



Londonderry

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Request for Proposals:

2012

Comprehensive

Master Plan

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I. ***Introduction***

The Planning Board of the Town of Londonderry, New Hampshire (Board) is soliciting proposals for professional services (Consultant) to assist the Board in development of a successor to the Town's 2004 Master Plan. The new comprehensive master plan will serve as a guide in considering policy changes, land use planning, budget preparation and capital improvement planning for the Town of Londonderry's future. The Board anticipates work will begin during the fall of 2011 and the finished product will be ready for adoption by the Planning board at a public hearing in late 2012.

A written outline with a fixed fee amount (contained in a separate sealed envelope, see Sections VI and XIV) for required planning tasks must be received by Andre L. Garron, AICP, Community Development Director, at 268B Mammoth Road, Londonderry, New Hampshire 03053, no later than 4:00 pm on **Friday, November 4, 2011**.

II. ***Background***

The Town of Londonderry is among the top 10 fastest growing communities in the state of New Hampshire. Londonderry's growth has been steady over the past 30 years, after triple and double digit growth 30 years prior to 1990, illustrated by the 1990 Census population of 19,781, the 2000 Census population of 23,236, and a 2010 Census population of 24,129. Economically, over the same time period, Londonderry has seen above average commercial and industrial development. Just in the past decade, the Town averaged over 200,000 square feet of new commercial and industrial development per year. Presently, two significant state infrastructure projects are under construction, I-93 Widening and the Manchester Airport Access Road, both will have a significant impact on Londonderry in the near future and both will provide a challenge to Londonderry's values, growth management and its historic, agricultural, and cultural heritage.

III. ***Scope of Service***

The Consultant is expected to provide all information required by NH RSA 674:2 and 674:3. 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 shall include in the proposal any tasks (or alternatives) and services deemed necessary to satisfactorily complete the project. Londonderry encourages consultants to bring innovative thoughts and industry expertise to help the community design the approach that best suits the Town.

A. Master Plan Preparation

1. *Executive Summary* – including a summary of recommendations for each

of the included master plan elements.

2. *Vision Statement(s)* – Provide a section which provides the Vision for the 2012 Master Plan. The Vision section will articulate the desires of the Town and its citizens, and will provide the guiding principles and priorities for the Plan’s implementation. The Vision shall direct all other sections of the Master Plan. Consultants are strongly encourage to propose a visioning process that will include, but not limited to:
 - i. A communications plan
 - ii. Inclusion of all Londonderry residents, property owners and stakeholders
 - iii. Creative and innovative strategies to bring out the best possible vision for Londonderry

3. *Land Use*
 - i. *Existing* land use map, narrative, and analysis;
 - ii. Analysis of existing land use patterns and regulations against future expectations to determine future build-out scenarios;
 - iii. Analysis of existing land use patterns and regulations to determine various recommendations for innovation, sustainability, and smart growth techniques;
 - iv. Future land use map, narrative, and analysis.

4. *Transportation* – Provide a full study (inventory, analysis, and recommendations) of Londonderry’s transportation system, including but not limited to an inventory and needs assessment of the following:
 - i. Roadway (vehicular) network (including consideration of the State’s 10-year Highway Plan, Capacity and Level of Service ratings of major roadways and intersections, traffic statistics including the SNHPC Regional Model, traffic and pedestrian safety issues);
 - ii. Alternative/Non-Vehicular (pedestrian, bicycle, other) transportation networks (Including the Londonderry Trailways Master Plan);
 - iii. Mass/public transit , including rail, alternatives and opportunities;
 - iv. Transportation Demand Management (TDM);
 - v. Air Service and the opportunities related to the Manchester-Boston Regional Airport

5. *Economic Development* – Provide a full study of Londonderry’s economy, including but not limited to:
 - i. Examine the current pattern and trends of the local economy
 - ii. Examine the strong and weak sectors
 - iii. Examine and identify economic growth areas
 - iv. Examine and assess Londonderry’s current and projected labor force and employment position within the region

- v. Employment requirements of the current labor force and future trends
 - vi. Based on Londonderry and the region's population profile, examine the strengths, weaknesses, opportunities and threats regarding are present and future labor force
 - vii. Integrate, expand upon, and analyze the information from Londonderry's 2008 Community Economic Development Plan, SNHPC Regional Economic Development Plan and Target Industry Report to assist Londonderry to create a new economic development strategy
 - viii. Other innovative economic analysis that will give Londonderry a clear picture of its economy
6. *Community Facilities* – Provide a full study of Londonderry's community facilities, including but not limited to an inventory of: the type and location, measure of use, needs assessment, service standards, energy use, waste management and facility maintenance.
 7. *Natural Resources/Open Space Conservation and Preservation* – Identify critical and sensitive natural resources and areas, along with strategies for their protection, preservation and stewardship in the course of future development (including the past and present work completed by the Open Space Taskforce). Also included in this section is a review and update of the 1991 Water Resources Management and Protection plan (per RSA 4-C:22).
 8. *Natural Hazards* – Identify and assess natural hazards, including how significant weather events have and will impact these assessments, which may cause a threat to the Vision of the Master Plan, along with strategies for avoidance/mitigation of such hazards in the course of future development (building upon the Town's Hazard Mitigation Plan adopted in 2010).
 9. *Utilities* – Identify and assess all existing public and private utilities which serve the town and recommend strategies for addressing present deficiencies and future demands with due consideration of technological advances including but not limited to:
 - i. Residential related growth areas
 - ii. Commercial and industrial related growth areas
 10. *Cultural and Historic Resources* – Identify and assess existing resources, and recommend strategies for their preservation and protection against adverse impacts from other/future land uses and developments.
 11. *Housing and Population* – Provide a full study (inventory, assessment, recommendations) of Londonderry's housing market, stock, conditions, and needs and an analysis of population growth and projections. Recommend strategies to address future housing needs (including regional need) for all age/income levels, and including workforce

