



Request for Proposals:
Community Master Planning
Development Services
(Revised and Reissued)

DATE OF ISSUE:

FEBRUARY 20, 2020

PROPOSAL DEADLINE:

MARCH 9, 2020

- I.** Introduction: The Town of Enfield Planning Board (Enfield, New Hampshire) is soliciting proposals for professional services (Consultant) to assist with the development of a successor to the Town's 1995 Master Plan. Enfield is a community of approximately 4,600 permanent residents (the population increases significantly with the influx of seasonal residents during the warmer months) situated in the Upper Valley Region approximately 10-20 minutes from the population centers of Lebanon and Hanover. Enfield is an attractive community with a wide range of local businesses, a quaint village area, a proud Shaker cultural heritage, two scenic lakes, and an abundance of open space.
- II.** The Planning Board has completed many hours of discussions to determine, in both broad and specific terms, the look and feel of the Plan and a structure and preliminary roadmap for public involvement. To this end, the Master Plan project has been branded Enfield LEAPS where LEAPS embodies the following key themes:

 - a. (L) Live:** Enfield is a great place to live offering a broad range of housing options;
 - b. (E) Earn** (as in employment/work; economic development)
 - c. (A) Acknowledge** our past history, our physical and natural assets and the diverse backgrounds, interests and skills of our residents;
 - d. (P) Play** and recreate in a broad range of outdoor and indoor activities available within and within a short drive of Enfield;
 - e. (S) Sustain:** Create a Master Plan that incorporates the principles of sustainability.
- III.** The Planning board has identified many of the datasets that it believes will be helpful in both the public engagement throughout the process and in developing the plan. The Town will provide these datasets to the contractor.
- IV.** The Town requires a Master Plan that is concise, innovative, engaging, action-oriented, and "user friendly". It will be a document that invites perusal by residents, prospective residents and businesses. Multi-media applications that help make the plan (and planning process) more interactive and stimulating are required. Meaningful public engagement will be a hallmark of this project. The final plan and all associated data and documents will be the property of the Town upon completion of the project. The Plan will be organized into three levels of communication:

 - a.** An overview or executive summary in both print and digital (i.e., PDF and web-based) formats. This work product is intended for general consumption and will be organized around the themes outlined below. This section will consist of text, info-graphics, images, and photographs. Contractor will be primarily responsible for developing and/or sourcing info-graphics and images, and Town will be primarily responsible for providing appropriate local photographs. The contractor will be responsible for delivering bound copies of the plan, an editable electronic version (i.e., InDesign, Quark or other page layout program), a PDF version, and a functioning Web version. For the purpose of this RFP, assume that the contractor will follow design guidelines provided by the Town.

- b.** A more detailed version of the above organized around traditional planning topics such as housing, recreation, natural resources etc. The document will be Web-based and should also be downloadable as PDF. For the purpose of this RFP, assume that the contractor will follow design guidelines provided by the Town.
- c.** An appendix containing the raw data which supports “a” and “b” above. This section should be available as PDF and should also be accessible through hyperlinks to specific datasets from both “a” and “b” above.

V. Scope of Service: The following outline is offered to describe the general extent of services to be provided by the Consultant. This outline is not necessarily all inclusive and the Consultant may include in the proposal any tasks (or alternatives) and services deemed necessary to satisfactorily complete the project. Enfield encourages consultants to bring innovative thoughts and industry expertise to help the community produce a master plan which is engaging and reflective of the desired growth patterns and values of our community. The Planning Board believes that a successful town plan can only be achieved through intensive public engagement in the process. The final plan and all associated data and documents will be the property of the Town upon completion of the project.

