

Town of Watertown
Request for Proposals
Comprehensive Plan

Issuance Date: May 14, 2012

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I. Submittal

The Town of Watertown has issued a Request for Proposals (RFP) for a qualified consultant team to provide professional long range planning services in the development of a policy based, Town-Wide Comprehensive Plan and review of the Zoning Ordinance for consistency with the plan. This plan will provide a foundation for future land use planning, development regulation, and capital improvement planning. The Plan will contain a range of elements with specific emphasis on land use and transportation. The Plan will define a community-based vision based upon broad and inclusive public participation. One of the most critical components of the plan process will be community engagement. Without meaningful community participation, this plan will lack the relevancy necessary for it to be successfully implemented.

Acting through its' Department of Community Development and Planning, the Town of Watertown hereby solicits proposals from qualified firms with considerable experience in community design, land use planning, economic analysis, and citizen involvement/ participation. All respondents are required to respond in written form to the RFP and to submit documentation substantiating their qualifications to perform the services required. Respondents are encouraged to create "teams" with other specialty firms.

A. Submission Requirements

A written response must be provided for all requirements of this RFP in the order of the items listed. Each proposal shall be prepared simply and economically, providing a straightforward, concise delineation of the Proposer's capabilities to satisfy the requirements of the RFP. The response should include:

1. A Cover Letter signed by a representative who is authorized to contractually bind the Proposer.
2. References: A list of at least three references familiar with one of the respondent's similar projects listed and the respondent's role in the project (e.g. public officials in the project's community, bankers, architects, engineers, etc.) including their names, addresses, telephone numbers and involvement (if any) in the project.
3. A Narrative Description of Similar Project Experience and Sample Plans: Provide a detailed narrative of the respondent's past experience with the completion of comprehensive plans for similar communities, including those in Massachusetts. This narrative should describe similar projects and the respondent's role in the projects and the number of years in which the respondent has operated in the field of community master planning.
4. Project Approach: A description of the strategy to be used by the consultant to gather information and feedback, work with committees and focus groups, submit products, and meet the project schedule.
5. Project Team: A description of the entity submitting the proposal. Must include the names of responsible parties to receive notices to include corporate name(s) and DBA(s) if applicable; address and telephone number(s), names, addresses, and titles of principals with the authority to enter into a contract. Qualifications and experience of the Planning Team, including any

potential subcontractors. Only include qualifications for those team members who will be assigned to the project.

6. A Writing Sample (not to exceed 10 pages) prepared solely by the respondent within the last five years which demonstrates the respondent's ability to formulate planning recommendations. Additionally, please provide digital forms of up to two Master Plans, and Zoning Ordinances, or similar planning documents prepared by your firm/team, preferably for similar sized communities.
7. An indication of the respondent's experience and approach to community involvement. This could include community survey samples with questions used during the planning process or other documents that have been used as a community engagement tool
8. A proposed timetable for completion of services.
9. A price proposal. There is no specified format for the price proposal but fees shall be delineated for each of the proposed project activities. The price proposal shall be submitted in a separately marked envelope.
10. Any additional information that is felt relevant by the Consultant but does not apply to the categories outlined in this RFP.
11. Signed addenda, if any were issued to change the original RFP as a result of questions or other reason.
12. Required forms as provided in this RFP:
 - a. An Affidavit of Non-Collusion & State Tax Status Form, In order to preclude conflict of interest that may arise from providing services to the Town of Watertown.
 - b. Proof of insurance in form and amount satisfactory to the Town. Professional insurance (liability or other appropriate product) is required from an insurer qualified to do business in Massachusetts.
 - c. A Corporate Vote Form
 - d. Authorization to Sign Form
 - e. Reference Form

B. Project Budget

The Town expects the project to cost approximately \$100,000. All budgeting and cost estimates used in the price proposal should consider this in developing the RFP.

II. Request for Proposal Instructions

A. Proposal Instruction

The requirements set forth in these “RFP Instructions” shall become an integral part of a subsequent contractual arrangement.

