

**Whitemarsh Township
Request for Proposals
From Consultant Firms Interested in Preparation of a
“Riverfront Plan”**

(Release Date: January 5, 2015)

INTRODUCTION AND BACKGROUND

Whitemarsh Township, a municipality of the Second Class governed by a Home Rule Charter, in conjunction with Conshohocken Borough, is requesting written proposals to prepare a ***Riverfront Plan***. The two municipalities, located in southern Montgomery County, PA, are adjacent to each other and both have extensive frontages along the Schuylkill River. The ***Plan***, however, is intended to be limited to the area generally between the Spring Mill and Conshohocken stations on the Norristown/Manayunk Regional Rail Line. The Spring Mill station is located at the foot of North Lane in Whitemarsh Township and the Conshohocken station is located adjacent to the Matsonford (Fayette Street) Bridge in the Borough. (See attached map showing Generalized Project Area.) While this project involves both municipalities, Whitemarsh Township will be taking the administrative lead and will be the contact for this project.

The ***Plan*** will build off of Whitemarsh’s *Riverfront Open Space Plan* (2010) which focused its recommendations on a narrow area immediately adjacent to the river. This ***Plan*** will review the recommendations in that Plan and refine them as appropriate; many were very generalized and require additional detail in order to move into the design and implementation phases. The ***Plan*** will also look more specifically at land use recommendations for new development and in-fill development/redevelopment. Whitemarsh Township’s RDD Riverfront Development Overlay District (in the Zoning Ordinance) allows a broad range of uses and extends inward from the River, including two sub-districts, one of which is focused primarily on the riverfront properties (discussed in the *Riverfront Open Space Plan*) and the second one, focused on the adjacent areas further inland. This ***Plan*** is intended to provide better guidance to the Township for refining uses and standards in the RDD, and provide guidance to developers and landowners as to the most appropriate land uses to consider for specific properties. Land use recommendations were not included in the *Riverfront Open Space Plan*; that plan focused more narrowly on open space recommendations and amenities appropriate along the river; it also looked generally at way-finding in this area. The proposed ***Plan*** will also consider the best ways to coordinate land use and transit (TOD, Transit Oriented Development), taking maximum advantage of the two Regional Rail Stations in the project area). It will also look at logical locations for connections down to the riverfront trail required by both municipalities for developments along the Schuylkill River.

The ***Riverfront Plan*** will include a review of various plan documents adopted by Conshohocken which include recommendations for the riverfront area, including its Comprehensive, Open Space, and Revitalization Plans. While the Borough does not have a specific plan addressing its riverfront area, each of these plans makes certain recommendations for this area. The proposed ***Plan*** will seek ways to close any gaps in riverfront trails provided through the land development process. The ***Plan*** will also evaluate pedestrian connections to the Conshohocken regional rail station (in either its current or possible future location). Land use recommendations in the Conshohocken portion of the study area would not be necessary as most land has already been committed or redeveloped along the river.

The project area, particularly within the Borough, has been a very active area of development and redevelopment over the last three decades. Redevelopment within the Whitemarsh riverfront area lagged behind but has become much more active in the last five years. Much of the development in both municipalities has been brownfield redevelopment since this area was traditionally an industrial area that took advantage of the river and of the adjacent rail lines. Most of the redevelopment in both municipalities has been either multi-family residential or office development.

The riverfront area contains a mix of many land uses, including modern, mid-rise upper end multi-family developments, older riverfront industrial brownfield sites (some of which have been redeveloped, some waiting for redevelopment), high-rise office complexes, a mix of older residences (many small conversions, single-family units, row homes), new in-fill residences of similar types, older and new restaurants and breweries, various other commercial establishments, and two boat clubs. Since the project area contains a mix of very old and new development, the physical conditions vary greatly from block to block. Some of the older areas are quite dilapidated, particularly the area adjacent to the river in Whitemarsh, and is heavily impacted by flooding, as is the entire riverfront area from time to time. In the older areas of the project area, the infrastructure is tired and worn; where there has been new development, the infrastructure has been updated.