housing.

12. *Regional Concerns* – Identify and analyze areas or issues of “significant regional concern” (in particular the area south of Manchester-Boston Regional Airport and the area proposed for the Woodmont Commons Development), highlighting the nature of the concern or conflict, and suggesting possible solutions (or alternative means for resolving) (Review SNHPC regional Master Plan, Regional Economic Development Plan, Rail Plans, etc.)
13. *Community Design* – Identify and assess positive physical attributes of Londonderry, and outline the design goals and policies (smart growth, Leadership in Energy and Environmental Design (LEED), other energy conservation initiatives, Public health initiatives) necessary to guide future public and private development.
14. *Recreation* – Inventory and assess existing facilities and resources, and identify strategies to provide for existing and future demands including strategies supporting public health initiatives.
15. *Implementation* – An implementation strategy (including a suggested action program that generally describes the actions, time frames, responsibilities, procedures and the Town’s capacity to use them) necessary for implementing the Vision of the Master Plan and subsequent chapter recommendations. The implementation section is intended to address and monitor the priority issues raised in all other elements of the Plan.
16. The selected consultant will be responsible for the development of, or assistance in the development of, all necessary maps, graphics, photos, and/or figures within the Master Plan document.
17. Other topic areas as deemed appropriate by the consultant and/or the Master Plan Steering Committee.

IV. **Public Participation**

Public participation is vital to the success of the Master Plan. During the preparation process, which is expected to take about 12-18 months, citizen committees will be created to provide input and review specific chapters of the master plan.

It is required that the selected consultant establish a Master Plan website that will be linked to from the Londonderry Town Website. As each deliverable reaches preliminary draft stage, each deliverable draft will be put on the Master Plan website for review by the public in a word searchable format.

Public participation will play a critical role in the development of the

comprehensive master plan. The consultant's plan for communication and use of emerging social media channels and techniques as a means to encourage public participation will be noted and evaluated. All Master Plan meetings will be broadcast on Londonderry's Cable Access Television.

Numerous public meeting/hearings will be conducted in the course of the formulation of the final Plan, and that posting of interim and final drafts will be posted on the Master Plan web site. The consultant will also be responsible for making presentations to community service and social clubs, as appropriate. It is also expected that one or more formal public presentations will be required of the consultant, before the adoption of the final Plan.

Respondents are encouraged to include in their response their recommended methods for soliciting and incorporating public input into the Comprehensive Master Plan process, based upon their experience in the field. The use of social media is encouraged to increase public participation.

When all chapters have been completed, a final set of one or more hearings will be scheduled for adoption of the plan.

V. ***Town of Londonderry Staff Involvement***

While the Community Development Director, Town Planner, GIS Manager/Planner, and other municipal staff will be closely involved with preparation of the Master Plan, existing work commitments preclude them from spending substantial time conducting research, writing documents, and setting up meetings. It is essential that the consultant be able to dedicate the time needed to conduct these tasks independently and to lead the Master Plan project

VI. ***Proposal Submission***

All responses to this RFP must be received in a sealed envelope and clearly marked "LONDONDERRY COMPREHENSIVE MASTER PLAN PROPOSAL" by 4:00PM, on **Friday, November 4, 2011** to be eligible for consideration. Proposals shall be submitted to:

Community Development Department
ATTN: Andre L. Garron, AICP
268B Mammoth Road
Londonderry, NH 03053

The proposal and the bid price (including cost estimates and hourly rates, See Section X) should be submitted in separate sealed envelopes.

Please submit three (3) paper copies of the RFP response, one (1) electronic copy in word searchable Adobe PDF format, and one (1) sealed bid price with your

submission. The Town of Londonderry will be employing a quality-based selection process, and will not open the bids until all of the proposals have been reviewed for their quality. The proposals will be publicly opened and recorded at the following scheduled RFP opening meeting on **Friday, November 4, 2011** at 4:15 PM in the Elwood Conference Room on the second floor of Town Hall.

VII. ***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.

VIII. ***Limitation of Liability***

The Town of Londonderry 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.

