

Town of Exeter Request for Proposals

TITLE: To Implement Rural Village Development

Submission Deadline:

The deadline for proposals is **4pm eastern standard time April 1, 2010**. A pre-bid conference will be held at 3:30 PM at the Exeter Town Hall, Council Chambers on March 9, 2010. If you cannot attend the pre-bid conference, questions concerning this solicitation may be submitted in advance of the conference to **the Town Planner via email at planner@town.exeter.ri.us, not later than March 8, 2010.** Questions submitted in advance as well as those asked at the conference will be answered at the conference and answers will be posted on the internet, as an addendum to the solicitation, at <http://www.borderlandsproject.org>. No questions, that would give anyone a competitive advantage to be selected, will be answered outside of the pre-bid conference.

SECTION 1. INTRODUCTION

The Town of Exeter, Rhode Island (Town) is seeking proposals to provide technical assistance to implement the Exeter Vision and encourage rural village development as described elsewhere herein, and in accordance with the terms of this Request for Proposals.

Exeter has received a funding grant for Phase II of the Village Innovation Project (the "Project"). The purpose of this grant proposal is to help implement the findings and recommendations of Phase I of the Project. This solicitation is asking bidders to provide proposals on their capabilities, technical approach, and pricing in assisting Exeter with Phase II of the Project.

In 2008, Exeter initiated Phase I of the Project, supported by the Orton Family Foundation. The Phase I effort provided assistance to explore the heart and soul of Exeter and develop a shared vision for the future development.

Overseen by a Local Advisory Committee made up of town staff, residents and business owners appointed by the Exeter Town Council, the Phase I Project was assisted by a consulting team. Susan Westa of the Green Valley Institute, Kevin Essington of The Nature Conservancy and Ariana McBride of the Orton Family Foundation also helped with the Project.

The Advisory Committee and consultants interviewed members of the community, ran a web survey of local opinions, and held a public workshop to get residents' perspectives on the heart and soul of their community and visions for its future. They learned that residents highly value Exeter's rural character and small-town atmosphere, and fear that it could be lost as the town grows. A second workshop was held, at which residents learned about the amount of growth allowed under existing regulations. They also played the "chip game," an exercise where the number of new homes and businesses likely under current trends is redistributed in ways less likely to destroy the town's rural character. What resulted were different alternatives for future growth, exploring a variety of ways to shift new homes and businesses to protect sensitive resources and create new mixed use village centers.

Phase 1 of this Project was completed in March 2009. Some key findings are as follows:

- Build-out will result in over 3,000 additional single family homes on large lots.
- Build-out will destroy working farms, forests and the rural character of Exeter and promote traffic and more costly town services.
- 91% of residents polled indicate they were very concerned with the build-out under current zoning.
- Residents were asked if they could change one thing about Exeter what would it be? The top 3 responses were: develop a game plan for growth; create a village with a mix of business, residential and recreation; and develop multiple villages.

These findings are very significant and document the fact that residents are aware of the impacts of current zoning and support village growth. At the conclusion of Phase 1 of the Project the Advisory Committee adopted the following vision statement:

- The rural character and quality of life will be preserved;
- Natural areas will be protected;
- Our working farms and forests will be maintained for future generations;
- Environmentally appropriate and sustainable economic growth will be stimulated;
- The negative impacts of increased traffic will be minimized;
- Property taxes will be as low as possible;
- Balanced housing needs will be achieved;
- Rural design and architectural guidelines will be used for new growth;
- Individual property rights will be respected;
- There will be an efficient delivery of town services; and
- Village style development patterns will be encouraged when combined with means to protect natural resources and community character.

This statement has been endorsed by the Exeter Planning Board and Town Council. Both agreed that this vision will be incorporated into the comprehensive plan.

Exeter is now seeking proposals for technical assistance to move forward with implementing mixed use village style development as a primary means to manage growth, protect natural resources and achieve the vision and key objectives from the Exeter comprehensive plan. To download a copy of the Phase I final report go to: www.town.exeter.ri.us. Copies of the Exeter comprehensive plan and other related documents may be obtained for the price of reproduction.

SECTION 2. INSTRUCTIONS AND NOTIFICATIONS TO BIDDERS:

- ❖ Proposals must be in accordance with the guidelines outlined in this RFP.
- ❖ All costs associated with developing or submitting documents in response to this request and/or in providing oral or written clarification of its content shall be borne by the respondent. The Town of Exeter assumes no responsibility for these costs.

