



**REQUEST FOR PROPOSALS**  
**TO PROVIDE**  
**PLANNING CONSULTANT SERVICES**  
**FOR**  
**COMPREHENSIVE PLAN UPDATE**

**Issued: January 15, 2019**

Contact Person:

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**BOROUGH OF CHAMBERSBURG, PA  
100 South Second Street, Chambersburg, PA 17201**

**REQUEST FOR PROPOSALS TO PROVIDE  
PLANNING CONSULTANT SERVICES FOR  
COMPREHENSIVE PLAN UPDATE**

I. Introduction.

The Borough of Chambersburg is accepting proposals from consulting firms with experience in land use planning, community design, economic analysis and citizen participation to prepare a Comprehensive Plan update with a proposed second phase of work to include revision of the Borough land use codes.

Town Council and the Planning and Zoning Commission believe this is the appropriate time to update the Comprehensive Plan from 2008 to provide direction in the areas of land use, transportation, infrastructure, housing and community and economic development. The goals and objectives set forth in the plan, developed through engagement and input from citizens, will be implemented by amendments to the appropriate land use codes, capital improvement program and other related programs and ordinances.

The Borough is seeking an innovative plan with an out-of-the-box approach to the comprehensive planning process. It is the Borough's desire that there be significant and meaningful community participation in preparation of the plan and that the consulting team includes substantial opportunities for citizen involvement throughout the planning process using a variety of methods.

It is the hope of Borough officials that the planning effort be a catalyst to jump-start a new future for the Borough and to generate excitement about its development. Borough staff have looked at models of planning successes in other communities where planning efforts have led directly to bold new investment and development in downtowns and neighborhoods, as well as preservation of historic features and open spaces. The Borough's goal is that the Comprehensive Plan update provides an effective means to achieve renewed community vitality, well-being and pride; and serves the citizens and its representatives for many years to come.

The Borough is seeking proposals for competitive negotiation. Consultants are permitted to submit proposals that provide full in-house services or submit proposals using a team approach wherein a lead consultant will use select services provided by other firms. A consultant's proposal must reflect the ability to provide a full range of expertise in all areas including but not limited to land use planning and zoning; demographic and economic analysis; transportation planning; utility planning; community visioning; urban design; community development; and GIS. Additionally, proposals must identify experience with public outreach, facilitation of public meetings, public relations and media campaigns as well as presentation graphics.

II. Community History.

The Borough of Chambersburg, the county seat of Franklin County, is the historic and commercial center of the region characterized by varied small and medium industrial enterprises. It is a rich agricultural and residential area.

It was settled by Benjamin Chambers, who in 1730 with his brother crossed the Susquehanna River and headed southwest to his final destination at the confluence of the Conococheaque Creek and Falling Spring Creek. This location provided him with the water power necessary for a gristmill and sawmill which operated there for many years.

The community was formally laid out in 1764 by the then Colonel Chambers extending south and east from the fort that had been built for protection against Indian raids. Chambersburg grew in importance as a crossroad where travel east to west toward the frontier crossed travel north and south within the great valley.

The municipal government was established through a state granted charter as a Borough in 1803. During the Civil War, Chambersburg played a significant role in the Shenandoah and Cumberland Valley theater of operation. It was occupied three times by Confederate Forces. In the center of town, at the diamond which is now referred to as Memorial Square, General Robert E. Lee, after consulting with his associates, made the fateful decision to move east resulting in the Battle of Gettysburg which was the turning point of the war. Finally, on July 30, 1864, Confederate troops under General J.A. McCausland of the General Jubal Early Army burned down the center of town when ransom was not paid for alleged outrages committed by Union Troops in the Shenandoah Valley. Since then the Borough was rebuilt and has grown.

### III. Community Description.

The Borough of Chambersburg, with a population of 20,878 (2017) encompassing 6.93 square miles of land, is a full service municipality organized under the Pennsylvania Borough Code to serve the citizens and businesses of Chambersburg. The Borough maintains a staff of around 300 full time, part time and seasonal employees to serve the community. Most Borough operations are conducted through offices located at 100 South Second Street, Chambersburg's historic Borough Hall. The Borough also operates facilities throughout the town and in neighboring municipalities.

