

REQUEST FOR PROPOSALS & QUALIFICATIONS
FOR PREPARATION OF THREE MASTER PLAN CHAPTERS
RFP #B2023-MGR-17

Town of Seabrook, New Hampshire
Office of the Town Manager



REQUEST FOR PROPOSALS # B2023-MGR-17

You are cordially invited to submit a proposal for the services of a qualified planning consultant to work with and assist the Planning Board in preparing a comprehensive review, rewrite, and update to three chapters of the Seabrook, New Hampshire Master Plan, in accordance with the attached specifications, terms, and conditions. Prospective respondents are advised to read this information carefully prior to submitting a proposal.

Ten (10) paper copies and one (1) electronic copy of proposal must be submitted in a sealed envelope, plainly marked:

***RFP # B2023-MGR-17
Town Managers Office
Town of Seabrook
C/o Shaylia Wood
99 Lafayette Rd
Seabrook, NH 03874***

***All proposals/bids must be received by Tuesday, May 2nd, 2023, at 2:00 pm EST.
And will be opened publicly immediately after the deadline.***

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The Town of Seabrook seeks the services of a qualified planning consultant to work with and assist the Planning Board in preparing a comprehensive review, rewrite and update to three chapters Seabrook's Master Plan. The current plan, most of which was adopted in 2011, is nearing the end of its lifespan per NH RSA 674. The update of the Master Plan would address new and future planning issues and result in a plan consistent with state law. The plan will guide future growth, redevelopment, zoning changes and support grant proposals.

The Master Plan ("Plan") is the foundation for determining effective public policy, and land use decisions in the future, and will provide an ongoing framework for informed and directed development. The Plan shall include goals, objectives, and strategies and utilize maps, graphs, and other imagery tools to analyze, assess, and recommend strategies for best practices, economic development, housing, infrastructure, and other improvements. The responsibility of the plan is to reflect and respond to the priorities, values, and requirements of Seabrook residents that safeguard the town's history, community character, and environmental resources.

PROJECT AREA

The Town of Seabrook is a town in Rockingham County, NH. The population was 8,401 people at the 2020 census. The Town's land area is 9.66 square miles. Seabrook is situated in the Greater Boston metropolitan statistical area.

THE THREE CHAPTERS

The Town seeks a consultant to prepare the following three Master Plan chapters:

1. Existing Land Use
2. Demographics & Housing
3. Town Facilities & Services

SCOPE OF WORK

At a minimum, the Consultant shall conduct the tasks cited below. 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.

- The consultant is expected to meet regularly with staff and the Planning Board to discuss project progress and direction.
- The consultant will meet with the Planning Board to provide updates and collect input. In addition, the consultant will solicit input and feedback from the Board of Selectmen and staff, providing interim reports, presentations, and updates to each as required and appropriate, and attend the Plan's formal presentation to the Planning Board and Board

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of Selectmen.

- 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 town. Public participation should include other means of outreach beyond just public meetings. The consultant is expected to facilitate all public meetings and outreach. Significant public input will be required throughout the process. We anticipate that a number of public meetings will be held in order to seek the opinions and views of the public at large, report on progress as the plan develops, solicit 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 should explain their approach and public participation plan in detail in their responses.
- The consultant will serve as the primary drafter of the three chapters and shall update research and develop materials for the master plan, including but not limited to:
- A baseline review of existing plans and relevant information, including the existing Master Plan, Housing Needs Assessments, zoning ordinance, 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, etc.) assessment, and residential/commercial growth patterns; and a projection of Seabrook's population and housing trends to 2030.
- Develop an inventory and assessment of issues and opportunities based on work with staff, Planning Board, and the public participation process.
- Develop a vision for Seabrook that will serve as a focal point for goals, policy and strategy decisions.
- Work with staff and the Planning Board to develop goals, policies, and strategies to guide Seabrook for the remainder of the decade, and beyond.
- Draft new Master Plan chapters that are consistent with the requirements of RSA 674 and NH case law. Specifically, the consultants should prepare the following chapters: 1) Existing Land Use, 2) Demographics & Housing, and 3) Town Facilities & Services.
- The plan shall be organized in a user-friendly format with an emphasis on good graphic design. This design should contain useful graphics and maps, as well as an emphasis on community sustainability.
- The consultant shall provide digital, editable, and printable copies of all final documents including reports, maps, and the final plan chapters. Final plan chapters shall be in a format that is user friendly in both an electronic and paper format. Mapping should be

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provided in a form compatible with the Town of Seabrook's GIS system. An adequate number of hard copies of maps (scale to be agreed upon) and draft final documents should be provided to facilitate review and support by the Planning Board, Selectmen, and staff.

