

EAST MARLBOROUGH TOWNSHIP

January 15, 2019

Subject: Request for Proposals
Open Space, Recreation and Environmental Resources Plan
East Marlborough Township, Chester County, Pennsylvania

East Marlborough Township seeks professional planning services to prepare an Open Space, Recreation and Environmental Resources Plan. The Plan is intended to create a comprehensive strategy for identifying, acquiring, operating and maintaining open space; identify active/passive recreational opportunities throughout the Township; identify and catalog environmentally sensitive natural resources including parcels that are part of the East Marlborough Township Agriculture Security Area.

This Plan will identify properties to protect for future use and provide valuable feedback on recommended strategies. The plan will account for recommendations in past planning efforts and provide guidance to East Marlborough Township in prioritizing projects. Additionally, this project will identify a clear course of action for key recommended projects and policies. The Township's goal is to develop a plan that is publicly supported, specific, and implementable. East Marlborough seeks a consultant (or consultants) with experience in:

1. Open Space planning and preservation
2. Parks and recreation planning, design, and implementation
3. Greenway and Trail (pedestrian, bicycle and equestrian) planning and implementation.
4. Concept and Master planning
5. Natural Resource planning
6. Chester County Grant Administration (see paragraph below)
7. Public Engagement, Presentation and Consensus Building

The plan will be funded in part by a grant awarded in 2018 from the Vision Partnership Program (VPP) administered by the Chester County Planning Commission. Applicants should ensure that their proposals take into account the current VPP requirements, particularly those regarding the Lead Planner, which are fully available for review on the Chester County website at www.chesco.org/planning/vpp

Background:

East Marlborough Township's Open Space, Recreation and Environmental Resources Plan was last updated on August 8, 1993. Additionally, the Unionville Area Regional Comprehensive Plan was adopted in January 2011. Within the Regional Plan agricultural and open space preservation are very important priorities. Actionable goals outlined in the plan include the following:

1. Provide water resource protection measures to maximize flood control, groundwater recharge and filtration, and to minimize the discharge of contaminants into the water resources of the region.

2. Protect and preserve the integrity of the historic resources as important community assets. Encourage reuse and adaptation to viable and compatible community uses.
3. Protect the principal land use in the region – farming – so that the agricultural heritage of the area can be maintained and agriculture can remain economically viable. Provide sufficient land and opportunities for all basic forms of housing to be provided for all population groups in the community.
4. Provide a balanced mix of open space, parks, and recreation amenities that are integrated with and help to further the natural and environmental resources, land use and public service goals of the Region.
5. Provide drinking water and sewer systems that are consistent with planned future land use patterns. Discourage leapfrog development that causes infrastructure to be provided in an unplanned manner. Promote environmentally sustainable storm water management techniques that achieve local, state and federal regulatory objectives. Support effective policies for solid waste disposal and recycling.
6. Provide for needed government services at the least possible cost to the community.
7. Provide for safe, environmentally positive, and scenic vehicular and non-vehicular circulation system.
8. Encourage a diversity of economic opportunities that are appropriate to land use, demographics and infrastructure of the region.

The Open Space, Recreation and Environmental Resources Plan should be consistent with the above mentioned goals.

Project Overview:

Proposal submittal, review and selection will follow the schedule outlined below.

1. January 28 at 3:00 p.m. – Pre-submission briefing meeting. The township will host a pre-submission meeting on January 28 at 3:00 p.m. The meeting will be held at the township building located at 721 Unionville Road, Kennett Square, PA 19348. The purpose of the meeting is to provide an opportunity for consultants to ask questions of the township staff and representatives from the Chester County Planning Commission. **This meeting is mandatory. Any consultant/consultant team wishing to submit a proposal must send a representative to attend this meeting.**
2. February 15, 2019 at 3:00 p.m. – Submission deadline. Proposals may be submitted electronically via email addressed to Laurie Prysock at LPrysock@eastmarlborough.org, noting in the subject line: Open Space, Recreation and Environmental Resources Plan Proposal, or can be submitted in person or via U.S. postal delivery in a sealed envelope, marked with the project name and delivered to the East Marlborough Township Building located at 721 Unionville Road, Kennett Square, PA 19348.
3. Date to be determined – Consultant interviews. At the discretion of the township, township staff may elect to interview one or more candidates to learn about the Lead Planner and project team.
4. March 4, 2019 – Project award. The Board of Supervisors plan to award the project during their regular business meeting on March 4, 2019 at 7:00 p.m.