SUBMISSION REQUIREMENTS

Five (5) paper copies and one (1) electronic copy on CD of the technical proposal shall be submitted. Five (5) paper copies and one (1) electronic copy on CD of the cost proposal shall also be submitted, packaged separately from the technical proposal. The technical proposal and cost proposal shall both be submitted **by Noon (Eastern Standard Time) February 3, 2015** to:

Charles L. Guttenplan, AICP
Director of Planning & Zoning
Whitemarsh Township
616 Germantown Pike
Lafayette Hill, PA 19444

Proposals submitted or received after the deadline or proposals that are non-responsive to the requirements of this RFP will not be considered.

PRE-PROPOSAL MEETING

A Pre-Proposal Meeting will be held at 10 A.M. on January 14, 2015 in the Meeting Room of the Whitemarsh Township Municipal Building, 616 Germantown Pike, Lafayette Hill, PA 19444.

All questions concerning this RFP shall be directed to Charles Guttenplan via e-mail at cguttenplan@whitemarshtwp.org no later than 4 PM on January 19, 2015. All responses will be posted on Bids/RFP page of the Township's website at <http://www.whitemarshtwp.org/Bids.aspx?CatID=21> by 4PM on January 23, 2015. Responses will not be provided to questions received after the deadline.

SCOPE OF WORK

The Consultant/Consultant Team is expected, at a minimum, to complete the following Scope of Work:

- Formulate specific study area boundaries for the Plan.
- Review relevant plan documents prepared by Whitemarsh Township and Conshohocken Borough including review of pertinent recommendations.
- Supplement existing conditions information with the status of recent developments and land development proposals; review Whitemarsh and Conshohocken documents related to riverfront activities, what has been developed, accessibility to the public; update riverfront recommendations based on current proposed activity.
- Update/collect existing conditions information for the study area, including an examination of infrastructure gaps along Washington Street, safety components, and adequacy of public access along both municipal riverfronts, and make recommendations regarding necessary improvements.
- Establish goals and objectives in collaboration with the Steering Committee with input from the Planning Commissions of both municipalities.
- Formulate land use recommendations for development/redevelopment in the Whitemarsh Township portion of plan area; recommend appropriate refinements to the two sub-districts of the Township's Riverfront Development (Zoning) District (RDD) to assure that the most appropriate of the permitted land uses are developed in specific locations. Also review development standards of the RDD and recommend any appropriate updates.
- Review existing and planned land use and transit relationships; recommend appropriate changes in municipal plan documents and land use regulations.
- Recommended capital projects which may include trail extensions and trail/open space amenities for specified locations, public restrooms or public parking areas; recommendations should include any suggested refinements for riverfront amenities recommended in Whitemarsh Township's *Riverfront Open Space Plan (2010)*.
- Review status of existing/committed riverfront trail in both municipalities and recommend how any gaps should be filled.
- Develop an 'Action Plan' which will prioritize the various recommendations throughout the Plan document, indicating which municipality(ies) would be responsible or should take the lead, and possible funding sources. The Action Plan should indicate which projects are ready for design and/or engineering and which should be considered for upcoming budgets or capital programs in Whitemarsh Township and Conshohocken Borough.
- Coordinate all meetings required of the Consultant/Consultant Team as detailed in this RFP.

PROJECT FUNDING

The *Riverfront Plan* is being funded in part through a Transportation and Community Development Initiative (TCDI) grant through the Delaware Valley Regional Planning Commission. The required cash match will be provided jointly by Whitemarsh Township and Conshohocken Borough.

PROJECT TIMETABLE

The chosen consultant/consultant team shall commence work on the *Riverfront Plan* no later than June 1, 2015. The *Plan* and all associated meetings and hearings, must be completed no later than June 1, 2016.

PROPOSAL CONTENT

The following is the minimum content required for response to this RFP:

Scope of Work: This shall demonstrate the approach the consultant/consultant team intends to take in performance of the tasks outlined in the 'Scope of Work' section of this RFP. Any adjustments proposed to the Scope of Work should be fully explained and justified.

