



**Town of Northfield
Commonwealth of Massachusetts**

**REQUEST FOR PROPOSALS
Comprehensive Zoning Revision**

A. INTRODUCTION

The Town of Northfield, Massachusetts seeks proposals from qualified professionals to prepare a comprehensive revision of the Northfield Zoning Bylaw and update the administrative regulations of the Planning Board and Board of Appeals. The revised Zoning Bylaw should address the major policy recommendations of the Northfield Master Plan and incorporate technical recommendations prepared for the Town under a recently completed "Phase 1" zoning review process. In addition to revising and updating the Zoning Bylaw, the consultant will attend periodic meetings with the Town's Zoning Bylaw Review Committee (ZBRC), which includes members of the Planning Board, Board of Selectmen, Zoning Board of Appeals, and others, and make occasional public presentations about the status of the project. Further, the consultant may be asked to prepare proposed changes to the Northfield Zoning Map, subject to direction from the ZBRC.

The revised and updated Zoning Bylaw will ensure that Northfield's land use regulations and processes conform to the minimum requirements of the state Zoning Act, G.L. c. 40A, and are legally defensible. The updated Zoning Bylaw will provide clarity for processes such as site plan review and special permits, avoid unnecessary bureaucracy, and contain specific criteria for as many commonly identified land uses as possible in order to eliminate or minimize the need for discretionary review. The update will address Massachusetts requirements with regard to issues such as solar energy systems, child care centers, agriculture, educational and religious uses, non-conforming uses and structures, and accommodation of people with disabilities.

This procurement is governed by M.G.L. c. 30B, s. 6 ("Chapter 30B"). A Request for Proposals (RFP) has been chosen as the procurement mechanism for the project because it will allow the Town to rate and rank consultants based on qualifications, experience, and skills required to perform the scope of services described in Section C of this RFP. Accordingly, proposals shall consist of two submissions: a non-price technical proposal and a sealed price proposal.

B. SUBMISSION DEADLINE

Proposals must be received at the following address no later than Tuesday October 6, 2015 at 3 pm:

Town Administrator
Town Hall
69 Main Street
Northfield, MA 01360

All proposals received by the deadline will be recorded. Proposals received after the delivery deadline will be rejected and returned, unopened, to the sender. Proposers must deliver one original and three copies of the non-price proposal and one original of the price proposal (see Section D, Submission Requirements). If the Town Hall is closed at the time of the delivery deadline due to uncontrolled events such as fire, wind, or building evacuation, the proposal opening will be postponed until 2:00 p.m. on the next normal business day. Proposals will be accepted until that date and time.

Technical proposals shall not be a public record available for inspection until the proposal review committee has completed its review. The Town will not open the price proposal until after the selection committee has rated and ranked the technical proposals and chosen the most advantageous technical proposal. The contract will be awarded to the responsive and responsible consultant(s) submitting the most advantageous proposal, taking into consideration the consultant's qualifications and experience, capacity, and references, as well as the proposed price. The Town anticipates that a contract award decision will be made within thirty (30) days of the proposal submission deadline.

The Town reserves the right to reject any proposal which, in its judgment, fails to meet the requirements of this RFP or which is incomplete, conditional or obscure, or which contains additions or irregularities, or in which errors occur. The Town reserves the right to waive minor discrepancies, to permit a Proposer to clarify such discrepancies, and to conduct discussions with all qualified Proposers in any manner necessary to serve the best interests of the Planning Board or the Town. Any fees or other expenses associated with the RFP process are solely the responsibility of proposers.

C. SCOPE OF WORK

The consultant shall conduct the following tasks.

- 1) Attend kick-off meeting and participate in (potential) town tour.
- 2) Review existing plans, policies, and bylaws. In particular, the consultant shall review the Town's new Master Plan (2014), prepared by Martha Lyon Landscape

Architecture, LLC with Community Circle, Community Preservation Associates, and AECOM; and the findings and recommendations of Northfield's "Phase 1" zoning review, prepared by Community Circle and RKG Associates.

- 3) Review existing procedures for development application, review, approval, permitting and enforcement.
- 4) Prepare a detailed public participation program, based on comments at the kickoff meeting and input from the ZBRC.
- 5) Prepare a Regulatory Options and Framework Paper that outlines optional ways for the Town to address the policy choices that will arise in drafting the Zoning Bylaw. Options will focus on ways to consolidate and streamline the existing zoning regulations.
- 6) Develop a preliminary outline of the new Zoning Bylaw.
- 7) Prepare Preliminary Draft Zoning Bylaw. Drafts and revisions should result in a proposed Zoning Bylaw that streamlines and better organizes the regulations, ensures that provisions work effectively together, and eliminates inconsistencies. Draft parts will be submitted for review as completed.
- 8) Present final Draft Zoning Bylaw to the Planning Board for a "work session" review.
- 9) Prepare Hearing Draft by revising the Preliminary Draft in response to comments received under previous tasks. Hearing Draft should include "user friendly" features that will help to make the document easier to understand and navigate.
- 10) Present the Hearing Draft at a public meeting and a formal public hearing of the Planning Board (as required by state law).
- 11) If necessary, revise the Hearing Draft based on public input at the meetings and public hearing.
- 12) Prepare final proposed Zoning Bylaw and Zoning Map (if required) for adoption by Town Meeting.

