# Penn Township

# Comprehensive Plan 2023

**Request for Qualifications/Proposals**



**Intent and Purpose:**

Penn Township, Butler County is seeking firm qualifications and proposals for a new comprehensive plan for the Township. The Township’s last comprehensive plan was a multi-municipal effort with the City of Butler, Butler Township, Penn Township, Summit Township, and East Butler Borough, known as the Butler Area Multi-Municipal Plan or BAMM Plan and was completed in 2008. The Township feels that the time is ripe for a new plan, as the previous plan is almost 15 years old. The Township has grown and changed significantly since the last comprehensive plan. The Butler Airport continues to grow and expand, which is located in the Township. In addition, utilities like public water and sanitary sewer have been extended, opening up more land in the Township to potential growth and development.

The Township anticipates that the plan will focus on identifying community issues, steps to address the issues, persons/groups responsible for implementation of the plan elements, and financing/sources of funding to carry out various projects and improvements identified in the plan. 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. The plan will be visionary statement for the Township and will provide implementable and achievable objectives, goals, initiatives, and projects for the Township to strive for and complete in the years ahead. The Township anticipates the plan consisting of two main phases:

* Phase I – Visioning, Outreach, and Needs Assessment – The determination of the Township’s needs, including public outreach, visioning, and identification of key theme areas.
* Phase II –Plan Development and Implementation – This should be the heart of the plan, as it will identify the specific steps for implementing the goals included in the Township’s comprehensive plan. This should include achievable and realistic goals and strategies for the Township to address the key issues and needs identified in Phase 1 as well as the potential costs, available funding sources, persons and/or groups responsible for implementation, and a timeline for completion. This phase will also include the public display and adoption process.

The Township plans to apply for grant funding to assist with the cost of the comprehensive plan through the Municipal Assistance Program (MAP) offered by the PA Department of Community and Economic Development.

**Firm Qualifications and Proposal Submissions:**

One (1) hard copy and one (1) electronic copy in PDF format should be submitted to Linda Zerfoss, email address provided below, of the firm’s qualifications and proposal. It shall be submitted in sealed envelopes marked: “Penn Township Comprehensive Plan– Qualifications and Proposal” and addressed to:

Linda Zerfoss, Manager

Penn Township Municipal Building

157 East Airport Road

Butler, PA 16002

[724-](mailto:nhanson@twp.marshall.pa.us)586-1165

[lzerfoss@penntownship.org](mailto:lzerfoss@penntownship.org)

Emailed firm qualifications and proposals shall be submitted to Penn Township no later than 5:00 P.M. on Monday, May 8, 2023. The mailed hard copies shall be received/postmarked no later than Monday, May 8, 2023.

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

**Submission Requirements:**

All submittals shall include the following information:

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

Penn Township seeks a consultant that has demonstrated experience 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 must provide the following:

* 1. A brief history of the firm;
  2. A narrative explaining the firm’s approach to the project and describe what makes this approach unique and well suited to complete the Penn Township Comprehensive Plan;
  3. Consultant’s Scope of Work including details of approach, methods, etc. for carrying out the prescribed work;
  4. Proposed work schedule;
  5. Examples of recent work that are similar in nature; and
  6. 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.

1. Key Personnel
   1. Personnel assignments and individual work experience;
   2. The anticipated roles of all personnel assigned to this project;
   3. Resumes of the personnel assigned to this project, including sub-consultants, attached as an Appendix at the end of the proposal;
   4. Discuss the ability of the firm to substitute personnel should a key person become unavailable during the project; and
   5. A statement that team members will be approved by the Township prior to working on the project.
2. 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 twelve (12) and eighteen (18) months (2023 – 2024) from notice of proceed to completion.

1. 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 format that is acceptable for use as the final Scope of Work in the contract between Penn Township and the Firm.

The price proposal shall include a detailed cost estimate for each of the tasks defined in the scope of work. 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 price proposal 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.

