



## **Town of Derry, New Hampshire**

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### **REQUEST FOR PROPOSAL**

May 16, 2018

The Town of Derry Planning Department is seeking proposals for

## **2018 Master Plan Update**

Offered by:

**Town of Derry – Planning Department**

RFP Process Coordinated by:

George Sioras, AICP, Director  
Planning Department  
14 Manning Street  
Derry NH 03038  
(603) 432-6110

### **Introduction**

The Town of Derry Planning Department invites firms to submit proposals for the update of the Town of Derry's Master Plan (the Plan). The Plan was last updated in 2010. The contract for this service would begin on July 1, 2018. Proposals should include a comprehensive scope of work. It is anticipated the work will begin during the month of JULY and that the finished product will be ready for adoption by the Planning Board at a public hearing to be held in DECEMBER 2019. A written outline with a Fixed, Not to Exceed Fee for required planning tasks will be received by George Sioras, AICP, Planning Director, at 14 Manning Street, Derry, New Hampshire no later than 4:00 PM on JUNE 29, 2018.

### **Background**

The Town of Derry's existing Master Plan was last adopted in 2010. The update process began in 2008 and included a Community Profile visioning session component. The Plan was formally accepted in 2010.

The Town of Derry is the fourth largest community in the State of New Hampshire. Its position in southern New Hampshire, access to a talented workforce and its varied development opportunities make it an attractive location. The Town of Derry has over 13,609 housing units, a 2010 census population of just over 33,000 and has experienced steady commercial growth. This Plan will form the basis of a comprehensive analysis and revision of the existing Zoning Ordinance. The Planning Board is seeking a Plan that sets forth goals for sustainable development of the Town of Derry, while complementing development in the region. The updated Plan will provide a basis for decision-making about land use planning and redevelopment, budget preparation, and capital improvement planning for public facilities and services, and economic development for the Town of Derry's future. The Town is interested in incorporating the following chapters in the Master Plan update: Vision and Goals; Implementation Strategies; Demographic Trends; Exiting and Future Land Use; Transportation; Community Facilities; Economic Development, Recreational, Natural, Cultural and Historical Resources; Public and Municipal Utilities and Energy; Housing; Community Design, and Regional Concerns.

## **Scope of Work**

The successful firm will review the existing Master Plan and Implementation Schedule. Responders must prepare a proposed scope of work and project schedule to achieve the following requirements. A preliminary scope of work must be included in the overall response. 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 include the following in its Scope of Work.

1. Develop a timeline for the completion of the Master Plan, with clear deadlines and specific action items identified for each task or phase.
2. Establish and implement a community outreach and engagement strategy to ensure resident, business, and municipal involvement throughout the planning process. The public outreach and engagement efforts will help to establish and prioritize goals and strategies to meet the community's vision.
3. Assist with the development of a Community Survey.
4. Develop a comprehensive and targeted communications plan to effectively communicate with the public during each phase of the project identifying the progress being made and expected outcomes.
5. Assist Planning staff with workshops and possible visioning sessions with residents, business owners, and Town officials. Specific focus groups may be established to identify visions and priorities for specific issues.
6. Hold meetings with Town staff and the Planning Board to provide updates on progress and to solicit input. At least one meeting per month for the length of the contract is expected as a minimum. Multiple monthly meetings may be required for certain items.
7. Provide necessary data, inventory, maps, and analysis to support the goals, objectives and policies for each element/Chapter of the Master Plan.
8. Formulate and recommend objectives and policies using goals set in other Town adopted plans, the results of the participatory process, and data inventory and analysis.

9. Recommend policies and strategies for plan implementation. Each recommendation should include action steps, responsible parties, estimated costs, and means of funding. The intent is to develop an action-oriented Implementation Schedule.
10. Prepare and Draft a Future Land Use Map.
11. Update the Build Out Analysis with current data.

## **Project Deliverables**

1. Executive Summary of Master Plan
2. Summary of Community Visioning forum(s)
3. Summary of Community Survey results
4. Final draft of Master Plan, including all maps and appendices
5. Electronic copies (MS Word and PDF) of the applicable Summaries, and final Master Plan
6. Electronic copies of the ARC View shape files of the final GIS maps, as well as PDF copies.
7. All demographic data utilized to support demographic and land use analysis in digital format (MS Excel, PDF)

## **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.
4. A proposed scope of services and timeline to complete the project that addresses the Objectives stated above.
5. A demonstrated record of completing similar projects on schedule and within budget.
6. Provide a sample of your most recent town adopted plan.
7. A list of 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 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.

## **Selection Criteria**

All responsive submittals shall be reviewed. Each firm shall be evaluated based on the following criteria:

1. Firm qualifications
2. Qualifications of Project Manager, and other key staff
3. Responsiveness to Town's requirements reflected in the proposed approach/scope
4. Cost of the proposal

The Town shall rate the firms in order of preference. Once a firm is selected, an Agreement for Consulting Services shall be executed.

## **Submission Information:**

Proposals must comply with the following submission procedures:

1. Sealed proposals shall be submitted marked "2018 Master Plan Update – Planning Board" on the outside of the envelope, addressed to:

**Planning Department  
George Sioras, AICP, Director  
Planning Department  
14 Manning Street  
Derry, New Hampshire 03038**

Proposals will be accepted until 4:00 p.m., JUNE 29, 2018. Proposals received after this time will be returned unopened. Faxed proposals will not be accepted.

2. **AUTHORIZATION:** The proposal must be signed in ink by an authorized signer, or by an agent of the proposer legally qualified and acceptable to the proposer, and contain the printed names, titles, and business and post office address of both parties, if applicable.
3. **WITHDRAWAL OF PROPOSALS:** A proposer will be permitted to withdraw their proposal after it has been deposited if such request is received in writing prior to JUNE 29, 2018 at 4:00 p.m.
4. **RESERVATION OF RIGHTS:** The Town of Derry reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any

proposal that it deems to be in the best interest of the Town. The proposer is solely responsible for the contents of their response to this request for proposal.

5. AVAILABILITY OF DOCUMENTS: Copies of this proposal are available at:

Planning Department Office  
2<sup>nd</sup> Floor – Derry Municipal Center  
14 Manning St  
Derry, NH 03038

<https://www.derrynh.org/planning>