



Request for Proposals Town of Salisbury Master Plan

**by the
Salisbury Planning Board**

The Town will accept proposals at the Salisbury Town Hall, 5 Beach Road, in Salisbury by 12:00 p.m., Wednesday December 15, 2021. Postmarks will not be considered. Proposals submitted by fax will not be considered.

Non-mandatory informational session will be held at Town of Salisbury Town Hall on Wednesday, December 1, 2021 at 9:00am.

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Town of Salisbury
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Request For Qualifications (RFP)

INVITATION

Sealed proposals for the Request for Proposal, for **Master Planning Services** will be received at the Town of Salisbury Town Hall, Department of Planning, 5 Beach Road, Salisbury, MA 01952, Wednesday, December 15, 2021 at 12:00 PM.

The town wishes to receive proposals for Master Planning Services by Planning and Zoning consultants to help in the creation of a Masterplan. Set fee **\$75,000 including all reimbursable expenses**.

A non-mandatory information session will be held at Town of Salisbury Town Hall on Wednesday, December 1, 2021 at 9:00am.

Requirements are detailed in the RFP. A detailed Request for Proposal (RFP) is available at the Salisbury Planning & Development Office, from 8:30AM to 6 PM on Mondays, 8:30 AM-4:00 PM Tues – Thurs., and 8:30 AM – 1:00 PM Fridays. The RFP will be available from the time of this notice until the due date specified below. The Town of Salisbury reserves the right to reject any and all proposals if it is deemed in the best interests of the Town to do so. The Salisbury Town Manager will be the awarding and contracting authority.

Completed proposals are to be submitted no later than 12:00 PM, Wednesday, December 15, 2021 at the Salisbury Planning & Development Office, Salisbury Town Hall, 5 Beach Road, Salisbury, MA 01952. Postmarks and faxes will not be considered.

PROPOSALS

The Town of Salisbury has been awarded funding for the creation of a Master Plan through Housing Choice Communities grant program.

Submissions shall be marked: **“Salisbury Master Plan”**

AN ORIGINAL AND FIVE (5) COPIES OF YOUR PROPOSAL MUST BE SUBMITTED AT OR BEFORE TIME OF PROPOSAL OPENING.

Delivery of submissions to any office or location other than the address indicated will not constitute receipt.

Proposals will be opened and available for examination at 12:00 p.m. on Wednesday, December 15, 2021.

Proposers must respond in writing to all requirements of this RFP in the order of the items listed below and shall be signed by a representative who is authorized to contractually bind the Proposer. Each proposal shall be prepared simply and economically, providing a straightforward, concise delineation of the Proposer’s capabilities to satisfy the requirements of the RFP. Responses should

reflect detailed consideration of the issues and opportunities presented. Any additional information that is felt relevant by the Consultant but does not apply to the categories listed should be added after the items listed below.

BACKGROUND

Over the years, Salisbury has maintained its traditional town character while accommodating substantial growth and new activities since its last master plan. It continues to be a livable community in a desirable, rewarding location. Still, Salisbury must grapple with a number of long-standing problems and newly arisen concerns in order to fulfill the promise which townspeople recognize.

For example, as Salisbury's attractiveness grows and regional connections strengthen, increased development is generating significant pressures that are difficult to contend with. Water supply is tightly constrained and future usage may outstrip supply unless new sources are developed; septic issues remain troubling in parts of Town that are not seweraged; and housing prices continue to accelerate, forcing some residents to relocate. Town financial resources are severely limited with many deferred priorities. Commercial development has lagged behind residential growth and the Beach Commercial District suffers from negative perceptions. The roadway network is often highly congested at peak hours on summer weekends.

The challenges Salisbury faces are sizeable, but not insurmountable. Some, like traffic congestion, are structural problems and can only be improved upon, not eliminated. Rising house prices and lower affordability are evidence of generally improving economic conditions, but maintaining affordability requires attention so that the community is not impacted unduly. Some resources, like historic buildings and natural areas, need to be properly conserved, so their value does not erode, and ways found to make them more available to the community. Other aspects, like commercial development, which have lagged, need to be encouraged and guided to the most opportune locations.