1. General Requirements
   1. Right to modify, rescind, or revoke RFQ/RFP - Penn 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 Penn 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.
   2. Right to reject – This Request for qualifications/proposals does not commit the Township to proceed with the described project, select a consultant, or to award a contract to any consultant. Penn Township reserves the right to reject any or all proposals.
   3. Schedule of events – Penn 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.
   4. 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.
   5. 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.
   6. 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.
   7. 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.
   8. 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:
      * Professional Liability in an amount not less than: $500,000 minimum payment.
      * 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.
      * Penn Township, 157 Airport Road, Butler, PA 16002 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.
2. 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 Penn Township Municipal Building. Proposals may be withdrawn in writing prior to the deadline that proposals are due at the Township mailing address.
3. 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).

1. 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.
2. 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.
3. Requests for Information

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

Linda Zerfoss, Manager

[lzerfoss@penntownship.org](mailto:lzerfoss@penntownship.org)

Questions will be received until Noon on Thursday, April 20, 2023. 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 April 20, 2023.

1. 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. For each work element, the consultant should describe the methodology to be employed in development each work element. Creativity and innovation in techniques and ideas is encouraged.
* The relevant qualifications and recent experience of the consultants in preparing municipal comprehensive plans and meeting the various objectives outlined herein. The specific experience of the firm or project team will be evaluated in terms of their ability to perform the requested work.
* Qualifications and experience of the consultant and proposed sub-consultants and assigned personnel.
* Quality and value of the proposed work, approach, and product.
* Ability to carry out and manage the project, and to meet the expected project timeline/completion schedule.
* Interview
* Price/Cost Estimate

Selection Timeline:

Penn Township will make every effort to adhere to the following schedule: Proposals Due: 5:00 P.M. on Monday, May 8, 2023

Interviews Scheduled: May 2023

Award Date: June 13, 2023

Phase 1 Begins: July 2023

1. 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 PA MPC template for a comprehensive plan.

PHASE I – Visioning, Outreach, and Needs Assessment – The determination of the Township’s needs, including public outreach, visioning, and identification of key theme areas. 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.

1. Identify key partners and stakeholders and solicit their input and feedback on important and key issues for the Township to address in the new comprehensive plan. Key partners and stakeholders include the Airport, residents, businesses, and developers.
2. Identify the Township’s community assets, examine “focus areas” as identified by key stakeholders, and bring forth recommendations to maintain and enhance these areas. Discuss the interconnectivity of the individual areas with the whole Township community.
3. 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.
4. 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.
5. Review the Township’s development trends and patterns and recommend proposed changes to the Township’s land use regulations to better prepare for future development needs and trends.
6. Identify potential redevelopment areas withing the Township’s commercial districts.

PHASE II – Plan Development and Implementation – This should be the heart of the plan, as it will identify the specific steps for implementing the goals included in the Township’s comprehensive plan. This should include achievable and realistic goals and strategies for the Township to address the key issues and needs identified in Phase I as well as the potential costs, available funding sources, persons and/or groups responsible for implementation, and a timeline for completion. This phase will also include the public display and adoption process. Phase II shall:

1. Define goals and provide a statement the interrelationships among the plan’s elements.
2. 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 compatibility with plans from these surrounding municipalities.
3. Provide a framework and benchmarks to track progress during the execution of the implementation plan.
4. Propose/Define assignment of responsibility for the execution and management of plan recommendations.
5. Propose/Define the assignment of a panel to ensure goals are met and to redirect the implementation process if a failure is identified in its execution.
6. Public Engagement and Participation

Planning shall be guided by a public participation process that will provide a forum for open discussion of focus areas. 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.

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.

Community events and a variety of media means of obtaining feedback should be used in garnering input, including key stakeholder interviews or focus groups and an online community survey. The consultant shall assist in organizing a minimum of three public meetings (includes one kickoff meeting) and the required PA MPC Planning Commission meeting to review the draft and the required PA MPC Board of Supervisors’ 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. The consultant shall assist with any and all required adoption procedures of the PA MPC as part of the review and approval process for the final draft of the Plan.

1. Deliverables

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

1. One (1) electronic copy of the final draft plan in Word and PDF format.
2. Ten (10) copies of the final plan and executive summary.
3. One (1) complete electronic copy of the final plan in Word and PDF format.
4. 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.