



TOWN OF TOPSFIELD
MASTER PLAN
REQUEST FOR PROPOSALS

General Information

The Town of Topsfield ("Town") is requesting interested parties to submit sealed proposals for professional planning consultants to for a comprehensive update to the Town's Master Plan. The selected firm shall have demonstrated previous experience in providing specified services to similar projects, preferably in Massachusetts. A contract will be awarded to the consultant offering the most advantageous proposal, taking into consideration all evaluation criteria as well as price. The Town reserves the right to reject any or all proposals as it deems to be in the best interest of the Town.

To be considered, proposals must be received before 3:00pm on Thursday, May, 26, 2022 by the Town Administrator's office. No proposals will be accepted after the time and date specified. Proposals are required to be clearly marked on the outside envelope as RFP for: Comprehensive Master Plan:

Town of Topsfield
Attention: Kevin Harutunian
Town Hall
8 West Common Street
Topsfield, MA 01983

All questions must be submitted to Debi Morong, dmorong@topsfeld-ma.gov no later than 4:00pm Monday, May 23, 2022. Answers will be provided by addendum via email.

The proposer must submit their technical and fee proposals in separate sealed envelopes bearing on the outside the name and address of the Proposer, addressed to Kevin Harutunian, Town Administrator, Topsfield Town Hall, Topsfield, MA 10983. Submit one original technical proposal, one digital copy and four double-sided copies of the technical proposal. The one (1) copy of each Fee Proposal must be properly filled out, signed, sealed in a separate envelope and endorsed: "Master Plan"- Fee Proposal". The technical proposal must include samples of prior similar experience and performance on comparable projects as well as similar experience and performance on comparable projects for the key people who will be assigned to the project.

- Telephone responses, emailed and faxed replies will not be accepted. No responsibility shall be attached to any person or persons for the premature openings of proposals not properly marked.
- Proposals that are incomplete, not properly endorsed, or signed, or which are otherwise contrary to these instructions may be rejected as informal by the Chief Procurement Officer.
- The Proposer will be bound by all applicable statutory provisions of law of the Federal Government, the Commonwealth of Massachusetts and of the Town of Topsfield.
- All submitted proposals and associated price quotes must be guaranteed to the Town of Topsfield for a period of sixty (60) days from the date of the proposals opening.
- The Town reserves the right to reject any and all proposals, and to make awards in a manner deemed in the best interest of the Town.
- Before submitting a proposal, each proposer must make a careful study of the specifications contained in the Request for Proposal document and fully assure themselves as to the quality, quantity and type of services/product that the Town is seeking to procure.
- The proposal for this work must cover all contingencies, including all labor and materials, transportation, etc., necessary for the purchase and delivery/execution of the services/proposed required by the Town of Topsfield.
- The specifications as detailed under the section entitled TECHNICAL PROPOSAL REQUIREMENTS shall constitute a part of the contract of purchase, as well as all conditions listed within.

It is recommended that respondents be familiar with the following documents, all available at the Town website <https://www.topsfield-ma.gov/> at the Planning Board page: Open Space & Recreation Plan, 2019; Town Building Assessment Study & Capital Master Plan, January 2013; Topsfield Strategic Plan FY2017-Topsfield Town Library; Hazardous Mitigation Plan, November 29, 2021; and EO418 Community Development Plan, 2004.

Technical Proposal Requirements

- Technical Approach (maximum of 10 pages) – The firm should present its technical approach including examples directly relative to this project and the specific key individuals who will perform the work. The Town will evaluate its adequacy and completeness. Sufficient detail shall be provided to demonstrate an understanding of services required, how the project will be structured, and work

performed. In particular, the firm should include a discussion of those services required under section entitled Scope of Work

Scope of Work

Project Background

The town of Topsfield is a community of 6,500 people with a proud history and sense of community. Residents delight in the variety of public open natural spaces, the convenience of suburban rural living near major highways, and a highly-regarded school system. The Town of Topsfield's last Master Plan was a 2004 EO418 Community Development Plan and since then the town's needs and vision for the future have evolved. The development of a Master Plan would create a well-defined plan that would encompass the creation of commercial growth potential to the Route 1 corridor and downtown business district, would develop a timeline for the expansion of affordable housing opportunities, focus on sustainability, resilience and public health by putting into place key strategies to ensure a vibrant community looking towards the future. The Master Plan process would be a community focused engagement with recommendations being derived directly from the community's feedback. Ultimately, the process would have positive impact to the tax base while also allowing opportunities for job creation, ensure housing production that meets the needs and increased amenities to the community while protecting open space and recreation. The Town received a grant from the Executive Office of Housing and Economic Development, Urban Agenda Grant Program which expires June 30, 2023.

