

REQUEST FOR PROPOSALS

Chester Village Center Master Plan Master Plan Chester, Vermont

***April 11, 2016 RFP Released
May 6, 2016 RFP Due***

PROJECT DESCRIPTION

Project Summary

This project involves developing a Master Plan for the Village Center of Chester and the surrounding area. The goal of this project is to engage the community in a planning process that gathers the various thoughts and desires of residents, creates a unified vision for village revitalization, and establishes a clear implementation plan to further this vision. The resulting plan will identify implementable transportation and land use related projects and strategies that will guide Chester into making smart investments. The Chester Village Center Master Plan will involve, at a minimum, the following:

- Focus groups will be created for each village revitalization category; art, culture, history, recreation, private business, beautification/streetscaping, transportation and wayfinding
- Develop a market analysis including a zip code survey, identify retail leakage, and key marketing recommendations
- Develop strategies to support local businesses as well as to draw new businesses, such as tax stabilization and grants
- Website enhancement and digital media design concepts
- Wayfinding strategies to draw traffic from Vermont Route 103 into the village center
- Streetscaping enhancements for the village center
- Develop and improve parking circulation issues within the Village Center area;
- Develop and improve traffic circulation and safety at various locations throughout the village
- Develop and improve facilities for walking, bicycling and public transit
- Connect the identified goals with the town's existing Capital Plan/Capital Fund and Municipal

Plan

Context and Background

Chester Vermont is finding itself in a unique position with regards to its future. There is currently a very strong community desire to pursue village revitalization and sustainability in Chester. The town is full of intense energy brought about from many distinctly different groups. While much of the energy is positive and all groups are focused on the same goal, there is not a clear unified vision of how to achieve the desired outcome.

Detailed Project Work Plan

The Chester Village Center Master Plan will include, but is not limited to the following tasks and expected deliverables:

Task 1: Project Kick-Off

- Create focus groups for each village revitalization category; art, culture, history, recreation, private business, beautification/streetscaping, transportation and wayfinding
- Identify timelines and create a master schedule for the desired master plan elements
- Establish a project webpage for the purposes of keeping the community informed during the creation of the Master Plan as well as during the implementation process

Task 2: Market Analysis and Recommendations

- Develop a market analysis including a zip code survey to help identify key target markets as well as retail leakage information which should provide key marketing recommendations. Where is Chester's business coming from and what should our target audience be?
- Develop strategies to enhance the town website and establish digital media design concepts. Identify ways that the website can be a marketing tool to draw visitors and businesses alike to Chester.
- Develop strategies to support local businesses as well as to draw new businesses, such as tax stabilization, revolving loan fund program and grants

Task 3: Village Center Infrastructure Master Plan

- Identify physical improvements such as streetscaping, parking, and wayfinding signage makes Chester's village center a more desirable place, which helps to support the goal to maintain Vermont's historic settlement pattern
- Consultant will develop illustrations or three dimensional sketch up models for key locations throughout the village center
- Establish more transportation choices by identifying recommendations such as:
 - Establish a park and ride location behind the Village Green;
 - Establish an electric charging station at the created park and ride;
 - Identify and remediate potential barriers met by bicycle tours and running groups and offer recommendations
 - Establish a walking trail behind the Brookside Cemetery located within the village limits
- Develop strategies for maximizes efficiency for multi-modal transportation infrastructure by inventorying the existing non-motorized transportation network and identifying strategic connections and upgrades
- Develop strategies to connect drivers along the VT Route 103 corridor to the Village green and commercial area;
- Develop plans for circulation and safety improvements such as better signage and improvements at the triangular intersection of VT Routes 103 and 11

Task 4: Implementation Plan

- Identify priority strategies that can be implemented through the town's existing Capital Plan
- Create a step-by-step guide that will instruct the town on the direct implementation of the created plan recommendations

Project Deliverables:

- Written Master Plan to include:
 - Goals and strategies
 - Detailed Implementation Plan with identified funding resources to support implementing recommendations.

- Infrastructure Plan identifying specific recommendations to improve traffic safety and circulation, wayfinding, parking, non-motorized forms of transportation to and within the community, park and ride locations, laying out of an in-town hiking trail, and streetscape enhancements.
 - Marketing Plan with marketing and economic development strategies for the Village Center and zip code survey
- Webpage for the purposes of keeping the community informed during the creation of the Master Plan as well as during the implementation process
 - Illustrative plans and designs of recommendations for the community
 - Three dimensional sketch up models for key locations
 - Before and after renderings for key locations
 - Web Page and digital media design concepts

Project Funding

A total of \$70,000.00 is available for consultant services from the Strong Communities, Better Connection Grant Program administered by Vermont Agency of Transportation and Vermont Agency of Commerce and Community Development.

PROPOSAL REQUIREMENTS

Submission Requirements

All responses to the RFP shall include the following information:

1. **Cover Letter** - A cover letter of interest and general description of recommended approaches, scope of work, processes and deliverables for the project.
2. **Scope of Work** – Provide a detailed scope of work based on the work plan provided in the RFP for the project broken down by task. Including:
 - a. Describe the project approach and overview of engagement, including a detailed scope of work with associated list of tasks broken down by task and team member with organizational chart.
 - b. Describe the schedule and proposed deliverables.

