

## RFP EXAMPLE #2

May 2017

*The language below is an excerpt from a Request for Proposals (RFP) for an implementable comprehensive plan. It is not intended to serve as a template for an RFP. Rather, it is an example of how one municipality communicated their idea of an "implementable comprehensive plan" in an RFP.*

### I. INTENT AND PURPOSE

The Municipality is seeking proposals for an implementable comprehensive plan. The implementable plan must focus on identifying community issues, steps to address the issues, persons or groups responsible for addressing the issues and financing. Sources of finances should be identified. The emphasis should be on determining the needs and desires of the community. A variety of techniques must be utilized to make this determination. As a general guide to developing an implementable comprehensive plan please refer to "Creating an Implementable Comprehensive Plan", Workbook and Reference, Version 1.1, August 27, 2012 (or latest version), which is available at [www.alleghenyplaces.com/implementation/toolbox.aspx](http://www.alleghenyplaces.com/implementation/toolbox.aspx) . Look under "Implementable Comprehensive Planning".

This plan will consist of two phases:

Phase I will be the determination of the community needs. This will be the emphasis of the plan. The process must use a variety of methods to determine needs. This phase will also serve as the impetus for community ownership of the plan and for community capacity building.

Phase II will be developing an implementation plan. The implementation at a minimum must specify steps for implementation, costs for implementation, source of funding for implementation, who is responsible for implementation, and a timeline for implementation.

### II. SCOPE OF WORK

While the plan must be in compliance with the Pennsylvania Municipalities Planning Code (PAMPC), it need not conform to a **perceived** PAMPC template for a comprehensive plan.

#### Phase I

Phase I will be the determination of the community needs. This will be the emphasis of the plan. The process must use a variety of methods to determine needs. This phase will also serve as the impetus for community ownership of the plan and for community capacity building.

A. Identify key Municipal partners. Key partners, listed alphabetically, should include:

1. Business sector (developers, small business, finance, managers);
2. Civic and non-profit organizations;
3. Education sector public, private, university, et al;
4. Political representatives (elected and appointed officials); and

5. Residents.

- B. Identify the Municipality's community assets, examine "focus areas", and bring forth recommendations to maintain and enhance these areas. Discuss the interconnectivity of the individual areas with the whole Municipal community. "Focus areas" should include at a minimum the following:
  - 1. Individual residential neighborhoods;
  - 2. Centers of commerce;
  - 3. Centers of education;
  - 4. Key roadways and travel corridors;
  - 5. Recreation; and
  - 6. Environmental constraints.
- C. Examine public services, including emergency services, utilities, and other infrastructure available within the Municipality, and whether the existing infrastructure and services are adequate to support the current needs and projected future growth of the Municipality.
- D. Review the Municipality's current land use, zoning districts and zoning regulations and compare the compatibility of the zoning district with living environments for residents, adequacy of housing, shopping, entertainment, employment, environmental sustainability, smart growth principles, and land use to ensure a mix of residential, commercial, institutional and other uses for present and future residents.
- E. Review the Municipality's development trends and recommend changes to the Municipality's land use regulations to better accommodate those trends.
- F. F. Identify potential redevelopment areas within the Municipality's commercial districts.

**Phase II**

In Phase II an implementation plan will be developed. At a minimum the plan must specify steps, costs, source of funding, who is responsible for implementation and an implementation timeline. The consultant will work with a Steering Committee to create the plan.

- A. Compare and contrast needs and desires with plans in surrounding municipalities; address the similarities and conflicts in planning philosophy and execution where possible; and provide a statement of the interrelationships and compatibility with plans from these surrounding municipalities .
- B. Provide a framework and benchmarks to track progress during the execution of the implementation plan.
- C. Discuss assignment of responsibility for the execution and management of plan recommendations.

- D. Discuss the assignment of a panel to ensure goals are being met and to redirect the implementation process in the event that a failure is identified in its execution.

### **III. VII. PUBLIC ENGAGEMENT AND PROMOTION**

Planning shall be guided by a public participation process that will provide a forum for open discussion of focus areas and will serve as a public education tool. The consultant shall develop a creative strategy for public engagement events by using a variety of methods that increase awareness of the process and garners public input. These methods must include all socio-economic strata, age groups and areas/neighborhoods of the Municipality. Community events and a variety of media and means of obtaining feedback should be used in garnering input. The consultant shall work with the Municipal Solicitor to ensure that all legal requirements for adoption and implementation of the comprehensive plan are satisfied.

The consultant shall assist in organizing a minimum of two public meetings and one public hearing. At least one public meeting shall be held prior to concluding each phase and prior to holding the public hearing. The consultant shall participate in these public meetings/hearings, engage the public and solicit input. The consultant shall record public comments and incorporate those comments into the final plan. Additionally, in consultation with the Municipal *[Administration / Governing Body / Planning Commission]*, the consultant shall develop press releases and may be required to engage local media as part of the public process.

The consultant should facilitate a planning process whereby the community "owns" the plan, and the elected officials and community leaders are spokespersons for the plan and have a consensus commitment to implement it. There should be effective means within the project budget to establish a public vision and aspirations for their community.

### **IV. DELIVERABLES**

The consultant shall submit the following products to the Town in accordance with the approved Project Completion Schedule:

1. [#] copies of the final plan and the executive summary.
2. [#] Complete Electronic Copy of the final plan in Word and PDF format.
3. The consultant shall submit electronic copies of all materials, research, data, GIS shapefiles, etc. developed or collected over the course of plan development to the Town in editable formats for the Municipality's future use. The GIS files shall be compatible with ESRI files.

**---END OF RFP---**