



TOWN OF HINGHAM

REQUEST FOR PROPOSALS *Comprehensive Master Plan*

The Town of Hingham, Massachusetts (population 23,000) seeks proposals from qualified consultants to develop a **Comprehensive Master Plan** for the Town of Hingham consistent with the requirements under MGL Chapter 41, Section 81D.

Proposals must be prepared in accordance with all applicable laws and regulations of the U.S. Commerce Department under the Economic Development Administration, the Commonwealth of Massachusetts, and the Town of Hingham. All proposals must comply in all respects with the instructions, conditions, specifications, and other requirements in the Request for Proposals, which can be obtained from the Department of Community Planning, 210 Central Street, Hingham, MA 02043, Monday, Wednesday and Thursday 8:30 a.m.-4:30 p.m., Tuesday 8:30 a.m.-7:00 p.m., and Friday 8:30 a.m.-1:00 p.m., telephone: 781-741-1419.

Consultants must submit one (1) original unbound single-sided copy, and ten (10) double-sided bound copies of the technical (non-price) proposal and one original copy of a separately sealed envelope containing the price proposal, certificate of non-collusion, and certificate of tax compliance **by 12:00 p.m. EST on Friday, December 21, 2018** to the attention of: Mary F. Savage-Dunham, Director of Community Planning, Hingham Town Hall, 2nd floor, 210 Central Street, Hingham, MA, 02043. Proposals that are faxed, emailed, or late will not be accepted. Price proposals and technical proposals must be submitted in separate envelopes.

The Town intends to select a consultant in January or February 2019. However, funding for the Comprehensive Master Plan is contingent on an appropriation from the April 2019 Town Meeting. For this reason, all price proposals must remain in effect through June 30, 2019. Work on the project must commence on or after July 1, 2019 (funding will not be available before that date). The Town reserves the right to reject any and all proposals.

To obtain the RFP, contact the Department of Community Planning by phone at (781) 741-1419 or pick one up in the Planning Department, Hingham Town Hall 2nd floor, 210 Central Street, Hingham, MA 02043 on Monday, Wednesday and Thursday from 8:30 a.m.-4:30 p.m., Tuesday 8:30 a.m.-7:00 p.m., and Friday 8:30 a.m.-1:00 p.m.

**Town of Hingham
Request for Proposals
Comprehensive Master Plan**

The Town of Hingham is seeking proposals from professional planning consultants for the preparation of a Comprehensive Master Plan to be completed no later than September 1, 2020. The Planning Board is requesting funding for this effort at the April 2019 Town Meeting. If approved, the Town could execute a contract in May 2019 and the funds would become available July 1, 2019.

I. RFP and Master Plan Timeline

RFP Package Available	November 20, 2018
Questions/Requests for Information Due*	November 29, 2018
Questions/RFIs Answered	By December 3, 2018
RFP Proposals Due	December 21, 2018
Review & Ranking of Proposals	By January 4, 2019
Interviews with Consultant Teams	Tentatively Starting January 9, 2019
Consultant Selected	January-February
2019 Annual Town Meeting	April 22- 23, 2019
Anticipated Execution of Contract	May 10, 2019
Formation of Master Plan Committee	May 2019
Project start date if funding authorized	On or after July 1, 2019
Final Draft of Comprehensive Master Plan Due	No later than September 1, 2020
Approval of final Comprehensive Master Plan by the Planning Board	By September 30, 2020 or one month after receipt of final Comprehensive Master Plan

*Questions/Requests for Information must be submitted in writing to Mary Savage Dunham, Director of Community Planning for the Town of Hingham, at dunhamm@hingham-ma.gov. All questions asked and the Town’s responses to them will be provided to all parties who picked up an RFP.

II. Background on Project

Introduction

Hingham is located in eastern Massachusetts, bordered by the Atlantic Ocean and Hull on the north, Cohasset and Scituate on the east, Norwell and Rockland on the south, and Weymouth on the west. Hingham is 15 miles southeast of Boston; 16 miles northeast of Brockton; 30 miles north of Plymouth; 42 miles from Providence, Rhode Island; and 218 miles from New York City. Hingham was incorporated in 1635, has a total of 22.5 square miles and a population of approximately 23,000 residents. Once a small village, Hingham is now a bedroom community. Residents value the excellent school system and proximity to the shore and Boston while prioritizing the preservation of historic resources and the suburban character of this historic seaside community. Hingham is proud of its location on the water, which includes 21 miles of

shoreline. The Town continues to activate the shoreline to enhance public use of Hingham Harbor.