- ❖ All pricing submitted will be considered to be ***firm and fixed*** unless otherwise indicated herein.
- ❖ Submission in response to this solicitation are considered to be irrevocable for a period of not less than sixty (60) days following the established due date and may not be withdrawn without the express written permission of the Town of Exeter.
- ❖ Responses misdirected to the other locations or which otherwise are not received by the Exeter Town Clerk by the established due date for any cause will be determined to be late and will not be considered.
- ❖ Potential respondents are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
- ❖ Proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.
- ❖ Respondents are advised that all materials submitted to the Town of Exeter for consideration will be considered to be public records as defined in Title 38, Chapter 2 of Rhode Island General Laws, without exception, and will be released for inspection immediately upon request once an award is made.
- ❖ During the life of the contract, the Town of Exeter reserves the right to solicit separately for selected initiatives within this scope of work.
- ❖ Interested parties are instructed to peruse the Town's website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
- ❖ The detail of Phase II work required to be performed is outlined in the section entitled "Scope of Work". Contingent on award of a contract. The work should begin immediately. The contract for services, contingent on the continued availability of funding, is expected to require 12-14 months of performance. The work shall be completed prior to June 30, 2011.
- ❖ In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact businesses in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401) 222-3040. This is a requirement only for the selected service provider (s).
- ❖ Respondents will be responsible for determining the level of success of their activities through use of appropriate process and outcome measurements. Each activity must produce an identifiable deliverable or a measurable outcome.
- ❖ Respondents are instructed to submit a **Combined Technical/Cost Proposal** response described in detail herein.

- ❖ It is intended that an award pursuant to this Request will be made to a prime contractor, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontracts are permitted, provided that their use is clearly indicated in the respondents' proposal, and the subcontractor(s) proposed to be used are identified in the proposal.
- Utilization of Minority Business Enterprises as certified by the RI Minority Business Enterprise Compliance Office is a requirement. This is pursuant to RIGL § 37-14.1-6 which states that, "Minority business enterprises **shall be included in all procurements and construction projects** under this chapter and **shall be awarded a minimum of ten percent (10%) of the dollar value** of the entire procurement or project."

- **Equal Employment Opportunity (RIGL 28-5.1)**

§ 28-5.1-1 Declaration of policy. – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090

- **Illegal Immigration Control (E-Verify)** All prime contractors and any subcontractors must comply with RI Executive Order 08-01 Illegal Immigration Control Order.

Note: This is a Request for Proposals (RFP), not an invitation for BID: *responses will be evaluated on the basis of the relative merits of the proposal, in addition to price.* There will be no public opening and reading of responses received by the Town pursuant to this request, other than to name those respondents who have submitted proposals. All respondents are advised to review all sections of this Request and to follow instructions carefully as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Compensation and Payment Terms

Compensation will be based upon the deliverables list according to the technical/cost proposal. The successful respondent will submit an invoice based on Town approved deliverables.

Performance Evaluation

Proposals must include a project plan including a statement of scope (both what is in-scope and any exceptions which the vendor proposes are out of scope), identification of all roles and responsibilities for the project, proposed staffing plan (with named individuals), a schedule, and detailed budget along with any other related documentation the vendor feels is relevant to the project plan.

The Town will review and accept invoices for payment processing in a timely manner conditional upon satisfactory completion and acceptance of (1) all evaluation requirements and (2) complete, accurate submission of scheduled deliverables as described in the scope of work.

SECTION 3. INSTRUCTIONS FOR PROPOSAL CONTENT & FORMAT

NOTE: *TECHNICAL AND COST PROPOSAL documents will not be submitted separately but are to be combined into one complete submission; Proposal format will include:*

- 1) Technical Proposal information presented first based on elements described below*
- 2) Itemized Cost Proposal documentation.*

Consistent with the Scope of Work (SOW) described in Section 5 of this proposal the Technical Proposal content must include, at a minimum, the following information for the Town to review:

BACKGROUND AND PREVIOUS EXPERIENCE: (10 page maximum)