As a full service municipality, the Borough supplies a wide variety of services; more services than any other municipality in the Commonwealth of Pennsylvania. In addition to typical municipal services such as highway, storm sewer, planning, zoning and code enforcement, the Borough operates its own Police Department, a combination paid and volunteer Fire Department, a Basic Life Support EMS service, a recreation department with a new Aquatic Center, acres of parkland and a Rail Trail, municipal parking program, residential rental inspection program, community and economic development including a Main Street downtown revitalization effort and an Elm Street neighborhood preservation program, and four utilities. The Borough is the only municipality in Pennsylvania to operate an electric utility, a natural gas utility, a water utility, a sanitary sewer utility, and a residential/commercial solid waste trash and recycling program. It is one of only 35 municipal electricity communities in Pennsylvania and the largest of the group in terms of customers. It is the only true municipal natural gas utility in Pennsylvania and one of the first to establish a storm sewer utility under the Federal and State mandates to regulate stormwater.

The Borough operates under the Council-Manager form of government. The Chief Administrative Officer of the organization is the Borough Manager, appointed by and serving at the pleasure of a majority of the Town Council. The Council, currently ten members, is elected by Wards for four year terms. The Council elects one of their own to serve as Council President, Council Vice-President, and Chairman and Vice-Chairman of the Finance Committee. The Council serves as the legislative and quasi-judicial branches of local government.

Their mission is to preserve the fiscal security of the Borough and set long term objectives and goals for staff. They also engage in all manner of community planning.

The Mayor is independently elected. Pursuant to the Pennsylvania Borough Code, the Mayor is the supervisor of the Police Department, joins Council meetings as a non-voting member, and may approve local laws adopted by Council. The Mayor also serves as a dignitary representing the community.

#### IV. Planning Background and Project Vision.

As required by Pennsylvania Municipalities Planning Code, every locality in the state must have a Comprehensive Plan and must review the plan at least every ten years and amend it as necessary. The Borough's first Comprehensive Plan was adopted in 1950. A second plan was completed in 1995 and updated in 2008. The Subdivision and Land Development Code was adopted in 1955 and the first Zoning Code was enacted one year later, in 1956. Both Codes have been amended extensively since.

Recognizing the need to proceed with an update, Town Council budgeted \$100,000 for and approved the solicitation of a consultant to assist with drafting a new Comprehensive Plan to help guide the Borough's growth and development. Following the process of updating the plan, the Borough will need to revise its subdivision and zoning codes to be better tools to implement the plan. With this procurement, the Borough will be looking for a consultant that is qualified to assist with phases of work beyond the Comprehensive Plan update.

The project vision was outlined by Jeffrey Stonehill, Borough Manager, as part of the 2018 Borough budget narrative that was approved by Town Council on December 11, 2017. Consultants are encouraged to carefully review that vision on the following pages and to incorporate its goals and objectives into your proposal.

## Goal A - Planning, Preservation, and Citizen Engagement

### *1. Begin the multi-year process of updating the Borough's Comprehensive Plan*

Over the course of 2007 and 2008, the Borough of Chambersburg led a comprehensive planning process that resulted in the November 2008 adoption of a new Comprehensive Plan. The Comprehensive Plan (Comp Plan) was developed through a collaborative planning process that integrated technical analysis with community input. The Comp Plan provides a vision for the future with a planning horizon of 20 years addressing community enhancement and development/redevelopment opportunities within the Borough.

The Plan was developed using information, analysis and conclusions from research of current Borough programs, services and policies, existing conditions, analysis of build-out and summary of community input. The Comp Plan builds upon current Borough plans and policies in effect in 2008, including but not limited to the Franklin County Comprehensive Plan, Pennsylvania's Keystone Principles & Criteria for Growth, Investment & Resource Conservation and Pennsylvania Municipalities Planning Code (MPC) requirements.

