

REQUEST FOR PROPOSAL:
COMPREHENSIVE PLAN UPDATE
FOR THE
TOWNSHIP OF MOON
(Allegheny County, Pennsylvania)

TO: Qualified Professional Planning Consultants

FROM: Jeanne M. Creese, Township Manager

RFP TIMELINE: Release Date: January 24, 2014
Proposal **Due** Date: **February 19, 2014 at 4:00 PM**
Interviews: To Be Determined
Consideration of Award: To Be Determined

MAILING ADDRESS: Township of Moon
1000 Beaver Grade Road
Moon Township, PA 15108-2984

PROJECT MANAGER CONTACT: Jeanne M. Creese, Township Manager
TELEPHONE: 412-262-1700
EMAIL: jcrease@moontwp.com

ALTERNATE CONTACT: Lora Dombrowski, Community Development Dept.
TELEPHONE: 412-262-1700
EMAIL: ldombrowski@moontwp.com

The Township of Moon (hereinafter referred to as “the Township”) is soliciting proposals from qualified professional planning consultants for the completion of an implementable, action-oriented 10-year Comprehensive Plan update for the Township, which is situated in Allegheny County, Pennsylvania.

A copy of the Request for Proposals (RFP) is attached. A letter of interest along with a proposal and other required documents must be submitted to the mailing address listed above no later than February 19,2014, at 4:00 PM.

The submitting party acknowledges the right of the Township to reject any or all proposals, or parts thereof, and to waive any informalities or irregularities in any proposal received. The award of proposal will be based on presentations and negotiation between the Township and submitting party. All proposals shall remain valid and in full effect for a period of ninety (90) days after the deadline for submission of proposals.

Moon Township encourages Minority/Women/Disadvantaged Business Enterprises (M/W/D/BE) to respond to this advertisement.

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FOR THE
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1. Background Information

a. Status of Township Comprehensive Plan Project

In 2000, the Township completed a Comprehensive Plan providing a conceptual framework and strategy with which to balance growth and development in relationship to the Township's public services, recreation opportunities, economic resources and natural amenities (the "2000 Comprehensive Plan"). Traffic congestion, loss of green space, land use and zoning issues comprise a major portion of the 2000 Comprehensive Plan, which was developed under the assumption that the Township could achieve a population of 35,000 to 40,000 residents by 2015.

The 2000 Comprehensive Plan states, "Moon Township, Pennsylvania is an attractive and active residential community located 20 miles west of downtown Pittsburgh. The appeal of the Township lies in its people and businesses, the proximity to the Greater Pittsburgh International Airport, the natural beauty of hillsides, and the small-town charm of its neighborhoods."

In 2010, the Township Planning Commission worked with the Township Community Development Department to identify objectives and a scope of work to update the 2000 Comprehensive Plan. The Township reached an agreement with a planning consultant in March 2011 and work commenced shortly thereafter. Throughout 2011 and 2012, project work included a citizen survey, eighteen (18) public stakeholder meetings and interviews, and the presentation of twelve draft chapters (the "2011-12 Project"). In 2013, the Final Draft Plan for the 2011-12 Project, including goals and objectives, was presented to the Township Planning Commission. As of this date, the Planning Commission, Board of Supervisors and Acting Planning Director have not accepted the Final Draft Plan for the 2011-2012 Project since it did not meet their expectations. Instead, Township officials and administration decided to explore the retention of a new consultant to complete the update to the 2000 Comprehensive Plan and address additional objectives communicated since the 2011-12 Project was initiated.

- b. Purpose** – The Township is seeking Proposals from qualified professional planning consultants with considerable experience in the area of comprehensive planning and zoning to provide an implementable, action-oriented Comprehensive Plan that contains all required components described in the Pennsylvania Municipalities Planning Code, 53 P.S. §10101 *et seq.*, as amended (the “MPC”) and is consistent with current generally accepted planning principles.

