

**Town of Wells, Maine
Advertisement for
Request for Proposals
Update to the 2005
Comprehensive Plan**

The Town of Wells seeks the services of a qualified planning consultant to work with and assist the Comprehensive Plan Update Committee (CPUC) in preparing a comprehensive review, rewrite and update to Wells' Comprehensive Plan. The current Plan, adopted in 2005, will be nearing the end of its consistency timeframe with the Maine Growth Management Act. The update of the 2005 Comprehensive Plan would address new and future planning issues and result in a plan consistent with the Growth Management Act of the State of Maine. The plan will guide future growth, redevelopment, zoning changes and support many grant proposals.

The Comprehensive Plan ("Plan") is the foundation for determining effective public policy, master planning, and land use decisions for 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 best practices for values-based planning, economic development, housing, infrastructure, and other improvements. The responsibility of the plan is to reflect and respond to the priorities, values, and requirements of Wells residents, safeguarding the town's history, community character, environmental resources, while stimulating the conditions for short- and long-term needs and desires for the town.

In 2016-17 the Board of Selectmen, with funding through Town Meeting proposed to update the 2005 Comprehensive Plan by hiring the Southern Maine Planning and Development Commission (SMPDC). A plan was written as a Strategic Plan which was reviewed by the State and found consistent with the Growth Management Law. As part of the process public input was received and two large town wide surveys were undertaken. The Board of Selectmen appointed a review committee of the plan written and the work was completed and can be found through the webpage (www.wellstown.org) or the following link <http://www.wellstown.org/458/Comprehensive-Plan> . The end result was a small minority of the Comprehensive Plan Re-write committee failed to endorse the Plan which over time resulted in the Board of Selectmen suspending the effort. Shortly thereafter a citizens petition for a full-time Comprehensive Plan Update Committee Ordinance was submitted and for town vote which passed November 5, 2019 (see attachment 1)

Project Area

The Town of Wells is a town in York County, Maine, United States. The population was 9,587 people at the 2010 census and consists of approx. 60 square miles of land area. It is part of the Portland–South Portland–Biddeford metropolitan statistical area. Wells and neighboring town Ogunquit participate together as Community School District 18. Ogunquit was a part of Wells until 1980 when the Maine Legislature allowed the separation of the village of Ogunquit to become a separate Town with the requirement of Ogunquit and Wells jointly creating the CSD 18 and funding it through a formula mainly based on valuation.

The Town of Wells does not have a Town center which has ranked high on surveys as a goal. Many efforts to establish a village center zone has been studied and can be found in the most

recent 2016/17 Strategic Plan as well as other pertinent materials on the town's website to assist the consultant with a Comprehensive Plan Update to the 2005 Plan.

The Town of Wells is the third oldest community in the State of Maine incorporated in 1653. Its boundaries border six communities and has vast rural areas.

The town has several roads that segregate the town economically and with growth development. Route One is a major North South corridor which represents commercial establishment for the Wells' tourism industry as well as East of Route One for dense coastal barrier beach residential areas that represent transient home and second home ownership. This area has beaches and the harbor. Wells' year-round population tends to be older than the average population in Maine. Due to its popularity as a summer haven that population swells to over 40,000 in the summer and is one of the higher property valuation communities in the state of Maine.

West of route one to the Turnpike is largely year round and seasonal subdivisions. This area contains the town educational center campus, town library and Town Hall. Also the new Public Safety Complex.

Turnpike Exit 19 area contains a private Industrial Park and the Transportation Center and Zone. To the west of the Turnpike is the Route 9 –North Berwick Road which houses a light industrial area and town Public Works facilities and mineral and quarry industrial activities.

Further West to the south and north are year round subdivisions and farm and forest areas with large expanses of undeveloped woods and trails maintained by the Wells Conservation Commission. Development is primarily single family in nature with several agricultural uses.

The Town is growing rapidly through the good economic times and growth is occurring west of the turnpike more quickly now than on the coastal acres. Year round housing is being acquired mainly by 55 and older population.

