

**Marshall Township
Comprehensive Plan Update 2020**

Request for Qualifications/Proposals

Intent and Purpose: Marshall Township, Allegheny County is seeking firm qualifications and proposals for an update to the comprehensive plan adopted in 2006. The Township feels that the time is ripe for this update as our existing plan is 14 years old, we have grown significantly since the last comprehensive plan – we are estimating that our population has increased by half since 2006, and new residents and new technologies bring new priorities. For more background information on Marshall Township please see Appendix A.

The Township anticipates that the plan will focus on identifying community issues, steps to address the issues, persons/groups responsible for resolution and financing/sources of financing. The emphasis should be on determining the needs and desires of the community. A variety of techniques should be utilized to make this determination.

The Township is very interested in unique and innovative approaches by the consultant(s) in creating an effective and practical Comprehensive Plan update. The Township anticipates the plan consisting of two phases:

Phase I – The determination of the Township’s needs, including a heavy public outreach process.

Phase II – Development of an implementation plan. This should be the heart of the plan, as it will layout the specific steps for implementing the Comprehensive Plan. This should include the costs, funding sources, person or group responsible for implementation, and a timeline for implementation.

The Township has budgeted up to \$85,000 for this project.

Firm Qualifications and Proposal Submissions:

Nine (9) hard copies and one (1) electronic copy in PDF format emailed to Nicole Hanson, Email address provided below, of the firm’s qualifications and proposal shall be submitted in sealed envelopes marked: “Marshall Township Comprehensive Plan Update – Qualifications and proposal” and addressed to:

Nicole Hanson, AICP
Marshall Township Planning Director
525 Pleasant Hill Road
Suite 100
Wexford, PA 15090
nhanson@twp.marshall.pa.us

Emailed firm qualifications and proposals shall be submitted to Marshall Township no later than 3:00 P.M. on Thursday, May 28, 2020. The mailed hard copies shall be received/postmarked no later than Thursday, May 28, 2020.

All parties are bound by the deadline and location requirements of this request for qualifications and proposals. Incomplete submissions will not be accepted. Submittals shall be emailed and mailed. Faxed or hand delivered submittals will not be accepted.

All documents/information submitted in response to this solicitation will be available to the general public as permissible by law. Marshall Township is not responsible for any costs associated with either the written submittals or any potential in-person presentations or interview(s). Marshall Township reserves the right to reject any and all proposals. Additionally, Marshall Township reserves the right to make such investigations as it deems necessary as to the qualifications of any and all firms submitting proposals. Marshall Township reserves the right to re-solicit qualifications and proposals.

Submission Requirements: All submittals shall include the following information:

1. Letter of Transmittal, including:
 - a. The firm's name, mailing address, and nearest office location.
 - b. Identification of the contact person for the consulting firm, including all contact information; and
 - c. A statement that the qualifications and proposal are in response to the Marshall Township Comprehensive Plan request for qualifications/proposal.
2. Summary of the firm's qualifications and proposal
3. Firm's Qualification and Experience

Marshall Township seeks a consultant that has demonstrated capabilities in developing comprehensive plans, creative public outreach, and capacity building for plan implementation.

Sub-consultant(s) proposed to be used for any area in the process shall be listed along with their experience and the credentials of key personnel.

Responses to the RFP must include the full range of skills and experience necessary to perform the work that is outlined in the Scope of Work. To best express their qualifications for the project, the consulting firm should provide:

- a. A brief history of the firm
- b. A narrative explaining the firm's approach to the project and describe what makes this approach unique and well suited to complete the Marshall Township Comprehensive Plan update.

- c. Consultant's Scope of Work including details of approach, methods, etc. for carrying out the prescribed work.
- d. Proposed work schedule.
- e. Examples of recent work that are similar in nature; and
- f. At least three references with contact information for recent and relevant work. Consultant(s) should specify his/her/their role(s) in each of these projects. The type of work he/she/they performed, and implementation results that followed.

