

Request for Proposals
Comprehensive Planning Consultant
for the
Kittery Comprehensive Plan
2015-2025



Deadline: Thursday, August 6, 2015 4:30 PM

Introduction

The Town of Kittery has taken several opportunities to reflect on its past development and determine a direction for the community's future through the comprehensive planning process. The Town completed this process as early as 1958 and has made *updates* to those findings and recommendations several times since. The most recent completed effort was a 2000 update to the Kittery Comprehensive Plan, adopted in 2002.

Recognizing the state's recommendation for towns to update their comprehensive plans every ten years, the Town established a Comprehensive Plan Update Committee (CPUC) in 2010. Rather than engaging a consultant to lead the process and prepare the document, funds were allocated for limited services to assist the committee and Town Planner in their efforts. For a variety of reasons, the committee and staff were unable to complete a document and the opportunity to use baseline data for a 2010-2020 plan was lost. It became evident that the Town needed to begin anew with a 2015-2025 plan. The Fiscal Year 2016 budget includes funding to employ the services of a planning consultant who will prepare a comprehensive plan and facilitate a participatory process leading to its adoption.

Location and Organizational Background

Kittery is a community of 9,528 (U.S. Census 2012 estimate) and encompasses 17.78 square miles in land area. One of the Town's major features is its 35 miles of shoreline, including a large tidal creek, peninsulas, and several islands. Seavey Island is home to the nation's oldest continuously operating naval shipyard, employing 5,585 Navy personnel and civilians. Kittery is also the southernmost point of entry to Maine; three bridges over the Piscataqua River carry traffic on Interstate 95 and US Routes 1 and 1-Bypass between Kittery and Portsmouth, NH.

European settlement of the Piscataqua River estuary began in 1623, and Kittery boasts some of the oldest and most historic architecture and sites in the state of Maine and New England. Kittery is home to not only well-preserved historic development and sensitive natural areas, but also trendy restaurants, a growing downtown, and large retail developments that attract shoppers from great distances.

The 2010 Census showed a slight decline in overall population from 2000, and the State Economist projects a 10% decline by 2030. Meanwhile, the close relationship between Kittery and the city of Portsmouth—one of New Hampshire's most dynamic cities, with a robust economy and more than twice our population—is an important factor to consider when envisioning the future for Kittery.

The Town of Kittery is organized with a Town Council-Manager form of government. An appointed seven-member Planning Board recommends code amendments and plans to the Council for adoption. A number of advisory committees, including the Comprehensive Plan Update Committee (CPUC), a Conservation Commission, an Open Space Advisory Committee, and an Economic Development Committee are established, active, and motivated to update the Comprehensive Plan. Town staff in the Planning and Development Department includes a Town Planner and Assistant Planner. At present, the CPUC consists of the following: six (6) citizens; and one (1) from each of the Town Council, Planning

Board, Board of Appeals, Port Authority, and School Committee.

Scope of Work

The effort to update the Town's 1989 Comprehensive Plan for the 21st century was extensive and produced a thorough and well-crafted document finished in 1999 and adopted in 2002. Over the past four years, as town staff and the Comprehensive Plan Update Committee (CPUC) worked to update that plan with the help of a consultant, the bulk of their efforts went toward honing in on the goals highlighted by the public. Though it is the Town's intent to provide a fresh start for the 2015-2025 Comprehensive Plan, **it is expected that the selected consultant will review the body of work developed over the past few years** and make use of it. Where possible, we should not "reinvent the wheel."

The selected consultant will conduct the following minimum tasks. The Town strongly encourages candidates to expand on these tasks, provide detail on how they will be accomplished, recommend which tasks require greater emphasis, and suggest additional tasks not identified here that may be necessary or beneficial.

Project Meetings. The consultant is expected to meet regularly with project staff to discuss project progress and direction. A suggested schedule should be included in this proposal.

Meetings with the CPUC, Staff, Planning Board and Town Council. The consultant will meet with the CPUC to provide updates and collect input. In addition, the consultant will solicit input and feedback from Staff, Planning Board, Town Council, and the State of Maine, providing interim reports, presentations, and updates to each as required and appropriate. Finally, the consultant will attend the Town Council meeting for the Plan's formal adoption.