Scope of Work:

1.0 Project Tasks

1.1 Project Management

The consultant will prepare an initial project schedule with key milestones, including necessary meetings with Township Planning Commission, public meetings, and a public hearing. The consultant will maintain and monitor the schedule and budget on a monthly basis. The consultant will submit monthly status reports to East Marlborough Township and the Chester County Planning Commission.

Deliverables: initial project schedule; monthly status reports and invoices; meeting agendas; meeting sign-in sheets; meeting summaries.

1.2 Existing Conditions Inventory and Data Collection

The consultant will review and analyze the following readily available data to identify opportunities and constraints for developing and implementing the Open Space, Recreation and Environmental Resources Plan:

- 1993 Open Space, Recreation and Environmental Resources Plan
- 2007 Unionville Bikeways project
- 2011 Unionville Regional Comprehensive Plan
- Base map: The consultant will develop a base map illustrating existing conditions using readily available data. The base map will incorporate available GIS data from the Chester County Planning Commission, such as parcels, contours, streams, parks, protected open space, undeveloped parcels, agricultural lands, roads, bus routes, sidewalks, existing and planned trails and cultural features. Additionally, base map will identify key destinations for walking and biking trips in East Marlborough Township and potential regional trail connections beyond the township.
- Field Inventory: The consultant will conduct a field visit to inventory existing key land uses, environmental features, cultural features and other visible physical features. The field visit will focus on inventorying existing trails and pedestrian facilities, parks, and open spaces. Photographs will be taken to document existing features, opportunities and constraints.
- Existing Township Ordinances: The consultant will review the existing township zoning ordinance, and subdivision and land development ordinance to identify how parks, recreation, open space, trails, sidewalks, and on-road biking facilities are currently addressed.

Deliverables: summary of opportunities and constraints; base map depicting the existing conditions inventory; photographs from field visit; list of potential additions to the scenic by-ways and environmental features list; summary of current ordinance provisions.

Scope of Work cont.:

1.3 Vision, Goals, and Objectives

The consultant will lead a Plan Advisory Committee established by the township and consisting of 8-10 members in establishing a vision and mission as well as goals and objectives to identify and improve the open space, park and environmental preservation opportunities in East Marlborough Township. The consultant will lead the Plan Advisory Committee in identifying the community's need for and benefits of adding passive and active recreation facilities.

In coordination with the Environmental Advisory Council, the consultant will update the existing inventory of natural and historic resources which are included in the 1993 Open Space, Recreation and Environmental Resources plan as well as the Unionville Regional Comprehensive Plan.

Deliverables: Vision and mission statement; updated list and map of natural and historic resources; list of goals and objectives.

1.4 Plan for Open Space

The consultant will evaluate opportunities for adding to the protected open space in East Marlborough Township. The consultant will identify the community need for and benefits of additional open space. The consultant will identify potential impacts on adjacent property owners/land uses. The consultant will coordinate with the Chester County Agricultural Land Preservation Board (ALPB) and obtain a listing of existing preserved properties. The consultant will assist the Plan Advisory Committee in prioritizing properties for the township to pursue for protection. The consultant should coordinate with the East Marlborough Township Environmental Advisory Council (EAC) to prepare a list of criteria by which to evaluate agricultural, natural lands or related property for preservation (e.g. woodlands, stream corridors, adjacent to other protected land, development pressure, etc.) Additionally, the consultant will work with the EAC to develop a rating system for targeted preservation of properties larger than 10+ acres. Criteria should take into consideration parcel location, natural features, value as public land and agricultural production value.

Deliverables: prioritized list of potential parcels to protect; map of protected parcels; list of strategies and evaluation criteria for a rating system.

1.5 Plan for Recreation Facilities

The consultant will evaluate existing recreational facilities in the township. The consultant will identify the community need and benefits for additional recreational facilities. The consultant will identify potential impacts on adjacent property owners/land uses. The consultant will identify strategies to improve the facilities. The consultant will work with the

Scope of Work cont.:

Plan Advisory Committee to prioritize strategies. The consultant will coordinate with neighboring municipalities and school districts to catalog existing recreational partnerships.

Deliverables: list of community needs; prioritized strategies for improving facilities.