The Comp Plan includes elements such as:

- an explanation of plan purpose, methods and planning process;
- summary of community input;
- description of community development policy with plan goals and objectives;
- identification of Special Planning Districts;
- a Downtown Revitalization Plan;
- overview of the Borough's Elm Street Neighborhood Revitalization Strategy;
- a Future Land Use Plan;
- a Future Transportation Plan;
- Community Facilities, Services and Utilities Plan;
- a Housing Plan;
- an Economic Development Strategy; and
- Implementation Plan

Beginning in 2018, and lasting into 2019, this 2007-2008 Comp Plan will need to be updated.

According to Denny Puko, from the PA DCED Governor's Center for Local Government Services, creating a new Comp Plan must follow the basic guidelines of the State Law, the Municipalities Planning Code; but, within that code, there exists flexibility to develop a creative comprehensive examination of the municipality. The Municipalities Planning Code (MPC) is the enabling law that gives local governments the powers and procedures for planning, zoning, subdivision and land development. It also enables local governments to create planning commissions, departments and hire staff. The MPC is not a comprehensive plan template.

According to Michael Chandler in his analysis "Preparing an Implementable Comprehensive Plan", community planning is a part of a continuum of community action, not a snapshot in time. An "implementable comprehensive plan" is a plan for innovation and action to better the community. This is the type of plan that I am recommending Council explore in 2018.

Michael Chandler is a planning consultant based in Richmond, Virginia. He is a former Professor and Community Planning Extension Specialist at Virginia Tech in Blacksburg, Virginia, and co-founder of the Virginia Institute for Planning Commissioners. Chandler has for many years conducted planning commissioner training programs across the country, and is a frequent speaker at planning workshops.

According to Mr. Chandler “The ten questions that follow should help ensure that when your commission develops -- or updates -- the comprehensive plan, you end up with an implementable plan that will improve the quality of life enjoyed by residents of your town, city, or county.”

1. Is the plan realistic?
2. Is the plan comprehensive? ...
3. Is the plan specific? ...
4. Is the plan linked with related functions? ...
5. Does the plan link public and private interests? ...
6. Is the plan citizen-focused? ...
7. Is the plan understandable? ...
8. Is the plan problem- and solution-specific? ...
9. Is the plan change-specific? ...
10. Is the plan current? ...

The goal is to develop this plan that provides action and results for our community.

## Planning is part of a continuum

- Problems
- Needs
- Opportunities

- Problems getting solved
- Needs being met
- Opportunities pursued



Community is dissatisfied, restless, concerned for the future

Community is taking action, moving in new directions, making improvements, achieving its vision



2. *Use Citizen Engagement and Public Outreach to Involve the Community in the Planning Process*

The goal is to nurture a new Comp Plan with public policy sufficiently specific to be tied to governmental action. A comprehensive plan is a roadmap to policy-making and actions to be taken upon completion of the planning process.

According to Richard Burby in “Making Plans that Matter, Citizen Involvement and Government Action”, “... stakeholder advocacy is the critical factor in moving ideas forward from proposals made in plans to actual actions undertaken by governments.” Citizen engagement is not just a buzz word, but a process to insure that our Comp Plan does not end up sitting on a shelf. Burby said “With broad participation in plan making, planners develop stronger plans, reduce the potential for latent groups who oppose proposed policies to unexpectedly emerge at the last moment, and increase the potential for achieving some degree of consensus among affected interests.”

Our framework, like many other communities, will include copious citizen outreach. Each planning objective will commence by asking the community questions that all can answer like, “*What do you want to see in your neighborhood?*”

The Borough will develop ideas and concepts from grassroots engagement with residents, social organizations, neighborhood groups and local businesses. The Borough will ask the community the broader policy questions, compile public input on current conditions and desired goals; then, develop ideas and solutions. The ideas and solutions will first be developed by the community at large, rather than Town Council, its advisory boards, and Borough staff. Some previous questions asked or feedback sought includes, but are not limited to:

1. What uses do you want in your neighborhood?
2. How would you use public resources to improve community transportation?
3. What types of business should be located in each area?
4. How would we solve the problems you identify in our community?
5. What are the factors that you would be willing to see government change?