Public Meetings and Engagement. Public participation is essential to this planning effort. The successful candidate's proposal will describe an outreach and public participation process designed to engage the public and specific stakeholders in envisioning the future of Kittery. We anticipate that a number of public meetings will be held in order to seek the opinions and views of the public at large, report on progress as the plan develops, solicit comments on specific ideas or concepts, and identify problems or barriers that must be acknowledged and overcome. In addition to public meetings, the approach may include other avenues for stakeholder engagement such as surveys or a website. Public involvement in the planning process and acceptance of the final plan is critical to the success of this effort, and respondents should explain their approach and public participation plan in detail in their responses.

Comprehensive Plan Development. As the primary drafter of the Comprehensive Plan, the consultant will research and develop materials including but not limited to:

1. A baseline review of existing plans and relevant information, including the existing Comprehensive Plan and Master Plans, codes and policies, demographic and census data, and other information relevant to the required plan elements. Sources for some of this information include the CPUC and the *Municipal Planning Assistance*

Program, Maine Department of Agriculture, Conservation and Forestry.

2. An existing condition inventory and projected needs analysis, including: a population/demographic analysis; existing land use and capital facilities (water, sewer, transportation, recreation, open space) assessment; residential/commercial growth patterns and development constraints; and a projection of Kittery's population and housing trends to 2030.
3. Develop an inventory and assessment of issues and opportunities based on work with staff, CPUC committee, and public participation process.
4. Develop a vision statement for Kittery that will serve as a focal point for goals, policies, and strategy decisions.
5. Develop a regional coordination program.
6. Develop a future land use plan with associated map(s).
7. Develop an implementation plan: work with staff and the CPUC to develop goals, policies, and strategies to guide Kittery for the next decade and beyond.
8. Draft a new Comprehensive Plan for Planning Board review and Town Council adoption. This process may include revisions prior to final adoption. The consultant will evaluate the Plan's compliance and consistency with MSRA Title 30-A and Chapter 208 of the State of Maine's Comprehensive Plan Review Criteria Rule. Consultant will assess how consistency with state statute supports or may hinder the proposed goals and policy for the Town. In addition to general elements described above, the draft plan will include specific areas of concern, including:
 - a. A graphic vision plan that comprehensively addresses Kittery Foreside, growth in the designated limited growth portions of town, business vitality, and other critical areas within the community.
 - b. A strategic plan for the future of Kittery, complete with goals, objectives, public input mechanisms and results, and implementation strategies for the 2015 Comprehensive Plan.
 - c. Incorporating and referencing plan and studies recently completed or currently underway, for example the 2014 Foreside Forums report and 2015 Route 1 Bypass bicycle and pedestrian plan.
 - d. Other specific areas of concern as identified.

Project Management and Responsibilities

The consultant will be responsible for working closely with the CPUC and town staff. The Town Planner will be the Project Director and will serve as the primary contact and coordinator between the Town, the CPUC, and the consultant. Other town staff will be available as necessary.

The CPUC will serve as an oversight committee for this project who will guide, evaluate, and approve the direction and completion of the Plan. This committee will

recommend the final Plan to the Planning Board for approval.

Town staff will:

1. Provide any and all existing documentation to the consultant as requested, within reasonable expectations and costs;
2. Assist with human and technical resources as needed to facilitate timely progress;
3. Provide and distribute minutes for all CPUC meetings;
4. Schedule, coordinate, and make necessary arrangements for other Plan-related meetings.

Deliverables

The 2015-2025 Comprehensive Plan deliverables include:

1. Twenty (20) printed, bound, color copies of the draft and final Comprehensive Plan, including maps and appendices;
2. An unbound, reproducible, original copy of (1) above;
3. Any derived GIS data or other new mapping information developed for the plan; and
4. A labeled compact disc of (1) above, inclusive of all graphics and appendices, in original electronic formats, as well as in PDF and Word.

Project Schedule

The effort is anticipated to begin late August of 2015, with consultant and staff prepared to start public outreach late September or early October.

- **August 6, 2015:** Deadline for submission of proposals. See below.
- **Late August/ Early September 2015:** Interviews, selection of consultant, notification, contract signing
- **Late September 2015 - December 2015:** Development of a community-driven, values-based vision for Kittery's future.
- **January 2016 - June 2016:** Engage the community in crafting and evaluating policies and actions. Final draft Comprehensive Plan submitted to the Municipal Planning Assistance Program for review and comment.
- **June 30, 2016:** Deadline for the Comprehensive Plan update and all associated deliverables.
- **July 2016 – December 2016:** With a final draft Plan it is anticipated the Planning Board will complete its regulatory review and approval and make a recommendation to Town Council. Approval of the final draft by Town Council is anticipated before the end of 2016 with a town vote in June 2017.