Consultant/Consultant Team Qualifications: The qualifications of the Consultant/Consultant Team should be documented in narrative form, including the roles each firm will play if there is a team proposed; the lead firm and project manager must be identified. Résumés (two-page maximum length) shall be included for all professionals expected to work on this *Plan*, for all firms. Examples of work, similar to that which is being requested in this RFP, completed within the last five years, shall be summarized for the consultant or lead firm. At least one example of work similar to that which a consultant team member will be contributing to this *Plan*, should also be identified and summarized. A minimum of three client references for the consultant firm or lead firm, shall be provided, as well as at least one reference for each other consultant team member. Name, address, phone, and e-mail for each reference, shall be provided; the project for which the reference is being listed, shall also be clearly identified.

Disadvantaged Business Enterprise and Small Business Involvement: The contractor is encouraged to provide opportunities for Disadvantaged Business Enterprises (DBE) to compete for work and be included in project proposals. DBEs are certified by the Pennsylvania Unified Certification Program (PAUCP) and the New Jersey Unified Certification Program (NJUCP) in accordance with 49 CFR Part 26. In addition to DBEs, the use of small businesses under the Small Business Enterprise (SBE) program in Pennsylvania, and the Emerging Small Business Enterprise (ESBE) program in New Jersey may be considered. Contractors are encouraged to involve DBEs and small business concerns in the required work and to submit documentation of any such involvement in the project.

DVRPC Requirements: The contractor is advised that this project is funded through DVRPC using federal funds. As such, he or she should become familiar with any federal contract requirements, including Title VI non-discrimination provisions, that may flow down to the contractor and be included as part of the Contractor Agreement. The successful contractor is expected to fully cooperate in meeting DVRPC requirements to complete the project.

Project Timetable: A proposed timetable shall be provided, indicating the total time projected for completion of the *Plan*. Key milestones for the project shall be indicated, including when required meetings and hearings are anticipated.

Cost Proposal: A cost proposal for a total contract not-to-exceed amount shall be submitted using "TCDI: Consultant Budget Proposal" forms (available through the TCDI page of the the DVRPC website) to document cost calculations for each Consultant; a copy of this form is attached to this RFP. A narrative summary of the cost proposal shall be provided as part of the overall cost proposal including

any assumptions used in developing the projected cost. The cost proposal shall be a separate document from the technical proposal.

CONSULTANT/CONSULTANT TEAM OBLIGATIONS

Meeting attendance: A Steering Committee will be established to work with the Consultant/Consultant Team. The Committee will include representatives of both municipal Planning Commissions, Whitemarsh Township Board of Supervisors, Conshohocken Borough Council, stakeholder groups (SEPTA, businesses/business groups, resident/civic groups, institutions, environmental groups and trail user groups, others to be identified by the two municipalities), and staff from the two municipalities. The Consultant/Consultant Team is expected to attend three meetings of the Steering Committee, one meeting with each of the municipal Planning Commissions, and one public hearing each with the Whitemarsh Township Board of Supervisors and Conshohocken Borough Council when the governing bodies are considering adoption of **Plan**. The Consultant/Consultant Team will be expected to lead the meetings or those portions of the meetings devoted to the **Plan**, including preparation of agendas/applicable portion of agendas. The required meetings are as follows:

Meeting 1: Kick-off meeting with the Steering Committee to discuss the Scope of Work and projected work schedule.

Meeting 2: A Steering Committee meeting to discuss proposed goals and objectives for the study.

Meeting 3: A Steering Committee meeting to review draft recommendations.

Meetings 4 & 5: A public meeting with each municipal Planning Commission to review the **Plan** and assist each Commission in formulating a recommendation on **Plan** adoption to the Whitemarsh Board of Supervisors and Conshohocken Borough Council, respectively.