Products

The consultant shall submit one (1) electronic copy (in Word format) and one (1) loose reproducible original of draft and final documents, including any other written materials such as maps, charts, tables, graphics/illustrations, and photographs. Any presentation materials such as displays and slides used by the consultant shall be provided to the Planning Board in reproducible form. In addition, if the Town determines that Zoning Map amendments will be needed for this project, the consultant shall provide the Town with the revised Zoning Map and all associated data in GIS format.

Time Line

The consultant is expected to complete all tasks and submit all products in a timeframe that enables the Planning Board to present the revised Zoning Bylaw (and Zoning Map, if required) to a town meeting no later than September 30, 2016.

D. PROPOSAL SUBMISSION REQUIREMENTS

Proposers shall submit a Technical (Non-Price) proposal and a separate Price Proposal in a sealed envelope.

Technical or Non-Price Proposal

Proposers must submit one original and six (6) copies of a written non-price proposal that includes all of the following information in the order listed below. The technical proposal must be labeled as follows: Northfield Zoning Bylaw Revision: Non-Price Proposal.

- 1) A cover letter signed by a duly authorized individual who may bind the firm.
- 2) Project Team: The résumé of all individuals who will be participating and performing work on this project (the "Project Team"), including any sub-consultants. Résumés should clearly identify the educational background, qualifications, and experience of each individual. Special skills should be summarized, including recent seminars and relevant work. Identify the project manager or team leader with ultimate responsibility for the day-to-day work. Team members must be available throughout the duration of the project to actively participate. Discuss the means by which adequate and timely attention to this project will be assured. The Town wants a "project team" that will be available for the duration of the project and which shall not be replaced without advance agreement by the Town.
- 3) Approach and Plan of Services: Provide a summary of the Proposer's proposed approach to undertaking this project and formulating the end products. Include a proposed work plan outlining the tasks to be conducted, parties to be involved with each task and their expected roles, products to be delivered, a timetable for completing each task/milestone of the work plan, and a timetable for the completing the project after receiving a "Notice to Proceed" from the Town.
- 4) Qualifications. The qualifications section of the proposal must include:
 - a) A description of the Proposer's firm, practice, specializations, staffing and current staff capacity, and experience working for local government clients in the Commonwealth of Massachusetts.
 - b) Resumes for all individuals who will be assigned to work on the project.

- c) Project descriptions of at least three similar projects carried out over the past ten years, preferably in Massachusetts towns.
- 5) Competing Commitments: Present the Proposer's capabilities, competing commitments, and the means by which adequate and timely attention to the Northfield Zoning Bylaw will be assured.
- 6) A minimum of three municipal references in the Commonwealth of Massachusetts, including full contact information for each reference (name, title, mailing address, telephone number, and email address), the name of the project, and dates of service.
- 7) Evidence that the Proposer complies with the Town's minimum insurance requirements (see Section F).
- 8) A Certificate of Non-Collusion.
- 9) Certificate of Compliance with Tax Laws.

Price Proposal

In a separate, sealed envelope, the Proposer must submit a lump sum fee proposal for all services required under this RFP and a proposed schedule of compensation. "Lump sum fee" shall include direct labor, overhead, profit, and direct costs. The envelope must be labeled as follows: Northfield Zoning Bylaw Revision: Price Proposal. The price proposal must be signed by an individual with legal authority to bind the proposer to a contract with the Town.

All fee proposals submitted in response to the RFP must remain firm for sixty (60) days following the bid opening.

E. PROPOSAL EVALUATION AND CONSULTANT SELECTION

Minimum Evaluation Criteria

All proposals received by the submission deadline will be reviewed for conformance with the following minimum evaluation criteria:

- 1) The consultant's proposal is complete in that it includes all of the submission requirements listed in Section D of this RFP; and
- 2) The technical proposal and price proposal were submitted separately as required under Section D of this RFP and M.G.L. c. 30B.

A proposal that fails to meet the minimum evaluation criteria will be disqualified from further review.