Hingham has experienced increasing development pressure over the past 15 years. The revitalization of the MBTA Greenbush line in 2007 provided another convenient means to commute to Boston, complementing the MBTA ferry service from the Shipyard and other mass transit options. As the economy has strengthened, Hingham has experienced continued reinvestment in the existing housing and building stock as well as steady commercial and industrial growth. The Hingham Shipyard mixed use development is moving towards buildout and there are two larger residential developments close to the Shipyard totaling 410 additional residential units. When completed, these projects will result in an increasing population and changing landscape. At the same time, several hundred acres of undeveloped land in South Hingham remain poised for development.

Hingham's new Comprehensive Master Plan must build on and reflect existing information and incorporate new information to provide a roadmap to the community about how to preserve the attributes that are loved and valued while also embracing changes that will enable growth, foster fiscal stability and health, and meet the needs of residents and businesses into the future. The future quality of life in Hingham is dependent on how the Town ensures sustainability in the face of climate change, advances with new technology, preserves the historic and architectural resources that contribute to the Town's unique character, ensures the economic health of the downtown and neighborhood shopping areas, supports larger economic engines, improves community facilities and the transportation network, and offers a diversified and affordable housing inventory to sustain a vibrant community and workforce. The Comprehensive Master Plan is a strategic plan in support of the community's vision statements and needs.

III. General Information and Proposal Submission Requirements

General Requirements

Anyone who intends to submit a proposal must contact either Mary Savage Dunham, Director of Community Planning, or Sherry Robertson, Administrative Assistant, directly at 781-741-1419 and specifically request a copy of this RFP. The Community Planning Department will maintain a list of all potential proposers and will use this list and associated contact information to distribute information relative to the process.

Objective

The Comprehensive Master Plan is to be prepared and completed in accordance with the requirements of MGL Chapter 41, Section 81D and may include additional elements desired by the Town and further detailed in the RFP. The Comprehensive Master Plan should take into consideration and build upon recent studies and analyses prepared by the Town or their agents and incorporate that information into the Comprehensive Master Plan at the appropriate junctures. These studies/analyses include but are not limited to those listed in **Section VI - Resources Available**. The Town feels that public participation is critical to the overall success of the Master Plan project. As such the outreach and engagement portion of this process is equally as important as the technical effort.

This planning effort is envisioned as an opportunity to engage the community in an open, public process to help define Hingham's future and vision while taking existing information, demographic trends, and community needs and constraints into consideration. It shall result in a Comprehensive Master Plan that is informative, dynamic, and actionable to guide and inform the Town over the next decade.

Project Period

The Planning Board is seeking an appropriation at April 2019 Town Meeting to authorize funding for this project. If successful, the project is expected to take no longer than fourteen (14) months from the availability of funds on July 1, 2019 and authorization to proceed until release of the final Comprehensive Master Plan Document no later than September 2020. As part of the RFP submission requirements, the consultants will submit a project schedule showing tasks and target dates, including public meetings, estimated duration of tasks and a projected completion date. This project will require a robust public outreach component. As a result, evening and/or weekend meetings or workshops will be required.

Accountability

The consultant will work under the advisory guidance of the Master Plan Committee. The Master Plan Committee will include representatives of Boards and Commissions in Town and municipal staff. The Director of Community Planning will serve as the day-to-day liaison to the consultant team throughout the Comprehensive Master Plan process.

IV. Project Overview, Scope of Services & Deliverables

The most recent complete Hingham Master Plan was finalized in December 2001. In 2014, the Town received a Sustainable Communities grant from the U.S. Department of Housing and Urban Development to assist the Town in updating its master plan goals in the context of the South Shore Coalition sub region and *MetroFuture: Making a Greater Boston Region*, the regional plan for sustainable and equitable development and preservation in the Metropolitan Area Planning Council (MAPC) region. MAPC provided technical assistance for this effort, which did not include an update of the supporting data or analyses from the 2001 Master Plan. The Planning Board ultimately adopted revised Master Plan Goals and Objectives related to this 2014 process in 2017.