The vision of preserving community character, limiting development impacts, promoting affordable housing, improving Town finances and facilities, improving commercial and transportation activities and maintaining environmental quality, are all widely supported. Many residents, business people, landowners, and town officials have met regularly and worked to define and analyze these issues and to craft solutions. Between 2004 & 2008, Salisbury undertook a variety of planning processes to define its aspirations and to chart a course that will permit its goals to be accomplished. In July of 2004, after months of meetings and hard work, the Town completed a Community Development Plan; the first comprehensive planning effort completed in Salisbury in years. Then continued to meet and discuss and with the completion of the Master Plan in 2008, the Town has worked hard to achieve the goals and action items set through the process. The Town has achieved quite a few of the goals.

Since the time the Town has updated and created other planning tools to continue to help Salisbury Grow in line with our Goals. These include but are not limited to:

Salisbury Zoning Bylaws

Salisbury 504 Transition Plan

Approved Affordable Housing Plan

Board of Selectmen and Town Manager's Priority List

Minutes from Town Meetings and local Board and Committee Meetings

Salisbury Open Space and Recreation Plan

Over the last 13 years there has been substantial growth & development in Salisbury and we believe it is time to update our Master Plan to stay relevant to the changes in our community.

Primary areas of responsibility of the Consultant include:

- a. Develop a Scope of Work in accordance with the Scope of Services specified in Appendix A below.
- b. Develop, implement and participate in a plan for an interactive public involvement process, with emphasis on drawing out public opinion as well as the coordination of completed and ongoing work produced by other committees/groups.
- c. Organize and conduct a community-visioning workshop to solicit input and guidance for the Master Plan process.
- d. Facilitate public meetings and/or forums regarding specific topics or concerns.
- e. Meet/consult with the Planning Board, staff and local officials as is directed, necessary and appropriate;
- f. Prepare options and draft recommendations that utilize creative and imaginative, yet practical techniques;
- g. Produce maps and/or drawings depicting preferred alternatives, adjoining land uses, needed improvements, opportunities and constraints, and sensitive areas;
- h. Produce a final report including existing conditions, conceptual diagrams of preferred alternatives, and an implementation program;
- i. Manage contract-related bookkeeping and records in accordance with federal, state and contract requirements.

The Master Plan Committee will meet at least twice a month, probably on the 1st and 3rd Mondays of each month. Additional meetings will be held as needed. The consultants will be expected to attend virtually all committee meetings. The Committee is open to the possibility of virtual or hybrid committee meetings

The consultants will work closely with the Town's Planning Staff and the Committee. The consultants will be expected to provide high quality advice and guidance to the Committee to set rezoning goals and priorities, to develop the Towns Master Plan which is set to help the future growth and development of Salisbury.

DETAILED DESCRIPTION OF SERVICES REQUESTED

The consultant's statement of qualifications and work plan should detail their approach to this planning project. It should include a description of experience with the following tasks:

- Professional experience and background of the various members of the planning team
- Detailed workplan, schedule and budget
- Description of Approach firm will take on this project
- Experience working on other Massachusetts Master Plan Projects
- Experience working with DHCD & specifically Housing Choice Program

GENERAL CONDITIONS

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1. Purchases made by the Town are exempt from sales taxes and bid prices must exclude any taxes. The Town will provide tax certificates.
2. Verbal orders are not binding on the Town and work done without formal Purchase Order or Contract are at the risk of the Seller or Contractor and may result in an unenforceable claim.
3. All words, signatures, and figures submitted on the proposal shall be handwritten and in ink. Proposals that are conditional, obscure, or which contain additions not called for in the specifications, erasures, alterations, or irregularities will be rejected.
4. The Town of Salisbury reserves the right to reject proposals, to waive technicalities, to advertise for new proposals, and to make awards as may be deemed to be in the best interests of the Town. The Town will award the contract or contracts within thirty (30) business days after opening of proposals.
5. Reports and materials are public information and may not be copyrighted.
6. All proposals become the property of the Town. The Town has the right to disclose information contained in the proposals once awards have been made.