4. Key Personnel

- a. Personnel assignments and individual work experience.
- b. The anticipated roles of all personnel assigned to this project.
- c. Resumes of the personnel assigned to this project, including sub-consultants, attached as an Appendix at the end of the proposal.
- d. Discuss the ability of the firm to substitute personnel should a key person become unavailable during the project; and
- e. The team members must be approved by the Township prior to working on the project.

5. Timeline

The qualifications/proposal shall include a project schedule/timeline that provides anticipated dates of completion for each step of the planning process. It is anticipated that the project will take between eighteen (18) and twenty-four (24) months (2020 – 2021) from RFQ/RFP to completion.

6. Technical and Price Proposal

The proposal shall consist of a technical proposal and a price proposal which shall be held valid for up to ninety (90) days from the due date. The technical proposal shall include a work program in a formation that is acceptable for use as the final Scope of Work in the contract between Marshall Township and the Firm.

The price proposal shall include a detailed cost estimate for each of the tasks defined in the scope of services. Project cost estimates should include the number of hours, hourly rates

for principals, project managers, and other personnel assigned to each task. The consultant's bid must also include any related expenses, such as travel, printing and mark-ups for administrative costs. A billing method and schedule must be proposed.

The consultant/consulting team is encouraged to submit suggestions on how the Scope of work can be enhanced and/or amended, plus additional details of approach, methods, etc. for carrying out the project.

7. General Requirements

- a. Right to modify, rescind or revoke RFQ/RFP - Marshall Township reserves the right to modify, rescind or revoke this Request for Qualifications/Proposal, in whole or in part, at any time prior to the date on which the authorized representative of Marshall Township executes a contract with the selected consultant(s). 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 Request for qualifications/proposal does not commit the Township to proceed with the described project, select a consultant, or to award a contract to any consultant. Marshall Township reserves the right to reject any or all proposals.
- c. Schedule of events – Marshall Township will make a good faith effort to follow the timeline set forth in this Request for Qualifications/Proposal 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 Request for qualifications/proposal.
- e. Ownership of property – All proposals become the physical property of the Township upon receipt. All work products 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 Request for qualifications/proposal process, including, but not limited to costs 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:
 - Workers Compensation – Statutory
 - 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:
 - \$500,000 General Aggregate
 - \$500,000 Personal Injury
 - \$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 payment.
 - 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 during this project in the event of their loss or destruction.
 - vi. Marshall Township, 525 Pleasant Hill Road, Wexford, PA 15090 to be added as an additional insured to these policies.

Certificates must state that the insurer will notify the Township in writing thirty (30) days prior to cancellation or modification of the policy.

- 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 to the Marshall Township Municipal Building. Proposals may be withdrawn in writing prior to the deadline that proposals are due at the Township mailing address.
- j. Selection committee – The Township reserves the right to appoint a project selection committee in charge of selecting the appropriate consultant(s) for this

project. If this is implemented, the Committee will provide recommendations to the Board of Supervisors prior to the Board of Supervisors awarding the contract to the planning consultant(s).

- k. The 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. 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, either in-person or via electronic means, 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 this Request for Qualifications/Proposal process. The Township anticipates interviewing at least two (2) 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.

8. Requests for Information

All inquiries concerning this Request for Qualifications/Proposal must be submitted via email to:

Nicole Hanson, AICP
Nhanon@twp.marshall.pa.us

Questions will be received until Noon on Wednesday, May 13, 2020. At that time a listing of all questions and answers will be sent to everyone that has submitted an inquiry. No verbal instruction or verbal information to consultants will be binding on the Township. The RFP/RFQ will be considered clear and complete unless written attention is called to any apparent discrepancies or incompleteness by Noon on May 13, 2020.