Scope of Work

The 2005 Update to the Comprehensive Plan is out of date, but it is to be the format and style for any Comprehensive Plan Updates to take its place. The Consultant will conduct the following minimum tasks. 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.

Project Meetings. The consultant is expected to attend all CPUC meetings and meet regularly with staff to discuss project progress and direction and tasks given by the CPUC. Expectation is for one CPUC meeting per month.

Meetings with the Comprehensive Plan Update Committee (CPUC), Staff, Planning Board and Selectmen. The consultant will meet with the CPUC to provide updates and collect input. In addition, the consultant will solicit input and feedback from the Planning Board, Board of Selectmen, Staff, and the State of Maine, providing interim reports, presentations, and updates to each as required and appropriate; attend the Plan's formal presentation to the Planning Board and Board of Selectmen.

Public Engagement and Communications. Public Participation is essential to this planning effort and must include an outreach and public participation process designed to engage the public and specific stakeholders in visioning the future of the town. Public participation should include other means of outreach beyond just public meetings. Only ___% of Wells taxpayers have a local address, the chosen team will be prepared to engage property owners who may only be present in town for a portion of the year. The consultant is expected to facilitate all public meetings and outreach. Significant public input will be required throughout the process. In depth surveying was undertaken for the 2016 /17 effort which the CPUC will determine how to use it. 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.

Comprehensive Plan Development. The consultant will serve as the primary drafter of the Plan and shall update research and develop materials for the comprehensive plan, including but not limited to:

- A baseline review of existing plans and relevant information, including the existing Comprehensive Plan, the 2016/17 Comprehensive Plan effort materials, land use 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, build out scenario, existing land use and capital facilities (water, sewer, transportation, recreation, open space, etc.) assessment, and residential/commercial growth patterns; and a projection of Wells population and housing trends to 2030.

- Develop an inventory and assessment of issues and opportunities based on work with staff, CPUC committee, and the public participation process.
- Develop a vision for Wells that will serve as a focal point for goals, policy and strategy decisions.
- Work with staff and the CPUC to develop goals, policies, and strategies to guide Wells for the next decade and beyond.
- Draft a new Update to the 2005 Comprehensive Plan for Town Meeting adoption. Consultant will ensure compliance and consistency with MSRA Title 30-A and Chapter 208 of the State of Maine's Comprehensive Plan Revision Criteria Rule and receive approval by the State.
- Plan shall be organized in a very user-friendly format with an emphasis towards good graphic design. This design will contain useful graphics/maps as well as an emphasis towards community sustainability. However the format shall maintain the 2005 format and table of contents.
- Provide digital, editable, and printable copies of all final documents including reports, maps, and final plan. Final plan shall be in a format that is user friendly in both an electronic and paper format such as interactive PDF's and E-Books. Mapping should be provided in a form compatible with the Town of Wells' GIS. 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, staff, and CPUC.
- Specific attention shall be given to: Year-round population growth, natural resource protection, climate change/sea level rise, local fishing /lobstering industry, traffic, tourism, preservation and reduction of municipal energy use.
- Previous Comprehensive Plans shall serve as a reference, attention shall be devoted to not repeating redundant or outdated data.

Project Management and Responsibilities

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

The consultant shall provide all materials for the CPUC for each meeting including member copies a minimum of 7 days prior to a meeting.

The CPUC will serve as an oversight committee who will guide, evaluate, and approve the direction and completion of the Plan. This committee will recommend the final plan to

the Planning Board, Board of Selectmen and residents for approval, but it shall be the Board of Selectmen to determine to put the plan forward to the voters.

The CPUC will play an advisory role and act as liaisons to the broader community.

The Town of Wells will also:

- Provide any and all existing documentation to the consultant as requested, within reasonable expectations and costs;
- Provide and distribute minutes for all Comprehensive Plan Committee meetings;
- Provide Cable Access and Streaming of Meetings
- Schedule, coordinate, and make necessary arrangements for other Plan-related meetings.

