

Fort Williams Master Plan Up-update (RFP)

1.Introduction

The Town of Cape Elizabeth, Maine (hereafter, The “Town”) seeks the services of a qualified land use planning consultant (hereafter ,the “Consultant”) to work with and assist the Fort Williams Park Committee in preparing and update to an existing Fort Williams Master Plan(hereafter, the ”Plan”. The current plan, although adopted in 2011 is the current document used to inform park operations. The Plan update will guide future growth, operations, traffic and pedestrian needs as well as guide infrastructure and capital investment as well as many other parks use and sustainability goals.

The Master plan is the foundation for determining effective park policy, master panning, and park use decisions now and in the future. It provides the live and ongoing framework for informed and directed park management and decision making for the Town and its oversight Fort Williams Park Committee. The updated plan should include goals, objectives, and strategies utilizing maps, graphs, engineering and traffic studies and other imagery to analyze and assess and recommend best practices for sustainability and preservation for this 92-acre park for generations to come. The overall objective of the Plan is to reflect and respond to the Town Council stated goal of providing a safe, high quality space for Cape Elizabeth citizens and visitors to enjoy protecting and maintaining access to the park’s historic elements and natural beauty for this and future generations’ and the town wishes to optimize its’ stewardship by managing the park through financially and sustainable practices.

2.Project Area (Document has been extracted from Assessors notes to including Park history, current status and area map)

3.Project Budget

The Town of Cape Elizabeth has allocated a maximum of \$65,000(*note this could be the total budget of \$90,000 if the FWPC agreed) to update the Fort Williams Master Plan. All Proposers shall provide a fixed price fee, not to exceed quotation of the total project

4.Proposal Submission Expectations

Complete Master Plan Update proposals, including those emailed to Kathleen Raftice at [Kathleen.Raftice@Cape Elizabeth.org](mailto:Kathleen.Raftice@CapeElizabeth.org) must be received at the Cape Elizabeth Town Hall, P.O. Box 6260, 320 Ocean House Road, Cape Elizabeth, ME 04107, by 4:00pm on Thursday, June 15, 2019.

The Proposal must be signed by the Proposer with their full name and address and include a pdf submission in the sealed envelope. Any Proposal received after the deadline stated above may not be considered.

Each Consultant is required to state in the Proposal:

- Its company name, principal officer's names, mailing address, and telephone number.
- The name, telephone number, and email address for its Contact Person
- The names, titles, mailing address, and telephone numbers for all subcontractors that will be used on this project; and
- A statement that no person acting for or employed by the Town of Cape Elizabeth is directly or indirectly related to the proposer or to any agreement which may be entered into to which the Proposal relates or in any portion of the profits here from.

The Proposer must submit one pdf and six hard copies of its Proposal. Before commencing work under the Town of Cape Elizabeth Services Agreement, the successful Consultant shall produce evidence satisfactory to the Town that it and its subcontractor consultants, if any, have secured public liability, automobile, and workers' compensation insurance coverage.

Questions regarding this Request for Proposal (RFP) should be directed to Kathleen Raftice, Director, by phone 207-799-1619, email or mail to Kathleen.Raftice@CapeElizabeth.org Cape Elizabeth Town Hall, P.O. Box 6260, 320 Ocean House Road, Cape Elizabeth ME 04107.

5. SCOPE OF SERVICES

The Consultant will conduct the following minimum tasks. The Town strongly encourages proposers to expand on these tasks, to provide detail on how they are to be accomplished, to recommend which tasks require greater emphasis, and to suggest additional tasks not identified in this RFP that may be necessary or beneficial.

Project Status Meetings

The Consultant is expected to meet regularly with staff and the Fort Williams Park Committee (FWMPU) appointed by the Town Council to discuss project progress and direction.

Meetings with the CPC, Staff, Planning Board and Town Council

The Consultant will meet with the FWPC to provide progress updates and obtain further direction. In addition, the Consultant will solicit input and feedback from the Planning Board, Town Council, Town Staff, other Boards and Committees, and representatives from the State of Maine as appropriate. The Consultant will provide interim reports, presentations, and updates to each as required and appropriate; attend the Updated Master Plan's formal Town Council Presentation and but not limited to any and all Planning Board Hearings.

Public Engagement and Communications.

Public participation is essential to this planning effort and must include an outreach and public participation process designed to engage the public and specific stakeholders in visioning the future of the Fort Williams Park. Significant public input will be required throughout the process. It is anticipated that several public meetings and visioning sessions will be held in order to seek opinions and views of the public at large, report on progress as the Plan develops, comments on specific ideas or concepts, and identify problems or barriers that must be acknowledged and overcome.

Public involvement in the planning process and acceptance of the final Plan is critical to the success of this effort, and respondents shall explain, highlight and detail their approach and plan for public participation in their responses.

Master Plan Development

The Consultant will serve as the primary drafter of the Plan and shall update research and develop materials for the Comprehensive Plan, including but not limited to:

- A baseline review of existing information and relevant background, including but not limited to the existing Comprehensive Plan and all its chapters, The Forts Williams Master Plan, etc., existing codes and policies, demographic and census data, and other information relevant to the required Plan elements.
 - An existing condition inventory and projected needs analysis, including a population analysis, existing land use and capital facilities (water, sewer, transportation, recreation, open space) assessment, and residential/commercial growth patterns; and a projection of Cape Elizabeth's population and housing trends to 2040.
 - An inventory and assessment of issues and opportunities based on work with staff, FWPC, and the public participation/stakeholder process.
 - A vision and Town Council vision statement for Fort Williams Park in Cape Elizabeth that will serve as a focal point for goals, policy and strategy decisions.
-
- Goals, policies, and strategies to guide the Town of York for the next decade and beyond. Areas that will need specific attention are but not limited to:
 - Climate Change and Vulnerability
 - Traffic and park visitor counts
 - Commercial vehicle traffic projections
 - Sustainability
 - Business Development
 - Natural Resource Protection
 - Park battery(s) Revitalization Transportation Congestion Management- including multi-modal opportunities
-
- An updated Fort Williams Master Plan for Planning Board approval and Town Council adoption. This process may include revisions prior to final adoption. In addition to

general elements described above, the draft Plan will include specific areas of concern, including:

- A strategic plan for the future of Fort Williams Park in Cape Elizabeth, complete with goals, objectives, public input mechanisms and results, and implementation strategies for the 2020 Fort Williams Master Plan.
- Incorporation and reference to plans and studies recently completed or currently underway, or as identified in the current Comprehensive Plan.
- Other specific areas of concern such as, but not limited to, economic development, climate change vulnerability and resiliency sustainability etc.

The Consultant will provide digital, editable, and printable copies of all final documents including reports, maps, and the final Plan. Mapping should be provided in a form compatible with the Town's GIS. An adequate number of hard copies of maps (scale to be agreed upon) and drafts of final documents should be provided to facilitate review and support by the Planning Board, staff, and FWPC.

6. Project Management and Responsibilities

The Consultant will be responsible for working closely with the FWPC and town staff. The Town Community Services Director will be the Project Director and will serve as primary contact and coordinator between the Town, the FWPC, and the Consultant. Other town staff will be available as possible.

The FWPC will serve as an oversight committee for this project. It will guide, evaluate, and approve the direction and completion of the Plan. The Fort Williams Park Committee will recommend the final Plan to the apparaoaraite Planning Board, Zoning Board at the expressed direction of the Town of Cape Elizabeth Town Council our staff will:

- Be available for interviews or to assist in research activity
- Provide any and all existing documentation to the Consultant as requested, within reasonable expectations and costs.
- Assist with human and technical resources as needed to facilitate timely progress.
- Provide and advertise meetings and agendas and take and distribute minutes for all FWPC meetings.
- Schedule, coordinate, and make necessary arrangements for other Plan-related meetings.

7. SCHEDULE

Release/Advertise RFP	March 15, 2020
Receive Proposals from Consultants	June 15, 2020
Determine Short List of Consultants	June 20, 2020
Interview Short-listed of Consultants	June 2020
Select candidate and recommend.....	July 2020
to The Cape Elizabeth Town Council for Approval	

Issue Notice of AwardAugust 2020
Execute Contract by.....August 2020
Start Project Work.....September 2020

Respondents shall provide a proposed project schedule that may be subject to modifications during negotiation of the contract. It is expected that completion of the project and delivery of the Fort Williams Master Plan update should take no longer than one (1) year.

8. PROPOSAL SUBMISSION REQUIREMENTS

All services to be furnished to the Town shall be performed with equipment, methods, and use of personnel in accordance with pertinent professional standards and with the Occupational and Safety and Health Act requirements of the State of Maine and the United States. Consultants' response to this RFP must include a detailed, step-by-step description of the methodology intended for use in performing the scope of work as defined.

This description shall include:

- A. Cover Letter: Briefly describe the firm, its history, size, and its areas of expertise.
- B. Project Description and Scope of Services: Describe in detail your understanding of the project, the services your firm will provide and the methodology that you will use, specifically addressing how the points outlined in the scope of work will be met.
- C. Statement of Qualifications (SOQ): Include the following information:

- 1) Resumes of key personnel including who will be the project lead/manager, who will participate in the project including educational background and employment history, not to exceed two pages per person.
- 2) Past Experience with similar projects for other clients, particularly in Maine, for the past five (5) years with references, contact names, and telephone numbers.
- 3) Example of Work: One (1) complete copy of the final report from the project your firm has completed within the past five (5) years that is most like this project.
- 4) Statement of Availability and location of key personnel to work on the York assignment.

D. Project Task and Schedule Matrix: Provide a high-level matrix/spreadsheet that identifies major project tasks and milestones; estimated date for completing each task. personnel and their hours planned for each task, total number of hours for each task.

9. SELECTION CRITERIA

The Consultant shall address the proposed scope of services, including their approach, personnel who will do the work, in-house technical review capabilities, and ability to meet the project schedule.

The Proposal shall discuss in enough detail the steps that the Consultant will take to arrive at the desired results. The discussion shall be important for the selection process.

The Town reserves the right to solicit additional information from the Consultant or their references. Each responding Consultant will be ranked according to their proposal, qualifications based on experience, results, and other information furnished.

The Fort Williams Park Committee will use the following criteria to make a recommendation to the Town Council for award of the contract:

- A successful record in completing similar projects.
- The quality and depth of the consultant team's applicable experience and expertise, especially with similar projects.
- Resumes of the personnel who will be assigned to this project, including relevant experience.
- The proposed approach to soliciting meaningful public input as documented in the submitted public participation plan.
- The timeliness of the proposed schedule and the ability of the consultant team to complete the work as scheduled based on current and projected workload.
- A reasonable and competitive fee.
- The quality of oral presentation, and of submitted example products.
- The quality of references.
- Other applicable factors as the Town determines necessary or appropriate.

10. ACCEPTANCE/REJECTION

The Town reserves the right to waive any informalities in Proposals, to accept any Proposal, and to reject any or all Proposals, should it be deemed in the best interest of the Town to do so. A Proposal may be held by the Town for a period not to exceed thirty (30) days from the date of the opening of Proposals for the purpose of reviewing the Proposal and investigating the qualifications of the Proposer prior to the award of a contract.