9. Selection Criteria

The Township will evaluate the qualifications/proposals and will select a consultant based on criteria including but not limited to:

- The Scope of Work, how the proposed scope meets the objectives of the project, details of the approach and methods to carry out the project. **(50 Points Max)**

- Creativity and innovation in techniques and ideas. **(40 Points Max)**
- The relevant qualifications and recent experience of the consultants in preparing municipal comprehensive plans and meeting objectives outlined herein. **(20 Points Max)**
- Qualifications and experience of the consultant and proposed sub-consultants and assigned personnel. **(20 Points Max)**
- Quality and value of the proposed work approach, and product. **(20 Points Max)**
- Ability to carry out and manage the project, and to meet the expected project timeline/completion schedule. **(25 Points Max)**
- Interview **(40 Points Max)**
- Price **(25 Points Max)**
- *** Cost Estimate **(10 Points Max)**

*** Please note that in August of 2019 The Township requested cost estimates for the completion of this Comprehensive Plan update. Consultants that responded to that request, that choose to submit a proposal, will receive an additional 10 points on the election committee tally sheet.

Selection Timeline:

Marshall Township will make every effort to adhere to the following schedule:

Proposals Due:	3:00 P.M. on May 28, 2020
Interviews Scheduled:	Evening of June 15, 2020
Award Date:	July 6, 2020
Insurance due to Twp.	July 31, 2020
Phase 1 Begins:	No Later Than August 17, 2020

10. Scope of Work

Below you will find the Township's thoughts on what the Scope of Work for the Comprehensive Plan update could look like. Please note that while the plan must be in

compliance with the Pennsylvania Municipalities Planning Code (PAMPC) it need not conform to the perceived PAMPC template for a comprehensive plan.

PHASE I – Phase I will be the determination of the Township’s needs. This will be the emphasis of the plan. The process must use a variety of methods to determine needs. This Phase will also serve as the impetus for community ownership of the plan and for community capacity building.

- A. Identify key partners including compatibility of social and political relationships within the Township. Key Partners may include:
 - Township residents (including HOA’s, apartment building residents, senior living facility residents, etc.),
 - Business sector representatives, i.e., small business owners, finance managers, developers.
 - Civic, religious and non-profit organizations.
 - Education sector – public, private, university, etc.
 - Political representatives – both elected and appointed officials.
- B. Identify the Township’s community assets, examine “focus areas”, and bring forth recommendations to maintain and enhance these areas. Discuss the interconnectivity of the individual areas with the whole Township community. “Focus areas” should include at a minimum the following:
 - Individual residential neighborhoods
 - Environmental constraints
 - Centers of commerce
 - Centers of education
 - Recreation areas
 - Key roadways and travel corridors
- C. Examine public services, including emergency services, utilities, transportation and other infrastructure available within the Township. Determine whether the existing infrastructure and services are adequate to support the current needs and projected future growth of the Township.
- D. Review the Township’s current land use, zoning district and zoning regulations and compare compatibility of the zoning district 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, institutional and other uses for present and future residents. Evaluate the Township's current approach to sustainability and advise on areas for improvement.

- E. Review the Township's development trends and recommend changes to the Township's land use regulations to better prepare those and predicted future trends.
- F. Identify potential redevelopment areas within the Township's commercial districts.

PHASE II – An implementation plan will be developed. At a minimum the plan must specify steps, cost, funding sources, responsibility for implementation, and an implementation timeline. The Implementation plan shall:

- A. Compare and contrast needs and desires with plans in surrounding municipalities, address the similarities and conflicts in planning philosophy and execution where possible, and provide a statement of the interrelationships and compatibility with plans from these surrounding municipalities.
- B. Provide a framework and benchmarks to track progress during the execution of the implementation plan.
- C. Discuss assignment of responsibility for the execution and management of plan recommendations.
- D. Discuss the assignment of a panel to ensure goals are met and to redirect the implementation process if a failure is identified in its execution.