Project Budget

The Town of Wells expects this contract not to exceed \$90,000.

Project Schedule

The consistency finding by the State of Maine for the plan adopted in 2005 has exceeded 10 years, but the Plan itself and its associated recommendations remain valid. It is expected the consultant will diligently pursue completion of the proposed update.

RFP Release:	January, 2020
Receive Proposals from Consultants:	February 28 2020
Short List Consultants:	March , 2020
Interview Shortlisted Consultants:	Late March early April 2020
Recommendation of Selection Review Committee/ Board of Selectmen Approval:	Late April 2020
Issue Notice of Award:	First week of May 2020
Execute Contract by:	May 2020
Start Work	June 2020

Public Engagement Process	Summer/Fall 2020
Draft Presentation to Board of Selectmen	January 2021
Submission of Draft to The State of Maine for Review for Consistency	February 1, 2021
Official Public Hearing	May 2022
Town Meeting Vote	November 2022

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

Project Timeframe

A minimum of a 2 year period will be needed. Extension of time and cost to be negotiated if needed.

Selection

A Consultant Selection Committee (CSC) will review the submitted proposals, shortlist the consultants, and may interview the shortlisted firms. The Consultant Selection Committee (CSC) will consist of one (1) Selectmen, the Town Manager, the Town Planner / Engineer and two (2) CPUC members. The CSC will make a recommendation to the Board of Selectmen for award of the Contract. The consultant shall address the proposed scope of services, including their approach, personnel who will do the work, in-house technical review capabilities, and ability to meet the project schedule.

The proposals shall discuss in enough detail the steps that the consultant will take to arrive at the desired results. The discussion shall be important for the selection process. The Town of Wells reserves the right to solicit additional information from the consultant or their references. Each responding consultant will be ranked according to the town's evaluation of their proposal, qualifications based on experience, and other information furnished, including cost.

The CSC 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. 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;
- Statement of Qualifications (SOQ): Include the following information:
 - Resumes of key personnel who will participate in the project including educational background and employment history, not to exceed two pages per person
 - Experience with similar projects for other clients, particularly in Maine, for the past five (5) years with references, contact names, and telephone numbers;
 - 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; ideally being plan that has been found consistent with MSRA Title 30-A and the State of Maine's Comprehensive Plan Revision Criteria Rule.
 - Statement of availability and location of key personnel to work on the Town of Wells' assignment;
- Qualifications statement must NOT include cost information.
- 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: The price you propose to charge for this project should be submitted in a SEALED AND SEPARATE ENVELOPE. Proposer shall include payment terms. Payments shall be based on the completion of specific tasks within the proposal and shall reasonably relate to the percentage of the study that has been completed at the time of payment. While price will be a factor in the final award, it will only be considered once the most qualified firms have been identified. See additional information below. The fee statement will not be opened until the consultant has been rated. The fee and scope of work shall be subject to negotiation.
- 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 sealed fee statement under separate cover 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 consultant shall be paid on an hourly rate plus direct expenses with a "not to exceed" amount. The consultant shall break down the proposed labor cost for each phase or task by hours for each person involved in that phase or task. To this shall be added any direct cost and the overhead cost for that phase or task. 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 fee statement shall include a schedule of fees on an hourly basis for each of the key personnel and subcontractors, as well as a schedule of other basic costs, should additional services be necessary. The consultant should estimate the nature and cost of additional services deemed necessary to complete the project.

Proposals will be received at the Town of Wells, Attn: Jonathan Carter, Town Manager, 208 Sanford Road Wells, Maine 04090 until 4:00 p.m. on _____ 2020. The consultant shall submit seven (7) hard copies and one (1) electronic copy of the proposals and one (1) copy of the sealed fee statement. Proposals will not be opened until after the submittal deadline.

If you are interested in being considered for this work and wish to discuss the work in more detail or have questions, you may contact Jonathan Carter, Town Manager, Jcarter@wellstown.org or Mike Livingston P.E. Town Planner / Engineer at or mlivingston@wellstown.org.