- Specific attention shall be given to: Natural resource protection, climate change, the local fishing industry, and a reduction in municipal energy use.
- Previous master plans shall serve as a reference. Redundant or outdated data should not be repeated.

PUBLIC ENGAGEMENT

At a minimum, the consultants' public engagement program shall include the following:

Task 1.1 Branding

Establishing a consistent brand helps to unify the various components of a public engagement campaign. A distinctive logo and consistent color scheme will help to achieve that goal.

Task 1.2 Develop & Maintain a Project Website

Produce a project website that provides local residents with updates, draft copies of documents, maps, data, proposed strategies, and findings from resident surveys and the charrette. The website should be used to drive viewers to electronic surveys (Task 1.10).

Task 1.3 Establish Social Media Sites

Social media should be utilized to inform and engage those residents who are active on the medium.

Task 1.4 Prepare Publicity Flyers

Paper copies should be posted and distributed around town at locations such as the Town Hall, Library, Transfer Station, Community Center and Post Office.

Task 1.5 Issue Periodic Press Releases

The press releases should be sent to the Hampton Union and Newburyport News. The purpose will be to inform the public and encourage their participation in the Master Plan update.

Task 1.6 Design and Procure Lawn Signs

The purpose will be the same as Task 1.5.

Task 1.7 Design and Print Business Cards

The cards' purpose would be to drive traffic to the project website. The cards would be displayed and made available at municipal departments such as the office of the Town Clerk, Tax Collector, Building Inspector, Welfare Department, Library and Community Center.

Task 1.8 Prepare and Run Cable TV Announcements

During the interim periods between broadcast events, Cable TV typically displays a public

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interest message. This space should be used to advertise the master plan update process and encourage participation.

Task 1.9 Tabling Event at Old Home Day

Old Home Day in August invariably draws a large crowd. The consultant shall be in attendance to promote the Master Plan update and encourage participation.

Task 1.10 Draft and Distribute a Public Opinion Survey

Survey questions shall be pre-approved by the Planning Board. The electronic version of the survey should comprise the bulk of the effort, however the consultant should make paper copies available at public locations for those who prefer paper. The survey results shall be analyzed, and should help to set the agenda for Task 1.11.

Task 1.11 Planning Charrette

The consultant shall organize a workshop to help define the issues, examine maps and aerial photos, and explore potential solutions and strategies for addressing the challenges facing Seabrook. The 3-hour session should include small group discussions. An overriding goal of the Master Plan process should be to assist the residents of Seabrook determine the future of the community. The charrette should provide an opportunity to permit local residents and stakeholders to express their preferences and visions for the future. The Master Plan's final recommendations should rely to a great extent on the results of the survey and the charrette. A summary report shall be drafted following the charrette.

Final Work Products for the public engagement campaign, work products shall include the project website, advertising material, survey responses and analyses, documentation of public input received at Old Home Day, charrette materials and a summary of public input. All of the above shall be included in the master plan's appendices.

PROJECT MANAGEMENT AND RESPONSIBILITIES

The consultant will be responsible for working closely with the Planning Board and town staff. It is expected that individuals who are present for interviews with the Town would be the same individuals who would be doing the actual work. The Town Manager will serve as the primary contact and coordinator between the Town, the Planning Board, and the consulting firm. Other town staff will be available as necessary.

The Planning Board will serve as an oversight committee, and will guide, evaluate, and approve the direction and completion of the Plan, and will play an advisory role and act as liaisons to the broader community.

The Town of Seabrook will:

- Provide existing documentation to the consultant as requested, within reasonable expectations and costs;
- Assist with human and technical resources as needed to facilitate timely progress;

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- Provide and distribute minutes for all Planning Board meetings;
- Schedule, coordinate, and make necessary arrangements for other Plan-related meetings.

CONSISTENCY WITH NH LAW

The Master Plan chapters shall be fully compliant with NH RSA 674:1-4, and should also be designed to support Seabrook’s Capital Improvements Program.

The plan shall respect the findings and recommendations of Seabrook’s 2016 Coastal Hazards & Adaptation Master Plan chapter and those of the NH Coastal Risks & Hazards Commission.

The Master Plan shall be informed by the Rockingham Planning Commission’s Regional Housing Needs Assessment (RHNA). Seabrook’s planning process should strive for consistency with the RHNA, should explore the several recommendations in the RHNA for possible local implementation, and should engage the planning commission’s staff on potential housing solutions, consistent with NH RSA 674:58-61.

PROJECT BUDGET

The contract shall not exceed \$56,000.

PROJECT SCHEDULE

RFP Release	April 3, 2023
Deadline for submittal of proposals	May 2, 2023
Start work	May 15, 2023
Deadline for completion of housing chapter	October 31, 2023
Deadline for completion of the other 2 chapters	April 1, 2024

Respondents shall provide a proposed project schedule that may be subject to modifications during the negotiation of the contract with the selected consultant.