11. Public Engagement and Promotion

Planning shall be guided by a public participation process that will provide a forum for open discussion of focus areas and will serve as a public education tool. The consultant shall develop a creative strategy for public engagement events by using a variety of methods that will increase awareness of the process and garners public input. These methods must include all socioeconomic strata, age groups and areas/neighborhoods of the Township. Community events and a variety of media means of obtaining feedback should be used in garnering input. This is especially important now and will require the Consultant to be creative as traditional methods of gathering public input may not be possible while adhering to COVID-19 Social Distancing Measures.

The consultant shall assist in organizing a minimum of two public meetings and one public hearing. The format for these meeting shall be determined at the time and may or may not involve an in-person meeting due to the COVID-19 Social Distancing Measures. At least one public meeting shall be held prior to concluding each phase and prior to holding the public hearing. The consultant shall participate in these public meetings/hearings, engage the public and solicit input. The consultant shall record public comment and incorporate those comments into the final plan. Additionally, in consultation with staff the consultant shall develop press releases and may be required to engage local media as part of the public process.

The consultant should facilitate a planning process whereby the community “owns” the plan, and the elected officials and community leaders are spokespersons for the plan and have a consensus commitment to implement the plan. There should be effective means within the budget to establish a public vision and aspirations for their community.

12. Deliverables

The consultant shall submit the following products to the Township in accordance with the approved project completion schedule.

- A. Twenty (20) copies of the final plan and executive summary.
- B. One (1) complete electronic copy of the final plan in Word and PDF format.
- C. The consultant shall submit electronic copies of all materials, research, data, GIS shapefiles, etc. developed or collected over the course of plan development to the Township in editable formation to the Township’s future use. The GIS files shall be compatible with ESRI files.

Background Information

To provide some necessary background, Marshall Township is approximately 15.5 square miles and is located in the northwest corner of Allegheny County. The Township has great access to the major transportation corridors in Southwest Pennsylvania; Route 19 and Interstate 79 run through the Township north to south and the Orange Belt (S.R. 910), the Red Belt, and the Pennsylvania Turnpike run east to west through the Township.

The Township has seen an increase in population due to substantial residential growth over the last eight years. The residential growth includes multiple townhome developments, a 319-unit apartment complex (Ascent 430), and the 504-unit Venango Trails development. The 2010 Census noted the Township's population at 6,915, while the 2018 census estimates show 9,355 residents, a 35.3% increase.

The Township has a healthy amount of commercial/industrial/office uses to offset the residential development. The Route 19 corridor has seen substantial development in the last 10 years and Thorn Hill Industrial Park, Keystone Summit Office Park and, to a lesser degree, Innovation Ridge have all seen additional development.

The western third of the Township is largely undeveloped and rich in resources that Township staff and residents alike hope to see preserved - steep slopes, streams, floodplains and State Gamelands #203. As development continues in the western portion of the Township, the use of conservation subdivision design has preserved large blocks of these environmentally sensitive areas.

Township elected officials and staff participated in a SWOT and prioritization exercise. The following themes emerged from that exercise as items that will influence and shape the new comprehensive plan:

- State Route 910 – land use, traffic and road alignment;
- Interstate 79/State Route 910/Brant School Road/VIP Drive interchange Area;
- Township Identity Crisis – where is Marshall – Cranberry/Wexford/Franklin Park;
- 5 postal zip codes;
- Trails and sidewalks that do not connect; and
- Sustainability – creating more sustainable development and the Township government operating in more sustainable ways.

Some additional thoughts and areas for examination include the Township's demographics, further development, and eventual transition to a built-out community.

The Township's population growth brought a more diversified population. The 2020 census may show significant increases in both Indian and Asian populations as well as changes in residents age, socioeconomic standing and educational levels. It is important that the Township be prepared to meet the service needs of all residents, and the comprehensive plan process should take this into account.

While development has occurred rapidly on the western side of the Township, current ordinances have limited the breadth of these projects. Considering the environmental conditions, we believe this development will be somewhat limited, so over the next 10 – 20 years Marshall will transition from a developing community to a developed/redeveloping community. What does that look like? What steps can be taken now to ease into and prepare for that transition? How does Marshall continue to be "Tops in Allegheny County?"