

## Request for Proposals

The Town of Mansfield is a developing community approximately 35 miles southwest of Boston in Southeastern Massachusetts. Located at the intersection of interstate routes 495 and 95, Mansfield is host to a commuter rail station, a municipal airport and the Xfinity Center. The town is accessible by major roadways including interstate highway Routes 95 and 495, as well as state routes 140 and 106. The town's growth rate has moderated and the school-aged population has become less of a growth factor; however, continued loss of open space and increasing traffic congestion are in part functions of daily life. Mansfield's relative affordability compared with communities to the north and closer to the Boston metropolitan area, such as Sharon, Canton and Dedham, and its high quality of life continue to make Mansfield attractive for new residents. These issues, plus others, are of great concern to the community. The need exists to engage in a comprehensive review, evaluation and update of the Town's prior planning efforts to meet the challenges of the next decade.

During the last three decades, the rate of single-family home development has far outpaced the rate of commercial/industrial development in the Cabot Business Park and the Ryan-Elliott Industrial Park. As a result, where once Mansfield's industrial base made up the majority of the tax base, now residential property owners occupy that role. Even with a split tax rate, those living on fixed incomes in Mansfield sometimes struggle with the dual burdens of increasing property values and increasing tax rates. One approach to this problem is that Mansfield seeks to focus a major portion of this planning effort on economic development. The Town desires to articulate a plan and policies to encourage business retention, growth and reinvestment in existing business and industry. Additionally, Mansfield seeks a comprehensive strategy to reassert its commitments to attracting and fostering emergent business.

The rate of single-family home development has slowed significantly. However, the sales price of existing and new single-family homes has soared. Rising home prices are rapidly making local housing purchase cost prohibitive for younger Town residents. To some extent, the loss of local opportunity for potential first-time homebuyers in Mansfield is a story played out in many rapidly appreciating housing markets. As market values increase, down payments increase, competition for housing increases, further driving up prices. Even with the median house price at \$444,000 and with existing homes on the market for approximately only eight days, Mansfield remains a desirable location.

Downtown mixed-use zoning incentives, adopted some thirty years ago, are only now being used. As land values have increased, teardowns have led to redevelopment at much higher density than the buildings being replaced. This has generated ongoing discussion about if a need exists to establish a limit on, or perhaps a balance to, new multi-family mixed-use in the downtown area. Senior and disabled residents are especially vulnerable to increasing rent prices, as affordable options like single-room occupancy residences, become limited.

Mansfield is an educated and involved community. Recent statistics show that approximately forty four percent of Mansfield residents have a bachelors' or higher college degree.

Additionally, volunteerism is common in Mansfield households. This is evident in the school district, youth sports and charitable organizations, volunteering to serve on boards and committees, in Town government and in Town Meeting attendance.

Encouraging citizen participation and inclusion in this planning effort is paramount. Without extensive outreach, citizen engagement and listening sessions, sound public policy cannot be reasonably implemented. This proposed document is intended to be one of the cornerstones of Mansfield's framework for decision making.

The Town of Mansfield, through its Master Plan Committee, is seeking proposals from qualified firms or individuals interested in providing professional consulting services for the purposes of assisting the Town in updating its Master Plan in conformance with MGL Chapter 41, Section 81D. This 2019 Master Plan study update and analysis has been funded by vote of Special Town Meeting on November 13, 2018. **All deliverables and the final product shall belong solely and exclusively to the Town of Mansfield and may be reproduced and distributed by the Town of Mansfield.**

**Tentative Schedule**

- |                                  |   |
|----------------------------------|---|
| 1. Release Request for Proposals | January 30, 2019  |
| 2. RFP Submittal Deadline        | March 7, 2019   |
| 3. Consultant Interviews         | March 27, 2019  |
| 4. Selection of Consultant       | April 10, 2019  |
| 5. Project Begins                | April 15, 2019  |
| 6. Completion                    | October, 2109 [in anticipation of presentation to a Fall 2019 Special Town Meeting] |

The Master Plan Committee will select a lead consultant(s) to complete Elements (1) through (12) as listed below.