B. Receipt of Proposals

Request for Proposals packages will be available at the **Town of Watertown, Purchasing Department, 149 Main Street, Watertown, MA, 02472 on Monday, May 21, 2012.**

The Town of Watertown will receive sealed proposals for furnishing “Comprehensive Plan” at the **Town of Watertown, Purchasing Department, 149 Main Street, Watertown, MA, 02472 no later than Monday, June 11, 2012 at 1:00 p.m.**

No proposal received after the time established for receiving said proposals will be considered regardless of the cause for delay in the receipt of any such proposal(s).

Questions concerning this Request for Proposals must be submitted in writing to: Raeleen Parsons, Purchasing Agent, 149 Main Street, Watertown, MA, 02472. Questions may be delivered, mailed, emailed or faxed by the close of business day, Wednesday, May 30, 2012. Written responses will be emailed or faxed to all proposers on record as having picked up the RFP by Wednesday, June 5, 2012. Only answers provided by the Town in writing may be relied upon by the proposers.

The Town reserves the right to accept or reject any and all proposals as may be deemed to be in the best interest of the Town.

C. Marking of Envelopes

Fifteen (15) copies of the proposal to:

Town of Watertown
Purchasing Department
149 Main Street
Watertown, MA 02472

No later than: **Monday, June 11, 2012 at 1 p.m.**

Postmarks will not be considered. It is the sole responsibility of the applicant to be sure that the proposal arrives on time. Proposals should be clearly marked “**Comprehensive Plan**”. **Late submittals will not be accepted.**

D. Proposal Form

All proposals shall be received and evaluated in conformance with the requirements of Applicable Law.

Each proposal set must clearly state “Non-Price Services Proposal” and include a separate sealed envelope marked “Price Proposal” containing a total price and the hourly billable rates for staff/employees.”

The Proposal Review Board shall keep separate the Price Proposal from the Non-Price Services Proposal. The Price Proposal will not be opened until a review and ranking of the Non-Price Services Proposals by the Review Board.

The Purchasing Agent will refer each Non-Price Services Proposal to the review board, which will determine whether it meets the minimum evaluation criteria set herein. Failure of a proposal to meet a minimum criterion will disqualify the proposal from further consideration. The Board shall state in writing its reason for disqualifying any proposal.

Each proposer shall complete the attached minimum evaluation criteria form identified as Section V – Proposal Criteria A & B.

E. Plan of Services

A statement and outline of the scope of the firm’s services are to be provided.

F. Interpretation of Contract Documents

All interpretations and supplemental instructions will be in the form of written addenda to the specifications, which, if issued, will be mailed or faxed to all proposers on record as having requested the RFP. Addenda shall be made available to proposers not later than three days prior to the date fixed for the receipt of proposals at the Purchasing Department to the attention of Raeleen Parsons, Purchasing Agent. Failure of any proposer to receive any such addendum or interpretation shall not relieve any proposer from any obligation under his submission. All addenda as issued shall become part of the contract documents.

G. Modification of Proposals

A proposer may correct or modify a proposal by written notice received by the awarding authority prior to the receipt deadline. Modifications must be submitted in a sealed envelope clearly labeled “Modification No. ____.” Each modification must be numbered in sequence, and must reference the original RFP.

After the receipt deadline, a proposer may not change any provision of the proposal in a manner prejudicial to the interests of the Town of Watertown or fair competition. Minor informalities will be waived or the proposer will be allowed to correct them. If a mistake and the intended proposal are clearly evident on the face of the document the mistake will be corrected to reflect the intended correct proposal, and the proposer will be notified in writing; the proposer may not withdraw the proposal. A proposer may withdraw a proposal if a mistake is clearly evident on the face of the document, but the intended correct proposal is not similarly evident.

H. Withdrawal of Proposals

Proposals may be withdrawn prior to the time of receipt of proposals, only on written request to the awarding authority. No proposer shall withdraw his proposal within a period of sixty (60) days after the date set for the receipt of proposals.