1.6 Plan for Multimodal and Greenway Connections

The consultant will evaluate bicycle and pedestrian connections identified in the Chester County Planning Commission recommended network of bicycle facilities that are located within East Marlborough Township. The consultant will analyze potential demand for and use of multimodal corridors in the township. The consultant will identify potential linkages to connect greenways, trails, open space, parks, and critical community features, such as schools. The consultant will identify the type of facility and alignment of potential connections. The consultant will identify and address potential impacts on adjacent land uses of developing greenway and multimodal connections.

Deliverables: list of community needs; map identifying facility types and alignment of potential connections including neighboring municipalities: Kennett Township, Kennett Borough, West Marlborough, Newlin and Pocopson Townships; prioritize strategies for increasing multimodal and greenway connections.

1.7 Plan for Existing Open Space

The consultant will review existing open space and recreation parcels, including the Unionville Community Park and the 26 acre on Route 82 to determine the best integration of these resources with the proposed plans for open space, recreation, multi-modal trails.

Deliverables: Concept plan for development of the 26 acre site including map and potential trail connections to the site.

1.8 Organization, Management and Financing

The consultant will review existing parks and open space management practices in the township and draft recommendations based on best practices. The consultant will provide recommendations for financing future open space preservation, park and trail development, property acquisition/easement, and recreational programming. The consultant can rely on funds from the township open space tax while identifying potential sources of revenue from other sources.

Deliverables: recommend best practices for park and open space management; recommendations for funding.

Scope of Work cont.:

1.9 Implementation Strategies

The consultant will develop an implementation plan for achieving the vision and mission. The implementation plan will include prioritized projects, phasing, and planning-level cost estimates for capital improvements based on the goals and objectives determined by the Plan Advisory Committee. The consultant will provide a list of appropriate funding sources and strategies for each project. The consultant will identify priority policy and ordinance updates.

Deliverables: Implementation plan: cost estimate table; list of potential funding strategies.

1.10 Public Participation

The consultant will facilitate the stakeholder and public meetings outlined below, which will occur throughout the study process. The consultant will coordinate with CCPC at project initiation to identify potential dates for the Plan Advisory Committee (PAC) and public meetings. The consultant will prepare agendas, boards, presentations, and meeting flyers, as necessary. In addition, to preparing the meeting materials, the consultant will summarize the public involvement activities in the final report.

Deliverables: Meeting agendas, flyers, meeting materials and meeting minutes.

2.1 Plan Advisory Committee

A Plan Advisory Committee (PAC) will be established by the East Marlborough Township Board of Supervisors. The consultant will coordinate a minimum of six (6) PAC meetings to occur at key stages during the planning process. Additional meetings may be scheduled as required to complete the project. The consultant will make all meeting materials available for the PAC to review prior to the scheduled meetings.

- Meeting 1 – The first PAC meeting will be used to introduce the PAC to the project. Additionally, the consultant will provide an overview of existing conditions and previous planning studies.
- Meeting 2 – At the second meeting, the consultant will present proposed evaluation criteria and potential properties that could be protected by the township. The PAC will provide input on the identified properties and any additional properties that should be considered. The consultant will present an inventory of existing trails and a list of potential connection points. The PAC will provide input on the demand for trails and multimodal paths.

Scope of Work cont.:

- Meeting 3 – The third meeting will focus on engaging neighboring municipalities and the Unionville-Chadds Ford School District on recreation and multimodal trails. The consultant will provide a ranked list of potential connection points for discussion.
- Meeting 4 – The consultant will review the available/usable space on the 26 acre open space that is slated for donation to the township. The consultant will engage the neighboring property owners and township residents to provide a ranked list of amenities that may be included in the concept plan.
- Meeting 5 - The consultant will guide the PAC in prioritizing properties for acquisition, protection, or development at the fifth meeting by providing professional expertise and recommendations.
- Meeting 6 – The fourth PAC meeting will be used to review and finalize the draft document including the concept plan for the 26 acre space for recommendation to the Board of Supervisors for adoption.
- Meetings 7 and 8 if needed. One meeting may be used for a PAC fieldview during the process if it is determined to be beneficial, such as to view the 26 acre site.

1.11 Public Meetings

The consultant will schedule and facilitate two public meetings to be held at different milestones of the project timeline.