Scope of Services

The Consultant is expected to complete the following tasks, at a minimum:

1. Provide a public participation plan that includes but is not limited to community outreach, engagement, and education throughout the project. The public engagement shall include facilitated *Discovery and Visioning workshop(s)* scheduled to ensure the broadest civic engagement from the outset of the project and develop Vision Statements. There should also be time allocated for individual meetings with department representatives to gather resources and information.
2. Provide completed vision statements, goals and objectives.

3. Complete a comprehensive analysis of existing conditions and projections of likely future conditions for all Comprehensive Master Plan elements. Master Plan elements include:
 - a. **Economic Development** - The preferred consultant will review the town as a whole and also focus on the downtown Hingham overlay district and South Hingham. Supporting continued success of the downtown as well as the connection of the downtown to the harbor is a main goal of the town. At the same time South Hingham is poised for development and will be a main economic engine for the town. One challenge is how to support both of these objectives without compromising the character of the town and maintaining or improving gateways into town.
 - b. **Housing** - This section of the Comprehensive Master Plan shall build upon the Town's Housing Plan (completion date September 2019) and include strategies to support the recommendations in the Housing Plan and if possible connect housing initiatives to other community goals including historic preservation, land conservation, pedestrian connections and economic development.
 - c. **Land Use** - This section of the Comprehensive Master Plan must include an analysis of the distribution of existing uses and density and identify future locations for new residential, commercial, industrial and mixed use development in town as well as areas that should be protected for open space and recreational uses. This section should include a discussion on the projected impacts of climate change and sea level rise and potential ramifications of same on land use and development in vulnerable areas. This section must include an existing land use map, housing and growth projections, and a build out analysis for both residential and commercial uses based upon existing regulations and a modified analysis showing the results from the implementation of any recommended changes to the Zoning By-law and Map. This section should also include an evaluation of land use tools such as low impact development standards, access management, mixed-use and sustainable development standards.
 - d. **Cultural and Historic Resources** - This section of the Comprehensive Master Plan must include an updated inventory of cultural and historic resources and identify strategies, policies and programs to protect and manage those resources that are identified as important. This section should also include best practices or guidance on encouraging historic preservation while allowing reuse of historic commercial or residential structures.
 - e. **Open Space and Recreation** - This section of the Comprehensive Master Plan should build upon and reflect the Open Space and Recreation Plan and the Master Trails Plan. This section shall include a complete inventory of resources and facilities with schedule of uses and responsible entity or department. This section should also include a discussion of how the Conservation department and Open Space Committee evaluates and prioritizes potential acquisitions.

- f. **Community Services and Facilities** - The preferred consultant should update the inventory of existing facilities including buildings, land and infrastructure. This section of the Comprehensive Master Plan should include information from departments including but not limited to Elder Services, Recreation, Veterans and the Library regarding existing or future facility needs or planned expansions. There are a number of facilities and memorials under the care and control of the Department of Veterans Services and this section should include an inventory of those as well.

 - g. **Transportation and Circulation** - This section of the Comprehensive Master Plan should analyze the existing and proposed transportation system with a focus on main streets and thoroughfares, pedestrian and bicyclist facilities, parking and public transportation. This section shall include but not be limited to an analysis of overall traffic patterns and the street network with capacities and projected traffic volumes, identification and assessment of problem spots in the transportation circulation network, opportunities and strategies for improving vehicular and pedestrian safety, and an analysis of how to reduce dependency on automobiles and how to enhance and support transportation alternatives such as pedestrian and bicycle paths, bicycle sharing companies, local or regional trolley systems, mass transit and face the challenge of “the last mile”.