Comparative Evaluation and Selection Criteria

The purpose of the Comparative Evaluation Criteria is to weigh the relative merits of all competing Proposals that have been determined to be responsive and responsible. The Comparative Evaluation Criteria are presented in the chart below. All comparative evaluation criteria have equal weight. The Review Committee will review all of the submissions against each of the "comparative evaluation criteria" and assign one of three values, as follows: "Highly Advantageous," "Advantageous," or "Not Advantageous" (the lowest value). The Review Committee may conduct interviews if doing so will aid the selection process.

Rule for Award

Review Committee members will compare written proposal evaluations, reach consensus about the rating of each comparative criterion, and arrive at a composite ranking for each proposal. Once the Review Committee has completed the technical proposal review process, the Town will open the price proposals. The contract will be awarded to the responsive and responsible consultant submitting the most advantageous proposal, taking into consideration the consulting team's experience, staff capacity, references, and plan of services as well as the proposal price.

Comparative Evaluation Criteria	Highly Advantageous	Advantageous	Not Advantageous
The experience of the Proposer in successfully completing projects in Massachusetts similar in substance and scope, as outlined in this RFP.	The Proposer has provided verifiable evidence of having successfully completed five or more similar projects in the past ten (10) years.	The Proposer has provided verifiable evidence of having successfully completed at least three similar projects in the past ten (10) years.	The Proposer has provided verifiable evidence of having completed fewer than three (3) similar projects in the past ten (10) years.
The number of years that the Proposer has operated in the field(s) of community comprehensive planning or similar field.	The Proposer has fifteen (15) years or more of experience consulting with municipalities on land use and regulatory reform projects.	The Proposer has five (10) to fourteen (14) years of experience consulting with municipalities on land use and regulatory reform projects.	The Proposer has fewer than ten (10) years of experience consulting with municipalities on land use and regulatory reform projects.
The quality and depth of the Proposal and technical approach to the "Scope of Services" in response to the Request for Proposal.	All tasks are thoroughly addressed within the Proposal. Proposer's responses to tasks are clear, thorough, and timely.	All tasks are addressed in the Proposal. Proposer's responses to tasks are minimal.	All tasks are not thoroughly addressed within the Proposal. Proposer's responses to tasks are not clear, thorough, and timely.

Comparative Evaluation Criteria	Highly Advantageous	Advantageous	Not Advantageous
Proposer has demonstrated ability to complete projects on a timely basis.	All three of the Proposer's references indicate that the project was completed on schedule or with minimum, insignificant, delays attributable to the Proposer.	Only one of the Proposer's references indicates that the project was completed with substantial, significant, delays attributable to the Proposer.	Two of the Proposer's references indicate that the project was completed with substantial, significant, delays attributable to the Proposer.
Proposer's submittal of a quality writing sample.	The Proposer's writing sample is clear, organized, thoroughly covers the topic, and contains few if any grammatical errors.	The Proposer's writing sample is fairly clear, has a few organizational problems, covers the topic, and contains minor grammatical errors.	The Proposer's writing sample is unclear, unorganized, does not cover the topic, and contains many grammatical errors.
Qualifications of key staff within field(s) of planning, public participation, geography, and related disciplines.	Résumés demonstrate exceptional qualifications of key staff within field(s) of planning, public participation, geography, and related disciplines.	Résumés demonstrate moderate qualifications of key staff within field(s) of planning, public participation, geography, and related disciplines.	Résumés demonstrate very minimal qualifications of key staff within field(s) of planning, public participation, geography, and related disciplines.
The immediate availability of key personnel to begin the project as well as their availability throughout the project.	The Proposer's key personnel are immediately available to begin the project and are available throughout the project.	The Proposer's key personnel are available to begin the project soon and may be available throughout the project.	The Proposer's key personnel are not available any time soon to begin the project and may not be available throughout the project.
Familiarity with Northfield Zoning Issues and Northfield Master Plan	The proposer's key personnel demonstrate in depth knowledge and understanding of the zoning issues Northfield has faced in the past and they also demonstrate key insights and understanding of Northfield's Master Plan	The proposer's key personnel demonstrate some knowledge of Northfield's zoning issues and the Northfield Master Plan.	The proposer's key personnel demonstrate limited or no knowledge of Northfield zoning issues or the Northfield Master Plan