The resulting Comprehensive Plan should be unique to the Township and expressed through goals, objectives, and an action-oriented implementation plan that is acceptable to the Township.

c. Township Links and Resources:

- i. Township of Moon Website, www.moontwp.com (current)
- ii. *DRAFT* – Township of Moon Historic Preservation Plan (2014)
- iii. Moon Township Sidewalks and Trails Master Plan (2007)
- iv. *DRAFT* – Moon Township Riverfront Park Master Plan
- v. Moon Township Comprehensive Recreation, Parks and Open Space Plan (2005)
- vi. Moon Township Community Recreation Center Feasibility Study (2003)
- vii. Moon Township Building Assessment and Community Facilities Study (2010)
- viii. Moon Township Capital Budgets (2013 Final, 2014 Proposed)
- ix. Urban Planning Design & Traffic Management Study for University Boulevard (2003)
- x. Moon Township Municipal Authority – Analysis of Water Treatment Alternatives (2010)
- xi. Moon Township Municipal Authority – 5 Year Capital Budget (2010)
- xii. *DRAFT*- Airport-Moon Transportation Development District Plan (2010)
- xiii. Allegheny County Airport Authority –Non Aviation Development Master Plan (2011)
- xiv. Robert Morris University Master Plan (2007)
- xv. Chapter 208 of the Moon Township Code of Ordinances, Zoning, as amended.

2. Scope of Work

- a. General Description:** The Township seeks a qualified professional planning consultant capable of completing the comprehensive planning process that commenced in March 2011. The Township of Moon is in possession of work product prepared by a prior consultant and supplemented by the Township’s Community Development Department as part of the 2011-12 Project. The prior consultant’s work product will serve

as the basis for the selected consultant to update the Comprehensive Plan. The Comprehensive Plan update must be in accordance with current generally accepted planning principles. For purposes of this Request for Proposals, a comprehensive plan is in accordance with current generally accepted planning principles if it:

- i. Incorporates the planning principles identified in the Pennsylvania Department of Community and Economic Development's *"Creating an Implementable Comprehensive Plan" Workbook and Reference, Version 1.1, August 27, 2012.*
- ii. Identifies key Township partners including compatibility of social and political relationships within the Township. Key partners should include:
 - (1) Business sector (developers, small business, finance, managers, etc.);
 - (2) Education sector (public, private, university, etc.);
 - (3) Civic and non-profit organizations;
 - (4) Political representatives (elected and appointed officials); and
 - (5) Residents.
- iii. Identifies the Township's community assets, examines "focus areas", and brings forth recommendations to maintain and enhance these areas. Discusses the interconnectivity of the individual areas with the whole Township community. "Focus areas" should include:
 - (1) Individual residential neighborhoods;
 - (2) Centers of commerce;
 - (3) Centers of education; and
 - (4) Key roadways and travel corridors.
- iv. Discusses the role and relationship between the Township and Robert Morris University (RMU), including:
 - (1) RMU's plans for growth and expansion;
 - (2) Impact on vehicle and pedestrian transportation;
 - (3) Impact on commercial activity; and
 - (4) Township's role as a university ("Town and Gown") community and recommendations related thereto.
- v. Discusses the roles and relationships between the Township, Pittsburgh International Airport, and the Allegheny County Airport Authority.
- vi. Examines and discusses economic growth based on past trends, current dynamics and emerging industries as they impact the Township, Allegheny County and the region.

- vii. Discusses the impact of the natural oil and gas industry on the Township, including its commerce and livability, and discusses how the Township can utilize this industry to support development and other objectives.
- viii. Examines public services, including emergency services, utilities, and other infrastructure available within the Township, and whether the existing infrastructure and services are adequate to support the current needs and projected future growth of the Township.
- ix. Reviews the Township's current land use and zoning, and compares the compatibility of the zoning districts with living environments for residents, adequacy of housing, shopping, entertainment, employment, environmental sustainability, smart growth principles, and land use to ensure a mix of residential, commercial, industrial and other uses for present and future residents.
- x. Reviews the Township's development trends and recommends changes to the Township's land use regulations to better accommodate those trends.
- xi. Examines the Township's plan for preservation of natural resources, including the protection of sensitive environmental areas, preservation of recreation and open space, encouragement of green building design, and storm water management practices.
- xii. Discusses the Township's commercial district in terms of branding and identity, and discusses how current zoning and design standards contribute and could be revised.
- xiii. Reviews the Township's current overlay zoning districts and suggests modifications or recommendations for future districts.
- xiv. Discusses the Township's Mooncrest Neighborhood as a local Historic District and recommends revisions to Township regulations to preserve or revitalize this unique community, including the need for further studies.
- xv. Reviews recent updates to the Township Historic Preservation Plan and ensures consistency with planning objectives.
- xvi. Prepares goals for the Township based upon the need to maintain and/or improve various elements identified during the examination

of the 2000 Comprehensive Plan and current plan update to achieve the desired results expressed by the community.