 - h. **Sustainability, Natural Resources, Water, and Energy** - This section of the Comprehensive Master Plan should reflect and build upon the information generated during the Municipal Vulnerability Preparedness planning process (underway now). The section should also include maps of and information on the utility (water and sewer) service areas. This section should also include an assessment of the adequacy of existing and proposed water supplies to meet projected demands, water quality and treatment issues, irrigation well policies, an analysis of wastewater disposal system capacity and needs and, recommended strategies or actions for drought management, water supply protection, water conservation, wastewater disposal, and improvements needed to meet future needs. This section should include a discussion on energy and explore locally feasible land use strategies to maximize energy efficiency and renewable energy opportunities; support land, energy water and materials conservation strategies, local clean power generation, and innovative industries; and address climate change by reducing greenhouse gas emissions and the consumption of fossil fuels. This section should include a maps and a discussion on storm water infrastructure and storm water management strategies.
4. Analyze potential impacts of pending legislation or regulatory changes relative to resources, land use, housing, etc.

 5. Develop an implementation program that defines and prioritizes the specific municipal actions necessary to achieve the goals and objectives of the master plan in accordance with the policies outlined therein. This implementation program shall specify the recommended courses of action by which the municipality’s regulatory structures,

including zoning and subdivision control regulations and/or general by-laws, may need to be amended in order to be consistent with the master plan. This section may examine the current land use permitting process in a community and, if necessary, make recommendations for the development of clear, predictable, coordinated, and timely procedures thereunder, including an assessment of the adequacy and effectiveness of the existing structure of and roles and responsibilities of elected and appointed boards, officers, and personnel to implement the master plan through land use ordinances, by-laws, regulations, and procedures.

Deliverables

Upon completion of the Comprehensive Master Plan, the consultant must provide the following deliverables to the Town:

- Ten (10) bound copies of the Comprehensive Master Plan, including a separate stand-alone Executive Summary, along with electronic copies of each document in Microsoft Word and pdf format; GIS data files that contain shape and data files for any maps or graphics prepared for the plan.

V. Proposal Evaluation & Consultant Team Selection Process

Proposals

Consultants must submit one (1) original unbound single-sided copy, and ten (10) double-sided bound copies of the technical (non-price) proposal and one original copy of a separately sealed envelope containing the price proposal, certificate of non-collusion, and certificate of tax compliance **by 12:00 p.m. EST on Friday, December 21, 2018** to the attention of: Mary F. Savage-Dunham, Director of Community Planning, Hingham Town Hall, 2nd floor, 210 Central Street, Hingham, MA, 02043. Proposals that are faxed, emailed, or late will not be accepted. Price proposals and technical proposals must be submitted in separate envelopes.

Amended Proposals

Proposals may be amended up until the December 21, 2018 deadline by submitting a new, complete set of amended proposal documents to Mary Savage-Dunham, Director of Community Planning. In such a case, the original proposal will not be considered for evaluation.

Proposal Format

To set the framework for a comparative analysis of all proposals submitted to the Town, all proposals must follow a uniform format. Proposals should follow the same order as this RFP. Each response must include the following items as minimum requirements:

- a. Cover letter: Provide a statement indicating the consultant's desire to be considered for the project signed by a principal of the firm. Include a summary statement explaining how the firm is qualified for the project and detailing the reasons that the firm should be selected. Demonstrate what level of familiarity the firm has with the Town of Hingham, including any past community planning projects. Describe the firm's qualifications and experience with Comprehensive Master Plan projects. Provide an organizational chart for the project listing key staff and/or any sub consultants expected to work on the

project. Include the resumes of all staff who will be involved in this project and identify what role each staff person will play.

- b. Approach to Plan Development: Please describe the approach and projected schedule that is proposed for the development of the Comprehensive Master Plan. This section should include discussion on each of the plan's elements and/or any other relevant chapters that the consultant deems important, including:
 - a. Economic Development
 - b. Housing
 - c. Land Use
 - d. Cultural and Historic Resources
 - e. Open Space and Recreation
 - f. Community Services and Facilities
 - g. Transportation and Circulation
 - h. Sustainability, Natural Resources, Water, and Energy
- c. Timetable: Provide a project schedule and identify key tasks and percent completion within each timeframe as well as the corresponding payment schedule. Identify key junctures where meetings would occur and the purpose of the meetings. Note: any draft documents for review at a Master Plan Committee meeting or Planning Board meeting must be provided not less than one week in advance of the meetings.
- d. Approach to public outreach and engagement: Describe your approach to public outreach and engagement. Discuss the types of workshops or public meetings you intend to conduct as part of this master planning process.
- e. Approach to incorporating existing data: Please describe your plan to incorporate existing studies and analyses into the Comprehensive Master Plan project. These studies/analyses should include but are not limited to those listed in **Section VI - Resources Available**.
- f. List of similar projects: In a table format, please provide a list of municipal master planning projects undertaken by the consultant in the past five years, indicate percent completeness of that project, the project lead, and which other team members were assigned to the project.
- g. Please provide two examples of similar master plans completed by the consultant for other municipalities. Please provide these examples on a thumb drive in the submittal packet.