IX. ***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.

X. ***Format for Proposals***

Respondents are requested to be concise and proposals should include, in order, the following:

- A. Letter of Transmittal
- B. Executive Summary
- C. Brief organizational profile, including background and experience of the firm.
- D. Previous project summaries, including reference contact information, for a minimum of three (3) projects that are similar in scope to the project described herein that demonstrate pertinent corporate and key personnel experience; listing of the pertinent projects may be included. (The Town reserves the right to contact any references provided herein or otherwise obtained).
- E. Proposed Operation Plan and potential Project Schedule including an explanation/discussion of technical approaches and a detailed outline of the proposed services for executing the requirements of the Proposed Scope of

Services. Please note that the final master plan document as well as all maps and supporting information is expected to be delivered in both hard copy and electronic format).

- F. Project management including:
 - i. Project organizational chart including key staff to be assigned and their roles in the project.
 - ii. Location of office from which the management of the project will be performed.
- G. Summary/matrix of key personnel's shared project experience
- H. Appendices: Resumes of person(s) who will be performing the work.
- I. Cost estimates and typical billing rates (In a separate sealed envelope):
 - i. Proposers are urged to provide a Matrix for the Project, showing hours by classification (i.e., Principal, Project Manager, etc.) for the tasks identified in the proposal. A schedule of billing rates by classification, etc. is also desired.
 - ii. Cost will be broken out by plan section (i.e., Land Use, Transportation, Economic, and so on)

XI. ***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.

XII. ***Nature of Proposal and Eligibility***

The proposal shall be submitted in accordance with the Purchasing Procedures and Purchasing Policies of the Town of Londonderry and shall be promulgated there under, and shall constitute a firm and binding offer. The determination of whether a proposal may be withdrawn is solely at the discretion of the Community Development Director. However, in no event shall a proposal be withdrawn unless the request for withdrawal is filed within five (5) days of the date of the opening and the proposer establishes that the proposal contains a material mistake and the mistake occurred despite the exercise of reasonable care.

XIII. ***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.

XIV. ***Proposal Evaluation and Selection***

Proposals will be reviewed using a quality-based evaluation process. The Community Development Department staff, along with the selection subcommittee of the Master Plan Steering Committee 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:

- A. The proposal's responsiveness to the RFP (format, capabilities, work program, approach, clarity, ability to meet proposed schedule, etc.).
- B. Apparent 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.
- C. The qualifications and experience of personnel committed to the project.

Once the highest quality proposals have been identified, the staff will contact and schedule interviews of selected firms with the selection subcommittee of the Master Plan Steering Committee. The Staff and Steering Committee will recommend to the Planning Board the highest ranking firm for selection.

Prior to making recommendation to the Planning Board, the Staff and subcommittee will open the separate envelope containing the bids. The Staff and subcommittee reserve the right to hold a second interview with firms to discuss the bid price and negotiate the bids with prospective consultants prior to making a recommendation to the Planning Board.

ATTACHMENT A

*TOWN OF LONDONDERRY
REQUEST FOR PROPOSAL
2012 Master Plan*

PROPOSAL FORM

Proposal of _____
NAME

ADDRESS

to furnish and deliver all material and perform all work in accordance with the contract with the Town of Londonderry 2012 Master Plan on which proposals will be received until 4:00 PM, prevailing time, November 4, 2011 at:

Community Development Department
268B Mammoth Road
Londonderry, NH 03053

In accordance with the invitation of the Town of Londonderry to submit proposals for the project herein before named, and in conformity with the Request for Proposals (RFP), the undersigned hereby certifies that the undersigned is the only person, firm, or corporation interested in this proposal as principals; that this proposal is made without collusion with any person, firm or corporation; that an examination has been made of the documents furnished with the RFP.

A cost summary and sample level of effort is provided for information along with a proposed fee for proposed services. A rate schedule by labor category is also included.

It is further proposed:

The undersigned declares under penalty of perjury under the laws of the United States and the State of New Hampshire that, in accordance with provisions of Title 23 U.S.C., Section 112(c), the undersigned has not either directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with this contract.

Certification Regarding Debarment, Suspension and Other Responsibility Matters – Primary Covered Transaction

- I. The prospective primary participant certifies to the best of its knowledge and belief, that it and all its principals: (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal department or committee; (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification and;

(d) Have not within a three-year period preceding this application/proposal had one or more public transaction (Federal, State or local) terminated for cause or default

II. Where the prospective primary participant is unable to certify to any the statements in this certifications, such prospective participant shall attach an explanation to this proposal.

Dated _____ -

(IF A FIRM OR AN INDIVIDUAL)

Signature of Bidder _____

Printed
Name _____

Address of Bidder _____

Telephone
Number _____

Names and Address of Relevant Members of the Firm:

(IF A CORPORATION OR OTHER ENTITY)

Signature of Bidder _____

Printed
Name _____

Address of Bidder _____

Telephone
Number _____

Incorporated under the laws of the State of _____

Names of Officers / Member / Principals:

1. _____
Name Title

2. _____
Name Title

3. _____
Name Title