Community Vision and Goals

The first step of the public planning process will be the review the Plan's overall vision for the Town and the stated goals and policies that are intended to guide future growth and sustainable development, and determine if there are modifications /additions/ deletions to both. The Master Plan Steering Committee will have a significant role in reviewing and providing recommendations for the vision, goals and policies and in determining methods to be used to facilitate public involvement. The vision statement and goals will be presented to various elected and appointed Town bodies for endorsement at the beginning of the planning process. Emphasis is on general community feedback with opportunities for participation.

The 2004 Vision Statement was:

The vision is to preserve the rural, residential character of the Town, to create strategies for effective fiscal management yet maintain the quality of community services, to provide housing opportunities to residents of all ages and income levels, to preserve open space and recreational uses and to conserve and enhance the natural resources within the Ipswich River watershed.

The Town understands that this vision statement needs to be updated to reflect present-day conditions.

Development of Plan Elements

The Scope of Services must be consistent with M.G.L. c. 41, § 81D. Certain elements will require more analysis and consideration than others. The Town has outlined the following priorities: housing, economic development and land use.

Land Use and Development

This section of the Master Plan will include desired development patterns, density, and other standards for each land use and location in Topsfield. The section will identify the distribution of existing uses and specify the locations for new residential, commercial, industrial and mixed-use growth and areas to be protected as open space (both passive and active recreation). This section should specifically address the impacts of climate change, sustainability, resilience and public health. Reference should be made to the Topsfield Hazard Mitigation Plan and the Master Plan shall also integrate the Town's existing, approved Municipal Vulnerability Preparedness action grant.

This section shall include an existing land use map, population totals, housing and growth projections, and a build-out analysis for both residential and commercial uses that are based upon existing zoning regulations and a modified analysis showing the results from implementation of any recommended changes to the Zoning Bylaw and Map. This element shall also include evaluation of land use tools such as low impact development standards, mixed-use, and sustainable development principles.

Housing

This section shall identify current and future housing needs in the town, based on economic and demographic trends, and shall identify appropriate policy and regulatory changes that will be necessary for Topsfield to meet its housing needs and strategies to provide a balance of local housing opportunities for all citizens and include strategies to provide a greater diversity of housing types and ultimately help the Town attain certification under MGL 40B by meeting the 10% affordable requirement. Strategies detailed in this section shall link Topsfield's housing initiatives with other community goals, including land conservation, economic development, and historic preservation.

Economic Development

This section will review the Town's economic status, plans and strategies, inventories and identify programs and policies for expanding Topsfield's economic base. This includes an evaluation of the economic resources available to the Town and economic and development incentives as set forth in the Plan's goals and policies. Areas of emphasis to be considered by the consultant shall include but not be limited to enhanced use and appropriate redevelopment of the Town's downtown area and

the Route 1 corridor. Incorporate elements of the MAPC Downtown Revitalization Plan.

Public Facilities, Infrastructure & Services

This element is Services and Facilities-needs review of language below,

This section will inventory and forecast needs for public facilities, infrastructure and services including the Town's water system, stormwater drainage, emergency services (i.e., fire and police), roads, sidewalks, municipal offices, and other community facilities. This section shall include an inventory of existing public facilities and services and provide recommendations to coordinate long-range planning efforts and capital improvement planning efforts within the Town.

Maintenance of essential services and planning for future economic growth are dependent upon a comprehensive understanding of the existing conditions and limitations of the Town's municipal infrastructure (i.e., water) to operate in a long-term sustainable manner. The Master Plan shall also prioritize future capital investments.

Transportation

This section analyzes the Town's current and proposed future transportation system, focusing on its major streets, pedestrian circulation, parking, and bicycle paths. This section shall include:

- Major streets with capacities and projected traffic volumes.
- An analysis of overall traffic patterns.
- Identification and assessment of circulation system problems and requirements.
- Strategies for improving vehicular and pedestrian safety.
- An analysis of how to reduce automobile use, including analysis of infrastructure for alternatives transportation including pedestrian and bicycle routes and facilities, park-and-ride lots, mass transit, etc., and recommendations as to how to enhance these alternatives.

Natural, Cultural and Historic Resources

This section will inventory Topsfield's natural, cultural and historic resources, and identify policies and programs necessary to further protect and manage those resources that are identified as important. The Master Plan should reflect the 2019 update of the Town's Open Space and Recreation Plan and be coordinated with the Topsfield Historical Commission.