- ❖ **Company Introduction:** Respondents are to include a complete description and other relevant information documenting organizational structure and the agency's expertise and length of experience relative to the service requested.
- ❖ **Relevant Experience:** Respondents are to describe their prior experience to be able to successfully complete all the tasks described in the scope of work including but not limited to: GIS analysis, visualization, development cost benefit analysis, traffic analysis, estimating development impacts to natural, cultural and community character, innovative development design, infrastructure needs analysis, mixed use and TDR ordinance preparation, assessing the marketability of growth options, and public engagement and education. Include a comprehensive listing of similar projects undertaken or similar clients served, including a brief description of the projects.
- ❖ **Existing Workload:** Respondents should describe their capacity to add this project to their existing workload within the timeline expressed.
- ❖ In addition to the 15 hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CD-ROM). Microsoft Word / OR PDF format is preferable. Only 1 electronic copy is requested. This CD should be included in the proposal marked "original".

ORGANIZATION AND STAFFING: (5 page maximum)

- ❖ **Staff Qualifications:** Respondents are to include an overview of experienced personnel presently on staff, prior experience and/or qualification of key personnel to be assigned to the project. Staff assignments and concentration of effort for each staff member are to be addressed. Respondents must demonstrate that staff has appropriate knowledge and depth of experience, including experience with all tasks described in the scope of work to execute the tasks and the deliverables.
- ❖ **Project Manager:** Vendor must provide a project manager to serve as the main interface with the Town. Project must be managed by a person of adequate expertise relative to the scope of work. The project manager must have experience with projects that are comparable in size and scope.
- ❖ **Sub-Consultants:** As applicable, disclosure of any sub-consultant agencies' organizational structure and business background as well as the type of work they will perform must be documented in response to this RFP. The qualifications of subcontractors to perform tasks must be documented. Full disclosure of the proposed team to be assigned to this project is required in the Technical Proposal.

PROJECT WORK PLAN: (15 page maximum)

- ❖ **Executive Summary:** The Executive Summary is intended to highlight the contents of the Technical Proposal and to provide Town evaluators with a broad understanding of the respondent's technical approach and ability.
- ❖ **Project Approach:** Respondents shall describe the respondent's understanding of the Town's requirements including the approach and methodology to be used and intended results. Respondent shall provide a detailed technical synopsis of their proposed services and justification for the approach based on the SOW, including any technical or personnel issues that will or may be confronted at each stage of the project. *Proposals that depart from or materially alter the terms, requirements or SOW as defined by this RFP will be rejected and considered non-responsive.*
- ❖ **Work Plan:** Proposals must include a project plan including a statement of scope (both what is in-scope and any exceptions which the vendor proposes are out of scope), identification of all roles and responsibilities for the project, and any other related documentation the vendor feels is relevant to the project plan. The workplan description shall include a detailed proposed project schedule (by task and subtask), milestones that will be employed to administer the project, the assignment of staff members to each task and concentration of effort for each, and the attributable deliverables for each task.
- ❖ Project plans must include a list of deliverables based work breakdown structure identifying all top level deliverables, all work to be completed by vendor, and any work the vendor assumes the Town or others will be completing.

- ❖ **Reporting Requirements:** Any reports generated will be submitted both in hard copy and electronically for ease of review. The successful respondent will be prepared to discuss and review findings in a coordinated team meeting environment should this be required.
- ❖ **Supplemental Information:** Respondents are encouraged to submit any other information deemed useful to provide the Town with sufficient relevant information to evaluate the consultant's qualifications and approach to the project.

COST PROPOSAL

The cost proposal will reflect completion of the project, itemized by task. Each task will correspond to a deliverable identified in the work plan provided by the vendor as part of the proposal package.

Additionally, in Task 12, the Town is seeking costs for expert advice that may be required on occasion to address supplemental tasks that arise from the project not contemplated specifically in the Scope of Work. The costs proposal for this task should consist of a list of available personnel and corresponding hourly rates as well as other rates for other incidental costs such as travel to meetings, etc.

- ❖ Cost proposal prices submitted will be considered **firm and fixed**.
- ❖ Cost proposal must provide a detailed cost estimate, list key personnel who will be assigned to perform each task.. The cost proposal should also identify all non-personnel costs associated with execution of the Scope of Work.
- ❖ Funding expected to be available for this project is approximately -\$98,500.

SUBMISSION REQUIREMENTS AND DUE DATE see page 1

All document pages are to be numbered in consecutive order.

Combined TECHNICAL/COST PROPOSAL ("original" plus seven (14) copies) submissions are to be either mailed or hand-delivered in a sealed envelope marked: "Rural Village Development **RFP**" by the date and time listed on page 1 of this solicitation.

