

UPPER DUBLIN TOWNSHIP
REQUEST FOR PROPOSAL (RFP)
COMPREHENSIVE PLAN AND ZONING ORDINANCE UPDATE CONSULTANT

I. Purpose

Upper Dublin Township is soliciting proposals from qualified firms to take the lead on a substantial update of the Township's Comprehensive Plan as recommended by Act 247, 2022 Pennsylvania Municipalities Planning Code, Article III, Section 301. Link: [PA Municipalities Planning Code \(MPC\) 2022](#). Firms that wish to be considered should also have the capacity to complete a Zoning Ordinance Update that complements the findings and recommendations that emerge from the Comprehensive Plan Update process. Submissions should outline a scope of work that addresses both items. The Zoning Code, Chapter 255, can be accessed here: [Chapter 255 ZONING \(amlegal.com\)](#)

II. Introduction & Background

Upper Dublin, a Township of the First Class, was founded by a late 17th century William Penn land grant and was incorporated as a Township in 1719. Located in Montgomery County, Pennsylvania, it borders several other Townships including Horsham, Whitemarsh, Lower Gwynedd, Abington, Upper Moreland and Springfield, as well as Ambler Borough, and contains an area of just over 13 square miles. The present population is approximately 26,500. The existing [Comprehensive Plan was adopted in 2010](#). An updated plan needs to incorporate, integrate and expand upon subsequent planning projects/advances, including the following:

1. The Township has reimagined its former Limited Industrial zone between Pennsylvania Avenue and Susquehanna Road as the Greater Fort Washington District (GFW), a vibrant, multi-modal, mixed-use area of the Township envisioned to promote energy efficiency, access to transit, and diversity of housing.
2. The Township is currently working with Montgomery County, the Upper Dublin Municipal Authority and others to execute a [Landscape and Road Diet Plan](#) as well as an extension of the Cross County Trail in the GFW.
3. The Township adopted a [Transportation Demand Management Plan](#) in 2017.
4. Township staff is in the process of preparing the 2023 Upper Dublin Township (UDT) Open Space Plan, an update to the 2005 Open Space Plan. It is expected to be adopted in August 2023. The updated Open Space Plan includes extensive feedback received through surveys and public meetings and was overseen by a committee of residents. The 2023 UDT Open Space Plan focuses on three primary topics: 1. Community Connectivity, 2. Open Space Preservation and 3. Environmental Improvements in Existing Parks.

This substantial update to the 2010 Comprehensive Plan should have a Vision that reflects the needs and desires of current and future residents obtained via creative, thorough, and effective community engagement efforts, and incorporate county and regional Planning principals and priorities regarding Land Use, Economic Development, Housing, Sustainability, Transportation, Recreation & Community Facilities, Infrastructure & Community Services Elements, and Natural Resource Protection Elements.

Some Questions to Consider in Developing the Vision:

- What is Upper Dublin Township’s land use strategy of the future?
- What is the economic development strategy of the future?
- What are current and anticipated housing needs within the Township?
 - Is there a need and desire for housing that allows aging in place, downsizing options for empty-nesters, and housing for emerging generations?
- How does the transportation network need to evolve?
- How should Upper Dublin address the impacts of new technology and pandemic-era changes to use of office and home space?
- What is the need for “third spaces” and what form should they take?
- How can the Township better embrace green technologies and renewable resources?
- How can the Township ensure a sustainable economic future while maintaining quality of life?
- What new uses should the Township plan for?

III. Scope of Work & Deliverables

The final project deliverable is an innovative, implementable comprehensive plan that incorporates web-based technologies and is an easily-accessible and understandable plan which reflects community input and provides a method to easily track and measure progress toward meeting our goals and objectives over the next ten (10) years. Further, the consultant will be expected to:

- a. Work with Township staff to establish a Steering Committee that collaborates with the Consultant/Consultant Team. The Committee should include a representative of the Township Planning Commission, a representative of the Upper Dublin Township Board of Commissioners, appropriate Township Staff, representatives from relevant Township Committees, key stakeholders, and residents. The Consultant/Consultant Team is expected to attend meetings of the Steering Committee, meetings with the Township Planning Commission, and one public hearing with the Upper Dublin Township Board of Commissioners when the Board is considering adoption of the Plan. The Consultant/Consultant Team will be expected to lead the meetings or those portions of the meetings devoted to the plan update, including preparation of agendas/applicable portion of agendas.
- b. Create and maintain a project website related to the Comprehensive Plan update effort. The website will, at a minimum, provide project specific information as well as an interface for the public to solicit and gain knowledge regarding the public process associated with the creation of the Plan.
- c. Review the 2010 Comprehensive Plan and other relevant plan documents prepared by Upper Dublin Township including the 2017 Transportation Demand Management Plan and the 2023 UDT Open Space Plan.
- d. Review the Township’s Zoning Ordinance and other relevant land use regulations.