- First public meeting – The first public meeting will be held to gain public opinion on the types of properties and resources that are significant and should be protected by the township. Additionally, the first meeting will gain public input on recreation facilities, multimodal pathways and programming.
- Second public meeting – Draft recommendations will be presented at the second public meeting before the Open Space, Recreation and Environmental Resources Plan is finalized.

The East Marlborough Planning Commission will review the plan and make recommendations for approval at a regularly scheduled Planning Commission meeting (date to be determined). The consultant will attend the meeting to answer any questions the Planning Commission may have on the plan.

1.12 Public Hearings

The Open Space, Recreation and Environmental Resources Plan will be adopted as an addendum to the Unionville Regional Comprehensive Plan. The consultant will present the draft plan to be adopted at one public hearing pursuant to the requirements in the

Scope of Work cont.:

Pennsylvania Municipalities Planning Code. The consultant will also present the plan at a public meeting in Newlin and West Marlborough Townships.

1.13 Other Engagement Opportunities

An innovative public engagement strategy will be developed by the consultant that effectively utilizes available resources to maximize public involvement. The engagement strategy will include interviews with various stakeholders across the township including the Unionville-Chadds Ford School District, the Unionville Recreation Association, the Kennett Area YMCA, Transportation Management Association of Chester County, Chester County Facilities and Parks, BikeKennett and additional stakeholders identified by the Plan Advisory Committee. An online survey will be utilized to maximize the number of people engaged. The project will be featured on the East Marlborough Township website and will be maintained throughout the duration of the project. Notices will also be placed on the Unionville Community Park bulletin board regarding plan progress.

1.14 Committees and Board

The PAC will be comprised of at least one member from the East Marlborough Township Environmental Advisory Council, Historic Commission, and Board of Supervisors along with two members of the Planning Commission. Additionally, all project materials will be made available to Township Environmental Advisory Council, Planning Commission, Historic Commission and Board of Supervisors for review and comment.

1.15 Products

The consultant will prepare a Draft and Final Report with text, pictures, maps, conceptual plans, and tables to summarize tasks 2-9 as listed below. The Draft and Final Report will be concise and focused on presenting a blueprint for implementation of the recommendations. The consultant will circulate the Draft Report to the Plan Advisory Committee, post the Draft Report for public comment and review, and present the Draft Report at a public meeting. The consultant will revise the Draft Report based on Plan Advisory Committee and public comments and produce a Final Report for municipal adoption.

Task 1 Deliverables: initial project schedule; monthly status reports and invoices; meeting agendas, meeting sign-in sheets; meeting summaries.

Task 2 Deliverables: summary of opportunities and constraints; base map depicting the existing conditions inventory; photographs from field visit; summary of current ordinance provisions.

Task 3 Deliverables: vision and mission statements; updated list and map of natural and historic resource; list of goals and objectives.

Task 4 Deliverables: prioritized list of potential parcels to protect; map of potential parcels; list of strategies and evaluation criteria.

Task 5 Deliverables: list of community needs, prioritized strategies for improving delivery of services.

Task 6 Deliverables: list of community needs; map identifying facility types and alignment of potential connections; prioritize strategies for increasing multimodal and greenway connections.

Task 7 Deliverables: preliminary concept plan for use of the 26 acre site on Route 82.

Task 8 Deliverables: recommend best practices for park and open space management; recommendations for funding.

Task 9 Deliverables: Implementation plan: cost estimate table; list of potential funding strategies.

Task 10 Deliverables: all prepared meeting materials; public outreach summary.

Final Project Deliverables: PDF of the Draft Plan for the Plan Advisory Committee and public review; ten hard copies, and one compact disc of with the PDF of the Final Plan.

2.0 Timetable for Completion of Tasks

The detailed project timeline will be fully developed by the consultant that is selected by East Marlborough Township. Work will begin on or after January 1, 2019.

Any changes to this scope of work shall be approved by the Grant Administrator.

