be addressed in the master plan as a coordinated parallel track. The site plan should accommodate and not foreclose the expansion, and the phasing strategy should identify how the two projects sequence together.
- **Campus Connectivity:** The MAPS Campus should be planned as part of the broader community with clear connections for walking, biking, and vehicle access to downtown Moab, nearby services, and adjacent properties that could extend the campus's reach. We are specifically looking for a team with demonstrated expertise in community building.
- **Team Expectations:** The MAPS Campus master plan represents a nontraditional project, and it calls for more than a conventional team. The selected team should have a strong understanding of how successful places are created through the integration of programming, hospitality, and design. We are particularly interested in firms that can provide clear examples of past work where their approach has resulted in environments that foster connection, belonging, and long-term community values, places that people actively choose and care deeply about.

Contract Budget

The contract should not exceed \$100,000 in the initial term. Proposals should include expected timeframes and breakdown of estimated costs.

Submittals and Evaluation

The consultant's response to this RFP shall provide a clear, concise proposal that will outline their abilities, experience, planned approach, and costs in complying with the scope of work. Maximum proposal length: 15 pages (double-sided printing is allowed).

Evaluation Criteria:

Proposals will be scored by the CHCSSD Board by using a weighted set of criteria that reflects their priorities, with a strong emphasis on design innovation and community programming. These criteria include:

- **Relevant Experience and Results (25%)**
Demonstrated success delivering comparable projects, with clear, measurable outcomes.
- **Design Approach and Programming (20%)**
Quality of the design approach, including integration of nature, wellness, and active campus programming.
- **Community Engagement (15%)**
Clear, inclusive, and feasible plan for engaging stakeholders and incorporating input into the process.

- **Financial Approach and Feasibility (15%)**
Strength of financial assumptions, scenario planning, and a realistic phasing strategy.
- **Understanding of Vision and Context (10%)**
Demonstrated grasp of the MAPS vision and sensitivity to the rural Utah setting.
- **Team and Work Plan (10%)**
Qualifications of the team, clarity of roles, and a practical, well-organized work plan.
- **Cost and Value (5%)**
Overall fee in relation to scope, with a clear and reasonable cost breakdown.

Selected teams will be invited to present their approach to key project questions and overall vision. References will be reviewed to confirm past performance and reliability.

Proposal should include:

- Cover Letter
- Team Description and Qualifications
- Relevant Project Portfolio
- Approach and Methodology
- Scope, Schedule, and Deliverables
- References
- Disclosures

Submission

Proposal should be received by **5pm on June 30, 2026** and be submitted online to the Utah Public Procurement Place (U3P – Bonfire), **utah.bonfirehub.com**. Inquiries related to this solicitation should be submitted to the Public Q+A section of the listing in that portal, where answers will be posted for all prospective solicitors to see.