Open Space and Recreation

This section will inventory Topsfield's recreational resources and identify policies and programs to enhance, promote and provide for the on-going management of these resources. This section of the Master Plan should reflect the 2019 update of the Town's Open Space and Recreation Plan and be coordinated with the Topsfield Conservation Commission and Open Space Committee.

Public Participation

The Town of Topsfield, under the direction of the Topsfield Planning Board, will form a Master Plan Steering Committee to provide input and guidance throughout the process. Such Committee will consist of representation from various stakeholders including boards, committees, public entities and the general public. The Consultant will provide input and recommendations to the Planning Board regarding the make-up of the Steering Committee.

Implementation Plan

This section of the Master Plan will lay out the actions the Town should take to achieve the goals of the Master Plan, identify the estimated resources needed to implement the recommendations, and identify which of the Town's departments or agencies or other parties will be responsible for implementation. The implementation plan will be based on the Town's needs and challenges. It is anticipated that the implementation plan should be structured as a multi-phased implementation plan that considers such elements as: the criticality and the level of urgency of specific issues, the interactive nature of combined issues, the capacity of and the additional demands on Town resources, the availability of funds, and the relative benefits of individual actions and other constraints.

Project Staffing and Management

The firm should provide the identity and qualifications of key personnel and sub-consultants, including a description of their roles in the project tasks and a discussion of their capabilities and experiences. The proposal should include a firm commitment that the project manager and key staff are available and committed for the project duration at the levels defined in the proposal.

- **Related Experience:** The proposal shall describe the qualifications of those staff proposed to work on this project and previous projects those staff worked on which illustrate current qualifications and ability. A minimum of three comparable projects shall be highlighted in table format listing the project location, description, time frame, and a client reference with title and current contact information.
- **Qualitative Input:** The proposal should consider the defined scope of work and, based on the knowledge and experience of the Consultant, provide any input on the proposed approach, including suggested alterations/modifications to that

approach.

- **Schedule:** Describe the project schedule of activities. Please include a discussion of the firm's approach to ensure the schedule is met.

Fee Proposal Requirements

The Fee Proposal shall be enclosed in a separate sealed envelope marked "Comprehensive Master Plan- FEE PROPOSAL" to be opened by the Town Administrator following the review and evaluation of qualifications/technical proposals.

Please structure your firm’s Fee Proposal by indicating estimated cost by subtask as outlined below in the cope of work and defined herein showing effort hours, billable rates, labor category, expenses, and sub-consultants cost in a table format. All billable rates should be fully loaded including salary, benefits and fees. It is assumed that the fee program will be complete and will not exceed the budgeted values in the proposal.

Task	Description
1 Project Administration	Work with Town staff to develop schedule of meetings; Attend meetings including kick off meeting with Town representatives, public and stakeholder meetings, and Master Plan Steering Committee meetings; Attend monthly meeting with Town staff and prepare weekly email progress reports; Prepare and disseminate all necessary meeting materials.
2 Data Collection and Analysis	Collect, assemble, review and summarize all relevant existing information, reports, plans and data; Prepare necessary documentation (i.e., maps, spreadsheets, etc.) to assist with planning process.
3 Public Participation	Work with Master Plan Steering Committee and Planning Board staff to develop and implement robust public participation program and schedule. A wide range of methods shall be used to ensure broad community engagement including but not limited to surveys, public and stakeholder meeting/workshops, and an internet/social media component.
	Deliverables are expected to include the following: A completed vision, goals and objectives statement Public participation plan.

4 Deliverables	<p>All materials needed for public workshops and meetings</p> <p>Five (5) hard copies of a draft Comprehensive Master Plan, along with an electronic copy in Microsoft Word and pdf format; GIS data files that contain shape and data files for any maps or graphics prepared for the plan.</p> <p>Five (5) hard copies of a final Comprehensive Master Plan, along with an electronic copy in Microsoft Word and pdf format.</p> <p>GIS data files that contain shape and data files for any maps or graphics prepared for the plan.</p> <p>Target Deadline: July 1, 2023</p>
----------------	---

SELECTION METHODOLOGY

The Town of Topsfield will review the Technical Proposals using the evaluation criteria described below and will rank firms. The Town reserves the right to conduct interviews, contact references, or seek any information that may assist in evaluation of proposals.

The Town will award the contract to the most advantageous proposals, taking in to consideration both technical fee aspects of the proposals submitted and shall not be required to award the firm submitting the lowest cost proposal.

A. Comparative Evaluation Criteria

Proposals will be reviewed based on the following comparative evaluation criteria:

- **Technical Approach:** The quality, completeness, and methodology of the proposed technical approach to address the project goals will be evaluated.