I. Unexpected Closures

If at the time of the scheduled receipt deadline, the Town Hall Building is closed due to uncontrolled events such as fire, snow, ice, wind, building evacuation, etc. the receipt of proposals will be postponed to the next normal business day at the time posted in the request for proposals. Proposals will be accepted until that date and time.

J. References and Company Background

Must complete FORM for References and include with RFP.

K. Rule for Award of Contract

The Town of Watertown will award a contract to the proposer offering the most advantageous proposal, taking into consideration all evaluation criteria as well as price. The Town reserves the right upon the basis of such evaluations to reject the proposal of any and all proposers who do not meet the needs of the Town.

Action on the award will be taken within forty-five (45) days, excluding Saturdays, Sundays and legal holidays, after receiving the proposals. The Town Manager will be the awarding authority and all awards will be made in the best interest of the Town. Following positive action by the Town, contracts and purchase orders will be issued accordingly.

L. Licensing

The Proposer shall possess and comply with all required and necessary licenses as may be specified by Federal, State and/or Local authorities, related to the delivery of services referred to in this RFP.

M. Insurance Coverage

Within (5) days after award of this contract, and prior to the commencement of any work activity, the Proposer shall deposit with the Town of Watertown; certificates from insurers clearly stating that the insurance policies required in the following paragraphs have been issued to the Proposer. The certificate must be in a form satisfactory to the Town. For the duration of this contract, evidence of said coverage shall be filed with the Purchasing Department. Liability policies shall name the Town of Watertown as an additional insured.

N. Worker's Compensation

The Proposer shall, before commencing the contract, provide by insurance for the payment of compensation, and the furnishing of other benefits under Chapter 152 of the General Laws to all persons employed under the contract, and shall continue such insurance in force and effect during the term thereof. Statutory limits shall apply.

O. Comprehensive General Liability Insurance

The Proposer shall carry Public Liability Insurance with an insurance company satisfactory to the Town so as to save the Town harmless from any and all claims for damages arising out of bodily injury or destruction of property caused by accident resulting from the use of implements, equipment, or labor used in the performance of the contract or from any neglect, default, or omission or want of proper care, or misconduct on the part of the Proposer or for anyone in his employ during the execution of the work. Minimum coverage shall be as follows:

Liability for bodily injury, including accidental death: \$1,000,000 for any one person and subject to the same limit for each person: \$1,000,000 on account of one accident.

Liability for property damage: \$1,000,000 on account of any one accident and \$1,000,000 on account of all accidents.

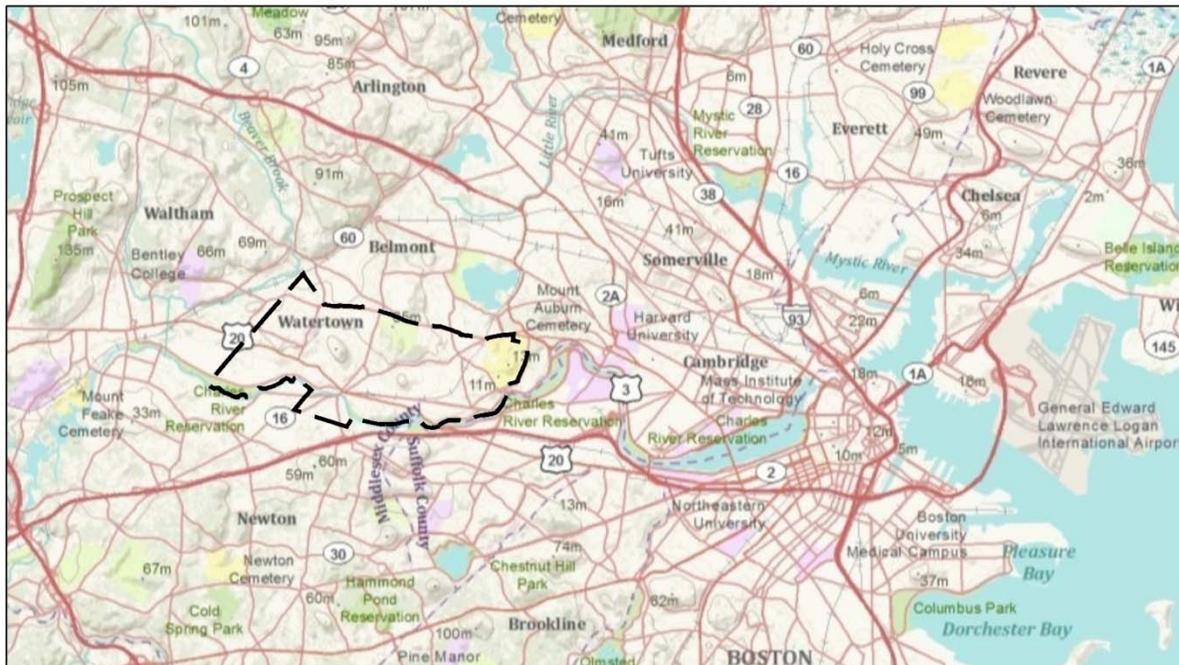
Automobile Liability Insurance: Procure and maintain during the life of this Contract Comprehensive Automobile Liability Insurance, including all owned, non-owned, and hired automobiles, covering bodily injury, including accidental death, with limits of \$1,000,000 per person, \$1,000,000 per occurrence and property damage insurance with limits of \$1,000,000 per occurrence.