The format could be a three part approach. At times, all three steps may be accomplished in a single session. Other times, these steps may take multiple sessions to complete. The generalized steps include the following:

1. Scoping Meeting – Ask the community the question and identify prioritized issues and opportunities
2. Develop Ideas and Solutions – these are to be developed collaboratively
3. Agree on Preferred Ideas and Solutions – develop consensus around results

We need to focus on relevant, real community issues. An assessment of community issues should scope beyond the “conventional formula”. We should get participation, not survey the community for generation of information/data that is not particularly relevant.

We need to use neighborhood meetings, social media, and interactive digital polling, to access community feelings on these issues.

3. *Incorporate Other New And Existing Plans Into An Overall Action Plan For Our Community*

The Borough of Chambersburg has been exploring a series of other plans, which are either completed or in development, which can be rolled together into a new comprehensive planning process. These plans include, but are not limited to:

- Downtown master planning
- Elm Street neighborhood strategic planning
- Long range transportation planning
- Curb and Sidewalk Master Plan/Map
- Official Map of Future Transportation Needs
- Bicycle and Pedestrian Master Plan
- Retail Recruitment and Retention Plan
- Side Street and Alley Development Plan
- Storefront Protection Plan
- Housing Rehabilitation Plan
- Recreation Master Plan
- Smart City Initiatives and Complete Streets Policies

Some of these documents exist and others need to be created or updated to be current. The goal would be to create an implementable Comprehensive Plan that addresses the goals of each of these planning efforts.

The Borough should explore whether we can incorporate the principles of New Urbanism into our downtown: No buildings less than two inhabitable floors, no residential uses on first floor unless townhouse single family residential use, require stoops and steps (and ADA), require street wall, no parking lots or yards allowed on street side unless behind barrier (i.e. fence, hedge, etc), require public creek access, etc.

The Borough needs to explore three areas that are controversial as a part of this process:

- A. Historic preservation and the limitation on uses of private property to protect their history
- B. Creating a downtown improvement district and limiting the use of downtown buildings and forcing downtown property owners to pay for downtown improvements
- C. Setting community aesthetic standards in certain neighborhoods and forcing private property owners to obtain permission before an Architectural Review Board before making alterations that impact neighborhood aesthetics

These issues limit property owners in favor of community standards with which they may not always agree. They cause extra costs but also raise property values.





#### 4. *Public Outreach in the Elm Street Neighborhood*

In 2015, Downtown Chambersburg Inc. (DCI) completed their updated Downtown Master Plan. This document was completed with a generous grant from the Borough of Chambersburg and several other donations from area corporations and organizations. The DCI plan will become the basis for DCI to apply to the Pennsylvania Department of Community and Economic Development (DCEd) for certification of the downtown as a part of the Keystone Communities program. Town Council needs to support this effort with in-kind participation in the program.

In 2017, it is envisioned that the Elm Street neighborhood and our community partner, Building Our Pride in Chambersburg (BOPIC), will undertake a similar process to update the Elm Street Neighborhood Plan.

Inspired by the widespread, positive impact of the Pennsylvania Main Street program, which is a state wide program focusing on the central business core of neighbors, the Commonwealth developed a similar, integrated approach to revitalization of Pennsylvania's older residential areas bordering Main Streets and central business districts called the Elm Street program.

Chambersburg has historically been one of the most successful Main Street program and Elm Street program participating communities. Hundreds of thousands of dollars has been passed through the Borough and expended by our community partners (Downtown Chambersburg Inc. for the Main Street program and Building Our Pride in Chambersburg for the Elm Street program) for projects throughout the community.

The Pennsylvania Keystone Communities program is the current amalgamation of the Main Street and Elm Street programs.