- e. Supplement existing conditions information with the status of recent developments and land development proposals.
- f. Update demographic information to the extent necessary to provide a credible update to the **Land Use, Economic Development, Housing, Sustainability, Transportation, Recreation & Community Facilities, Infrastructure & Community Services Elements, and Natural Resource Protection Elements.**
- g. Establish goals and objectives in collaboration with the Steering Committee with input from the Planning Commission.
- h. Review recent land development trends in the Township and consider these trends in formulating recommendations.
- i. Formulate a strategy for securing maximum public participation during the process; contract with a professional outreach firm if necessary.
- j. Recommend options for accommodating any contemporary land uses not currently recognized in the Township's plans and land use regulations. (Agritainment, Food Trucks, etc.)
- k. Prepare a Housing Element that encompasses all the requirements of the PA Municipalities Planning Code, Planning Series #10, Fourth Addition. This Element shall address housing types, diversity, affordability, and density, and include proposed Zoning Ordinance amendments that function to implement the recommendations.
- l. Prepare a Land Use Element that encompasses all the requirements of the PA Municipalities Planning Code; this Element shall include a future land use plan that addresses land use type, location, and intensity, in addition to addressing community character (considering community image, gateways, etc.) and include proposed Zoning Ordinance amendments in order to implement the recommendations.
- m. Prepare a Recreation & Community Facilities Element that incorporates the 2023 UDT Open Space Plan and which encompasses all the requirements of the PA Municipalities Planning Code. Include proposed Zoning Ordinance amendments in order to implement the recommendations.
- n. Develop an 'Action Plan' which will prioritize the various recommendations throughout the document, indicating who would be the appropriate individual or board within the Township to have primary responsibility, whether consultants would be needed, and possible funding sources. The Action Plan should indicate which projects should be considered for upcoming operating budgets or to the Township's capital program.
- o. Recommend text changes in land use regulations or geographic realignment of any Zoning Districts and/or new Zoning Districts, to respond to the recommendations in the **Land Use and Housing Elements.**
- p. Coordinate and attend all meetings required of the Consultant/Consultant Team as detailed in this RFP and agreed to by the Township; required meetings shall include the required 'Public Meeting' of the Planning Commission and 'Public Hearing' of the Board of Commissioners, both as required by the PA Municipalities Planning Code, Section 301.
- q. Provide memos summarizing work to date along with draft sections of the Update for each Steering Committee meeting.

- r. Prepare final document; a document with limited text and background data with an emphasis on maps and graphic display, is encouraged. The document should be in a format that is easily displayed on the Township's website.
- s. Deliver a variety of Plan products at various stages of the project. Examples of the Plan deliverables can include, but are not limited to:
 - i. Microsoft Word editable and Portable Document Format (PDF) file of the Draft Plan
 - ii. Microsoft Word editable and PDF file of the Final Plan (8.5" x 11"), inclusive of color maps (11"x 17") in digital format
 - iii. A web-based version of the Final Plan
- t. Work with the Township Solicitor and relevant staff to draft new and amended zoning ordinances that work to implement the vision, goals, and objectives of the Comprehensive Plan. Produce a final word document that lists these items in ordinance form.

IV. PROPOSAL SUBMISSION REQUIREMENTS

Five (5) paper copies of the technical proposal shall be submitted. Five (5) paper copies of the cost proposal shall also be submitted, packaged separately from the technical proposal. The words, "Technical Proposal, Comprehensive Plan Update", "Cost Proposal, Comprehensive Plan Update" "Proposal, Zoning Ordinance Update" and "Cost Proposal, Zoning Ordinance Update" shall appear on the respective packages. A thumb drive with both the technical proposal and the cost proposal shall also be submitted and be included in the technical proposal package. The technical proposals and cost proposals shall both be submitted by 4 PM (Eastern Daylight Savings Time) **April 28, 2023** to:

Alison Giles, CZO
Zoning Officer & Planning Coordinator
Upper Dublin Township
370 Commerce Drive
Fort Washington, PA 19034

Proposals may be hand delivered, delivered by U. S. Postal Service, or by private carrier/courier. Proposals that are faxed or sent electronically will not be accepted. Proposals submitted or received after the deadline or proposals that are non-responsive to the requirements of this RFP will not be considered.

