

Fort Williams Park - 2021 Master Plan Update

Request for Proposal

March 13, 2020

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 assist the Fort Williams Park Committee (hereafter, the “FWPC”) in preparing an update to the existing 2011 Fort Williams Master Plan which is currently used to inform and prioritize Fort Williams Park operations. The newly updated outcome of this effort will become the Fort Williams Master Plan Update 2021 (hereafter the “Plan Update”) and will guide future governance, operations, maintenance, infrastructure improvements, resource protection, park sustainability, capital improvements, use policy, event management, fee structures, as well as much needed vehicular and pedestrian traffic flow guidelines and caps for the foreseeable future.

The Plan Update will be the foundation for determining effective park policy, master planning, and park use decisions now and into the future. Prior FWP Master Plans have had an average lifespan of close to a decade. The Plan Update will provide an ongoing framework for informed decision making for the Town Council and for the Fort Williams Park Committee. The Plan Update will include goals, objectives, and strategies utilizing maps, graphs, engineering and traffic studies and other imagery to analyze, assess and recommend best practices for sustainability and preservation for this 92-acre park for generations to come. The overall objective of the Updated Plan is to reflect and respond to the Town Council’s stated goal of:

Providing a safe, high quality space for Cape Elizabeth citizens and visitors to enjoy. We will protect and maintain access to the park’s historic elements and natural beauty for this and future generations and optimize the town’s stewardship by managing the park through financially and ecologically sustainable practices.

The format and presentation of the 2011 Plan with its overall assessments and summary, projects prioritized by area, projects prioritized by type, past plan scorecard and detailed graphics has been a particularly useful format. Additional areas of focus in the Updated Plan will include but are not limited to managing park governance, capacity, crowds, potential park closure capabilities, Pay & Display Parking season/hours, special events limits, fee structures, a potential visitors center, drone policies, environmental challenges, and potential global warming impacts.

2. Project Area

Fort Williams Park, 1000 Shore Road, Cape Elizabeth, Maine

https://www.capeelizabeth.com/visitors/attractions/fort_williams_park/home.html

<https://portlandheadlight.com/>

3. Project Budget

The Town of Cape Elizabeth expects to allocate a maximum of \$65,000 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@CapeElizabeth.org

must also be received before 4:00pm on Thursday, April 16th 2020 by:

Kathleen Raftice
Cape Elizabeth Town Hall,
P.O. Box 6260
320 Ocean House Road
Cape Elizabeth, ME 04107

The Proposal must be signed by the Proposer with their full name and address. Each submission must include a pdf version in the sealed envelope. The Proposer must submit one pdf and six hard copies of its Proposal. Any Proposal received after the deadline stated above will not be considered.

Each Consultant is required to state in the Proposal:

- Its company name, principal officers' 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.
- 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.

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 207-799-2868 or at the addresses above.

5. SCOPE OF SERVICES

The Consultant will conduct the following minimum tasks. The Town strongly encourages proposers to expand on these tasks, to provide details 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. The FWPC anticipates approximately, but not limited to 20 meetings over the course of the development of the Update Plan.

Project Status Meetings

The Consultant is expected to meet regularly with Town's staff and the FWPC which has been appointed by the Town Council to discuss project progress and direction.

Meetings with the FWPC, 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. The Consultant will attend and present the proposal of the Plan Update to the Town Council as well as other necessary boards and committees.

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 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 our residents and FWP stakeholders, report on progress as the Updated Plan develops, comment 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 Update. The Consultant will research and develop materials for the Plan Update, including but not limited to understanding:

- A baseline review of existing information and relevant background, including but not limited to the existing Comprehensive Plan and all its chapters, The Fort Williams Master Plan, etc., existing codes and policies, demographic and census data, and other information relevant to the required Plan Update elements.
- An inventory of existing conditions, use trends, and a projected needs analysis. This must include an existing land use and capital facilities (water, sewer, transportation, recreation, open space) assessment.
- An inventory and assessment of issues and opportunities based on work with the FWPC, FWP staff and the public participation/stakeholder process.
- The existing Town Council vision statement for Fort Williams which will serve as a focal point for goals, policy and strategy decisions.
- Goals, policies, and strategies to guide the management of FWP for the next decade and beyond. Areas that will need specific attention include but are not limited to:

- Overall Park Governance
- Pedestrian Flow and Safety
- Vehicle Flow and Congestion Management
 - Visitor Traffic Counts and Projections
 - FWP Capacity and Closure Plans
 - Commercial Vehicle Scheduling
 - Integration with proposed Shore Road Rehabilitation Project
- Infrastructure, Environmental and Ecological Sustainability
- Future Fee Structure
- Potential Business Development
- Natural Resource Protection
- Climate Change and Vulnerability
- Potential Visitors Center
 - User Experience Engagement
- Protection and Stabilization of Key Assets including Goddard Mansion, Battery Keys and others

• 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 the 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 2021 FWP Plan Update.
- 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 sustainability etc.

The Consultant will provide digital, editable, and printable copies of all final documents including reports, maps, and the Updated 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 FWPC and the Town Council. All output including reports, maps (hardcopy and digital) and the Updated Plan will become the property of the Town of Cape Elizabeth.

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 Updated Plan. The FWPC will recommend the Plan Update to the appropriate Planning and Zoning Boards at the expressed direction of the Town of Cape Elizabeth Town Council. Our staff will:

- Be available for interviews and 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. Tentative Schedule

Release/Advertise RFP	March 13, 2020
Mandatory Pre-bid Conference	1PM, April 2, 2020
Receive Proposals from Consultants	4PM, April 16, 2020
Determine Short List of Consultants	April 30, 2020
Oral Presentations and Consultant Interviews	May, 2020
Select and Recommend Consultant to CETC.....	May 28, 2020
Issue Notice of Award	June 2020
Execute Contract by.....	July 2020
Start Project Work by.....	August 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 Park Master Plan Update 2021 should take no longer than one 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, the methodology that you will use, and 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 years with not less than three pre-approved references including their contact names and telephone numbers.
- 3) Example of work: One complete copy of the final report from the project your firm has completed within the past five years that is similar to this project.
- 4) Statement of availability and location of key personnel to work on the Cape Elizabeth 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 perform 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 FWPC will use the following criteria to make a recommendation to the Town Council for award of the contract:

- The quality and depth of the consultant team's applicable experience and expertise, especially with similar projects.
- A successful record in completing 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.
- The quality of references and similar past project documentation.
- Other applicable factors as the FWPC 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 120 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.