BOPIC will complete an Elm Street Neighborhood Plan with a generous grant from the Borough of Chambersburg. The BOPIC plan will become the basis to apply to the Pennsylvania Department of Community and Economic Development (DCEd) for certification of the Elm Street neighborhood as a part of the Keystone Communities program. Town Council needs to support this effort with in-kind participation in the program. The hardest challenge for both DCI and BOPIC will be after certification when both must develop a model of sustainability that demonstrates that they can administer their programs without Borough financial support.

## V. Community Engagement.

The Borough considers itself to be a progressive and forward thinking community and desires to have a Comprehensive Plan update that will be both inspirational and useful for the community and its elected and appointed officials. As part of the planning process, the Borough desires to place a major emphasis on broad-based community engagement, recognizing a variety of methods that residents use to obtain and share information.

The Borough is seeking a consultant team that will engage the public through various media, including presentations at public meetings, social media, the Internet, and workshops throughout the project. The community engagement process should be empowering for the public, engaging people in the process, and maintain their continued participation. The consultant should embolden the community to think beyond the status quo, fostering an environment of cooperation in working together for the Borough's future. The methods of public outreach and involvement should be advanced and inventive in manners that encourage residents to connect within the community to bring value to the plan.

Borough staff is knowledgeable of companies that provide software platforms particularly geared toward civic engagement for local planning as well as customer support and best practice assistance. Teaming with a company that offers these kind of services is not mandatory but is desirable.

## VI. Scope of Work.

The selected consultant will identify and assess local conditions and needs, analyze demographic implications, identify areas for potential growth or improvement, and formulate strategies necessary to foster the successful implementation of the plan. The plan update needs to follow the Pennsylvania Municipalities Planning Code in terms of the contents and nature of the Comprehensive Plan.

There are two primary objectives of the Comprehensive Plan update: (1) to examine the challenges faced by the community and provide strategies for overcoming those challenges; and (2) to identify opportunities available to the community for growth and development but preserving the Borough's heritage and small town quality of life. The plan update should inspire, guide and direct the growth of the community while being sensitive to existing residents and businesses.

The Comprehensive Plan should provide clear and defined guidance to the development community and serve as a framework for the development of future land use policy, appropriately addressing the relationship between land use and transportation planning. It is important to the Borough that its Comprehensive Plan be respectful of any other adopted plans including but not limited to the Comprehensive Recreation, Parks and Open Space Plan, Pedestrian and Bicycle Improvements Plan, Downtown Master Plan, Elm Street Neighborhood Plan as well as transportation plans prepared by neighboring municipalities and the Franklin County Metropolitan Planning Organization.

The plan update should include a vision statement for the Borough and provide policy statements, goals, objectives, guidelines, maps and graphics that will serve as a working framework for the development of future land use, transportation and other public policy areas.

The plan update should provide clear and predictable guidance to citizens, stakeholders, developers and the Borough's staff. It should maintain collaborative and respectful relationships within the community and neighboring municipalities and establish policies and priorities for coordinated development/redevelopment and potential infrastructure improvement and/or expansion. It should serve as a strategic plan for the Borough by including specific action strategies, under general goals and objectives that can be realistically implemented within reasonable timeframes.

The Scope of Work will include, but will not be limited to, the following tasks:

A) Project Reconnaissance:

- 1) Meet with Borough staff to review the scope of work and existing information available.
- 2) Conduct community visits and inventory physical conditions.
- 3) Review implementation strategies approved through the Comprehensive Plan updated in 2008 and identify strategies completed and not completed.
- 4) Prepare an existing conditions report to submit to the Borough Manager, Town Council and the Planning and Zoning Commission.

B) Project Management:

- 1) Select a Project Manager who will serve as the primary point of contact for the duration of the project.
- 2) Prepare a project management plan.
- 3) Prepare and submit monthly progress reports, invoices, and billings.
- 4) Establish and maintain a project schedule with key milestones.
- 5) Organize and coordinate meetings for review and provide status updates of various elements of the overall project.

C) Project Initiation:

- 1) Conduct educational work sessions with elected officials, appointed officials, the public, and Borough staff regarding the purpose and value of a Comprehensive Plan.
- 2) Familiarize the above-referenced groups with key issues to be addressed in the plan update, and establish areas of focus.
- 3) Determine focus areas that require both technical analysis and public involvement components.