- xvii. Compares and contrasts needs and desires with plans in surrounding municipalities (which shall be selected by the Township), addresses the similarities and conflicts in planning philosophy and execution where possible, and provides a statement of the interrelationships and compatibility with plans from these surrounding municipalities.
- xviii. Identifies recent and pending legislation that the Township should consider regarding land use and zoning, and discusses legislation as it enhances or detracts from the draft goals for the proposed Comprehensive Plan.
- xix. Provides a framework and benchmarks to track progress during the execution of the implementation plan.
- xx. Discusses assignment of responsibility for the execution and management of plan recommendations.
- xxi. Discusses the assignment of a panel to ensure goals are being met and to redirect the implementation process in the event that a failure is identified in its execution.

The selected consultant should complete the project by December 1, 2014.

b. Phase 1: The Township received a significant amount of work product as a result of the 2011-2012 Project. The Township expects that this information can be used to provide background, historical information, census data, and traffic information, and to fulfill the public outreach process. The 2011-12 Project's work product is in the form of an incomplete planning document that should serve as the basis for the Comprehensive Plan update. During Phase 1, the selected consultant will:

- i. Review all required components of the plan and all work completed by the prior consultant and subcontractors as part of the 2011-12 Project, which includes:
 - 2000 Comprehensive Plan;
 - DRAFT Comprehensive Plan from the 2011-12 Project;
 - Prior consultant's historical research;
 - Census data;
 - Citizen survey and survey conclusions;
 - Stakeholder meeting minutes;

- Prior consultant's notes and records from stakeholder interviews and meetings;
 - All maps and materials;
 - Subcontract traffic consultant's report, notes, working papers, etc.; and
 - Working papers, notes and any and all other documents from prior consultants.
- ii. Assess the accuracy and completeness of all elements of the 2011-12 Project, and provide a strategy to the Township to complete a Comprehensive Plan update that: (a) contains all components required by the MPC; (b) is in accordance with current generally accepted planning principles; (c) incorporates as much work from the 2011-12 Project as determined appropriate by the selected consultant and the Township; and (d) identifies the additional work necessary to complete the Comprehensive Plan update as determined by the selected consultant and the Township. The Township will not require the selected consultant to design or release additional surveys or to procure or verify census data.

The selected consultant shall obtain Township approval of the above-referenced strategy prior to proceeding to Phase 2.

- c. **Phase 2:** Upon completion of the Phase 1 evaluation of existing work product and the Township approval of the selected consultant's strategy for completing the Comprehensive Plan update, the selected consultant will undertake Phase 2 of the project, which involves:
- i. Developing goals and objectives acceptable to the Township officials, administration and stakeholders;
 - ii. Completing any additional work identified in Phase 1 and authorized by the Township;
 - iii. Developing an action-oriented, implementation plan;
 - iv. Drafting and completing a revised Comprehensive Plan based upon: (a) the results of the Phase 1 work; (b) the results of the above-referenced Phase 2 work; and (c) improvements to the quality of written and graphic information in the Comprehensive Plan in order to appropriately serve as the Township's official planning document.
- d. **Deliverables:** Draft and Final Project Delivery shall include:

- i. An electronic copy, in a Microsoft Word file format, of all DRAFT documents shall be submitted at least two (2) weeks prior to a scheduled public meeting. Following the incorporation of all appropriate revisions by the selected consultant, electronic copies shall be provided one (1) week prior to the public meeting for posting on an electronic file-sharing website and/or distribution by email for review by the Planning Commission, Board of Supervisors and other appropriate Township officials identified by the Township. The selected consultant shall bring the appropriate number of hard and electronic copies of all materials for review and comment at public meetings.
 - ii. Number of Copies
 - (1) Draft Document – 25 bound copies, 1 unbound copy, and 1 electronic version.
 - (2) Final Document – 25 bound copies, 1 unbound copy, 1 electronic version, and 1 executive summary / flyer for the Township’s website and social media that clearly communicates the plan for citizens and stakeholders.
 - iii. Draft and final copies must be provided in an electronic format as determined by the Township for reproduction and web-based purposes.
 - iv. All mapping will be prepared in ArcView Format and will be provided to the Township for reproduction and inclusion in mapping systems and software.
- e. **Maps and Materials:** It shall be the responsibility of the selected consultant to provide all maps and other materials required for the project. Specifically, the selected consultant shall provide large maps, handouts, and materials for public meetings, hearings and presentations, maps for published reports and any other printed or published materials. The Township will provide access to GIS data in a digital format.
- f. **Additional Public Participation:** The Township anticipates the public participation process of the Comprehensive Plan update has been wholly or largely completed via public meetings, stakeholder interviews, and a citizen survey. Should the need arise for additional public participation, the Township is relying on the selected consultant’s prior experience and expertise to recommend its own public participation process to minimize time, maximize understanding, and achieve “buy-in” of the plan component and entire plan. The timeline should include meetings to review Phase 1 and Phase 2 work product with Township Community

Development Department staff and Township elected and appointed officials.

