

Town of Waldoboro

1600 Atlantic Highway, PO Box J
Waldoboro, Maine 04572
planning@waldoboromaine.org, (207) 832-5369

PROJECT SUMMARY

The Town of Waldoboro, Maine invites qualified consultants (the “Consultant”), whether a firm or individual, to submit proposals to assist the Town’s Comprehensive Plan Committee (the “Committee”) in preparing an update to the existing Comprehensive Plan (the “Plan”). The current Plan, adopted in 1998, is no longer consistent with MSRA Title 30-A and does not meet the specification identified in Chapter 208 of the State of Maine’s Comprehensive Plan Revision Criteria Rule. The update of the 1998 Plan should incorporate current land use and development trends and result in a Plan consistent with the Growth Management Act of the State of Maine.

The Consultant will utilize the guidance and oversight of the Committee consisting of at least one Municipal representative from each of the Boards and Committees listed below, and 6 Waldoboro citizens. The Planning and Development Director, Emily B Reinholt, is the primary staff person responsible to assist the Committee. The Committee will be composed of the following:

Municipal Boards and Committee representation (minimum of 1 member from each, max of 2)	Non-Municipal Representation (6-8 members)
<ul style="list-style-type: none"> ▪ Select Board ▪ Planning Board ▪ School Board ▪ Shellfish Committee ▪ Economic Development Committee ▪ Conservation Commission 	<ul style="list-style-type: none"> ▪ Non-municipal committee members will effectively represent Waldoboro’s residential and business community

The Plan is the foundation for determining effective public policy, master planning, and land use decisions for the future, and will provide an ongoing framework for informed and directed development. To safeguard Waldoboro’s history and sense of place while stimulating the conditions for sustainable short and long-term development, the plan should accurately reflect the vision, goals, and priorities of the Waldoboro community.

The successful candidate will show skill in identifying and resolving inconsistent needs and goals among various interest groups, with the capacity to lead where appropriate and listen and follow when appropriate. In addition, the successful candidate will possess the creativity needed to develop a set of goals and objectives unique to the Town of Waldoboro’s specific needs and interests.

Proposals should include qualifications of the candidate, with references and should be responsive to the information requested within the scope of services and contract requirements. Proposal should be delivered to the Waldoboro Municipal Building, clearly marked Comprehensive Plan Proposal no later than 4:30 P.M., Friday, March 13, 2015. Proposals will be judged on qualifications, responsiveness, experience of the candidate, as well as on price. The Town of Waldoboro reserves the right to accept or reject any or all proposals.

Request for Proposals

SCOPE OF SERVICES REQUESTED

Please describe approach, methodology and deliverables, and expected timeframe for completion for this phase, including final completion of the project and a reasonable estimate as to when the Plan might be prepared to go before the voters.

There are a variety of ways to approach the development of comprehensive plans. The decision should be the result of interactions between the Committee, Consultant, staff, and the public. While it is not possible, therefore, to precisely anticipate all aspects of the needed services, the consulting services requested in general are to:

- Assist the Chairperson and Town Staff in facilitating Committee meetings and public participation events
- Assist the Committee in developing and implementing the technical and citizen participation processes necessary for creating the Plan and achieving its adoption by the Board of Selectman and Town Meeting
- Assist in ensuring the new Plan meets the requirements of the Growth Management Act and all other pertinent laws that apply to Comprehensive Planning and growth

A variety of skill sets and areas of expertise will be needed to complete the Plan update. The Consultant should have ample knowledge of, or experience with the activities and skills required to effectively complete the activities listed below (Please review the following activities and skills carefully prior to submission, Thank You).

Economics, Real Estate, and Municipal Finance

The Consultant must be able to describe and predict under alternative scenarios the interrelations between land preservation, redevelopment, municipal services, tax base and tax rate. For instance, the Committee may want to know, assuming no great changes in State funding formulas or other trends, what alternatives in new housing, office, commercial, techno-industrial, or other land uses would be necessary to support existing levels of municipal services without significant increases in the property tax.

- *Region Knowledge.* The solutions to municipal problems increasingly are regional in nature.
- *Land Use/Transportation Connection.* What are the opportunities for achieving desired land use and living scenarios with alternative modes of transportation?
- *Sustainability.* What actions must be taken in the areas of energy, environment, climate change, green building design, food production and related matters to ensure local sustainability?
- *Zoning.* Given that Comprehensive plans are the legal foundation for zoning, a high level of zoning expertise is required

Review & Inclusion of Existing Material

The Town of Waldoboro has dedicated time and resources to various planning and development efforts including the Downtown Master Plan (2010), and the Bike and Pedestrian Plan (2011). Completion of these plans required extensive time and dedication from municipal staff and committees, local officials, town business owners, residents, and other community representatives. It is essential that the value of this work is not lost. The Plan update should be consistent with and facilitate the implementation of other Town publication and plans published within the past five years. Inconsistencies in strategies and goals should be appropriately addressed.

The Consultant is expected to review the current Comprehensive Plan, Downtown Master Plan, Bike and Pedestrian Plan, Town Subdivision, Site Review Ordinance, and other relevant material and to establish a clear understanding of past and recent activities and growth trends of the Town through review of these documents.