The Proposer shall not cancel, change or revise any insurance relating to this contract without at least 15 days prior notice to the Watertown Purchasing Department. Prior to the effective date of any such cancellation, the Proposer shall take out new insurance to cover the policies so canceled and shall provide certificates stating that such insurance is in effect.

The Proposer agrees to save, defend, indemnify and hold harmless the Town of Watertown, against any and all suits, claims or liabilities of every name, nature or description arising out of or in consequence of the acts of its agents, servants or employees, in the performance of the obligations under this contract or by reason of its failure to fully comply with the terms of this contract, such indemnity to run to the Town Officers, Agents and employees of the Town of Watertown.

III. Community Context

Located six miles west of Boston, with a population of just over 31,000 in just 4 square miles, Watertown has many local retail, cultural, and natural assets while enjoying the advantages of a diverse metropolitan area and regional economy. Watertown’s amenities include regional destinations such as the Charles River Greenway, the Arsenal Center for the Arts, and the historic Mount Auburn Cemetery (a national landmark). Along with the cultural and natural attractions, the community has a balance of residential neighborhoods and retail centers and a strong transportation network.



Founded in 1630, Watertown was initially an agricultural community, later becoming a residential and manufacturing center. The innovative re-use of old industrial sites along the river and former rail corridor provides flexible options for the perfect blend of business and residential scenarios as the community plans for the future. New and proposed development also fits into and supports the existing network of squares and multi-modal corridors that make Watertown such a well-connected and attractive place to work and live.

Fortunately, current demands for economic and residential development fit within the historic framework of the town, supporting Watertown as a desirable place to locate within the greater Boston region. Indications of the economic turn-around include the first approved proposals in the redevelopment of the Pleasant Street corridor and continued investment within the historic Arsenal on the Charles. Over the course of the previous year, a project at 140 Pleasant Street was approved for 44 residential units, and a project at 270 Pleasant Street was approved for 170 residential units along with 1,600 square feet of commercial space at the site of an abandoned industrial complex.

A. Age and Income

	Watertown	Massachusetts	United States
Median Age			
2005-2009 Estimate	37.9	38.5	36.5
2000	36.7	36.5	35.3
Median Family Income			
2005-2009 Estimate	\$83,031	\$80,822	\$62,363
2000	\$67,441	\$61,664	\$49,600
Per Capita Income			
2005-2009 Estimate	\$39,165	\$33,460	\$27,041
2000	\$33,262	\$25,952	\$21,690

Source: Bureau of Census/American Community Survey (2005-2009 ACS 5 year estimates)

