

# REQUEST FOR PROPOSALS

## Danville East-West Activity Connections Activity Center Master Planning

The Town of Danville, Vermont

Date of Issue: April 12, 2018

Proposals Due: May 1, 2018, 4:00 p.m.

### PROJECT DESCRIPTION

#### Project Summary

The Town of Danville has received a Better Connections grant from the Vermont Agency of Transportation (VTrans) and Vermont Agency of Commerce and Community Development (ACCD) to develop a multi-modal travel corridor from the gateway of the Village Center to the West Danville village core at Joe's Pond. The Town is seeking the services of a qualified consultant to develop a detailed master plan for key activity nodes along this corridor. (See attached **Project Area Map**). Anticipated outcomes from this master planning project are:

- Safe trail crossings;
- Trail connectivity to the Village Center;
- Parking in and around activity nodes;
- Village Center development and redevelopment opportunities, including the historic train depot;
- Multimodal linkage between Danville Village and West Danville; and
- Effective marketing, economic development strategies and wayfinding to connect trail users and Route 2 travelers to local attractions and businesses.

#### Context and Background

Route 2, Danville's heavily travelled "Main Street," has speeding traffic and unsafe crossings. Daily traffic volumes provide an opportunity for Danville's local businesses – but only if travelers stop to shop. The Lamoille Valley Rail Trail (LVRT), which runs parallel to the Route 2 corridor and intersects in three locations, also provides an opportunity for trail users to visit businesses in the villages, but road crossings and limited parking may be a deterrent.

A major redesign of the Village Green has resulted in safer crossings and better gateway signage within the Village. This effort was complemented by a **2014 Bicycle and Pedestrian Scoping Study** from Hill Street to the Peacham-Danville Road, which identifies potential linkages from the village core to the LVRT. The consultant is expected to incorporate these solutions into the final master plan. (A copy of the Bicycle and Pedestrian Pathway study is available here: <http://nvda.net/danville.php>.)

Despite these initiatives, the Town lacks a comprehensive plan for multi-modal transportation to make the community more pedestrian- and bicycle-friendly to users of all ages and abilities. This master planning project will therefore focus on infrastructure

and wayfinding improvements to access goods and services, recreation, educational facilities, cultural activities, places of employment, and residential areas. Improvements will be focused – at a minimum -- on the following LVRT activity nodes along the travel corridor:

1. Route 2 crossing at Marty's
2. Peacham-Danville Road crossing adjacent to the Village core – this crossing is adjacent to the Danville Rail Station, which currently houses the town's recycling center. It is understood that recycling is not the highest and best use for this 1871 structure. The town has preliminary cost estimates for adaptive reuse of the structure as a waypoint center for LVRT users, but there are no sketches. The master plan should include, at a minimum, recommendations for the appropriate use and layout of the Rail Station.
3. An unsafe, low-visibility crossing on Route 2 west of the Village
4. Convergence with Routes 2 and 15 at Joe's Pond

The project steering committee will consider additional activity nodes as are appropriate to the scope of work. For example, the committee has identified one business that would consider a location that is either adjacent or convenient to the trail.

### Detailed Project Work Plan

A Project Steering Committee -- which consists of representatives from the municipality, VTrans, the ACCD, and the regional planning commission -- envisions a workplan with the following milestones and deliverables. While deadlines for deliverables may be adjusted as needed, **all work must be completed by September 1, 2019.**

Milestone	Description	Deliverable(s)	Completion date
Project Kickoff and Management	Selected consultant will meet with project steering committee to review project activities, anticipated outcomes, and deliverables. Bi-monthly meetings/conference calls with project steering committee.	Project outline with timeline	6/14/18
Evaluate current conditions	Consultant will compile information on existing transportation, land use and economic conditions along the corridor. The evaluation will include published traffic counts, the 2014 Bicycle and Pedestrian Pathway Scope Study, Town Plan and the Danville Zoning Bylaws. The	Descriptive report, maps, and illustrations of existing conditions.	8/23/18

