

Town of Kennebunkport, Maine
Advertisement for
Request for Proposals
Comprehensive Plan 2021
(July 1, 2019)

The Town of Kennebunkport seeks the services of a qualified planning consultant to work with and assist the Growth Planning Committee in preparing a comprehensive review, rewrite and update to Kennebunkport's Comprehensive Plan. The current Plan, adopted in 2012, will be nearing the end of its consistency timeframe with the Maine Growth Management Act. The update of the 2012 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 Kennebunkport 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.

Project Area

The Town of Kennebunkport is a town in York County, Maine, United States. The population was 3,474 people at the 2010 census and consists of approx. 18.6 square miles of land area. It is part of the Portland–South Portland–Biddeford metropolitan statistical area. Kennebunkport and neighboring towns Kennebunk and Arundel participate together as school district RSU 21.

The town center, the area in and around Dock Square, is located along the Kennebunk River, approximately 1 mile (1.6 km) from the mouth of the river on the Atlantic Ocean. Historically a shipbuilding and fishing village, for well over a century the town has become a popular summer colony and seaside tourist destination. The Dock Square area is a district of shops, art galleries, seafood restaurants, and bed and breakfasts. The Maine Street Village area is largely residential with many historical homes and municipal services. The Riverfront has a mix of historic hotels, working waterfront and commercial marinas. Cape Arundel showcases many shingle style residences, bold ocean views and is home to places such as St Anne's and Walkers Point. Goose Rocks is best known for its mile plus long beach, active wildlife, and vibrant summer population, Cape Porpoise, while retaining its identity as a fishing harbor, has a very small village area with several restaurants, a church, grocery store, coffee shop, small library, and art gallery. The farm and forest area have large expanses of undeveloped woods and trails maintained by the Conservation Trust. Development is primarily single family in nature with several agricultural uses. Kennebunkport's 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 10,000 in the summer and is one of the wealthier communities in the state of Maine.

Scope of Work

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 meet regularly with staff and the Growth Planning Committee (GPC) to discuss project progress and direction.

Meetings with the Growth Planning Committee (GPC), Staff, Planning Board and Selectmen. The consultant will meet with the GPC 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 56% of Kennebunkport 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. 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, Housing Needs Assessment, Village Parcel Master Plan, 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, existing land use and capital facilities (water, sewer, transportation, recreation, open space, etc.) assessment, and residential/commercial growth patterns; and a projection of Kennebunkport population and housing trends to 2030.

- Develop an inventory and assessment of issues and opportunities based on work with staff, GPC committee, and the public participation process.
- Develop a vision for Kennebunkport that will serve as a focal point for goals, policy and strategy decisions.
- Work with staff and the GPC to develop goals, policies, and strategies to guide Kennebunkport for the next decade and beyond.
- Draft a new 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.
- 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.
- 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 Kennebunkport's 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 GPC.
- Specific attention shall be given to: Year-round population growth, natural resource protection, climate change/sea level rise, local fishing /lobstering industry 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 GPC 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 Director of Planning and Development will serve as the primary contact and coordinator between the town, the GPC, and the successful firm. Other town staff will be available as necessary.

The GPC 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.

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

The Town of Kennebunkport will also:

- Provide any and all existing documentation to the consultant as requested, within reasonable expectations and costs;
- Assist with human and technical resources as needed to facilitate timely progress;
- Provide and distribute minutes for all Comprehensive Plan Committee meetings;
- Schedule, coordinate, and make necessary arrangements for other Plan-related meetings.

Project Budget

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

Project Schedule

The consistency finding by the State of Maine for the plan adopted in 2012 expires at the end of 2023, 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:	May 22, 2019
Receive Proposals from Consultants:	June 20, 2019
Short List Consultants:	June 30, 2019
Interview Shortlisted Consultants:	Week of July 8, 2019
Recommendation of Selection Review Committee/	Week of July xx, 2019
Board of Selectmen Approval:	
Issue Notice of Award:	Week of August 8 2019
Execute Contract by:	August 15, 2019
Start Work	September 1, 2019
Public Engagement Process	Spring /Summer/Fall 2020
Draft Presentation to Board of Selectmen	December 2020
Submission of Draft to Town Clerk	February 1, 2021
Official Public Hearing	February 28, 2021
Town Meeting Vote	June 2021

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

Selection

A Selection Review Committee (SRC) will review the submitted proposals, shortlist the consultants, and may interview the shortlisted firms. The Selection Review Committee (SRC) will consist of one (1) Selectmen, the Town Manager, the Director of Planning and Development and two (2) GPC members. The SRC 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 Kennebunkport 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 SRC 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 Kennebunkport's assignment;
- Qualifications statement must NOT include cost information.
- Timeline: Provide a timeline that shows the estimated time of completion for this study;
- 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 Kennebunkport, Attn: Werner Gilliam Director of Planning and Development PO Box 566, 6 Elm Street Kennebunkport, Maine 04046 until 4:00 p.m. on June 20 2019. 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 Director of Planning and Development Werner Gilliam at (207)967-1604 or wgilliam@kennebunkportme.gov