B. Largest Employers

The following table lists the largest private sector employers of Watertown

Firm	Industry	Approximate Employees
Tufts Associated Health Plan	Health/Insurance	1000
Perkins School for the Blind	Education	700
AthenaHealth	Health/Admin Services	554
Bright Horizons Family Solutions	Social	550
Vanasse Hangen Brustlin, Inc.	Design/Engineering	350
Sasaki Associates, Inc.	Design/Engineering	260
Communispace	Information	250
Harvard Business School Publishing	Information	230
Doble Engineering	Advanced Engineering	200
REIT Management and Research	Real Estate	200
Target Corporation	Retail	200

Source: Watertown Strategic Framework for Economic Development (draft, March 3, 2011)

C. Previous Planning Efforts

Bike and Pedestrian

1. Bicycle Transportation Plan, July 18, 2003, Watertown Bicycle Committee, Greenman-Pederson, Inc.
2. Bicycle Parking Plan for Watertown, Watertown Bicycle and Pedestrian Committee, Updated March 7, 2007
3. Watertown Community Path, Linking Watertown's Past to its Future, May 7, 2010, Tufts University Graduate Department of Urban and Environmental Policy and Planning: Kristopher Carter, Eric Giambrone, Eunice Kim, Michelle Moon, and Jong Wai Tommee (recognized by both the Massachusetts and National APA for a student achievement award)
4. The Town has also applied for a Healthy Communities grant that would provide an intern to evaluate plans, rules, and regulations for integrating wellness into the Towns planning process.

Comprehensive Planning

1. Watertown: Growth Management Plan, December 1, 1988, Connery Associates
2. Watertown Community Development Plan, July 2004, Metropolitan Area Planning Council
3. The Town of Watertown Open Space and Recreation Plan, 1996 update; and, Expanded Action Plan, March 1, 2010

Design and Zoning

1. Watertown Square Design Handbook: A Guide to Façade Improvements, September 1989, Gillham and Gander Associates, Inc.
2. Zoning Ordinance, last updated October 26, 2010

Economic Development

1. Coolidge Square Business Improvement District: Feasibility Study, December 13, 2010, Tufts University Graduate Department of Urban and Environmental Policy and Planning; S. Peter Kane, Eunice Kim, and Jeanette Rebecchi
2. Schick Study, 2011 Tufts University Graduate Department of Urban and Environmental Policy and Planning
3. Watertown Strategic Framework for Economic Development, August, 2011, Mt. Auburn Associates, Madden Planning Group, Gamble Associates

Neighborhood Planning

1. Southside Master Plan, January 31, 1986, Connery Associates
2. Pleasant Street Corridor Concept Plan and Implementation Strategy, November 1, 2007, Sasaki Associates, Inc.
3. Watertown Arsenal Urban Renewal Plan, 1975, and Amendment, 1980

Transportation

1. Proposal for Development of Parking Master Plan, April 1989, Barton-Aschman Associates, Inc.
2. Draft Infrastructure Fee System Study (implementation for the Growth Management Plan), June 30, 1989, HMM Associates, Inc. with Choate, Hall, and Stewart
3. Watertown Square Parking Study – Draft, April 2008, Traffic Solutions, LLC
4. Sign Inventory (showing where signed intersections are), WorldTech Engineering, In Process as of August, 2011
5. Signal Inventory (provides analysis of traffic operation, delays/queuing, and ADA issues, allowing for analysis for turning and other road improvements), WorldTech Engineering, Draft
6. Road condition survey, WorldTech, draft being reviewed by DPW

Housing

1. Town of Watertown FY 2011-2015 Consolidated Strategy and Plan, Town of Watertown
2. Senior Housing Options Survey, Town of Watertown, January 30, 2009
3. Annual Action Plan, FY 2013, ongoing/ Annual CAPER
4. Historic Inventory

5. The Town has received a MAPC grant to perform a regional Housing Production Plan, which includes an individual plan for Watertown. This process has begun and will be completed in 2012.

Facilities

1. Facility Assessment
2. Energy Audit

IV. Scope of Work

The Town of Watertown has issued a Request for Proposals (RFP) for a qualified consultant team to provide professional long range planning services in the development of a Comprehensive Plan. This plan will provide a foundation for future land use planning, development regulation development, and capital improvement planning. The plan should provide a clear vision component and a policy framework to guide the community toward that vision. One of the most critical components of the plan process will be community engagement. Without meaningful community participation, this plan will lack the relevancy necessary for it to be successfully implemented.