At a minimum, the following tasks shall be completed by the lead consultant:

- (1) Prepare a goals and policies statement which identifies the goals and policies of the municipality for its future growth and development. The consultants shall conduct an interactive public process to determine community values, goals and to identify patterns of development that will be consistent with these goals.
- (2) Land use plan element which identifies present land use and designates the proposed distribution, location and inter-relationship of public and private land uses. This element shall relate the proposed standards of population density and building intensity to the capacity of land available or planned facilities and services. Land use plan map(s) illustrating the land use and land use policies of the municipality shall be included. Issues regarding new zoning uses, such as medical and recreational marijuana, should be examined.
- (3) Housing element which identifies and analyzes existing and forecasted housing needs and

- objectives including programs for the preservation, improvement and development of housing. This element shall identify policies and strategies to provide a balance of local housing opportunities for all citizens. Special attention shall be paid to the balance and distribution of housing types, including affordable options for senior and disabled residents. Meet with Mansfield Housing Authority and Local Housing Partnership.
- (4) Natural and cultural resources element which provides an inventory of the significant natural, cultural and historic resource areas of the municipality, and policies and strategies for the protection and management of such areas. Include review of proposed Cultural District and meetings with the local Cultural Council and Historic Commission. One of the goals of this element should be to gather information to assist the Town's creation of its identity/character for future marketing campaigns.
  - (5) Open space and recreation element which provides an inventory of recreational and resources and open space areas of the municipality, and policies and strategies for the management and protection of such resources and areas. Meet with Conservation Commission/Open Space Committee and Recreation Commission.
  - (6) Services and facilities element which identifies and analyzes existing and forecasted needs for facilities and services used by the public. Meet with Department of Public Works Special Projects Manager, Police Department and Fire Department.
  - (7) Circulation element which provides an inventory of existing and proposed circulation and transportation systems [including safe routes to schools]. Meet with Department of Public Works, Police Department and Southeastern Regional Planning and Economic Development District [SRPEDD].
  - (8) Implementation program element which defines and schedules the specific municipal actions necessary to achieve the objectives of each element of the master or study plan. Scheduled expansion or replacement of public facilities or circulation system components and the anticipated costs and revenues associated with accomplishment of such activities shall be detailed in this element. This element shall specify the process by which the municipality's regulatory structures shall be amended so as to be consistent with the master plan.
  - (9) Review and incorporate into the to be updated comprehensive plan the appropriate portions of the Town's 2016 Open Space and Recreation Plan;
  - (10) Incorporate all of the above into a single comprehensive planning document. The consultant's Scope of Services shall include all meetings with the Master Plan Committee;
  - (11) Public Engagement will be an interactive public process to determine community values, goals and to identify patterns of development that will be consistent with these

goals; a public planning charrette(s) of an intensive nature with at least 100 attendees shall be conducted. The public engagement sessions shall be inclusive, oriented toward visioning and establishing a vision statement; and shall focus on problem solving and policy setting, while maintaining full transparency. Applicant must have a proven and demonstrated ability to conduct planning charrettes, visioning sessions and public outreach meetings.

- (12) Economic Development, which will identify policies and strategies for the expansion or stabilization of the local economic base and the promotion of employment opportunities. In addition to improving the overall economic health of Mansfield, the Economic Development subconsultant shall pay special attention to four primary areas of Town: Cabot Business Park, Ryan-Elliott Industrial Park, MBTA commuter rail station area and Mansfield's traditional downtown. All business zones should also be considered.

The consultant will work with the Strategic Development Committee and its consultant(s) on issues surrounding the Mansfield commuter rail station, including: Transportation/Access to the Site; Connectivity; TOD Site Considerations; TOD Building Considerations; Development Vision; Creating 'Sense of Place' qualities; Public Services, Access & Safety.

The consultant will conduct at least eight (8) public meetings.

The proposals will be reviewed by the town's Master Plan Committee and Town staff with the contract(s) being approved and awarded by the Town Manager. Proposals shall include the following:

- \*Identification of project team and listing of professional services;
- \*Identification of project team leaders;
- \*Proposed project approach;
- \*Proposed project schedule, including ability to meet the Town's timeline stated above;
- \*Estimate of staff requirements (broken down by planning phase) and proposed fixed fee;
- \*The names and addresses of all partners, if a partnership; or of all officers, directors and all persons with an ownership interest or more than five percent in the firm if not a partnership;
- \*A list of recent and pertinent projects for all public agencies within the Commonwealth for which the applicant has performed or has entered into a contract to perform planning services within the five year period immediately preceding the filing of the information required in this section; and

\*If the applicant is a joint venture, the information required in this section shall be required for each joint venturer as well as for the joint venture itself.