Evaluation of Proposals

Planning Board members and Community Planning staff will evaluate proposals based on the quality requirements and comparative criteria detailed below. The Town may choose to interview consultants. The interview panel will consist of municipal staff and at least two Planning Board members. Interviews will tentatively take place the week of January 7, 2019 at Town Hall.

A. Quality Requirements

1. The consultant must have completed at least four (4) Comprehensive Master Plans for other municipalities.
2. At least one (1) member of the consultant team must have American Institute of Certified Planners (AICP) certification.

B. Comparative Criteria

The technical proposals shall be reviewed and rated as “highly advantageous,” “advantageous,” or “not advantageous” for each of the comparative criteria listed below.

1. Quality of proposed plan of services and demonstrated understanding of all project components.
 - Highly advantageous: The plan of services proposes a detailed, logical, thorough, and highly efficient scheme for producing a comprehensive master plan that addresses all of the required components.
 - Advantageous: The plan of services proposes a basic scheme for producing a complete report that addresses all of the required components.
 - Not advantageous: The plan of services is not sufficiently detailed to fully evaluate or does not address all of the required components.
2. Ability to develop and deliver a robust public participation process to engage the public, partners, and stakeholders, including those least likely to participate.
 - Highly advantageous: The proposed public engagement process is dynamic, thorough, and would engage diverse stakeholders through a variety of methods. The process should have engagement at multiple levels (public, elected and appointed officials, staff) and at key junctures during the process. Meetings with members of the public should be structured to engage the least likely to participate including scheduling of weekend or daytime meetings. There are at least 3 sets of two public meetings (discovery, initial findings, and report draft). The initial workshops should gather information from the participants and inform them of the future opportunities for involvement, whether it be to hear the report out of the process or to provide additional comment or feedback. Use of surveys, on line engagement and social media is proposed.
 - Advantageous: The proposed public engagement process is thorough and would engage diverse stakeholders through a variety of methods. The process has engagement at multiple levels (public, elected and appointed officials, staff) and at key junctures during the process. There are less than 3 sets of two public meetings. The initial workshops should gather information from the participants and inform them of the future opportunities for involvement, whether it be to hear the report out of the process or to provide additional comment or feedback. Use of surveys, on line engagement and social media is minimal.
 - Not advantageous: A public engagement process is proposed. The process has engagement with the public, elected and appointed officials, or staff) at

least once during the process. Use of surveys, on line engagement and social media is not proposed.

3. Commitment of senior staff to this project to ensure a high quality process and final product as well as adherence to timelines. Senior staff is defined as someone who has at least 10 years of experience consulting with municipalities on projects of similar size and scope and has taken a leadership role in conducting Comprehensive Master Plan projects for at least two other municipalities.
 - Highly advantageous: Commitment of at least two senior staff to this project.
 - Advantageous: Commitment of one senior staff to this project.
 - Not advantageous: Commitment of no senior staff to this project.
4. Strength and credibility of past performance. Satisfaction with working relationship, project management capabilities, and technical expertise as reported by other municipal clients.
 - Highly advantageous: All past municipal clients contacted report that master plans developed by the consultant have been comprehensive, well organized, completed in a timely manner, and completed on budget.
 - Advantageous: Most past municipal clients contacted report that master plans developed by the consultant have been comprehensive, well organized, completed in a timely manner, and completed within budget.
 - Not advantageous: All past municipal clients contacted report that master plans completed by the consultant lacked thoroughness, were disorganized, or were not completed on time or within budget.
5. Evaluation of sample Master Plans completed for other communities submitted electronically with proposal.
 - Advantageous: The sample plans are well organized, clear, and thorough.
 - Not advantageous: The sample plans are not well organized and lack sufficient detail.
6. Experience conducting master planning processes in communities similar to Hingham, particularly coastal communities and communities that place a high value on historic preservation.
 - Highly advantageous: Consultant has experience conducting master planning processes in other coastal communities of a similar size and experience conducting master planning processes in communities that place a high value on historic preservation.
 - Advantageous: Consultant has experience conducting master planning processes in other coastal communities **or** experience conducting master planning processes in communities that place a high value on historic preservation.
 - Not advantageous: Consultant does not have experience conducting master planning processes in either type pf community.
7. Prior planning work in Hingham and/or demonstrated familiarity with the town.