The proposed scope of work includes:

A. Plan Kick-off

A meeting between Planning Staff and the consultants prior to the project commencing will be necessary to ensure all involved in the process are working toward the same goal. During this stage, a clear plan will be finalized and signed off on by the consultant and Planning Staff. This project outline will provide the project timeline from start to finish with a refined schedule that includes key dates and milestones. At this point, the consultant should:

- 1) Refine and finalize detailed project timeline and schedule
- 2) Develop a work plan
- 3) Begin document review

B. Community Engagement (Public Participation Plan)

The Town wants an innovative approach to engaging stakeholders, interest groups, residents, property owners, businesses, and others who live or work in Watertown. The following provides some potential methods to gather input in developing the Plan.

Stakeholder Interviews

A crucial part of any successful planning process is having ongoing conversations with the town's elected officials and community leaders. A list of stakeholders will be created in conjunction with Town Staff. The Town will also appoint a Planning Advisory Committee (PAC) which will assist in the plan development, with members from, at a minimum, the Planning Board, Town Council, and designated members of other relevant Town Committees and Boards. Planning Staff will help facilitate meetings with PAC and Planning Board.

Media Campaign

Watertown's population is very diverse. Its residents are a mix of ethnicities, condominium owners, homeowners, renters, and it also has a large employee population. This presents challenges in assuring broad-based input into the Comprehensive Plan. The following is a partial list of some outreach that could be considered in the proposal:

- 1) Community-wide questionnaire/survey -- needs and wants, possibly included in tax bills.
- 2) Newspaper articles
- 3) Television (public access interviews, notices, updates)
- 4) Radio announcements
- 5) Webpage (Q & A, plan process, meeting results)
- 6) Newsletters/emails
- 7) Social networks (bringing it to the community)
- 8) Photo sharing site (with ability to post comments)
- 9) Geographic based mapping and photo project for feedback/comments
- 10) Listening Posts or drop-in 'station', polling station for feedback etc. (examples include photo booth, nametags with language like, "I envision this place...")
- 11) Face-to-face meetings with community groups
- 12) Presentations at Town Council and Planning Board meetings (Both are televised).

Meetings/Workshops

During the planning process, there will be times that it will be necessary to get feedback and input in informing the Comprehensive Plan development. The key aspects will require a mix of innovative public input and a combination of meetings, workshops, and charrettes. The following list should be considered in the proposal:

- 1) Advisory Board - PAC (Planning Advisory Committee) work session(s)
- 2) Background - historic and planning context of Watertown
- 3) Issue Identification
- 4) Visioning
- 5) Goals and strategies direction
- 6) Future land use Scenarios
- 7) Preferred land use map and zoning map/ordinance implications
- 8) Draft Plan open houses (several meetings throughout Town on different days to share the results of the plan with the community)

C. Comprehensive Plan Outline and Process

As was stated earlier in this section, the Comprehensive Plan is expected to provide a foundation for land use decisions, with a clear vision and a policy framework to guide the community toward that vision. The planning process will require a thorough review of supporting document, a detailed analysis of current conditions, a needs assessments, and a detailed strategy for implementing policies to guide Watertown's future development. The following outline provides a conceptual breakdown of the envisioned planning process with key elements (chapters) identified. Ultimately, proposals may suggest an alternative structure and process, so long as it is comprehensive in nature and addresses the needs of the Town.