BY COURIER or Mail:

**Exeter Town Clerk
675 Ten Rod Road**

Exeter, RI 02822

NOTE: Proposals misdirected to other locations or which are otherwise not submitted by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed or emailed to the Town will not be accepted.

SECTION 4. EVALUATION AND SELECTION

The Town will establish a Review Committee that will evaluate and score combined Technical/Cost proposals, within two months, utilizing the following criteria to produce a final ranking and recommendation for selection.

SELECTION CRITERIA:

The following criteria will be used to evaluate and score proposals:

1. (TECHNICAL (70 points total)

- ◆ (20 points) Must be able to demonstrate through examples of previous work a thorough understanding and knowledge of creative rural village development designs and applicable mixed-use ordinances that are consistent with implementing the Exeter Vision. Must have the ability to illustrate what alternative development scenarios and designs might look like, and clearly describe key features for presentations to the public. Examples of similar projects must be provided.
- ◆ (15 points) – Demonstrated ability to analyze and document advantages and disadvantages of future development impacts from different development scenarios for the following issues: natural resources, cultural resources, community character, traffic impacts, and economic cost/ benefit. Have the ability to assess future growth infrastructure needs for drinking water, waste water treatment, and road capacity. Examples of previous projects must be provided.
- ◆ (10 points) – Experience with developing a successful TDR ordinance and program for a rural community as described in task 9 of the scope of work. Examples of previous projects must be provided.
- ◆ (10 points) Demonstrated ability to make effective public presentations and conduct successful community education and engagement. Examples from other projects must be provided
- ◆ (5 points) Ability to perform the services as reflected by workload and the availability of adequate personnel, equipment, and facilities to perform the services expeditiously. Include a list of hours of percentage of time that all staff or sub consultants will spend on the project by task. Must demonstrate ability to complete project by June 30,2011.

- ◆ (10 points) Past performance as reflected by the evaluation of private persons and officials of other government entities that have retained the services of the firm with respect to such factors as control of costs, quality of work, and an ability to meet deadlines

Total Points:

70 points

Respondent must score a minimum of 50 points (of the maximum 70) as a sum of number 1 to be considered further.

2. COST (30 points total)

- ◆ (25 points) Proposal Cost – calculated as (lowest responsive cost proposal ÷ this cost proposal) x 30 points
- ◆ (5 points) Task 12 T&M Cost – calculated as (lowest responsive composite T&M pricing for hourly rate in Task 12 ÷ this cost proposal) x 5 points

Notwithstanding the above, the Town reserves the right to award on the basis of cost alone, to accept or reject any, or all, options, bids, proposals and to act in its best interest.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The Town may, at its sole option, may elect to require presentation(s) by respondent in consideration for award.

The Review Committee will present written findings, including the results of all evaluations, to the Exeter Town Council which will make the final selection.

Upon final selection approval, all respondents will be notified by the Town that a final selection has been made.

All products of the project are to be co-owned by the Town, Orton Family Foundation, Nature Conservancy, the State of Rhode Island, and the consultant.

SECTION 5. SCOPE OF WORK

Project Tasks:

The town has identified a series of tasks that are needed to implement the Exeter Vision that are within the Phase II scope of the Project. All proposals shall include, but not

necessarily be limited to, the following tasks. The vendor will be expected to work closely with a committee selected by the Town in execution of the Scope of Work. The vendor shall specify how it plans to work with the Town advisory committee, including the number of meetings planned to be held with advisory committee.

Task 1 — Assess Feasible Areas for Village Growth

Six sites were identified in Phase 1 by the public as potential sites for village growth. Four of these six sites were also identified in the comprehensive plan. No analysis of these sites was done to determine if they are appropriate to support higher density. The following analysis shall be performed for the six sites.