	consultant will also evaluate existing wayfinding and signage along the study corridor.		
<i>Public Outreach*</i>			9/27/2018
Identify potential corridor improvements	<p>Consultant will:</p> <ul style="list-style-type: none"> <li>propose and evaluate corridor improvements on activity nodes, based on existing constraints, standards, costs, and public input;</li> <li>develop maps and illustrations of improvements</li> <li>develop a marketing/wayfinding plan that links town attractions/businesses with corridor improvements</li> <li>identify recommended changes to existing bylaws, if necessary</li> <li>develop economic development strategies to support village revitalization and the LVRT</li> </ul>	<p>Summary Report/Matrix of improvements</p> <p>Master Plan Maps</p> <p>Marketing and Wayfinding Plan</p> <p>Economic Development strategies and tools</p>	2/28/2019
<i>Public Outreach*</i>			3/28/2019
Implementation Plan	Consultant will incorporate public feedback into a long-range implementation plan with cost estimates, a recommended prioritization of infrastructure improvements, and a list of potential funding sources and partners for each proposed improvement strategy.	Implementation Plan with cost estimates	5/23/2019
Final Presentations	Consultant will review final recommendations with steering committee and will facilitate two public meetings to present findings.	Two public meetings, and descriptive report of findings	6/27/2019

Master Plan Report	Consultant will prepare a final Master Corridor and Marketing Plan, which will be reviewed with the Steering Committee.	Final Master Plan (in hard copies and digital files)	9/1/2019
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**Public Outreach and Stakeholder Engagement:** The Project Steering Committee anticipates conducting at least two public engagement events at critical junctures in the master planning process. The Consultant will be responsible for facilitating and marketing these events to allow opportunity for input from the public and stakeholders. While public engagement events are likely to be traditional community visioning sessions, the use of innovative technologies for gathering feedback from the general public is strongly encouraged (e.g. Photovoice, web-based mapping tools, involving youth through the school, etc.)

Additionally, the Consultant will be responsible for engaging with stakeholders throughout the process, so the proposal should delineate an effective engagement strategy for stakeholders, who will be identified in the project kickoff.

**Project Meetings:** The Project Steering Committee anticipates regular project update meetings and/or conference calls, which should be conducted at least once every other month.

### Project Funding

A total of \$63,000 is available for consultant services from the Better Connections Grant Program administered by VTrans and ACCD.

## PROPOSAL REQUIREMENTS

### Submission Requirements

All responses to the RFP shall include the following information:

1. **Cover Letter** - A cover letter of interest and general description of recommended approaches, scope of work, processes and deliverables for the project.
2. **Scope of Work** – Provide a detailed scope of work based on the work plan provided in the RFP for the project broken down by task. Including:
  - a. Describe the project approach and overview of engagement, including a detailed scope of work with associated list of tasks broken down by task and team member with organizational chart.
  - b. Describe the schedule and proposed deliverables.

The consultant may also propose additional supplemental items to the scope of work. While the work plan in the RFP serves to illustrate a general process and

structure for creating the plan, we are very much open to and interested in hearing any new/creative approaches to this type of plan and our approach.

3. **Proposed Schedule** – Provide a schedule that includes completion of work tasks and deliverables, as well as key meetings and comply with timeline given in the RFP.
4. **Project Budget** – Provide a detailed budget broken down by task and team member. Include your overhead and hourly rates for the individuals involved. Also, provide an estimated budget with staff hours for completing each phase of the proposed scope of work.
5. **Qualifications and Staffing** – Provide a qualifications profile of the lead consultant and sub-consultants, including indication of the lead consultant, the role of each consultant on the team with organizational staffing chart and percentage of time devoted to the project by each consultant. Also provide detailed information on each consultant, including the name of the firm, year established, including a description of relevant experience on similar projects for each firm and detailed resume listing of their individual work experience in this role on similar projects;
6. **References** - A minimum of three (3) professional references for whom a similar project has been completed within the past five (5) years.
7. **Page Limit** - The proposal, encompassing items 1-6 above, shall not exceed 20 double-sided pages (40 total pages) including cover letter, table of contents and resumes.