Data Gathering and Analysis

- 1) Stakeholder interviews
- 2) Project kick-off meeting (planning context, history, summary of process and outline of Comp Plan, and other relevant information)
- 3) **Community Profile - Baseline** (data gathering and initial analysis of existing conditions)
 - a) Regional Context
 - i) Community History
 - ii) Neighborhood Context
 - b) Demographic Profile (plus population and household characteristics)
 - c) Economic Profile (development and employment)
 - d) Housing and Conditions
 - e) Zoning, Land use, and Development Trends and Capacity
 - f) Transportation and Transit (multi-modal)
 - g) Infrastructure and Utilities
 - h) Capital Facilities
 - i) Amenities/Resources
 - i) Parks and Recreation
 - ii) Cultural
 - iii) Arts
 - iv) Historic
 - v) Schools
 - j) Social Services

Plan Development

The consultant will integrate public participation into the plan development, including any community meetings and workshops. The Town of Watertown desires to have a plan which meets the intent of Massachusetts General Law Ch. 41, §81D, which identifies nine required elements of a comprehensive plan. The Town recognizes that new language has been proposed through CLURPA with five required and six optional elements. The following provide a combined list of desired elements for Watertown's Comprehensive Plan:

- 1) Executive Summary (stand alone 'coffee table' document for general distribution)
- 2) Introduction
- 3) Vision
- 4) Goals and Policies
- 5) Land Use
- 6) Transportation/Circulation and parking
- 7) Housing (primarily addressed through a concurrent MAPC grant)
- 8) Economic Development
- 9) Amenities/Resources
 - a) Open Space and Recreation

- b) Natural Resources
 - c) Cultural Resources
 - d) Energy
 - e) Facilities, Services, and Partnerships
- 10) Implementation
- a) Capital Improvements
 - b) Zoning Ordinance recommendations
 - c) Policy Implementation

Plan Adoption

- 1) **Refine Plan Document** – Based on public review and input, stakeholder input, etc.
- 2) **Final Draft Plan Hearing and Presentation** – Joint Planning Board and Town Council Hearing
- 3) **Adopt Plan** – Planning Board recommends and Town Council Approves

D. Deliverables

- 1) **Community Profile – Baseline (20 copies)**
- 2) **Executive Summary – PR document/handout/brochure (20 copies)**
- 3) **Comprehensive Plan and Appendices – Printed (20 copies) as well as electronic copies in PDF, Text, and Published (i.e. InDesign) format**
- 4) **GIS Data and Maps developed for the plan (Geodatabase and MXDs)**

V. Proposal Criteria

Initial screening of applicants will be based on the contents of the proposal and qualifications within the submittal. Interviews will be conducted with finalists and the Selection Committee will determine a final selection ranking. Negotiations with the top firm will commence and the price proposal will be opened for the top firm at that time. If the selection committee fails to negotiate a successful contract, the selection committee will go to the next top ranked firm, open the cost proposal and negotiate a contract. Selection criteria for the initial screening and interviews will include the following in no particular order:

A. Minimum Criteria for RFP:

1. Relevant experience of proposer and proposed project staff:
 - a. Highly Advantageous: The proposer has at least five (5) references consulting with municipalities on projects of similar size and scope to this project.
 - b. Advantageous: The proposer has at least three (3) references consulting with municipalities on projects of similar size and scope to this project.
 - c. Not Advantageous: The proposer has less than three (3) references consulting with municipalities on projects of similar size and scope to this project.
2. Staffing plan and methodology:
 - a. Highly Advantageous: The plan of services proposes a detailed, logical, and highly efficient scheme for producing a complete report that addresses all of the required issues.
 - b. Advantageous: The plan of services proposes a credible scheme for producing a complete report that address all of the required issues
 - c. Not Advantageous: The plan of services is not sufficiently detailed to fully evaluate, or the plan does not contain all the components necessary to produce a complete report that addresses all of the required issues.
3. Evaluation of the plan:
 - a. Highly Advantageous: The proposal contains a clear and comprehensive plan that addresses all of the project objectives stated in the RFP and, highlights a successful process for public participation.
 - b. Advantageous: The proposal contains a clear plan that addresses most of the project objectives stated in the RFP and has some experience with public participation
 - c. Not Advantageous: The proposal does not contain a clear plan that addresses most of the project objectives stated in the RFP and/or is inexperienced with public participation
4. Evaluation of written product (samples submitted with proposal)
 - a. Advantageous: The writing sample is well organized, clear and concise, with few or no significant analytical, grammatical, or typographical errors.
 - b. Unacceptable: The writing sample is not well organized, clear and concise, and/or it contains numerous significant analytical, grammatical, or typographical errors.
5. Evaluation of oral presentation (if proposer is requested to come in and make a presentation)
 - a. Advantageous: The proposer's oral presentation was clear and well organized and demonstrated the proposer's ability to complete the project and communicate effectively.

