

**Request for Proposals**  
**Town of Atkinson**  
**Comprehensive Master Plan Update**

**April 14, 2022**

The Planning Board of the Town of Atkinson is seeking proposals from qualified consultants to develop a comprehensive Master Plan update. Atkinson last updated the Vision and Land Use sections in 2015 with input from the community via survey and workshops conducted in 2012. Other sections have been updated individually as time and resources were available. The current Master Plan can be found here:

<http://www.town-atkinsonnh.com/planning.html>

The Planning Board would like this project to include **robust community outreach, data collection and analysis**. This Data Analysis shall be used to prepare updates to Vision and Land Use and other areas of emerging issues/interest. The Project should also identify Goals and Objectives and an Implementation Plan. The voters of the Town of Atkinson have approved \$75,000 (not to exceed) to complete this project. The Town of Atkinson is anticipating volunteer community support to complete this project. The Planning Board is creating a Master Plan Project Team that will work directly with the consultant to complete this project.

Detailed scope of services for the proposal are included below and are available at Atkinson Town Hall and on the Town web site - <http://www.town-atkinsonnh.com/>.

**SCOPE OF SERVICES/TASKS:**

**Community Outreach** - The consultant shall prepare the draft community survey and be responsible for administering the survey and the analysis of the survey results. The consultant selected will be required to organize focus groups, workshops and facilitate discussions at events, coordinate additional surveys, attend public hearings, and so on.

**Goals and Vision** - The consultant shall assist the Planning Board in establishing a vision statement for the Master Plan and refining said statement following public input and discussion. The consultant shall assist the Master Plan Project Team by creating working groups and creating achievable goals and objectives.

**Working Groups** - The consultant shall assist the Master Plan Project Team and Planning Board as needed in establishing working groups and determining the scope of work for the groups, expected outputs and timelines. The coordination of these working groups and the management of the data-gathering potentially across multiple groups will be vitally important to the success of the Master Plan update.

**Data Collection and Analysis** - The consultant shall collect, analyze, and display all pertinent data and background statistics to support either a 'Theme-based' or 'Chapter-based' plan. This

data, along with the input received from ongoing outreach and engagement, will inform the work of the working groups, and become part of the Master Plan document.

**Implementation Plan** – The consultant shall prepare an implementation plan which compiles the recommendations, goals, and objectives into an actionable summary with assigned responsibility and timelines.

**Draft Plan** – The Master Plan Project Team shall assist the consultant in creating an engaging useful and implementable Master Plan. The Plan itself will be presented in written form but will also have an online presence. Visuals, graphics, summaries, and other presentation tools tailored to the various audiences will be important.

## **PROJECT SCHEDULE:**

The target duration for this project is 18 months from start date. This timetable includes the delivery of a completed draft of the final plan that allows 2 months for final review and revisions. Respondents shall include reasonable timelines for task and deliverable completion as part of their proposal.

Please include a calendar that indicates when you would be available to commence work on this project after the contract is signed.

## **ALL RESPONSES TO THIS PROPOSAL MUST INCLUDE:**

- A. **Scope of Services/Tasks**: Describe the Consultant’s approach and technical plan for accomplishing the work herein. The Consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the Consultant shall not delete any of the scope of work set forth herein.
- B. **Type of Plan**: The consultant shall propose a ‘Theme-based’ or ‘Chapter-based’ plan and be prepared to discuss the rationale for the type of plan proposed.
- C. **Description of Firm**: Provide a brief description of the firm including firm size and area of specialization, location of corporate headquarters, and location of office proposed to handle this project.
- D. **Project Team**: Provide names and resumes of key staff who will be assigned to this project. Each team member’s education and qualifications shall be listed. The project manager shall be clearly identified. If different consultants will be teaming together, indicate the lead consultant. Each consultant must understand, however, that the total costs of all their work cannot exceed the amount of funds appropriated. Hourly rates for each team member shall be included.
- E. **Qualifications**: Provide a statement summarizing how the Consultant and/or Project Team is particularly qualified for this project.
- F. **Comparable Projects**: Describe prior related project experiences and roles.