The consultant may also propose additional supplemental items to the scope of work. While the work plan in the RFP serves to illustrate a general process and structure for creating the plan, we are very much open to and interested in hearing any new/creative approaches to this type of plan and our approach.
3. **Proposed Schedule** – Provide a schedule that includes completion of work task and deliverables, as well as key meetings and comply with timeline given in the RFP.
4. **Project Budget** – Provide a detailed budget broken down by task and team member. Include your overhead and hourly rates for the individuals involved. Also, provide an estimated budget with staff hours for completing each phase of the proposed scope of work.
5. **Qualifications and Staffing** – Provide a qualifications profile of the lead consultant and sub-consultants, including indication of the lead consultant, the

role of each consultant on the team with organizational staffing chart and percentage of time devoted to the project by each consultant. Also provide detailed information on each consultant, including the name of the firm, year established, including a description of relevant experience on similar projects for each firm and detailed resume listing of their individual work experience in this role on similar projects;

6. **References** - A minimum of three (3) professional references for whom a similar project has been completed within the last five (5) years.
7. **Page Limit** - The proposal, encompassing items 1-6 above, shall not exceed 20 double-sided pages (40 total pages) including cover letter, table of contents and resumes.

All information submitted becomes property of the Town of Chester upon submission. The municipality reserves the right to issue supplemental information or guidelines relating to the RFP as well as make modifications to the RFP or withdraw the RFP. Once submitted, the consultant team (including specific staff assigned to the project) may not be changed without written notice to and consent of the Town of Chester. The cost of preparing, submitting and presenting a proposal is the sole expense of the consultant. The Town of Chester reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of the Town of Chester. This solicitation of proposals in no way obligates the Town of Chester to award a contract.

Submission Requirements

Respondents should submit one (1) digital copy (PDF) and five (5) printed copies of the submittal by Friday May 6, 2016 at 3:00 p.m. to:

Municipality/Local Project Manager Contact Information

*Town of Chester
Julie Hance
P.O. Box 370
Chester, Vermont 05143
(802) 875-2173
jhchester@vermontel.net*

Please expect a confirmation email upon the Town of Chester's receipt of your proposal.

If you have any questions about this project or the RFP, please address them in writing either via U.S. mail or email to Julie Hance. We will respond to all questions in writing within two (2) business days. Both the question and response will be shared with the other consultants.

RFP Schedule Summary:

Requests for Proposals due May 6, 2016
Interviews during the week of May 23, 2016
Consultant selection by May 31, 2016
Project Work to begin June 20, 2016
Complete project on or by July 31, 2017

Proposal Selection Proposals will be reviewed by a selection committee comprised of representatives from the Town of Chester, Southern Windsor County Regional Planning Commission, VTrans and ACCD. A short-list of consultants may be selected for interviews

Proposal Evaluation

Respondents will be evaluated according to the following factors:

1. Consultant Qualifications with Similar Projects and the Project Area - 25%
2. Scope of work, methodology, public engagement, and scheduling - 35%
3. Overall Quality, Completeness and Clarity in the Proposal - 25%
4. Consultant Costs and Fee Schedule – 15%

Interview Framework

The Town of Chester reserves the right to select the top two to three highly scored consultants and invite them for an interview prior to awarding the contract. In this process, the selection committee may ask the respondents to give an oral presentation of their respective proposals. The purpose of this oral presentation is to provide an in-depth analysis of certain qualifications, experience in performing similar services, and an opportunity for the consultant to clarify or elaborate on their qualifications without restating the proposal. The interview and presentation is merely to present facts and explanation to the review committee and allow the selection committee to ask targeted questions of the consultant team. The interview and presentation, if deemed necessary by the review committee, will be held at the Chester Town Hall in Chester, Vermont. The day and time will be notified to the respondents at least 1 week prior to the meeting. Each interview will last 30 minutes, and will be comprised of a presentation and Q&A. The interviews will be conducted by a selection committee comprised of representatives from the Town of Chester, Regional Planning Commission, VTrans and ACCD. All costs and expenses incurred in traveling for the purpose of interview and presentation shall be the responsibility of the consultant.

Final Consultant Selection

Following the selection process, one team will be selected to negotiate a final contract for services. The final scope of work with specified deliverables may be modified through negotiation of the final contract. The final project team may also be modified

through negotiation of the final contract. Any expenses resulting from the interview and proposal process will be the sole responsibility of the consultant.

Contract Requirements

The Town of Chester will negotiate contract terms upon selection. All contracts are subject to review by the municipality's legal counsel. The contract shall not start until the successful applicant enters into a written contract with the municipality. The Town of Chester is not liable for any cost incurred by consultant prior to issuance of a contract. The consultant and subcontractors must comply with all State and Federal covenants required by virtue of the funding source or contained or referenced in all the municipality's subcontracts including, but not limited to the following provisions:

- Insurance Coverage
- Indemnification
- Workers Compensation
- Civil Rights and Equal Opportunity
- Americans with Disabilities Act
- Disadvantage Business Enterprise (DBE) Obligation
- Audit and Record Retention
- Lobbying restrictions

Mapping and Graphic Standards

The planning project may have mapping to inventory, assess, and communicate geographic concepts. Consultants will develop data layers in GIS. Data should be in Vermont State Plane coordinates, meters NAIP 1983. These data layers can be developed from existing data layers and/or augmented with additional engineering work. Any artistic renderings or other graphical illustrations should be provided in pdf or jpeg file format along with native editable file formats in Adobe Illustrator/Photoshop and InDesign format. Upon completion, the data will be transmitted in ESRI shapefiles format and associated mapping in Adobe Acrobat formats to the municipality.