F. GENERAL INFORMATION

- 1) All proposal, response inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, displays, schedules, exhibits and other documentation submitted by consultant shall become the property of the Town of Northfield when received.
- 2) The successful proposer will be considered as the "Contractor" and will be required to assume total responsibility for the completion and delivery services offered in this proposal.
- 3) The Town will consider the successful proposer to be the sole point of contact with regard to all contractual matters, including performance or service of sub-consultants or subcontractors, unless otherwise stated.
- 4) Upon the acceptance of a consultant's proposal, the Town will mail an award letter, with appropriate specifics for the procurement of services. The successful consultant will be required to sign and return the letter, deemed a contract, as an acceptance of the award. In the event that the successful consultant fails, neglects or refuses to execute the contract within a specified number of days after receiving the award letter from the Town, the Town may at its option terminate and cancel its action in awarding the contract and the contract shall become null and void and of no effect.
- 5) The consultant shall submit invoices in accordance with the compensation schedule approved by the Town.
- 6) If the consultant determines that additional expertise is needed to complete any aspect of the scope of services in Section C, the consultant may retain one or more subcontractors subject to approval by the Town. Subcontractors shall adhere to the same requirements as those required of the consultant.
- 7) The contractor shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, religion or physical or mental handicap. The contractor agrees to comply with all applicable Federal and State statutes, rules and regulations prohibiting discrimination in employment including: Title VII of the Civil Right Act of 1973; Massachusetts General Laws Chapter 151B Section 4 (1); and all relevant administrative orders and executive orders.
 - a) If a complaint or claim alleging violation by the contractor of such statutes, rules, or regulations is presented to the Massachusetts Commission Against Discrimination (MCAD) the contractor agrees to cooperate with MCAD in the investigation and disposition of complaint or claim.

- b) In the event of the contractor's non-compliance with the provisions of this section, the Town shall impose such sanctions, as it deems appropriate, including but not limited to the following: Withholding of payments due the contractor until the contractor complies; and termination or suspension of any contract or agreement pursuant to this RFP.
- 8) Neither party will be liable to the other for any failure or delay in rendering performance arising out of causes beyond its control and without its fault or negligence. Dates or times of performance will be extended to the extent of delays excused by this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.
- 1) Insurance Requirements. The consultant shall provide at its own expense the following minimum insurance coverages for the duration of its agreement with the Town:
- a) Workmen's compensation and employee's liability insurance in accordance with statutory limits. An existing worker's compensation policy must be provided in accordance with M.G.L. c. 182, s. 25C prior to or upon execution of a contract.
 - b) Comprehensive general liability insurance including products completed, contractual, property and personal injury coverage with combined single limits of \$1,000,000 for each occurrence and aggregate amount. Coverage must also include XCU and pollution liability coverage when applicable.
 - c) Automobile liability insurance including non-owned and hired autos with the following limits:
 - i) Bodily injury: \$500,000 each person; \$500,000 each occurrence
 - ii) Property damage: \$100,000 each occurrence
 - d) Professional liability insurance for negligent acts, errors or omissions of the consultant made in connection with the performance of services for the project, in the amount of not less than \$1,000,000. Such insurance must be maintained in force for a minimum of three (3) years following acceptance of all work by the Town.
 - e) The Town of Northfield shall be named as "additional insured" on all policies except Worker's Compensation and Professional Liability insurance.
 - f) All insurance policies shall require a thirty (30) day notice of cancellation to the Town of Northfield.
 - g) The consultant shall be solely responsible for all claims of whatsoever nature arising out of the rendering of services by the consultant and sub consultants

during the term of this contract, and the consultant and sub consultants shall indemnify and hold the Town harmless against the same to the extent permitted by law.

APPENDIX A

CERTIFICATE OF NON-COLLUSION

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club or other organization, entity, or group of individuals.

Signature of Individual submitting bid or proposal

Name of Business

APPENDIX C

CORPORATE AUTHORITY CERTIFICATE

I, (name)_____ being the (title)_____ of (name of corp.)_____ corporation hereby certify that at a duly posted meeting of the Board of Directors held on (date) _____ that (name of authorized person) _____ was authorized to sign all commitments and documents made in response to this RFP for the Town of Northfield Assessing Services and they are further authorized to sign any contract made pursuant to this RFP.

(Signature above should be notarized and accompanied by a copy of the minutes of the Board meeting).

APPENDIX D

LEGAL ADVERTISEMENT FOR RFP

The Town of Northfield is seeking sealed proposals under Chapter 30B, Massachusetts General Laws, for proposals to prepare a comprehensive revision of the Northfield Zoning Bylaw and update the administrative regulations of the Planning Board and Board of Appeals.

Proposal Packages are available **Monday, September 14th, 2015**, at the Town Administrator's Office, Town Hall, 69 Main Street, Northfield, MA 01360 Monday through Thursday, between the hours of 8:00 A.M. and 4:00 P.M.

Proposals must be submitted to the Town Administrator's office, at Town Hall, 69 Main Street, Northfield, MA 01360 no later than 3:00 P.M., **6th day, of October, 2015**. Proposals will be opened in the Town Administrator's office on that date and time. Proposals received after that date will be returned, unopened to the sender.

The Selection Committee will meet on or before **November 26, 2015** to select a proposer concerning this RFP. The Town of Northfield reserves the right to reject any or all proposals when it deems it to be in the best interest of the Town.