SELECTION

The Planning Board will review the submitted proposals and may opt to interview the firms. The Consultant shall address the proposed scope of services, including the approach, personnel who will do the work, in-house technical review capabilities, and ability to meet the project schedule.

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The proposals shall discuss in sufficient detail the steps the Consultant will take to achieve the desired results. That discussion shall be necessary for the selection process. The Town of Seabrook reserves the right to solicit additional information from the Consultant or their references. Each responding Consultant will be ranked according to the Town's proposal evaluation, qualifications based on experience, and other information furnished, including cost.

The Planning Board will use the following criteria in evaluating the proposals:

1. A successful record in completing similar projects.
2. The quality and depth of the consultant team's applicable experience and expertise, especially with similar projects.
3. Resumes of the personnel who will be assigned to this project, including relevant experience.
4. The consultant team's ability to solicit meaningful public opinion as documented in the submitted public participation plan.
5. 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.
6. The quality of oral presentation, if any, and of submitted example report.
7. Quality of references.
8. Familiarity with the community and its residents, businesses and history.
9. Other applicable factors as the town determines necessary or appropriate.

RESPONSE TO REQUEST FOR PROPOSAL

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:

- Letter of Transmittal: Briefly describe your firm, its history, size, and its areas of expertise.
- Project Specifications: Describe in detail the services your firm will provide and the methodology that you will use, specifically addressing how the points outlined in the scope will be met.
- Include the following information:
 - Experience with similar projects for other clients, particularly in New Hampshire, for the past five (5) years with references, contact names, and telephone numbers;

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- A 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.
- Statement of availability and location of key personnel.
- **Timeline:** Provide a timeline that shows the estimated time of completion for this project;
- **Subcontractors:** If you propose subcontracting any portion of the work, clearly identify all the subcontractors, the responsibilities of each party, and the assurances of performance you offer;
- **Price Proposal**
- **Additional materials** are welcome and may be submitted; however, the town reserves the right to decide without regard to any additional information submitted by any firm. The town reserves the right to require additional supplemental materials to determine which proposal best meets the needs of the town. If such materials are requested from any one firm, all firms remaining under consideration will be given the opportunity to provide similar materials but will not be required to do so. Any firm may withdraw a proposal at any time prior to execution of a contract without prejudice and without any reimbursement from the town for any expenses that may be incurred at any time.

FEE STATEMENT

The proposal shall include a fee statement for the work to be performed. The fee statement shall include a cost for each of the tasks to complete the work outlined in the Scope of Services and additional tasks the consultant feels are necessary to complete the work. The consultant team may modify, combine, or otherwise change the tasks in the Scope of Services as they see fit in order to meet the needs of the town. The town reserves the right to negotiate with the consultant to determine the amount of work and fees to be included in the contract. The consultant should estimate the nature and cost of additional services deemed necessary to complete the project.

INTENTION TO BID / ADDENDA

Bidders that want to participate in the RFP are urged to submit an intention to bid form to receive addendums and possible additional information. Intention to Bid forms can be found on the town website at www.Seabrooknh.info/procurement. Completed intention to Bid forms and questions may be emailed to the Chief Procurement Officer at Swood@seabrooknh.org. All questions shall be submitted in writing to only the Chief Procurement Officer at the above address, a minimum of 7 days prior to the scheduled bid closing. The Chief Procurement Officer will then forward both the question and the Town's response to the question to all prospective bidders. In the event it becomes necessary to revise any part of the IFB, addenda will be provided by email and on the Town website at www.Seabrooknh.info/procurement. Deadlines for submission of RFP's may be adjusted to allow for revisions. To be considered, original proposals with amended proposals must be submitted before the date and time specified.

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SUBMISSIONS

Submissions must be signed by an official authorized to bind the contractor to its provisions for at least a period of 90 days. Failure of the successful bidder to accept the obligation of the contract may result in the cancellation of any award.

“The undersigned certifies under penalties of perjury that this bid is in all respects bona fide, fair and made without collusion or fraud with any other person. As used in this section, the word "person" means any natural person, joint venture, partnership, corporation, or other business or legal entity.”

(Authorized Signature)

(Date)

(Company) & (Title)

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The Town of Seabrook New Hampshire is an equal opportunity employer. All qualified Statement of Qualifications will receive consideration without regard to race, color, religion, creed, age, gender, or national origin.

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CONTRACT TERMS

The Town of Seabrook will negotiate contract terms upon selection. All contracts are subject to review by the Town of Seabrook legal counsel and will be awarded upon signing of a commitment or contract, which outlines terms, scope, budget, and other necessary items.

Approved By: William M. Manzi III 4/3/2023
William M. Manzi III, Town Manager Date