Four copies of the **Non-Price Services Proposal** must be received no later than 4:00 P.M. on March 7, 2019 at:

Town Manager's Office  
6 Park Row  
Mansfield, MA 02048

The **Price Proposal** must be sealed and submitted separately from the technical proposal. The price proposal must not exceed \$100,000.00.

The price proposal must include:

- a. Fee: The proposed fee for the entirety of all services proposed in the technical proposal, including but not limited to travel, meetings, telephone, postage and reproduction.
- b. Fee Breakdown: A breakdown of the professional service fees by each task and sub-task as listed in the Non-Price Services Proposal.
- c. Hourly Rates: The hourly rates to be charged by the consultant for services performed by each team member.
- d. Allowances: Allowances for work elements such as additional meetings, surveys or website hosting the Town may also want to include shall be itemized separately. These optional work elements are to be broken out separately and not included in the proposed fee.
- e. Price assurance: Consultants must agree to honor price quotes until **December 31, 2019**.

Please email all questions to Shaun P. Burke, Director of Planning and Development, at [sburke@mansfieldma.com](mailto:sburke@mansfieldma.com). The Scope of Services will be made available upon request.

## **REQUEST FOR PROPOSALS**

The Town of Mansfield is seeking proposals from qualified firms or individuals interested in providing professional consulting services for the purposes of assisting the Town in updating its 2008 Master Plan in conformance with MGL Chapter 41, Section 81D. The final product will be a single comprehensive planning document. Tasks include updates of the following Master Plan sections/documents: Services and Facilities, Circulation and Transportation, Land Use Policy and Alternatives, Demographic, Growth and Development Trends, Housing Needs Study Update, Natural and Cultural Resources, Goals and Objectives, Integrate 2016 Open Space and Recreation Plan into the comprehensive plan document. Emphasis shall be placed on Economic Development. Public meetings, hearings and outreach will be involved.

**EXHIBIT A**

**Town of Mansfield**

**Request for Proposals to Update Mansfield's  
2008 Master Plan Documents**

**January 2019**

**Kevin J. Dumas, Town Manager  
Chief Procurement Officer**

## **REQUEST FOR PROPOSALS**

The Town of Mansfield, through its Master Plan Committee, is seeking proposals from qualified firms or individuals interested in providing professional consulting services for the purposes of assisting the Town in updating its 2008 Master Plan in conformance with MGL Chapter 41, Section 81D. The final product will be a single comprehensive planning document.

The Request for Proposals is available for pickup at the Planning Department or online on the Town of Mansfield's website. Pre-proposal inquiries should be directed by email to Shaun P. Burke at [sburke@mansfieldma.com](mailto:sburke@mansfieldma.com) by 4:00 P.M. on February 21, 2019. Proposals shall be received by the Town Manager (Awarding Authority) no later than 4:00 P.M. on March 7, 2019 at:

Town Manager's Office  
Town of Mansfield  
6 Park Row  
Mansfield, MA 02048

The Planning Director will evaluate each proposal to determine whether it is complete and rate each proposal against the selection criteria identified in the Request for Proposals. Proposals which are incomplete will be rejected. Prior to completing the evaluation process, the Master Plan Committee will interview all firms submitting proposals determined by the Planning Director to be complete and responsive to the Request for Proposals.

The Master Plan Committee, the Town Manager and Town Planning staff will evaluate each firm based on the proposal and interview, along with the ratings assigned by the Planning Director. The Town Manager will contract on behalf of the Town with the firm(s) demonstrating the highest ability to perform the Scope of Services within the budget limits and time schedule included in the Request for Proposals. The Town of Mansfield reserves the right to reject any and all proposals.

**FORM 1  
SUBMITTAL STATEMENT**

In response to this Request for Proposals, the applicant shall attach this Form 1 to a transmittal cover letter on business letterhead.

This proposal is hereby submitted on or before March 7, 2019 at 4:00 P.M. by:

\_\_\_\_\_  
Name of Business (the "applicant")

\_\_\_\_\_  
Name of Contact Person

\_\_\_\_\_  
Telephone Number

This submittal consists of the following parts:

Ten copies of the Proposal Package to include the following parts presented in the order indicated:

- a. A Transmittal Cover Letter with this Submittal Statement (Form 1)
- b. A "Proposal Summary" (Form 2)
- c. A "Statement of Qualifications and Related Experience" (Form 3)
- d. A "Certificate of Non-Collusion" (Form 4)
- e. A Certificate of Tax Filing (Form 5)

This proposal is a firm offer to provide the services requested by the **Town of Mansfield's Request for Proposals**. This offer shall remain open for a period of 45 days following written notice of Vendor selection.