The Town and the selected firm will determine the final scope of work following selection. This is a high-priority project, and as such, an aggressive schedule towards completion is anticipated. The selected firm will, at a minimum, perform the following tasks and activities:

1. Work with the Planning Board to develop and refine written and/or web based surveys covering the following themes:

- What is the character of the Town of Enfield as currently perceived by residents, property owners and business owners.
 - How do we measure it and shape or preserve it as we encounter the inevitable pressures of growth in the Upper Valley?
- How should residential living and business enterprise complement each other in Enfield?
- What municipal and community services are important to Enfield residents and businesses? How will they be funded and what level of services are we willing to support through our tax dollars?
- How can Enfield best incorporate sustainable principles into the Master Plan?

2. The Planning Board has determined that it will obtain input from as broad a cross-section of its residents, landowners businesses and other stakeholders as possible. To this end, the contractor will be required to implement the following:

- a) Assist with the development, tabulation and analysis of an initial Town Wide survey to establish a baseline of how Enfield views itself.
- b) Design and execute public meetings, which we anticipate will take on a variety of forms (including charrettes) focused on the following topics:

- Housing (Live)
 - Economic Development (Earn/Work)
 - History and Heritage (Acknowledge)
 - Recreation (Play)
 - Energy and Environment (Sustain)
- c) Assist with the development, tabulation and analysis of a Town Wide follow-up survey to determine if input generated at the public meetings has been accurately interpreted.
- d) Develop interactive GIS program which will allow users to display, at a minimum, the following:
1. Present zoning districts
 2. Lots that presently do not conform to their respective zoning district
 3. Types of development as they currently exist at individual lot granularity
 4. Individual lots by user defined size
 5. Areas most suitable for future development (residential, commercial or industrial)
 6. Areas that are either not suited or less suited for developing including, but not limited to the following:
 - i. Steep Slopes
 - ii. Wetlands, wetland setbacks and areas of poor drainage
 - iii. Shorelands
 - iv. Floodplains
 - v. Permanently protected/conserved lands

Work with Planning Board, Task Force and “stewards” to develop policies, goals, action items, and metrics from information and data obtained from a variety of sources (i.e., state and regional organizations, public meetings, surveys, etc.). Stewards are the individuals who will assume responsibility for ensuring specific sections of the plan are ultimately implemented and provide the Planning Board with periodic updates to track/document progress toward the achievement of desired outcomes.

Write text for Enfield's Master Plan, identify and obtain pertinent data, complete data analysis and identify/prepare appropriate infographics and photographs to be included in the work products.

Design and produce digital (i.e. web-based) and hardcopy documents as described in Section IV (a, b, & c) above. Contractor will follow design guidelines for digital and printed work products provided by the Town and/or its graphic design consultant.

It should be noted that the Town has already contracted with another vendor to assist with the development of a website, logo, photo library, and various other outreach materials that will be intended to help build public interest and awareness in the master planning process. As such, the firm selected for master planning support services will be expected to coordinate work as appropriate so as to avoid unnecessary duplication of these activities.

- VI.** Project Budget: The maximum anticipated budget for this project is \$35,000 (final project budget is subject to change/approval at the 2020 Town Meeting; March 14, 2020).
- VII.** Collaborating with Local Officials: Whenever possible the Planning Board, Task Force and staff of the Town of Enfield will be involved in the process to provide input and assist in the work. This is meant to help facilitate a smooth process and to maximize the “buy in” of the residents and stakeholders.
- VIII.** The successful contractor will be required to meet with the Planning Board at least monthly to provide updates and facilitate Board and Task Force discussion on relevant plans, issues and results. The Planning Board has reserved the second Wednesday of each month at 7:00PM as master planning work sessions. More frequent meetings and/or conference calls with staff and Master Plan Task Force (which may be two or more times a month) will be required as appropriate, and may take place during business hours or the evening depending on the situation.
- IX.** Project Timeline and Proposal Submission: The Town anticipates work will begin during the spring of 2020 and the finished product will be ready for adoption by a vote of the Planning Board in 2021. A written proposal with a fixed fee amount (contained in a sealed envelope), must be received by Rob Taylor, Land Use and Community Development Administrator, PO Box 373, Enfield, New Hampshire 03748, no later than **1:00 pm on Monday, March 9, 2020**. All responses to this RFP must be received in a sealed envelope and clearly marked “ENFIELD COMPREHENSIVE MASTER PLAN PROPOSAL.” The Town of Enfield will be employing a quality-based selection process and the proposals will be publicly opened and reviewed on Monday, March 9, 2020 at the DPW Facility Conference Room, 74 Lockehaven Road, Enfield, NH 03748

Questions relevant to any of the items in this RFP should be directed by email to Rob Taylor, Land Use & Community Development Administrator, Planning@Enfield.NH.US. Questions and responses will be made available to all interested parties who received the original document.