CONTRACT PERIOD

The contract period shall be from January 1, 2022 until completion but not later than June 30, 2022. This contract may be extended with the approval of the Town Manager.

PRICE

The Consultant shall submit an estimated cost summary, **not to exceed \$75,000** to provide the services required to fully complete the Project. This will be a “firm fixed price” contract to cover the performance of all eligible services, reimbursable expenses, and materials. Invoices may be submitted monthly. Requests for payment shall be made directly to the Planning Department, and payments shall be ninety percent (90 %) of the amount requested. The ten percent (10 %) retainage will be paid upon successful project completion. Notwithstanding the above, in no case will the Consultant be paid for any costs that will not be reimbursed by DHCD, Housing Choice Grant Program.

STANDARDS AND DELIVERABLES

- a. Spatial and/or geographic information must be developed in a manner compatible with Town of Dedham GIS department and Mass GIS standards;
- b. All documents should be provided in both paper and digital form
- c. All written reports must be double-sided;
- d. Digital copies of all reports and documents will be provided to the Planning Board no less than one week prior to any scheduled review or public discussion;
- e. All data, databases, reports, programs and materials, in digital and hard copy formats, created under this project shall become the property of the Town of Salisbury

SPECIFICATIONS

The following items must be included in all proposals:

1. General planning Master Plan experience of the firm

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2. Examples of the proposer's similar projects
3. Description of the background of the firm relative to work on Beach Communities
4. Identification, experience, qualifications and hourly rates of the staff that will be assigned to the project, and their experience. You need to list the functional area, staff assigned, their qualifications, and attach resumes of key individuals
5. Percentage of time anticipated to be spent by task by key individuals in the firm
6. At least three (3) professional references, including address and phone number for similar projects.
7. Certificate of compliance with local, state, and federal tax laws (forms attached)
8. Certificate of Non-collusion (forms attached)
9. Experience developing design and community consensus on public projects - identify work involving volunteer committees
10. Outline your expertise at bringing projects in at budget
11. Professional liability insurance for principals involved in the project

MINIMUM CRITERIA: each proposal must meet all of the following criteria in order to be considered for further evaluation:

- Firm must have at least three (3) years of Planning experience
- Firm must be licensed to provide this type of service in Massachusetts
- Provide three (3) professional references for similar projects, including names, addresses, projects you worked on, their costs, funding sources, and phone number.
- Successful working relationship with Town governments and contractors as demonstrated in the firm's statement of qualifications
- Demonstrated experience with Master Plans in Massachusetts
- Demonstrated experience working with DHCD, ideally Housing Choice Program

INTERVIEW: The Town, after reviewing proposals and at its sole discretion, may interview consultants who meet the minimum criteria. Interviews will be scheduled held on December 20, 2021 between the hours of 10:00am-2:00pm

The interview will be held to determine:

- a. the direct professional experience of the consulting team
- b. explore the specific details of the work plan presented by the firm and ask questions
- c. allocation and availability of the personnel assigned to the project

MISCELLANEOUS ARTICLES

1. Please contact Sue Johnson , Planning Department Administrative Assistant at (978) 463-2266 or planningdept@salisburyma.gov if you have any questions about the RFP.
2. The Contractor shall be solely responsible for all claims of whatever nature arising out of the rendering of services by the Contractor during the term of this proposal and the Contractor shall indemnify and hold the Town harmless against the same to the extent permitted by law.
3. The selection of the firm shall be made without regard to race, color, sex, sexual orientation, age, religion, political affiliation, or national origin.
4. The Town is an Affirmative Action/Equal Opportunity Employer and it encourages proposals from qualified minority and women owned business firms.

CERTIFICATE OF NON-COLLUSION

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean natural person, business, Town, corporation, union, committee, club, or other organization, entity, or group of individuals

Signature

Typed Name/Title

Name of Business

CERTIFICATE OF TAX COMPLIANCE

Pursuant to Chapter 62C of the Massachusetts General Laws, Section 49A(b), I,

_____, authorized signatory for _____
Name of individual *Name of consultant*

do hereby certify under the pains and penalties of perjury that said contractor has complied with all laws of the Commonwealth of Massachusetts, and the Town of Salisbury and is current with all local, state, and federal taxes and other assessments.