- A.** Conduct a GIS analysis, with existing RIGIS data, to determine lands that are suitable to support development within a quarter mile radius of the center of the sites. The GIS analysis will include but not necessarily be limited to the following coverages: wetlands including their jurisdictional setbacks, hydric soils, vernal pools, surface waters (including streams, rivers, ponds and lakes) ledge/outcrops, and wellhead protection areas.
- B.** Conduct a GIS analysis to determine lands with partial constraints to development within a quarter mile of the sites. The analysis will include but not necessarily be limited to the following coverages: soils with a seasonal high water table between 18-36 inches, floodplains, and slopes greater than 15%.
- C.** The maps above shall also show state and local roads, topography and other features that can help to determine the potential of the site to support higher density.
- D.** For each site assess the possibility for a public drinking water supply to support higher density. Options include onsite public well(s) or connecting to an existing public water system. This is not a detailed hydrological analysis, but just a quick assessment using existing information about the site such as is the site in till or outwash, are there readily available well reports from adjacent properties, etc.
- E.** Assess transportation access to sites. Determine whether the existing road system adjacent to the sites is capable of supporting higher density. Determine if mass transportation exists or is likely if site is developed at higher density.
- F.** Determine if the sites are within walking distance (half mile) to other existing developments or community services.
- G.** Based on the analysis above, recommend the site(s) that have the best potential to support greater density for village development.
- H.** For the selected sites show existing impervious cover within the site(s) watershed and projected impervious cover for the conventional zoning build-out. Also project how village growth may reduce watershed impervious cover to help protect surface waters and wetlands from stormwater runoff. (The Nature Conservancy has already compiled some of this information and will assist in completing this task).

Task 1 Products:

- A. GIS analysis and maps as described in task 1. All GIS analyses must be consistent with RI GIS standards and criteria.
- B. Recommend and rank site(s) that have best potential to support village growth as described in task 1
- C. Impervious cover analysis as described in task 1

Task 2 — Cost Benefit Analysis

If village development is to be supported by residents, they will need to know and understand the potential advantages or disadvantages from the current land use pattern versus the proposed village style development. Document the costs and benefits of the existing development pattern (per existing zoning and build-out scenario from Phase 1) versus the proposed village style development. Economic incentives will be used to encourage village development. Develop information in both text and visual formats that can be easily understood by the public (illustrations, charts, graphs etc.) for the following issues:

A. Economics:

- Assuming the same amount of development at build-out, which development pattern, if any, is expected to yield a greater long-term economic benefit to Exeter? Issues to consider are as follows: cost to provide community services, net gain from taxes, potential to attract or maintain economically beneficial uses, including but not limited to working farms and forests.
- What land uses yield the greatest long-term economic return that are appropriate for a rural community? (Use the *Fiscal Impact Analysis of Residential and Non-residential Land Use Prototypes* 2002, Barnstable MA as a starting point.) Be as specific as possible. Generally residential has been documented in cost of community services studies as being more costly to towns versus commercial. However, some studies have determined that not all residential or commercial uses are the same. Some residential may yield more tax revenue than it costs for services and some commercial may cost more in services than it yields in taxes. Moreover some commercial may depreciate over time reducing its net tax value. Of the uses that are determined to be the best long-term economically for the town, which, if any, would be more likely to locate within a village setting versus the current zoning? Other references to use include the *Washington County Sustainable Economy* (Washington County Regional Planning Council and Grow Smart RI 2003) analysis done for Exeter.

B. Traffic:

- Estimate the traffic impacts on Routes 2, 102 and 3 from the build-out scenario done in Phase 1 and projected growth of neighboring communities that will also use Routes 2 and 3. What difference, if any, will traffic be from the existing development pattern versus village style development? For existing development scenario, assume Routes 2 and 3 will be built out for strip commercial development as currently zoned. Consider the potential for pedestrian use and mass transportation in village development versus the existing development pattern.

C. Natural Resources:

- Describe advantages and any disadvantages to natural resources including but not limited to farms, forests, habitat, air and water quality. Phase 1 determined how many acres of land by type farm, forest etc., would be impacted by the build-out scenario. This can be used as a starting point. In particular determine how village development can help protect the Borderlands Forest and the Queen River Watershed.

D. Cultural Resources:

- Describe the impacts to Exeter's historical sites, buildings, stone walls, archaeological, scenic views and special places from build out using current zoning versus the proposed village style development. The aforementioned resources were identified and mapped as part of the South County Greenspace project. Therefore a comprehensive inventory of cultural resources is available.

E. Community Character and Quality of Life:

- Describe how the community character and quality of life may differ from the conventional versus the village style development alternatives. This is more subjective, however, impacts to issues A-D above can be used as a starting point to assess the potential impacts to community character and quality of life.