All information submitted becomes property of the Town of Danville upon submission. The Town of Danville reserves the right to issue supplemental information or guidelines relating to the RFP as well as make modifications to the RFP or withdraw the RFP. Once submitted, the consultant team (including specific staff assigned to the project) may not be changed without written notice to and consent of the Town of Danville. The cost of preparing, submitting and presenting a proposal is the sole expense of the consultant. The Town of Danville reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety. This solicitation of proposals in no way obligates the municipality to award a contract.

### **Submission Requirements**

Respondents should submit one (1) digital copy (PDF) and four printed copies of the submittal **by May 1st, 2018, at 4:00 p.m.** to:

### **Municipality/Local Project Manager Contact Information**

Alison Low, Senior Planner  
 NVDA  
 36 Eastern Avenue  
 P.O. Box 630  
 St. Johnsbury, VT 05819  
 (802) 424-1418

alow@nvda.net

Please expect a confirmation email upon the receipt of your proposal.

If you have any questions about this project or the RFP, please address them in writing either via U.S. mail or email to Alison Low. Email is strongly preferred. We will respond to all questions in writing within 3 days. Both the question and response will be shared with the other consultants.

### **RFP Schedule Summary:**

Requests for Proposals due Tuesday, May 1, 2018, 4:00 p.m.

Consultant selection by: Thursday, May 31, 2018

Project Work to begin: June 14, 2018

Complete project no later than September 1, 2019

**Proposal Selection** Proposals will be reviewed by the Project Steering Committee. A short-list of consultants may be selected for interviews.

### **Proposal Evaluation**

Respondents will be evaluated according to the following factors:

1. Consultant Qualifications with Similar Projects and the Project Area - 25%
2. Scope of work, methodology, public engagement, and scheduling - 35%
3. Overall Quality, Completeness and Clarity in the Proposal - 25%
4. Consultant Costs and Fee Schedule – 15%

### **Interview Framework**

The Town of Danville reserves the right to select the top two to three highly scored consultants and invite them for an interview prior to awarding the contract. In this process, the selection committee may ask the respondents to give an oral presentation of their respective proposals. The purpose of this oral presentation is to provide an in-depth analysis of certain qualifications, experience in performing similar services, and an opportunity for the consultant to clarify or elaborate on their qualifications without restating the proposal. The interview and presentation is merely to present facts and explanation to the review committee and allow the selection committee to ask targeted questions of the consultant team. The interview and presentation, if deemed necessary by the review committee, will be held at the Danville Town Offices. The day and time will be notified to the respondents at least one week prior to the meeting. The interviews will be conducted by the Project Steering Committee. All costs and expenses incurred in traveling for the purpose of interview and presentation shall be the responsibility of the consultant.

### **Final Consultant Selection**

Following the selection process, one team will be selected to negotiate a final contract for services. The final scope of work with specified deliverables may be modified through negotiation of the final contract. The final project team may also be modified through negotiation of the final contract. Any expenses resulting from the interview and proposal process will be the sole responsibility of the consultant.

### **Contract Requirements**

The Town of Danville will negotiate contract terms upon selection. All contracts are subject to review by the municipality's legal counsel. The contract shall not start until the successful applicant enters into a written contract with the municipality. The Town of Danville is not liable for any cost incurred by consultant prior to issuance of a contract. The consultant and subcontractors must comply with all State and Federal covenants required by virtue of the funding source or contained or referenced in all the municipality's subcontracts including, but not limited to the following provisions:

- Insurance Coverage
- Indemnification
- Workers Compensation
- Civil Rights and Equal Opportunity
- Americans with Disabilities Act
- Disadvantage Business Enterprise (DBE) Obligation
- Audit and Record Retention
- Lobbying restrictions