Consultant Selection

The proposals will identify in sufficient detail the steps the consultant will take to arrive at the desired results. A clear narrative describing the project methodology is important for the selection process. The Town of Kittery reserves the right to solicit additional information from the consultant or their references. Each responding consultant will be ranked according to the Town's evaluation of their proposal, qualifications based on experience, and other information furnished, including cost.

The following criteria will be used in evaluating the proposals:

A successful record in completing similar projects.

1. The quality and depth of the consultant team's applicable experience and expertise, especially with similar projects.
2. Resumes of the personnel who will be assigned to this project, including relevant experience.
3. The consultant team's ability to solicit meaningful public opinion as documented in the submitted public participation plan.
4. The timeliness of the proposed schedule and the ability of the consultant team to complete the work as scheduled based on current and projected workload.
5. The quality of oral presentation, if any, and of submitted example report.
6. Quality of references.
7. Other applicable factors as the Town determines necessary or appropriate.

Proposal

Consultants' response to this RFP must include a detailed, step-by-step description of the methodology intended for use in performing the scope of work as defined. This description shall include:

1. Cover Letter: Briefly describe the firm, its history, size, and its areas of expertise;
2. Project Description and Scope of Services: Describe in detail your understanding of the project, the services your firm will provide and the methodology that you will use, specifically addressing how the points outlined in the scope of work will be met;
3. Statement of Qualifications (SOQ): Include the following information:
 - a. Resumes of key personnel who will participate in the project including educational background and employment history, not to exceed two pages per person;
 - b. Past Experience with similar projects for other clients, particularly in Maine, for the past five (5) years with references, contact names, and telephone numbers;
 - c. Example of Work: One (1) complete copy of the final report from the project your firm has completed within the past five (5) years that is most

similar to this project; ideally a plan that has been found consistent with MSRA Title 30-A and Chapter 208 of the State of Maine's Comprehensive Plan Revision Criteria Rule.

- d. Statement of Availability and location of key personnel to work on the Town of Kittery assignment;
4. Project Task and Schedule Matrix: Provide a matrix/spreadsheet that identifies: project tasks and milestones; estimated date for completing each task; personnel and their hours planned for each task; total number of hours for each task; and costs for direct expenses and sub consultants.
5. Subcontractors: If you propose subcontracting any portion of the work, clearly identify all the subcontractors, the responsibilities of each party, and the assurances of performance you offer;

Fee Statement: The proposal shall include a SEALED, SEPARATE fee statement for the work to be performed. The fee statement shall include a cost for each of the tasks to complete the work outlined in the Scope of Services and additional tasks the consultant feels are necessary to complete the work. Information shall include a version of the matrix described in item 4 above with hourly rates and fees calculated for each task. The consultant team may modify, combine, or otherwise change the tasks in the Scope of Services as they see fit in order to meet the needs of the Town. The consultant shall be paid on an hourly rate plus direct expenses with a "not to exceed" amount. The consultant shall break down the proposed labor cost for each phase or task by hours for each person involved in that phase or task. To this shall be added any direct cost and the overhead cost for that phase or task. The Town reserves the right to negotiate with the consultant to determine the amount of work and fees to be included in the contract. The fee statement shall include a schedule of fees on an hourly basis for each of the key personnel and subcontractors, as well as a schedule of other basic costs, should additional services be necessary. The consultant should estimate the nature and cost of additional services deemed necessary to complete the project.. A maximum of \$95,000 is funded for this project, and the final fee will not exceed this amount, inclusive of all reimbursable expenses.

For consideration, please submit a digital file, including one PDF and one Word file, containing your proposal by **4:30 PM on Thursday, August 6, 2015 to Town Planner Christopher Di Matteo via email: cdimatteo@kitteryme.org**. Please also submit twelve (12) paper copies of the proposal. We will accept this copy by mail after the due date, provided it is postmarked no later than August 6, 2015.

Chris Di Matteo, Town Planner
Town of Kittery
200 Rogers Road
Kittery, ME 03904

If wish to discuss the work in more detail or have questions, you may contact Town Planner, Christopher Di Matteo at (207) 475-1307, cdimatteo@kitteryme.org