- b. Not Advantageous: The proposer’s oral presentation was unclear and disorganized and did not demonstrate the proposer’s ability to complete the project and communicate effectively.

B. Criteria for Second Stage Interview:

1. Experience/Qualifications (35%)

- Experience and knowledge in developing similar plans by consultant personnel who will be directly involved with the project (10)
- Strength and credibility of project history and in particular experience with similar projects with municipalities of similar composition as Watertown (10)
- References and past performance related to providing quality services (10)
- Technical Approach/Understanding of Comprehensive Planning for a historic New England town (5)

2. Methodology (30%)

- Ability to deliver a process and product that is transformative, dynamic, and implementable (15)
- Ability to develop and deliver significant participation of the public, partners and stakeholders (15)

3. Ability to Perform (25%)

- Ability to provide a detailed timeline and history of completing projects on time. (10)
- Ability to maintain communication on plan development (conveyed by the written submittal and the interview) (5)
- Overall project cost and Fee Proposal (10)

4. Familiarity (5%)

- Planning work in Watertown or Massachusetts (1)
- Familiarity with the locale through evidence of research gathered about Watertown’s issues (4)

5. Other (5%)

- Communication skills conveyed by the written submittal as well as during the interview.
- Financial stability of the lead consultant firm.

CERTIFICATE OF GOOD FAITH (NON-COLLUSION) and TAX COMPLIANCE

Pursuant of M.G.L. Ch. 62C, Sec. 49A, I certify under the pains and penalties of perjury that the contractor/consultant has complied with all laws of the Commonwealth of Massachusetts relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

The undersigned certifies under penalties of perjury that this bid 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.

Name of Person Signing Bid (Please Print)

Signature of Person Signing Bid

Company

CERTIFICATE OF VOTE (required if Contractor is a Corporation)

I, _____, hereby certify that I am duly qualified and Acting Secretary of _____ and I further certify that a meeting of the Directors of said Company, duly called and held on _____, at which all Directors were present and voting, the following vote was unanimously passed:

Voted to authorize and empower the person signing the Bid Certification Sheet on behalf of the Corporation. I further certify that the above vote is still in effect and has not been changed or modified in any respect.

BY: _____
(Secretary of Corporation)

CERTIFICATE OF CORPORATE AUTHORITY

At a duly authorized meeting of the Board of Directors of _____
(Name of Corporation)

held on _____ it was VOTED that:
(Date)

(Name) (Title)

of this corporation, be and he/she hereby is authorized to submit bids and proposals, execute contracts, deeds and bonds in the name and on behalf of said corporation, and affix its corporate seal thereto; and such execution of any contract, deed or obligation in this corporation's name on its behalf by such _____ under seal of the company, shall be valid and binding upon this corporation.

A True Copy,

ATTEST: _____

TITLE: _____

PLACE OF BUSINESS: _____

DATE OF THIS CERTIFICATE: _____

I hereby certify that I am the clerk of the _____
(Corporation)

that _____ is the duly elected _____ of
(Name) (Title)

said corporation, and that the above vote has not been amended or rescinded and remains in full force and effect as of the date of this Certification.

(Clerk)

CORPORATE SEAL:

REFERENCE FORM

BIDDER/PROPOSER: _____

NAME OF PROJECT: _____

Bidder must provide three (3) business references as they relate to the requested services performed within the past four (4) years.

Reference: _____ Contact: _____

Address: _____ Phone: _____

_____ Fax: _____

Description and date(s) of services provided:

Reference: _____ Contact: _____

Address: _____ Phone: _____

_____ Fax: _____

Description and date(s) of services provided:

Reference: _____ Contact: _____

Address: _____ Phone: _____

_____ Fax: _____

Description and date(s) of services provided:

Attach additional Sheets if necessary