- G. **References:** Provide at least three (3) references for similar projects, including current contact name, phone number and email address.
- H. **Project Budget:** Provide a proposed budget itemized by task and total project cost stated as a firm fixed fee. Project Budget must include all expenses necessary for the completion of this project (i.e.- costs related to surveys, mailings, printing, etc.)
- I. **Fee Schedule:** Proposals should include a milestone billing schedule.
- J. **Project Schedule:** Provide a schedule, itemized by task, for completing the scope of work.
- K. **Meeting attendance:** Provide a schedule of anticipated onsite meetings.

### **PROJECT DELIVERABLES:**

Proposals shall specify the deliverables by task, which shall include at minimum:

Ten (10) reproducible hard copies and (1) electronic copy each in Adobe PDF and MS Word format of interim Draft(s) and final Comprehensive Master Plan Update, including narrative and graphics.

Spreadsheets and charts in Excel format including supporting data for all tables and graphs

All work product developed by the Consultant pursuant to this project **shall be the property of the Town of Atkinson.**

### **CONTRACT REQUIREMENTS WILL INCLUDE:**

#### *Conflict of Interest Policy*

Provide a statement on how you will prevent or mitigate any perceived conflicts of interest that may exist based on relationships with Town officials or other clients.

#### *Insurance & Indemnification*

Provide a copy of an insurance certificate and statement of indemnification to cover assigned personnel who will be engaged on behalf of the Town. The Town reserves the right, however, to negotiate additional terms and coverages upon acceptance of a proposal. In addition, the Town will require an original certificate of insurance with a cancellation limitation clause that identifies the Town of Atkinson as an additional insured prior to the start of any actual work.

#### *Work Product*

All work product used or created in conjunction with the services cover under this Agreement shall be the sole property of the Town of Atkinson, and that, in the event of Cancellation or Termination, such products will remain with the Town of Atkinson

### *Compensation*

The Contractor shall be compensated as an independent contractor under this Agreement. As such, the Contractor shall be responsible for providing F.I.C.A., Worker's Compensation, Unemployment Compensation & Liability to all employees assigned to the Town of Atkinson.

### *Contract Terms*

The Town of Atkinson will negotiate contract terms upon selection. All contracts are subject to review by Atkinson's legal counsel, and the project will be awarded upon signing of an agreement or contract, which outlines the terms, scope, budget, indemnification, insurance, and other necessary items.

## **SUBMISSION OF RESPONSES:**

Proposals should be sent to: Planning Office, clearly labeled "Master Plan Update," at or before 12:00 PM on May 25, 2022, to be opened and read. The Planning Board and the Master Plan Project Team will evaluate proposals.

Top Finalists will be selected to interview and present their proposal at a mutually agreed upon date. These 30-minute presentations will be scheduled by the end of June 2022.

For further information please contact Sue Coppeta, Atkinson Planning & Zoning Administrator by phone at 603-362-5761 or by email at [landuse@atkinson-nh.gov](mailto:landuse@atkinson-nh.gov). All proposals will be taken under advisement pending review and recommendation by the Planning Board to the Board of Selectmen.

Proposals shall be in a sealed envelope, plainly marked "Master Plan Update RFP" and addressed to:

Atkinson Planning & Zoning Administrator  
19 Academy Avenue  
Atkinson, New Hampshire 03811

Additionally, an electronic version of the proposal should be emailed to [landuse@atkinson-nh.gov](mailto:landuse@atkinson-nh.gov) with "Master Plan Update RFP" in the subject line.

Issuance of this RFP is not a guarantee that the town will select any of the applicants that submit a proposal. The town reserves the right too withdraw this RFP or to reject all proposals received in response to it.