Content:

The precise format for the proposal is up to the responding Consultant/Consultant Team; brevity is encouraged. The minimum content required for response to this RFP should include the following items:

- Cover Letter (1 page)
- Introduce entity/firm.

- Describe familiarity with Upper Dublin Township and its regional context.
- Interest in the project and a brief description of relevant experience that makes the consultant uniquely qualified to perform the work described in this RFP.
- Signed and dated.
- Firm Overview (1 page): Include information on lead and any sub-vendors on the team.
- Team Qualifications: Identify the project manager/main point of contact for the project. Provide a resumé, qualifications, and references of the personnel who will be involved in the management of the delivery of the services proposed. Include resumé of key team members. Resumés should detail educational qualifications and previous work assignments related to the services proposed. Include qualifications of each employee, as well as expected roles and responsibilities for this project. Identify any subconsultant(s) and their intended role on the team. Provide the percentage of work anticipated to be assigned to any subconsultant(s).
- Describe the availability and manpower estimate for the project manager and team members who will be committed to completing the project through acceptance/adoption by the Board of Commissioners.
- Project Approach: Narrative and graphics describing the consultant team's overall method and general schedule to developing a townshipwide Comprehensive Plan that meets the elements outlined in this RFP.
- Public Participation: Describe and outline the forms/methods of public participation as part of this plan.
- Experience and Examples: Samples of final documents and graphics from comparable projects completed within the previous five years (providing samples on a thumb drive and/or hyperlinks are sufficient).
- Scope of Work: This shall demonstrate the approach the Consultant/Consultant Team intends to take in performance of the tasks outlined in the 'Scope of Work' section of this RFP. Any adjustments or additions proposed to the Scope of Work should be fully explained and justified.
- Project Timetable: A proposed timetable shall be provided, indicating the total time projected for completion of the Update and major tasks. Key milestones for the project shall be indicated, including when meetings and hearings are anticipated, and a proposed timeline of the Zoning Ordinance Update.
- Cost Proposal: Two separate cost proposals for a total contract not-to-exceed amount for the Comprehensive Plan Update and the Zoning Ordinance Update shall be submitted; costs shall be provided for each major task or phase proposed. A narrative summary of the cost proposal shall be provided as part of the overall cost proposal including any assumptions used in developing the projected cost. The cost proposals shall be separate documents from the technical proposals.

V. Invoicing

The Consultant/Consultant Team shall invoice the Township monthly. In the case of a consultant team, invoices shall include the cost of services from all members of the team as well as all out-of-pocket

costs. Payment will be made to the lead Consultant in the case of a team; it shall be the obligation of the lead Consultant to disperse any payments due other team members.

VI. Proposal Evaluation

Township staff will review and evaluate all proposals.

The following are the Evaluation Criteria to be used by staff for all proposals:

- Responsiveness to RFP
- Proposed Scope of Work/Innovative approaches to tasks and/or public engagement
- Applicability and quality of previous work
- Qualifications of team
- Budget

VII. Questions

All questions concerning this RFP shall be directed to Alison Giles via e-mail at agiles@upperdublin.net no later than **4 PM on April 7, 2023**. All questions will be responded to by **4PM on April 14, 2023**. Responses will not be provided to questions received after the deadline.

RFP Project Timeline Summary

RFP Issued and placed on Township website:	March 23, 2023
Deadline for RFP Questions:	April 7, 2023
Response Deadline for RFP Questions:	April 14, 2023
Deadline for Submission of Proposals:	April 28, 2023
Approval of recommended consultant by Board of Commissioners:	June 13, 2023
Work to begin: (Contract to be executed between Consultant and Upper Dublin Township prior to start date.)	August 1, 2023
Work on Comprehensive Plan Update to be completed:	December 31, 2024
Work on Zoning Ordinance Update to be completed:	December 31, 2025