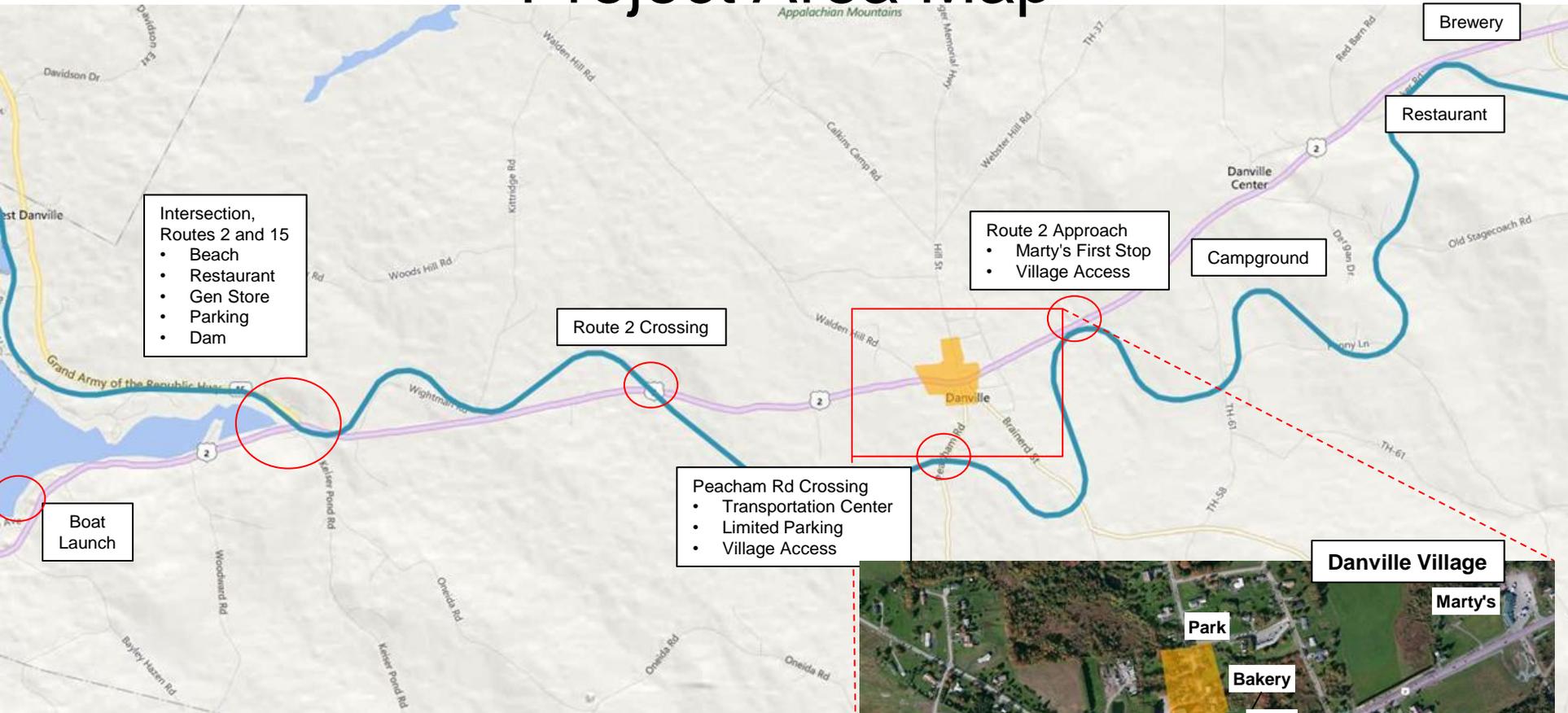
### **Mapping and Graphic Standards**

The planning project may have mapping to inventory, assess, and communicate geographic concepts. Consultants will develop data layers in GIS. Data should be in Vermont State Plane coordinates, meters NAD 1983. These data layers can be developed from existing data layers and/or augmented with additional engineering work. Any artistic renderings or other graphical illustrations should be provided in pdf or jpeg file format along with native editable file formats in Adobe Illustrator/Photoshop and InDesign format. Upon completion, the data will be transmitted in ESRI shapefiles format and associated mapping in Adobe Acrobat formats to the municipality.

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# Danville Better Connections Grant

## Project Area Map



### Issues

- Safety at trail crossings
- Access from trail to village center
- Parking in and around activity centers

### Opportunities

- Improved multimodal access to West Danville and Danville village
- Signage and marketing for town businesses
- Help inform capital plan and future investments