- X.** Revisions to the Request for Proposals: If it becomes necessary to revise any part of the RFP, an addendum will be sent to all those who received the original document.

- XI.** Limitation of Liability: The Town of Enfield assumes no responsibility or liability for costs incurred by Proposers in responding to this RFP or in responding to any further request for interviews, additional data, etc.
- XII.** Proposal Preparation: In order to facilitate evaluation of the proposals, the respondent is instructed to be concise and to follow the outline below in responding. Proposals that do not follow the outline, or do not contain the required information, may be considered as unresponsive proposals. Additional detailed information may be annexed to the proposal.
- XIII.** Signature: The proposal shall be signed by an official authorized to bind the offer and shall contain a statement to the effect that the proposal is a firm offer for a ninety (90) day period from opening. The proposal shall also provide the following information: name, title, address and telephone number of the individual(s) with authority to contractually bind the company and also who may be contacted during the period of proposal evaluation for the purpose of clarifying submitted information.
- XIV.** Proposal Requirements: Interested firms shall limit their proposal to a maximum of twenty (20) pages, and are required to submit the following information:
1. A letter of interest.
 2. An organizational chart of the project team including identification and associated costs per hour of project manager, professional support staff, principal in charge, and known sub-consultant/ contractor relationships.
 3. Statements of qualifications and resumes for project team members with specific mention of related projects including specific knowledge and experience.
 5. A demonstrated record of completing similar projects on schedule and within budget.
 6. Provide samples of your most recent town adopted plans, including URLs to web-based examples if available.
 7. A list of at least three references and contacts from past or current client relationships involving similar projects.
 8. The proposal shall be signed by an official authorized to bind the offer and shall contain a statement to the effect that the proposal is a firm offer for a ninety (90) day period from opening.
 9. The proposal shall also provide the following information: name, title, address and telephone numbers of the individual(s) with authority to contractually bind the company and also who may be contacted during the period of proposal evaluation for the purpose of clarifying submitted information.
 10. A separate envelope with the fixed price for the work outlined above. Please include an hourly rate for follow-up/ additional work that may be required subsequent to the completion of this Master Plan project.

XV. Right to Reject Proposals and Waive Informalities: The Town reserves the right to reject any or all proposals, to waive any non-material irregularities or information in any RFP, and to accept or reject any item or combination of items.

XVI. Proposal Evaluation and Selection: Proposals will be reviewed using a quality-based evaluation process. The Land Use & Community Development Administrator, Planning Board representatives, and Town Manager will evaluate each proposal based on the documentation requested herein, utilizing criteria, which includes, but is not necessarily limited to or in the order of, the following:

- Qualifications and reputations of the firm and the personnel to be assigned to this project (i.e., specialized experience and technical competence of the firm and its personnel in the required disciplines, including a thorough knowledge of the legal, federal, state and local land use statutes and regulations);
- Experience of the firm's personnel working together as a team to complete similar projects;
- Demonstration of overall project understanding and demonstrated insight into local conditions and potential issues;
- Clarity and completeness of the proposal and creativity/thoroughness in addressing the scope of work, and submission of a complete proposal with all elements required by the Request for Proposals.
- Cost and value of the proposal

Once the highest quality proposals have been identified, the staff will contact and schedule interviews of selected firms with Town Planning Board and staff members.

The Town of Enfield is an Equal Opportunity Employer and Provider