Meetings 6 & 7: The Consultant/Consultant Team is expected to attend the Public Hearing of the Whitemarsh Township Board of Supervisors when they consider adoption of the **Riverfront Plan** (it will be adopted as an amendment to the Township’s comprehensive plan); the Consultant Team is also expected to attend the Public Hearing when Conshohocken Borough Council considers adoption of the **Plan**.

Deliverables: The Consultant/Consultant Team shall provide memo’s summarizing work to date along with draft sections of the **Plan** for each meeting or pair of meetings. A summary of all meetings and any other outside discussions which have taken place during the applicable time period, shall be included in the memo’s. Quarterly progress reports shall also be provided in accordance with DVRPC requirements. Three (3) copies of all written material shall be provided as well as an electronic copy in Microsoft ‘Word’; Whitemarsh Township staff will assume responsibility for distributing all meeting material provided by the Consultant/Consultant Team to all meeting attendees. All maps shall be provided at a scale large enough for public presentation as well as at reduced scale for normal copying; maps shall be in color. In addition to paper copies, all maps shall also be provided electronically in both GIS and PDF format.

PROPOSAL EVALUATION

A Committee will review and evaluate all proposals. The Committee will include representatives from Whitemarsh Township, Conshohocken Borough and DVRPC. The decision of the Committee will be final.

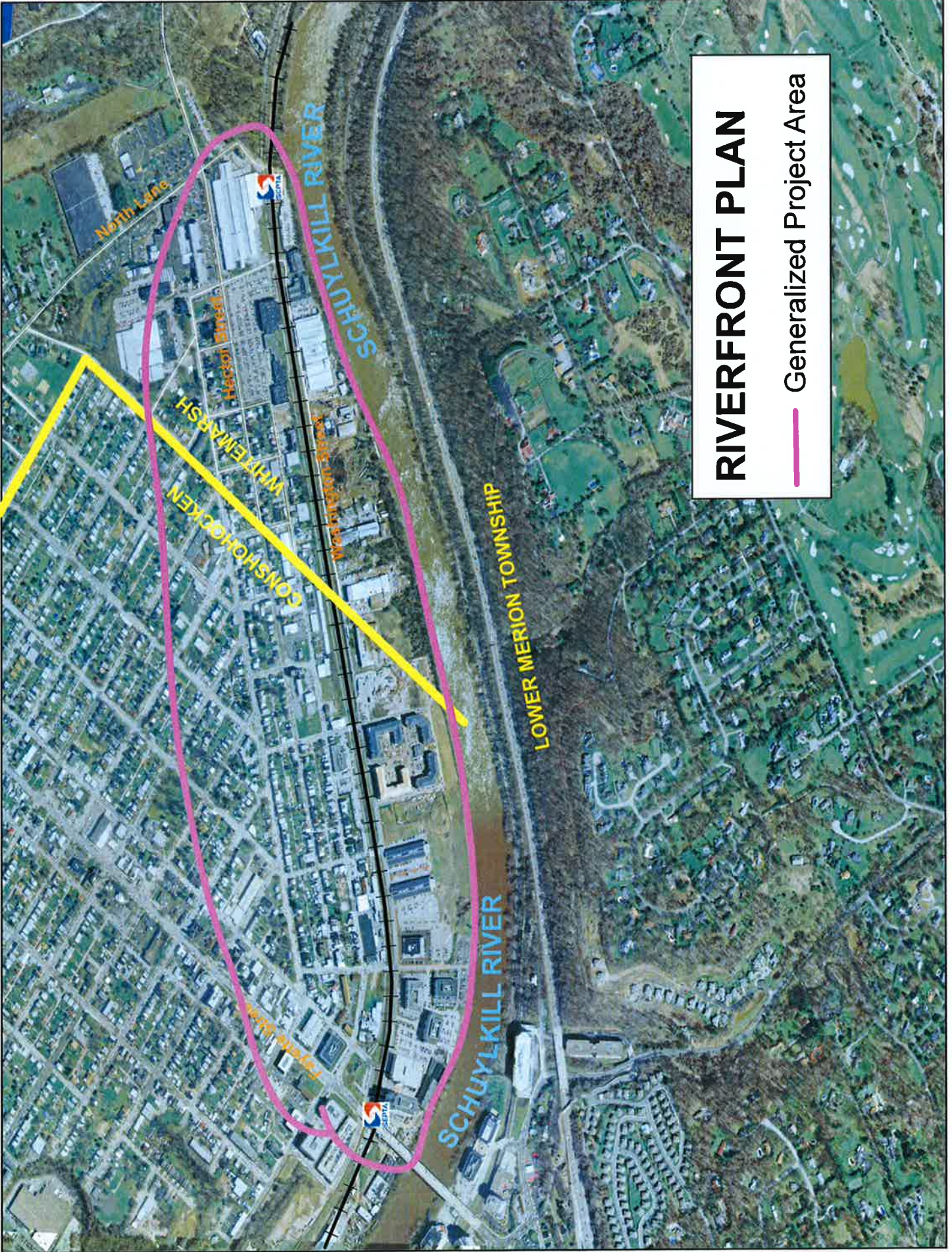
The following are the Evaluation Criteria to be used by the Committee for all proposals, including the relative weighting of each:

- Responsiveness to RFP/Proposed Scope of Work (30%)
- Applicability and quality of previous work (30%)
- Qualifications of staff (30%)
- Budget (10%)

PROJECT TIMETABLE SUMMARY

RFP Issued and advertised:	January 5, 2015
Pre-proposal Meeting:	January 14, 2015
Deadline for RFP Questions:	January 19, 2015
Response Deadline for RFP Questions:	January 23, 2015
Deadline for Submission of Proposals:	February 3, 2015
Interviews (if deemed necessary):	No later than February 18, 2015
Date of notification of selected consultant/consultant team:	February 20, 2015
Contract executed between Consultant/Consultant Team and Whitemarsh Township:	February 26, 2015
Following execution of the contract between Whitemarsh Township and the Consultant/Consultant Team, the required Contract between Whitemarsh Township and DVRPC will be executed.	

Attachments: Map of Generalized Project Area
TCDI: Consultant Budget Proposal Form



RIVERFRONT PLAN

— Generalized Project Area

TCDI: CONSULTANT BUDGET PROPOSAL

Consultant: _____ Project Manager: _____
 Address: _____ Phone: _____
 _____ Email: _____

Contract #: _____
 Contract Total: _____
 Cash Amount: _____ Match Amount: _____

Project Sponsor: _____ Project Manager: _____
 Address: _____ Phone: _____
 _____ Email: _____

Proposed Consultant Expenses

1. DIRECT LABOR <i>(Employee Name & Title)</i>	Estimated Hours	Payroll Rate	Estimated Cost
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
Total Direct Labor:			\$ 0

2. LABOR OVERHEAD	Overhead Rate	Direct Labor	Estimated Cost
Please Enter Overhead Percentage Rate as a decimal i.e. (63% = 0.63) or (55.7% = 0.557) or (161% = 1.61)		0	0
Total Labor Overhead:			\$ 0

3. DIRECT EXPENSES <i>(Describe)</i>	Estimated Cost	
Total Direct Expenses:		\$ 0

4. Profit <i>(10% maximum - Direct & In-direct)</i>	Estimated Cost	
Total Profit:		\$

Total Consultant Expenses (Items 1-4): \$ 0
 Total Match Expenses *(from Project Sponsor Budget Sheet - Attachment C)* \$
TOTAL EXPENSES (Cash & Match): \$ 0

BUDGET CERTIFICATION:

I certify that the cost data used to prepare this Budget Proposal is current, and complete. This proposal is submitted for use in response to the grant program referenced below and reflects our best estimate in accordance with the governing principles for determining costs.

Transportation and Community Development Initiative (TCDI)

Date:	Name/Title: <i>(print)</i>	Signature: <i>(Signature May be typed in if submitting electronically)</i>