The budget shall also include sufficient time to work with Township Community Development Department staff to discuss chapters, public presentations, and supplemental handouts prior to public meetings. Such meetings may occur by conference call or in person.

The selected consultant will work closely with the Township Community Development Department staff to develop and review content; however, at no time will the selected consultant substitute Township staff to perform any responsibilities assigned under the contract.

- g. Project Timeline:** The Township has a history of consistent growth with development that frequently exceeds the pace of surrounding communities and keeps pace with the goals and objectives in our Comprehensive Plan. The Township wishes to expedite the completion of the current Comprehensive Plan update and consideration will be given to consultant(s) who can recommend, implement and deliver all objectives utilizing time-saving strategies. If the Township Board of Supervisors selects a consultant to perform this work, it will be at a public meeting. The consultant shall propose a timeline for completing the project by December 1, 2014; such work commencing 14 calendar days after receipt of notice from the Township Manager to proceed with the project.

3. Selection Criteria

- a.** The consultant selected for this project must provide work samples that highlight an ability to assess the political / relational aspects of a municipality, draw strong inferences from their observations, and effectively communicate recommendations that can be implemented within the bounds of fiscal and human resource capabilities. Work samples should demonstrate:
- Efficient use of words and minimal use of jargon
 - Use of accepted publication layout principles
 - Ideas illustrated by drawings, photos and simulations
 - Findings related to real issues, with detailed recommendations
 - Inclusion of ready-to-use samples of tools and practices
- b.** A prospective consultant will be evaluated on its ability to meet the expected project completion schedule and detailed budget requirements.
- c.** A prospective consultant will be evaluated on its ability to solve problems, meet needs and assist the Township in pursuing opportunities to achieve a unique plan.

- d. A prospective consultant will be evaluated on its ability to focus both on the planning process and the results, to include consideration of the following characteristics of a good plan:
- Vision and assessment of issues
 - Goals that reflect public values and vision
 - Fact-based planning
 - Policies that are sufficiently specific to be tied to definite actions
 - Commitment to action with timelines, responsible parties, and financing sources
 - Monitoring and evaluation
 - Internal consistency
 - Organization and presentation that is understandable for a wide range of readers
 - Integration with other public and private plans
 - Compliance with legislation

4. Contents of Proposal

- a. The applicant shall provide separate cost proposals for Phase 1 and Phase 2 of this project. In addition, five (5) hard copies and a digital PDF format copy of items i. through v., below, shall be provided to the Township's mailing address referenced on Page 1 of the RFP by **February 19, 2014 at 4:00 PM**. The cost proposals (item vi. below) shall be provided in a separate sealed envelope. All proposals shall contain the following information:
- i. **Cover Letter** - A brief cover letter shall be provided that summarizes the key points of the applicant's proposal and confirms an understanding of the scope of work described above in Section 2 above (Scope of Work) and agrees with the general requirements of this RFP described in Section 5 below. The letter shall provide the applicant's full name, mailing address, phone number, primary contact person and e-mail address.
 - ii. **Project Personnel and Qualifications** - A narrative shall be provided by the applicant and prospective subcontractors for the proposed project, including types of services for which the applicant and prospective subcontractor are qualified. The narrative shall include the names of principals and key personnel from the applicant firm and prospective subcontractors that will be assigned to the project, along with their experience, their titles with their respective firm, and their qualifications.

- iii. **Project List / References** - Provide at least three (3) similar projects completed by the applicant that demonstrate similar competencies that are required by this project. Include name, address and phone number of individuals who can be contacted for references.
- iv. **Project Approach and Work Program** – Provide a detailed description of the applicant’s approach to the project separated by individual tasks. Include a discussion on innovative ideas used in other similar projects which the applicant feels may be applicable to this project.
- v. **Project Schedule** - Include a timeline for the performance of the work program, including the completion of all tasks and the delivery of all materials for each phase.
- vi. **Cost Proposal** - In a sealed envelope clearly marked “Township of Moon Comprehensive Plan Update Cost Proposal” insert separate sheets for Phase 1 and Phase 2 cost proposals. The envelope shall also contain the name of the applicant firm and the submitting planning consultant. The cost proposal must be on a “not to exceed” basis and shall contain the following:
 - (1) Labor hours and billing labor rates for each key staff person and labor category for other staff;
 - (2) Labor overhead;
 - (3) Detailed breakdown of expenses including reproduction, travel, printing, mailing, conference calls, other telecommunications, and other direct project expenses; and
 - (4) Total proposed price detailed by task for the completed project.