Task 2 Products:

An executive summary that can be distributed to the public to document the cost benefit analysis described in task 2

Task 3 — Design Analysis (This task is to be done by the Urban Land Institute (ULI), but the consultant is expected to work with ULI in the planning and coordination of this task.

Based on the information generated in tasks 1 and 2 conduct a design analysis for a selected site. The design analysis will use the expertise of a multi disciplinary team from the Urban Land Institute (ULI). ULI will prepare conceptual plans for an actual mixed use village and hold a public workshop to get input on their ideas. The conceptual plans will show a style(s) of village development along with some recommended mixed uses that should be considered by the town.

Task 3 Products:

A conceptual plan for village development per task 3

Task 4 — Define and Illustrate Village Development for Exeter

Based on the results of Task 3 and the public feedback received from the design analysis, the next step is to help the town define and illustrate appropriate styles to show the general

public. Some preliminary work has been done by Peter Flinker from Dodson Associates as part of Phase 1 and can be integrated into the results of the design analysis from task 3.

- A. Prepare some illustrative options for village growth that are appropriate for Exeter. These options can be shown at public presentations. Keypad polling may be used to determine public preferences for appropriate village style(s).
- B. Refine village style based on public comments.
- C. Use Community Viz or comparable technology to illustrate what village development might look like on the selected site(s).
- D. Determine what density would be appropriate for the selected site(s). The density must be supported by physical site conditions and the public.
- E. Describe the infrastructure needs to support the recommended density and practical options to address any infrastructure deficiencies.
- F. Make public presentations to demonstrate what proposed village development might look like on the selected site(s) and seek input on issues above.
- G. Based on input for the public and Advisory Committee, define village development for Exeter in clear, unambiguous terms.

Task 4 Products:

Village development defined and illustrated with two public presentations per task four.

Task 5 — Infrastructure Needs

- A. For the selected village site(s) determine what infrastructure is needed to encourage village development.
- B. Determine what, if any, infrastructure Exeter should help establish to encourage village growth. If Exeter should assist with infrastructure improvements estimate the costs and innovative means to fund.
- C. Determine if waste water treatment is practical, cost effective, and will not impact existing or proposed ground water drinking supplies for the selected density for the site(s). *URI Manage Model could be used to predict waste water loading impacts to ground water. Could work with URI Cooperative Extension.*
- D. Estimate drinking water availability at the selected site(s) and determine if adequate water supply is available to support the selected density without impacting surface waters, wetlands or adjacent property owners.

Task 5 Products:

Infrastructure needs for the selected village site(s) estimated in a brief report, per task 5.

Task 6 — Prepare Village Ordinances

- A. Document future required changes to the Exeter Comprehensive Plan and Future Land Use Map to accommodate village growth.
- B. Develop an ordinance to allow mixed use village development per the findings of the tasks above. The ordinance should be a form based code to encourage

maximum flexibility with uses and encourage an appropriate village style of development.

- C. Develop applicable design guidelines for the selected village site(s).

Task 6 Products:

Comprehensive plan revisions, draft mixed use village ordinance and village design guidelines, as described in task 6.

Task 7 — Marketability of Village Growth

Determine the economic marketability of the selected site(s) to encourage village development by a developer, property owner(s), buyers/renters of residential/commercial units.

Task 7 Products:

A brief report to explain results of market analysis as described in task 7

Task 8 — Options to Encourage and Contain Village Growth

- A. Assess all applicable options to encourage village development but prevent villages from sprawling into strip commercial development.
- B. Options to include but not be limited to transfer of development rights, growth boundaries, and economic incentives.

Task 8 Products:

Recommended options to encourage and contain village growth as described in task 8

Task 9 — Transfer of Development Rights

Phase I of the Project which established “A Vision For Exeter” determined that increased density of a village is only desirable in the eyes of Exeter residents when it is tied to preservation of farm land and/or open space elsewhere in Town. A potential mechanism for this is Transfer of Development Rights (“TDR”).

- A. Assess the possibility of using TDR to encourage village growth and to prevent the village(s) from sprawling outside of designated boundaries. Moreover the goal is to encourage density in appropriate locations to protect natural resources and community character from development impacts. This task will build on work being done by Susan Westa, who is researching elements of successful TDR programs in region and New England. This task will also build on lessons learned from North Kingstown’s adoption of a TDR ordinance.
- B. Assess the possibility of limited scale TDR’s to encourage more growth, where growth has already happened or is more appropriate.
- C. Continue to explore the concept of TDR’s between Exeter and North Kingstown.
- D. Determine the applicable ratio of development rights and market value to encourage land owners and developers to participate in a TDR program. Assess the potential ability of the proposed village site(s) to accommodate growth from a TDR program.