D) Public Involvement:

- 1) Develop a public engagement process that outlines methods to engage the public, encourage active participation, and foster an environment for idea-sharing. Strategies to engage specific neighborhoods, the downtown area and/or Wards should be considered. It is imperative that the public engagement process encourages input from all segments of the community, including groups like the economically disadvantaged, racial minorities, military veterans, youth and young adults, senior citizens and disabled people. Some language translation services can be provided by the Borough but consultants with translation capabilities and experience are preferred.

- 2) The consultant must prepare a public involvement/engagement and public relations campaign and present the plan to the Borough for approval. The campaign must meet the community engagement vision described above, and the campaign should include extensive interactive sessions to obtain input from all sectors of the public. A social media component must be included to allow on-line responses to key questions about the Borough's future, and the sharing of ideas among citizens.
  - 3) The consultant must be prepared to conduct workshops with the public, Borough staff, Planning and Zoning Commission and Town Council; and formally present the results of workshop sessions to the Planning and Zoning Commission and Town Council for input throughout the planning process. The Borough also benefits from various other advisory committees that should be incorporated into the engagement process, including the Curb and Sidewalk Policy Compliance Committee, Elm Street Advisory Council, Housing Commission, Parking, Traffic and Street Light Committee, Pedestrian and Bicycle Improvements Committee and Zoning Hearing Board.
- E) Data Development and Analysis: The consultant must prepare population, land use, housing, and economic research of the community and prepare estimates and projections for five, ten, and twenty year planning horizons. One major end-product needs to be a Future Land Use Map to guide growth and development decisions.
- F) Special Demographics: According to the U.S. Census Bureau, 17% of the population of the Borough is 65 years and over and 15% is Hispanic or Latino. The consultant must analyze these groups in relation to their use of existing Borough services and facilities to determine deficiencies and make recommendations for improvements that will better accommodate these groups.
- G) Transportation: The existing transportation component of the Comprehensive Plan must be updated to include future transportation network improvements depicted on the Official Map and the Franklin County Long Range Transportation Plan. Traffic (including traffic flow, traffic projections and traffic improvements), truck traffic (including commercial traffic routes and improvements), and Complete Streets analysis and applicability to traffic planning must be addressed. Also, future infrastructure and wireless technology to support connected and autonomous vehicles must be addressed in some way.
- H) Sustainability: In 2017 the Borough received Gold level of certification through the Sustainable Pennsylvania Community Certification program, which is intended to bring recognition to municipalities that are applying the practice of sustainability as their way of operating to advance community prosperity. The consultant must be familiar with the Sustainable Pennsylvania Community Certification program, or similar program, and make recommendations for whether a formal sustainability program should be considered for the Borough.
- I) Strategies and Implementation: The consultant must prepare priorities, goals and objectives and make recommendations for policies and strategies for plan implementation. The administrative capacity of the Borough must be evaluated and considered when establishing strategies for implementation. The consultant should provide an analysis of potential funding mechanisms that can be utilized toward the investment of proposed improvements.
- J) Final Report: The consultant must prepare a draft Comprehensive Plan update complete with results, analyses, conclusions and recommendations for the Planning and Zoning Commission to consider for its

recommendation to Town Council for adoption. The consultant will be responsible for the presentation to both the Planning and Zoning Commission and Town Council, and subsequent publication of the Comprehensive Plan update.

#### VII. Products and Deliverables.

- A) Preliminary reports and project updates prepared at milestones of the planning process.
- B) One digital copy in Microsoft Word format with print-ready graphics included in each preliminary report; 40 color copies of draft plan for comments; and final adopted plan to include 40 bound color copies, one unbound color copy, and one digital Microsoft Word format and one PDF format.
- C) Maps saved as PDFs and GIS Shape Files.
- D) Presentation graphics for public meetings to be determined prior to meeting.
- E) Other, as agreed upon by both parties.