Authorized Representative:

By: \_\_\_\_\_ Address: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Witness: \_\_\_\_\_

**FORM 2**

**Proposal Summary**

**BY:** \_\_\_\_\_  
**Name of Business (the "applicant")**

Please provide no more than a two-page summary of your proposal, including the principal reasons which you would offer for selecting your firm.

**FORM 3  
STATEMENT OF QUALIFICATIONS AND RELATED  
EXPERIENCE**

**BY:** \_\_\_\_\_  
(NAME OF BUSINESS)

Identify the Proposer and all Subcontractors:

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2. List the name, address and telephone number of the assigned project manager

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3. Attach a description of the project role and relevant qualifications of each assigned team member

4. Attach a description of how your proposal satisfies the Minimum Requirements described in this RFP

5. Attach a description of how your proposal qualifies for a "Good" or "Exceptional" rating for any of the first three Selection Criteria

6. Attach a client list with locations, project titles, contact persons and telephone numbers

**FORM 4**

**CERTIFICATE OF NON-COLLUSION**

**BY:** \_\_\_\_\_  
**Name of Business (the "applicant")**

The undersigned certifies under penalties of perjury that this response to the **Town of Mansfield's Request for Proposals** has been made and submitted in good faith and without collusion or fraud with any other person. As used in this Certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club or other organization, entity, or group of individuals.

\_\_\_\_\_  
(Signature of person signing bid or proposal)

\_\_\_\_\_  
(Name of Business)

Date: \_\_\_\_\_

## FORM 5

### CERTIFICATE OF TAX FILING

I certify under the penalties of perjury that I, to the best of my knowledge and belief, have filed all state tax returns and paid all state taxes required under law.

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\*Signature of Individual  
or Corporate Name (Mandatory)

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Corporate Officer  
(Mandatory, if Applicable)

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\*\*Social Security Number (Voluntary)  
or Federal Identification Number

\*Approval of a contract or other agreement will not be granted unless this certification clause is signed by the applicant.

\*\* Your social security number will be furnished to the Massachusetts Department of Revenue to determine whether you have met tax filing or tax payment obligations. Providers who fail to correct their non-filing or delinquency will not have a contract or other agreement issued, renewed, or extended. This request is made under the authority of Mass G.L. c. 62 s. 49A.

## **Selection Criteria:**

**Minimum:** An understanding of land use and service delivery issues facing rapidly growing communities. Demonstrated ability to write a comprehensive planning document.

**Good:** In addition to the **minimum** requirements, the proposer must demonstrate a strong background in planning for economic development.

**Exceptional:** In addition to the **good** requirements, the proposer must demonstrate the ability to articulate economic development policy, cite successful examples of local adoption of economic plans authored by the proposer, and provide examples of implementation of economic development strategies. Demonstrate the ability to identify tools and land use regulatory concepts that will help Mansfield achieve the goals set out in the comprehensive plan.

# MASTER PLAN SCOPE OF SERVICES

<u>Task</u>	<u>Anticipated Number of Weeks to Complete</u>
<p><b>1. Review and Revise Goals and Policies Section</b></p> <ul style="list-style-type: none"> <li>*Review 2008 Master Plan Goals and Policies</li> <li>*Review 2016 Open Space and Recreation Plan Goals and Policies</li> <li>*Review 2012 Strategic Plan and 2015 Strategic Plan Update</li> <li>*Comparison of Goals, Identification of Inconsistencies</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>*Complete Update of Goals and Policies Section in Narrative Format</li> </ul>	2
<p><b>2. Review and Revise Open Space and Recreation Section</b></p> <ul style="list-style-type: none"> <li>*Review 2016 Open Space and Recreation Plan</li> <li>*Review 2008 Master Plan</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>*Incorporate 2016 Open Space and Recreation Plan into New Comprehensive Plan</li> </ul>	2
<p><b>3. Update Land Use Section</b></p> <ul style="list-style-type: none"> <li>*Review 2008 Master Plan</li> <li>*Review Building Permits – 2008-2018</li> <li>*Review Subdivision Approvals – 2008-2018</li> <li>*Review 2014 Mansfield Train Station Area Access Study (BETA Group)</li> <li>*Review 2014 SPREDD TOD Financial Impact Study</li> <li>*Review 2016 Open Space and Recreation Plan</li> <li>*Identify Land Use Trends</li> <li>*Include Statistical Analysis on Demographic/Income Changes</li> <li>*Evaluate Impacts of Growth</li> <li>*Project Growth 5, 10, 25 Years into Future</li> <li>*Review 2013 Town of Mansfield Buildout Study</li> <li>*Review 2017 Buildout Analysis – PBD [Cabot Business Park] – available from the GIS Department</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>*Complete Update of Land Use Section in Narrative Discussion of Trends, Impacts, and Recommendations</li> </ul>	6