- E. Identify applicable sending and receiving areas.
- F. Make the necessary changes to the comprehensive plan, and zoning to implement a TDR program.

Task 9 Products:

A TDR program fully developed for Exeter, as described in task 9

Task 10 — Public Input, Outreach and Education

This task is listed near the end but it should be considered a task that will be ongoing throughout the duration of this Project. Public, input, outreach and education is critical to the success of this effort.

- A. Build on the educational efforts accomplished in Phase 1 and the Advisory Committee's current efforts to educate key stakeholders about the vision for growth by developing a more thorough public education campaign. The Advisory Committee is currently meeting with key groups in town to brief them on the results of Phase 1.
- B. Update the current Project website to include the results and key findings of the tasks above.
- C. Work with the Advisory Committee to engage students in the Project. One student project could be research and describe the former villages in Exeter.
- D. Develop applicable fact sheets, conduct public informational meetings, keypad polling and to determine the public's questions and concerns.
- E. Public engagement and feedback will continue through out the duration of the Project.

Task 10 Products:

A public engagement and education program with at least 2 public meetings as described in Task 10.

Task 11 — Final Report

- A. Prepare a final report and executive summary with the key findings and recommendations from tasks 1-9. The report shall contain illustrations, figure and tables to make the key findings and recommendations easier to understand. The report shall be written for the general public.
- B. Give priority to recommendations based on Advisory Committee and community feedback.
- C. Highlight lessons learned that can be helpful to other communities in establishing village growth.
- D. 30 copies should be printed for town and Project sponsor use. The report should also be placed on the Project website for public access.

Task 11 Products:

A final project report as described in task 11

Task 12 Expert Guidance- Supplemental Tasks

The Town anticipates there may be a need to seek advice from experts on implementing the Exeter Vision for tasks that were not anticipated in the Scope of Work. Respondent are asked to provide a list of qualified staff and corresponding fully absorbed, fixed-hourly T&M basis rates that would apply. If such services are needed, the Town would develop a specific scope of work for each supplemental task and negotiate an estimate of the hours involved in completing the task. These would be addressed as change orders to the original scope of work developed with the Town.

SECTION 6. COST PROPSOAL AND TIMELINE

A. Cost Proposal

1. Bid proposals should provide a **firm fixed price (including expenses)** for the work required of the Contractor, as described above. Bid proposals should also provide a cost breakdown for each task in Section 5, in the instance that time or cost constraints cause the Town to proceed with a more limited scope project. Bid proposals shall include a proposed payment schedule that corresponds with completion of deliverables.
2. The contractor is responsible for incurring all expenses related to overhead, research, data collection, travel, etc. necessary to complete the scope of work including all tasks and deliverables described in Section 5. All anticipated expenses must be detailed in the cost proposal.

B. Timeline

1. Bid proposals shall include a schedule of all work necessary to complete tasks and deliverables as described in Section 5.
2. The project must be completed and accepted by the Town no later than 15 months from the date the contract is signed and a notice to proceed is given. The Town has final approval on all work and performance.
3. Bid proposals shall include a reporting and meeting schedule, which demonstrates the ability to work on an interactive and timely basis with the Town and review committees.
4. Bid proposals shall discuss any potential difficulties, delays, or variances in carrying out the work.

COST PROPOSAL SUMMARY

Respondent should provide an estimate of the cost to complete each task and subtask specified in the Scope of Work, excluding Task 12, in the format outlined below. Bid prices are fixed and firm and all anticipated costs should be identified. Add rows to tables as necessary and provide annotation of any specific non-labor items such as travel or materials..

Task#	Task Name	Labor	Travel/Mat.	Total Price
1	Assess Feasible Areas for Growth	\$XXX	\$XXX	\$XXX
2	Cost Benefit Analysis	\$YYY	\$YYY	\$YYY
3	...			...
	Total:	\$ZZZ	\$ZZZ	\$ZZZ

For Task 12, respondent should include a list of available personnel and the fully absorbed hourly T&M rates that would be charged for those individuals in the event the Town authorizes any supplemental tasks associated with the work conducted under this project.

END