#### VIII. Project Structure and Process.

Borough staff will play a proactive role in the management and processing of the Comprehensive Plan update. Specific aspects of Borough involvement in the planning process which are to be recognized in proposals, are:

- A) Borough staff intends to work closely with the consultant to ensure that they are provided with a constant source of input and that the draft document evolves based on upon citizen participation, Planning and Zoning Commission recommendations and Town Council policies.
- B) The consultant will be responsible for preparing all major pieces of the Comprehensive Plan update which will be reviewed and “fine-tuned” by Borough staff (using consultant team resources as needed). Additionally, the consultant will be responsible for the presentation of technical data and analysis to the Planning and Zoning Commission, Town Council and all public workshops. Technical data associated with Borough infrastructure will be provided by the Engineering Department and Utility Departments for review and coordination by the consultant.
- C) The Borough GIS Manager will provide existing mapping data resources, as available, to assist the consultant.

#### IX. Anticipated Timeline.

The project is estimated to take 12-24 months along the general benchmarks listed below, although the Borough is open to other ideas on the schedule of components within the overall timeframe:

Project Reconnaissance: July–August 2019

Visioning and Development of Goals: September 2019–December 2019

Objective and Strategy Development: January–March 2020



Draft Plan Review: April–June 2020

Final Plan Review: July–September 2020

Adoption of Plan: October 2020

Revision of Subdivision and Land Development Code and Zoning Code: November 2020–April 2021

#### X. Continuation of Contract for revision of Subdivision and Land Development Code and Zoning Code.

Once the Comprehensive Plan update is finished, the Borough contemplates entering into a subsequent contract with the consulting firm to revise the current Subdivision and Land Development Code and Zoning Code. We anticipate this process taking at least another six months following the completion of the Comprehensive Plan update. The requested proposals will be evaluated on the respondent’s expertise in this area, however it will be a second phase of the project subject to separate contract negotiation.

There is no guarantee to the selected firm that the Borough will contract with the awarded consultant for the second phase. The Borough reserves the right to cancel this phase due to budgetary or other concerns, or to undertake a separate procurement process if the Borough determines that it is not satisfied that the selected firm can perform this component of the project or is unable to negotiate an agreeable contract.

#### XI. Proposal Content Requirements and Scoring of Proposals.

Consultants are asked to submit simple, straightforward, clear and concise responses to the RFP. Consultants are encouraged to review established planning documents and local code regulations when preparing a proposal. Planning documents can be obtained from the Borough website at [www.chambersburgpa.gov](http://www.chambersburgpa.gov); click on the ‘transparency’ link on the front page and then scroll down to the “Planning Documents” section. Local code regulations below can be obtained by clicking on ‘Select a service’ on the front page and then selecting ‘View Local Laws’ to access the eCode 360 site for the Borough of Chambersburg.

Proposals must include each of the items listed below. A point system for scoring is noted with 100 points being a perfect score. Proposal lengths exceeding maximum page limits will result in disqualification. All pages must be 8.5 x 11 inch format.

- A. Letter of Interest (1 page maximum): Briefly summarize why firm believes it is qualified to provide the requested services. Also, include current levels of general and professional liability insurance carried by the consultant.
- B. Project Approach (1 page maximum): A brief description of the Consultant’s philosophy, approach to the project, and value to the Borough. 5 points
- C. Scope of Work (5 pages maximum): Describe approach to accomplish the scope of work stated in the RFP and identify the methodology proposed. The Consultant is encouraged to include suggestions or supplemental tasks which may enhance the project or streamline the scope of work and improve cost effectiveness. Consultants with language translation capabilities and experience will receive more points. 25 points