Highly Advantageous: The plan of services proposes a detailed, logical, innovative, and comprehensive methodology for producing a complete project that addresses all of the required issues and project objectives stated in the RFP.

Advantageous: The plan of services proposes a credible scheme with multiple positive attributes for producing a complete project that addresses most if not all of the required issues and project objectives stated in the RFP.

Not Advantageous: The proposed plan of services is not sufficiently detailed to fully evaluate, or the plan does not adequately address all the

components necessary to produce a complete project that addresses all of the required issues and project objectives stated in the RFP.

Unacceptable: The proposed plan of services is lacking in multiple aspects and thus does not adequately address the project objectives stated in the RFP.

- **Staffing Plan.** Staffing Plan, including the professional qualifications of all project personnel with particular attention to training, educational background, and relevant professional experience. Demonstrated expertise and experience of the Principal in-Charge, Project Manager, and other key personnel, and any Consultants to be assigned to the Project, including relevant professional registration of the Consultants and their qualifications:

Highly Advantageous: The staffing plan is comprised of highly qualified individuals with significant relevant experience in most if not all disciplines significantly above and beyond the minimum applicant qualifications detailed in the RFP. The Consultant has an established track record working with their proposed team members.

Advantageous: The staffing plan is comprised of qualified individuals with relevant experience by at least the key personnel above and beyond the minimum applicant qualifications detailed in the RFP. The Consultant has worked with most of the proposed team members previously.

Not Advantageous: The staffing plan is comprised of minimally qualified individuals for some of the key personnel as detailed in the RFP and/or is not sufficiently detailed to fully evaluate.

Unacceptable: The proposed staffing does not meet all the minimum applicant qualifications detailed in the RFP.

- **Related Experiences:** The firm's prior similar experience and performance on comparable projects involving municipal clients in Massachusetts, and relevant codes, laws, and regulations.

Highly Advantageous: The Consultant has at least five (5) years of experience consulting with municipalities on projects of similar size and scope to this project.

Advantageous: The Consultant has at least three (3) years of experience consulting with municipalities on projects of similar size and scope to this project.

Not Advantageous: The Consultant has less than three (3) years of experience but more than one (1) year consulting with municipalities on projects of similar size and scope to this project.

Unacceptable: The Consultant has less than one (1) year of experience consulting with municipalities on projects of similar size and scope to this project.

- **Schedule and Budget Approach:** The firm's approach to developing and maintaining the schedule as well as their history of meeting schedules and budgets on similar projects will be evaluated.

Highly Advantageous: All of the Consultant's references indicate that the projects were completed within budget and on schedule or with minimal, insignificant delays.

Advantageous: One of the Consultant's references indicates that the project was not completed within budget attributable to the Consultant or with substantial delays attributable to the Consultant, and no current project or project completed in the last three years experienced substantial delays attributable to the Consultant.

Not Advantageous: Two of the Consultant's references indicate that the project was not completed within budget attributable to the Consultant or was completed with substantial delays attributable to the Consultant, and no current project or project completed in the last year experienced substantial delays attributable to the Consultant.

Unacceptable: More than two of the Consultant's references indicate that the project was not completed within budget attributable to the Consultant or was completed with substantial delays attributable to the Consultant.



CERTIFICATE OF NON-COLLUSION

This must be signed and included with the bid/proposal.

The undersigned certifies under the 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 any natural person, business, partnership, corporation, union, committee, club or other organization, entity, or group of individuals.

Signature of principal submitting bid or proposal

Date

Name of principal submitting bid or proposal

Name of Business



CERTIFICATE OF TAX COMPLIANCE

The contractor shall sign the following statement: Pursuant to Massachusetts General Laws, Chapter 62C, Section 49A, I certify under penalties of perjury that I have filed all State Tax Returns and paid all State Taxes required under the Law.