5. General Requirements

- a. **Right to Modify, Rescind or Revoke RFP** - The Township reserves the right to modify, rescind or revoke this RFP, in whole or part, at any time prior to the date on which the authorized representative of the Township executes a contract with the selected consultant. The Township may also award a contract for a single phase of this project, depending on available funding resources or other factors.
- b. **Right to Reject** - This RFP does not commit the Township to select a consultant or to award a contract to any consultant.

- c. **Schedule of Events** - The Township will make a good faith effort to follow the timeline set forth in this RFP for evaluating, negotiating and issuing an award.
- d. **Risk of Loss, Damage, Delay** - Consultant acknowledges and agrees to release and hold harmless the Township, its officers, employees, agents and staff, from and against any and all claims, liability, damages, and costs, including court costs and attorney's fees, arising out of or pursuant to the delivery of the proposal or failure to deliver the proposal as directed by this RFP.
- e. **Ownership of Property** - All proposals become the physical property of the Township upon receipt. All work product prepared by the selected consultant for this project shall be the property of the Township.
- f. **Cost of Participation** - The Township specifically disclaims responsibility and/or liability for any and all costs, expenses, or claims relating to or arising out of the consultant's participation in this RFP process, including, but not limited to, cost incurred as a result of preparing, copying, shipping, presenting, and/or clarifying the proposal and the information relevant to the proposal.
- g. **Compliance with Applicable Laws, Regulations and Ordinances** - By submitting a proposal, the consultant agrees to and shall comply with all applicable local, county, state and federal laws, regulations and ordinances.
- h. **Insurance** - The selected consultant shall, before work commences, procure and maintain at its own expense during the duration of the performance of this project the following types of insurance with insurance companies authorized to operate in the Commonwealth of Pennsylvania and acceptable to the Township:
 - i. **Workers Compensation and Employer's Liability:**
 - (1) Workers Compensation – Statutory
 - (2) Employer's Liability – in an amount not less than \$500,000 per each occurrence
 - ii. **Commercial and General Liability – in an amount not less than:**
 - (1) \$500,000 General Aggregate
 - (2) \$500,000 Personal Injury

(3) \$500,000 Each Occurrence

- iii. **Business Automobile Liability with a combined single limit not less than:** \$500,000 per each accident.
- iv. **Professional Liability in an amount not less than:** \$500,000 Minimum Limit
- v. **Valuable Papers** - Coverage in an amount sufficient to assure restoration of any plans, drawings, field notes, records or other similar data relating to work produced in this project in the event of their loss or destruction.
- i. **Proposal Effective Date** - All proposals must remain in effect and shall not be withdrawn for a minimum of ninety (90) days from the deadline that the proposals are due at the Township office. Proposals may be withdrawn in writing prior to the deadline that proposals are due at the Township mailing address.
- j. **Selection Subcommittee** - The Township reserves the right to appoint a Project Selection Subcommittee in charge of selecting the appropriate consultant for this project. If this is implemented, the Subcommittee will provide recommendations to the Township Board of Supervisors prior to the Board of Supervisors awarding a contract to the planning consultant.
- k. **Township's Right to Select** - The Township reserves the right to select the proposal which it judges to be in the best interest of the project. This may include the Township awarding contracts to separate consultants for each identified Phase if doing so would result in a significant cost savings. Should only one proposal be received, the Township reserves the right to initiate negotiations with the proposer or to reject the proposal at any time during the said ninety (90) day period that proposals remain effective and initiate a new proposal process.
- l. **Interviews** - The Township may conduct discussions with any consultant who submits an acceptable or potentially acceptable proposal. The Township reserves the right to request that the applicant provide additional information during the RFP process. The Township anticipates interviewing two or more applicants. As part of the interview process, the applicants should be prepared to make a brief presentation on the applicant firm's expertise and approach to the project. Applicants should also be prepared to answer questions related to their experience and their proposal. Interviews will last between 30 and 45 minutes.

END OF RFP