Proposal Content, Evaluation Criteria and Qualifications Requirements:

East Marlborough Township seeks an experienced, professional consultant that has the proven skills, organization, and temperament to develop a publicly supported, specific and implementable plan. The Township will evaluate consultants based on the following criteria and requirements listed below. **Proposals must address each criterion listed and should not exceed 25 pages in total.**

1. Project approach (not to exceed 10 pages)
 - a. Prospective consulting firms should submit a Project Approach that displays an understanding of the scope of work and that includes a proposed project schedule with details on the number of PAC meetings and public meetings to be held.
2. Consultant Qualifications and Experience (not to exceed 5 pages)

The consulting firm and lead planned selected by East Marlborough Township must possess the necessary experience to undertake the anticipated project and the scope of work. Proposals must include the following elements:

 1. A summary of the consulting firm's experience on projects of a similar scope and size that have been commissioned by a municipal government and/or Chester County. In particular the summary should demonstrate the consulting firm's experience in the areas listed below:
 - a. Open Space planning and preservation
 - b. Park planning and design
 - c. Greenway and Trail (pedestrian, bicycle and equestrian) planning and design
 - d. Concept and master planning

- e. Natural Resource planning
- f. Chester County grant administration
- g. Public engagement, Presentation and Consensus Building

A minimum of two references and reference contact information shall be included in the summary.

2. A description (not to exceed 4 pages) of primary staff resources, including brief resumes and identification of the lead planner and primary team members to be assigned to the project.
3. A description (not to exceed 4 pages) of the lead planner's qualifications. The consulting firm or planning team shall designate a lead planner to direct and execute the project. The lead planner shall be responsible for the overall execution of the work program; act as the principal contact with the various stakeholders; and attend all task force meetings and public meetings as outlined in the scope of work. The consulting firm shall provide verification that the lead planner or team member meets the following minimum requirements:
 - a. Bachelors or Master's degree in Planning, Landscape Architecture, or related field, from an accredited college or university.
 - b. Certified Park and Recreation Professional is required.
 - c. A minimum of five years of professional planning work experience, at least two of which have been in the Commonwealth of Pennsylvania, and proficiency in the specific work program area. This experience shall include primary responsibility for major planning projects, ideally ones which have been commissioned by a municipal government.
 - d. Proven experience in:
 - i. Project management
 - ii. Working with municipal officials to engage the public and hold public meetings.
 - iii. Analyzing data, written reports and plans, and assessing consequences of recommended actions.
 - iv. Applying elements of the planning process, including problem identification, goal setting, identifying alternatives, implementation, and evaluation.
 - e. Membership in the American Institute of Certified Planners (AICP) is preferred, but not required.

Because the township will receive VPP funding from Chester County, the County and Township will review the qualifications to mutually determine if the consultant is suited for the proposed project. In all cases, the County will make the final determination of the consulting firm and lead planner eligibility. A representative from the County will be available to answer questions regarding the VPP grant requirements and grant monitor's role in the process at the pre-submission briefing meeting.

The consultant will submit monthly status reports and invoices to East Marlborough Township and the Chester County Planning Commission.

Costs and Timeframe:

The township expects that the project will take approximately 12 months to complete. VPP grant requirements mandate that the project be completed within 18 months. East Marlborough Township is seeking a consultant that will be able to complete the project within the time parameters. Each proposal must include a chart that lists the anticipated cost and timeframe for each project task as follows:

Task	Time*	Cost
Task 1 – Project Management		\$
Task 2 – Existing Conditions Inventory and Data Collection		\$
Task 3 – Vision Goals and Objectives		\$
Task 4 – Plan for Open Space		\$
Task 5 – Plan for Recreation Facilities		\$
Task 6 – Plan for Multimodal and Greenway Connections		\$
Task 7 – Plan for Existing Open Space and Recreation Parcels		\$
Task 8 – Organization, Management and Financing		\$
Task 9 – Implementation Strategies		\$
Task 10 – Public Participation		\$
Task 11 – Products		\$
Total		\$

*provide time in weeks or months

The proposal shall provide a not-to-exceed cost for the completion of the work outlined above. If, during the duration of the project, the scope of work changes and/or cost exceed the original proposal, the selected firm shall submit a new proposal for the remaining work. No work shall commence on the additional work until the Board of Supervisors and Chester County so authorize.

Submit with the proposal, WITHIN A SEPARATE SEALED ENVELOPE, one hard copy of your compensation summary, hourly rates (for the lead firm and sub-consultants) and all other applicable fees and expenses.

The township intends to select the finalists based on the proposed work plan, experience and qualifications before considering costs.

Thank you for your interest in this project. If you have any questions please contact Laurie Prysock at (610)444-0725 or by email at LPrysock@eastmarlborough.org.