## MASTER PLAN SCOPE OF SERVICES

**Anticipated  
Number of  
Weeks  
to Complete**

**Task**

**4. Update Circulation and Transportation Section 4**

- \*Review 2008 Master Plan
- \*Review 2012 Mansfield Train Station Area Access Study (BETA Group)
- \*Review 2014 SPREDD TOD Financial Impact Study
- \*Review Town’s Ongoing Complete Streets Plans
- \*Review Town’s Ongoing Safe Routes to School Plans
- \*Review Ongoing BETA and Nelson-Nygaard Studies

**Deliverables**

- \*Complete Circulation and Transportation Section in Narrative Format

**5. Review and Revise Natural/Cultural Resources Section 4**

- \*Review 2008 Master Plan
- \*Review 2016 Open Space and Recreation Plan
- \*Review and Comment on Proposed Downtown Mansfield Cultural District initiative

**Deliverables**

- \*Complete Natural/Cultural Resources Section in Narrative Format

**6. Review and Revise Services and Facilities Section 4**

- \*Review 2008 Master Plan
- \*Review 2015 Existing Building Condition Survey and Capital Forecasting Report
- \*Review 2011 Capital Building Forecast Report

**Deliverables**

- \*Complete Services and Facilities Section in Narrative Format

**7. Review and Revise Housing Section 2**

- \*Review 2008 Master Plan
- \*Review 2016 Housing Production Plan

**Deliverables**

- \*Complete Housing Section in Narrative Format

## MASTER PLAN SCOPE OF SERVICES

<u>Task</u>	<u>Anticipated Number of Weeks to Complete</u>
<p><b>8. Complete a Town-Wide Economic Development Plan</b></p> <ul style="list-style-type: none"> <li>*Analysis of Existing Employment Base</li> <li>*Inventory of Vacant/Underutilized Business and Industrial Parcels</li> <li>*Define Market Area</li> <li>*Development of Market Strategies/Incentives to Retain and Attract New Business</li> <li>*Identify Opportunities, Strengths and Weaknesses in Local Economy</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>*Complete Narrative Section of Economic Development Plan in Narrative Format</li> </ul>	12
<p><b>9. Identify Town’s Options and Alternative Development Scenarios in Narrative Discussion</b></p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>*Options and Alternatives Section in narrative format</li> </ul>	4
<p><b>10. Establish Implementation Program</b></p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>*Identify key tasks</li> <li>*Assign responsibility to appropriate parties for implementation</li> <li>*Establish timeframe for implementation</li> <li>*Complete Implementation Program section in narrative format</li> </ul>	4
<p><b>11. Final Product Shall be One Comprehensive Planning Document Containing All of the Above</b></p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>*Consultant shall provide 15 field copies plus one complete version in electronic format</li> </ul>	44*

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\*It is anticipated that many tasks will be done concurrently and that the duration of the project will be approximately six (6) months.

## **Tentative Master Plan Meeting Schedule**

Early May 2019	Kick-Off Meeting/Meet the Consultant
Late May 2019	Public Workshop
Mid July 2019	Planning Board Work Session
Mid August 2019	Public Workshop
Mid September 2019	Planning Board Work Session
Early October 2019	Presentation and Discussion of Completed Document

It is anticipated that each Master Plan Committee meeting will focus on a specific section of the Master Plan, followed by a series of sub-topics related to that section. That way, all sections will be covered equally and the public, as well as the Master Plan Committee, will know what the subject of discussion will be on each meeting night.