Signature of individual or Corporate name

By: _____
Corporate Officer

SSN or FIN



TOWN OF TOPSFIELD

Purchasing Office

8 West Common Street, Topsfield, MA 01983

INSURANCE REQUIREMENTS

INSURANCE REQUIREMENTS

- A. The General Contractor shall purchase and maintain such insurance as will protect him/her from claims under worker's compensation acts and from claims for damages because of bodily injury, including death, and property damage which might arise from and during operations under this contract, whether such operations be by himself/herself or by a subcontractor or anyone directly or indirectly employed by either of them.
- B. Contractor shall not commence work under this contract until he/she obtained all insurance required herein nor until such insurance has been approved by the Owner. Contractor shall not allow any Subcontractor to commence work until the insurance required of the Subcontractor has been obtained and approved.
- C. Subcontracts: Contractor shall either (1) require each Subcontractor to procure and to maintain during the life of his/her subcontract, Subcontractor has General Liability and Property Damage Insurance of same type and in such manner as specified herein, or (2) insure activities of his/her Subcontractors on his/her own policy.
- D. All insurance required by this document shall be provided by a Best "A+ VIII" rated company, or companies, authorized to do business in the Commonwealth of Massachusetts and satisfactory to the Owner and shall be written for not less than any limits of liability specified herein, or required by law, whichever is greater.
- E. Certificates: Certificates of Insurance acceptable to the Owner shall be submitted in triplicate to the Owner simultaneously with the execution of the contract. Certificates shall indicate that broad form Contractual Liability coverage is in force, as well as deletions of the XCU exclusions. Certificates shall contain a provision that the insurance company will notify the Owner by registered mail at least sixty (60) calendar days in advance of any cancellation, non-renewal, change or expiration of the policies. Certificates shall include description of coverage, effective dates and expiration dates of policies and shall clearly indicate all exclusions (other than standard policy form exclusions contained in the basic policy) which will be added to the policies provided.

- F. Deductibles: In the event of paid claims, Contractor shall bear costs of any amounts deductible.
- G. The Owner shall be named as additional insured under all policies.
- H. Before any blasting is done, Contractor shall present evidence that blasting damage is included in his/her insurance coverage.

COVERAGE AND LIMITS

A. Worker’s Compensation Insurance:

The Contractor shall maintain and cause all Subcontractors and lower tier contractors to maintain Workers’ Compensation and Employers Liability Insurance in accordance with the law and regulations of the Commonwealth of Massachusetts. The limits of liability provided shall be as follows:

Coverage A: Statutory
 Coverage B: \$500,000 / \$500,000 / \$500,000

B. Contractor’s Liability Insurance:

The Contractor shall purchase and maintain Commercial General Liability Insurance and cause all subcontractors and lower tier contractors to maintain the same throughout the term of the work. Commercial General Liability Insurance must include all applicable broad form endorsements. Such insurance shall be on the 1986 standard insurance service office occurrence coverage form (or later amendments or revisions thereto).

The limits of liability to be provided shall be as follows:

Bodily Injury and Property Damage	\$1,000,000
Personal Injury and Advertising Injury	\$1,000,000
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Medical Payments	\$ 10,000

Coverage shall specifically include blanket contractual liability covering Contractor’s indemnity obligations as contained in this document. The Town of Topsfield must be added as an additional insured as their interest may appear.

C. Business Automotive Liability:

The Contractor shall maintain and cause all subcontractors and lower tier contractors to maintain business automotive liability insurance covering all owned, non-owned, leased, rented and hired automobiles.

The limits of liability shall be as follows:

Bodily Injury and Property Damage \$1,000,000 per occurrence

Automobile physical damage coverage shall be at the option of the Contractor, all subcontractors and lower tier contractors. The Owner shall not be liable for physical loss or damage to any owned, non-owned, leased, rented or hired automobile.

The Town of Topsfield must be added as an additional insured as their interest may appear.

D. Umbrella or Excess Liability:

Umbrella or Excess Liability shall be provided in excess of the primary limits of liability required above. Coverage shall be at least as broad as provided in the primary coverage required.

The limits of liability to be provided shall be as follows:

Bodily Injury and Property Damage	\$2,000,000 per occurrence
Personal Injury and Advertising Injury	\$2,000,000 per occurrence
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000

INDEMNIFICATION

The Contractor shall take responsibility for the work and take all precautions for preventing injuries to persons and property in or about the work and shall bear all losses resulting to it on account of amount or character of the work. The Contractor shall pay or cause payment to be made for all labor performed or furnished and for all materials used or employed in carrying out the contract. The Contractor shall assume the defense of, and indemnify and save harmless, the Designer, the Owner, and their officers and agents from all claims relating to labor performed or furnished and materials used or employed for the work: to inventions, patents and patent rights used in and in doing the work unless injuries to any person or corporation received or sustained by or from the Contractor and its employees, and subcontractors and employees, in doing the work, or in consequence of any improper materials, implements or labor used or employed therein; and to any act, omission or neglect of the Contractor and its employees therein.

PERFORMANCE AND PAYMENT BONDS

If required, the Contractor shall provide the owner with a performance bond and a labor and materials or payment bond executed by a surety company licensed by the Commonwealth of Massachusetts.