Please include a brief summary of relevant experience with the Town of Waldoboro and/or the greater Midcoast region. In addition, summarize any relevant experience and/or expertise with economic, demographic, and land use trends across the state.

Request for Proposals

Opinion Gathering & Community Visioning

The Consultant will gather opinions from residents and the business community regarding their specific goals for the community, their interests, areas of concern, and how they view the Town as a place to live, operate a business, recreate, work, socialize, etc.

- *Graphics.* In connection with visioning, graphics such as photo-simulations have proven to be powerful tools in helping people see future possibilities
- *Charrettes.* A possible tool for citizen input
- *Surveys.* Another potential citizen input tool



Please describe strategies for gathering opinions and methodology. It is expected that this will consist at a minimum of three public meetings. Describe the nature and timing of these meetings, as well as other strategies you might incorporate.

Written Vision Statement

The Consultant will be responsible for preparation and development of a written vision statement, as well as comprehensive documentation of data from the opinion-gathering phase. Vision statement should accurately represent priorities and values identified in the opinion gathering and community visioning process.



Please include strategies for engaging the public in this process and keeping them engaged throughout the process to ensure that the final vision statement understandable to the voters and responsive to public input received throughout the process.

Goals, Policies, & Strategies

The Consultant will assist the Committee and the Planning and Development Director to develop goals, policies, and strategies to guide Waldoboro for the next decade and beyond. The Consultant will provide a detailed report explaining goals, policies, and strategies identified through the opinion gathering and community visioning process to be used by the Committee in developing the Plan update.

Maine State Requirements

The Consultant will assist the Planning and Development Director and the Committee to ensure the updated comprehensive plan meets the requirements of the Growth Management Act and all other pertinent laws that apply to Comprehensive Planning and growth.



Please provide a brief summary of experience and current knowledge of Maine requirements as they apply to municipal comprehensive planning including the Growth Management Act.

CONSULTANT RESPONSIBILITIES

- Final agreement to be negotiated between parties
- The Town reserves the right to negotiate/re-negotiate terms at any time
- The Town expects statement of hours by each employee type and for each work area with corresponding rates
- The Consultant will provide names and details of Project Manager and other staff working on the project
- The town reserves the rights to end the agreement with 45 days' notice and agrees to make a payment for any work completed by the Consultant
- In the event the contract terminates before completion, the Town and Consultant will utilize the 45 day period to determine and achieve a desirable end point for the work in order to facilitate an effective transition into the next phase of the project

SUBMISSION REQUIREMENTS

All RFP submissions must include the following information to be eligible for consideration!

- Cover letter stating the firm's interest in the RFP
- Title page listing name of firm and contact information
- Company profile
- Public Participation Plan detailing the Consultant's proposed process and methodology for opinion gathering and community visioning
- Identify personnel that will be assigned to the Town and their qualifications and expertise
- Estimate the level of involvement for each staff member assigned to the Town
- Hourly rates of personnel responsible for reviews and inspections (including support personnel)
- A cost estimate based on the estimated level of involvement of each staff member and their respective hourly rate
- Administrative costs including mileage, photocopying, etc.
- Availability of personnel for attendance at public meetings
- Three references (preferably one of which is a municipal client)
- Evidence of general liability insurance, including automobile, in an amount of at least \$400,000
- Please include any other information that demonstrates the ability to provide the highest level of service to the Town of Waldoboro and the Comprehensive Planning Committee

DECISION PROCESS & SELECTION PROCESS

The Town of Waldoboro reserves the right to accept or reject any or all set of Consultant qualifications at its sole discretion and to negotiate with any or all responders. Selection will be made by a Selection Committee composed of the Leadership of the Comprehensive Plan Committee, other Comprehensive Plan Committee representatives, Town Manager and the Planning and Development Director.

The following criteria will be used in evaluating the proposals and awarding a contract:

- Qualifications and credentials demonstrating expertise in similar work within the State of Maine
- Ability to solicit meaningful public opinion as documented in the submitted public participation plan
- Detailed schedule showing the cost of each task and product within the overall budget
- Knowledge of and experience with planning and development in Waldoboro and the greater Midcoast region
- Experience in comprehensive planning, group facilitation, conflict resolution, and community engagement
- Ability to begin work promptly and meet project schedule as agreed to with the Town

The following general guidelines will be used when reviewing and ranking the Consultant submittals:

1. Qualifications and experience - 30%
2. Approach to project scope and methodology - 30%
3. Quote for services and/or hourly rates – 20%
4. References - 10%
5. Availability and ability to meet deadlines - 10%

The above guidelines are listed with approximate percentages to help explain their order of relative importance. These guidelines will be applied and interpreted solely at the discretion of the Town. Applicants with the top overall rating may be selected for an interview, assuming the Selection Committee finds everything satisfactory and within budget agreements. Their recommendation for award will be transmitted to the Board of Selectmen for approval. Following Board approval the parties shall execute a contract based upon the RFP.

For further information about this Request for Proposals, please contact Emily B Reinholt with the town of Waldoboro at planning@waldoboromaine.org or (207) 832-5369.

Please submit by mailing 5 printed copies of the proposal to:

Planning & Development Director
Emily B Reinholt
1600 Atlantic Highway, PO Box J
Waldoboro, Maine 04572

Proposals must be received on or before Friday, March 13, 2015 to be considered, Thank You