- Highly advantageous: The consultant has conducted planning work with a department, board, or commission of the Town.
- Advantageous: The consultant has not conducted planning work with the Town, but demonstrated familiarity with the Town as evidenced by the thoroughness and specificity of the proposal presented.
- Not advantageous: The consultant has not conducted planning work with the Town and has not made any effort to research or become familiar with the unique aspects of Hingham.

Determination of “Best Price”

The Town Administrator or his designee will open the cost proposals and determine the best (lowest) all-inclusive price in connection with the submissions. However, price alone will not be the determining factor in the awarding of the contract. The Town will award the contract to the consultant offering the most advantageous proposal, taking into consideration all evaluation criteria as well as price.

VI. Resources Available

The Town will make all available information available in support of this effort. Some of the more substantive data sources available include:

- GIS base map and data layers
- South Hingham Study Group Final Report November 2017
- Route 3A Task Force Final Report
- Data on Seawall improvements and Harbor Development Plans
- Open Space and Recreation Plan, 2016-2023
- Master Trails Plan, 2015
- Climate Change Vulnerability, Risk Assessment and Adaptation Study, June 29, 2015
- Capital Improvement Plan
- Hazard Mitigation Plan, 2014 update, adopted 2016
- 2001 Master Plan, 2014 Master Plan Update, 2017 Master Plan Goals and Objectives
- Downtown Shared Parking Model Update August 21, 2017
- Station Street Parking Observations August 15, 2017
- Merchants Lot Parking Observation February 9, 2018
- Comprehensive Wastewater Management Plan, Needs Analysis - Phase I, March 2007
- Comprehensive Wastewater Management Plan, Recommended Plan - Phase II, July 2011
- Comprehensive Community Inventory of Historic, Architectural and Archeological Resources
- Historic District Study Committee Reports
- Storm water Management Plan, to meet 2016 MS4 permit requirements (in process, completion by June 2018)
- Hingham Schools Master Plan, (update underway, completion in 2019)

In addition to these listed resources, the Department of Community Planning will facilitate the collection of other relevant reports and data sources that are currently in progress and may become available prior to the start of work. One potential resource is a Housing Plan, which is

expected to be completed by September 2019 at the latest. Another source of information will be generated through the Municipal Vulnerability Preparedness (MVP) grant program planning study, in progress now.

CERTIFICATE OF NON-COLLUSION

The undersigned certifies under penalties of perjury that this proposal 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 proposal)

(Print Name)

(Name of Business)

(Date)

CERTIFICATE OF TAX COMPLIANCE

Pursuant to Chapter 62C of the Massachusetts General Laws, Section 49A, the signatory for

(Print name of person submitting proposal)

Certifies under the pains and penalties of perjury that said person has complied with all laws of the Commonwealth of Massachusetts relating to taxes, reporting of employees and contractors, and withholding and remitting of child support.

By: _____
(Signature of authorized representative)

(Title)

Date: _____

FEID#: _____

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.

PRICE PROPOSAL FORM

Town of Hingham
Comprehensive Master Plan RFP

All-inclusive fee for performing all services under the RFP: _____

You may submit additional information regarding your price proposal by attaching such additional information to this form. Please note that this Price Proposal form and any related cost information must be submitted in a separately sealed envelope and not included with the technical proposal.

Name: _____

Title: _____

Organization: _____

Address: _____

By: _____
Signature