- D. Schedule (1 page maximum): Include a timeline showing the estimated length of time required for completion of the phases as described in the scope of work. Text may be provided to describe the schedule. Respondents should address their current workload and ability to meet the timeline. 5 points
- E. Cost Summary (1 page maximum): Provide a cost estimate of the total fees for the work to be completed for the first phase (the Plan update). It would be helpful to see the hourly rate structure for each individual of the firm to be assigned to the project by name and position/title, as well as other direct costs not included in hourly rates. Please note that price will be considered in evaluating proposals, however, it is not necessarily the sole determining factor and the final contract costs will be based on contract negotiations with the selected firm. 20 points
- F. Project Team (1 page maximum): Identify the proposed team, including sub-consultants, qualifications, experiences, and references. Identify the project manager and principal contact who will be permanently assigned to the project. (It is strongly preferred that they are one and the same person). In the appendix at the end of the proposal, include a one-page resume for each team member that will be directly involved in the project, years of experience, education, certifications, company affiliation, workplace location, and a brief bulleted list of individual project experience. 20 points
- G. Relevant Experience (1 page maximum): Describe the Consultant's experience in preparing Comprehensive Plans and subdivision and zoning ordinances. Include at least three projects the consultant has completed that are similar to the project described in the request. For each project, provide the following information: 1) Name and location of each project and year completed; 2) Name and contact information of each client and client project manager; 3) Elements of the project that are common to the plan/scope elements described in this request; and 4) A link to on-line posting of the three example documents for review. 25 points

## XII. Evaluation of Proposals.

The Planning and Zoning Commission will evaluate and score proposals and make a recommendation to Town Council. Within each of the above submittal categories, the Commission will be using, but will not be limited to, the following criteria:

- A. Responsiveness and proposed approach to work scope and project needs. Although the Borough has identified the general nature of services to be provided, the consultant is given leeway toward the approach to provide the requested services. Innovative strategies and creativity are desired.
- B. Demonstrated experience and technical competence in similar projects. Past record of performance of the firm with respect to such factors as working relationships with sub-consultants or peer consultants on the same project, control of costs, quality of work, and ability to meet schedules.
- C. Capacity and capability of firm/team to perform the work, including specialized services, and reasonableness of proposed timeline. Quality of key personnel assigned.

D. Understanding of local conditions related to the completion of services. Experience in Pennsylvania and familiarity with applicable local, state, and federal laws.

E. Estimated cost of services.

The Commission will review all proposals and will select two or more finalists who will be invited to make individual presentations and to negotiate a potential contract. The principal personnel to be assigned to the project should be present at the interview as well as an individual or individuals qualified to negotiate on behalf of the company.

This RFP does not commit the Borough to award a contract or to pay any cost incurred by any consultant resulting from submittal of a proposal. The Borough reserves the right to reject any or all proposals received in response to this RFP or cancel the RFP in its entirety. The selection of consultant will be made without regard to race, color, sex, age, religion, national origin or political affiliation. The Borough is an Equal Opportunity Employer.

### XIII. Submission of Proposal.

Respondents must submit 15 paper copies and one flash drive containing a PDF of the proposal to Guy Shaul, Community and Economic Development Specialist, Borough of Chambersburg, 100 South Second Street, Chambersburg, PA 17201, no later than 5:00 p.m. on April 30, 2019. Postmarks will not be accepted. Faxed or electronic copies will not be accepted.

### XIV. Time Schedule for Procurement.

Begin advertisement of RFP: January 15, 2019

Deadline for proposals: April 30, 2019

Interviews/Negotiations: May 2019

Approval of contract by Town Council: June 2019

Project start date: July 2019

Projected completion date for Comprehensive Plan update: October 2020

Determine contract/schedule for second phase of project: November 2020

### XV. Intent to Submit Proposal.

Consultants who plan to submit a proposal are asked to indicate their intent to respond by emailing Guy Shaul, Community and Economic Development Specialist, at [gshaul@chambersburgpa.gov](mailto:gshaul@chambersburgpa.gov) by April 1, 2019. Failure to do so will not affect the proposal evaluation, but will preclude communication to the respondent of any revisions made to the RFP by the Borough prior to the submittal deadline.

### XVI. Questions.

For more information or questions regarding this RFP, please contact Guy Shaul, Community and Economic Development Specialist, at 717-251-2446 or [gshaul@chambersburgpa.gov](mailto:gshaul@chambersburgpa.gov).