Consultant

By: _____
Signature of authorized representative **Date**

Title

ATTACHMENT A
Scope of Services

Getting Started/Mobilization

1. Kickoff and Town tour
2. Review existing plans and data
3. Work plan, project schedule, and community engagement plan

Master Plan Elements Update

■ ***Vision:***

The vision element shall identify the assets and liabilities of the Town as well as develop a vision statement for the community and guiding statements for each of the elements listed below. The Town wishes to also specifically look at Visioning for the Beach Center.

■ ***Land Use***

1. Inventory and analyze existing land uses, development and redevelopment trends, and key characteristics of the built environment.
2. Review existing zoning and assess recent legislation and its potential impact on the Town;
3. Evaluate how the town's existing zoning may affect population, housing, and commercial development in different parts of the Town.
4. Analyze existing land use data (using assessor's parcel data and orthophotos) and existing land use patterns;
5. Analyze the influence of natural features, transportation systems, and other regional factors on the Town's history of growth and change;
6. Map existing conditions, making note of changes that are likely to occur due to redevelopment;
7. Assess of local planning and regulatory capacity.

■ ***Transportation and circulation***

1. Assess the unique strengths and weaknesses of the existing transportation system, including policies (where applicable) to reduce auto-dependency.
2. Review information available from the Town, regional planning, and MassDOT, such as trends in traffic volumes, crash data, and planned roadway, pedestrian, and bicycle improvements, and public transportation use.
3. Written assessment of existing transportation conditions, including a summary of existing deficiencies, conflicts, and critical traffic locations;
4. Maps of roadway functional classification, transit, pedestrian and bicycle facilities, as well as existing average daily traffic volumes;
5. Maps of connections to the regional transportation system, including public transportation options;
6. Identification of parking, traffic, pedestrian and bicycle safety, and other issues.
7. In addition, the Town wishes to focus on the Beach Center

■ ***Economic development***

1. Review general economic indicators such as population, comparative education levels, per capita income, existing labor market and labor shed, unemployment, tax base growth, and real estate sales trends;
2. Analyze basic and non-basic components of the economy;
3. Conduct an employment base analysis: growth and change in local employment over time, industry strengths and weaknesses, and trends in Hingham compared with the surrounding region;
4. Review regional and state economic trends and initiatives;
5. Analyze existing land and building space available for economic development and the best-suited businesses to these properties considering compatibility with adjacent uses;
6. Review adequacy of existing infrastructure and potential for expansion;
7. Review and assess impact of state and other public and non-profit facilities, institutions, and lands;
8. Review impact of local regulations and policies on various types of economic development;
9. Assess local capacity to carry out economic development.
10. In addition, the Town wishes to focus on the Beach Center

■ ***Climate Change, Sea Level Rise, Resiliency***

1. Assess existence and effectiveness of energy conservation plans for municipal and school facilities;
2. Review utilization of energy from renewable sources and reduced utilization of energy provided from limited resources, such as oil;
3. Conduct a risk assessment for infrastructure and utilities, and projected capacity to provide service under changing climate conditions;
4. Analyze use of green infrastructure, such as permeable landscaping and pavement, in site design standards whenever possible to manage stormwater onsite and restore the capacity of land to absorb stormwater;
5. Review options for incorporating “green” [e.g. LEED™ certified or certification-eligible] new municipal and school buildings with the goal that all new significant municipal buildings include these design criteria;
6. Review options for use of green building standards for retrofits in the rehabilitation of existing municipal and school buildings;
7. Review existence and effectiveness of a “buy local” policy, and extent of public education about the environmental impacts of local vs. non-local purchases;
8. Review zoning to encourage renewable energy research & development and manufacturing; and Consider other strategies as appropriate.
9. In addition, the Town wishes to focus on the Beach Center

■ ***Community health***

Through interviews, community surveys, consultation with local and regional health professionals and others, assess the following health indicators and community needs:

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1. Active living,
2. Healthy food system,
3. Environmental exposure,
4. Emergency preparedness, and
5. Social cohesion.