



# REQUEST FOR PROPOSALS

## Comprehensive Plan Update

### Notice to Respondents

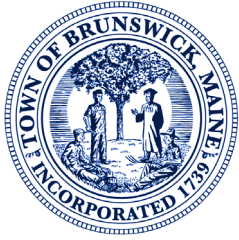
The Town of Brunswick is requesting proposals from qualified and experienced professional consultant firms to take over management of an ongoing update to its 2008 Comprehensive Plan ("2008 Plan") until its completion. The 2008 Plan's State-issued Finding of Consistency expired on November 20, 2020. Therefore, it is of utmost importance for the Town to complete the update process, commonly referred to as "Plan Brunswick," in a timely manner that is consistent with Title 30-A M.R.S, Chapter 187, Subchapter 2 – Growth Management Program and that meets all of the criteria established in the Maine Department of Agriculture, Conservation, and Forestry's Optional Self-Assessment Checklist.

Incomplete or late submissions will be disqualified.

Date Issued:	January 4, 2022
Deadline for Questions:	January 21, 2022 at 3:00 PM
Pre-Submission Zoom Meeting:	January 27, 2022 at 10:00 AM
Staff Responses to Questions:	February 1, 2022 by 4:30 PM
Submission Deadline:	February 11, 2022 at 3:00 PM

Contact Information:	Brunswick Town Hall Department of Planning and Development c/o Matt Panfil, AICP CUD, LEED AP BD+C 85 Union Street, Room 216 Brunswick, ME 04011
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# Town of Brunswick, Maine

INCORPORATED 1739

DEPARTMENT OF PLANNING  
AND DEVELOPMENT

85 UNION STREET

BRUNSWICK, MAINE 04011-2418

TELEPHONE 207-725-6660

FAX 207-725-6663

January 4, 2022

It is with great hope and excitement for the Town of Brunswick's future that this request for proposals (RFP) is issued. Due to a temporary decrease in staffing and a multitude of competing projects in the Town's Department of Planning and Development, professional assistance is now necessary to manage the Comprehensive Plan Update to its completion.

Town staff have been working with a twelve-member volunteer Steering Committee to update the Town's 2008 Comprehensive Plan since August 2019, with the exception of a six-month pause between March 2020 and September 2020 due to the global Covid-19 pandemic. The Steering Committee is energetic and strongly committed to a Comprehensive Plan Update that does not just check all the State-mandated boxes but guides the Town in addressing any unfulfilled goals as well as issues and needs that have emerged since the 2008 Plan. These issues and needs include, but are not limited to, improving sustainability policies and regulations, addressing climate change, and balancing the increasing demand for housing, especially affordable housing, while protecting the Town's ample natural resources and scenic beauty. All relevant documents produced by the Steering Committee are available in pdf format online at <https://me-brunswick.civicplus.com/229/Planning-Development>.

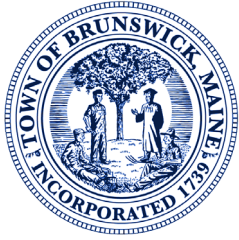
Please direct questions about the Request for Proposals (RFP) to Matt Panfil, Director of Planning and Development, at 207-725-6660 or [mpanfil@brunswickme.org](mailto:mpanfil@brunswickme.org). The deadline for questions is 3:00 PM on Friday, January 14, 2022. Town staff will host a pre-submission virtual meeting via Zoom at 10:00 AM on Thursday, January 20, 2022.

Interested parties may submit sealed proposals that meet the format specified in the RFP until 3:00 PM on Friday, February 11, 2022 at the Department of Planning and Development, located in Room 216 of Brunswick Town Hall, 85 Union Street, Brunswick, ME 04011. Incomplete or late proposals will disqualify a consultant from consideration.

Finally, the Town of Brunswick reserves the right to request additional materials to decide which proposal best meets its needs and it may reject any or all proposals if deemed to be in the Town's best interest to do so.

Sincerely,

Matt Panfil, AICP CUD, LEED AP BD+C  
Director of Planning and Development  
Town of Brunswick, ME



# Town of Brunswick, Maine

INCORPORATED 1739

85 UNION STREET

BRUNSWICK, MAINE 04011-2418

TELEPHONE 207-721-4144

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## I. Introduction

### A. The Town of Brunswick

Incorporated in 1739, the Town of Brunswick, Maine is a service center community encompassing approximately forty-seven square miles of land and eight square miles of water. Located in the northeast corner of Cumberland County, the Town is bounded by the Androscoggin River to the north, several bays to the south, the New Meadows River and the Town of West Bath to the east, and the Towns of Durham and Freeport to the west. The Town is easily accessible by vehicles via Interstate-295 Exit 28 and U.S. Route 1. The Town is on routes served by the Amtrak Downeaster, Brunswick Link (formerly Brunswick Explorer) local bus service, Metro Breez bus service to Portland, and Concord Coach Lines regional bus service. The Portland International Jetport is approximately thirty miles to the southwest.

The Town is part of the U.S. Census Bureau's Portland-South Portland-Biddeford metropolitan area. Based on their 2020 data, the Town's population of 21,756 makes it the ninth largest municipality in the State. The Town's character cannot be defined by one label, but a rich mixture of unique environments. Brunswick is an urban community, a rural community, a college town, a former military town, a manufacturing town, a retail destination, and a transportation node, among others. Brunswick residents live in a multitude of distinct neighborhoods ranging from high density apartment and condominium units in the historic downtown and the Town's Growth Area to low density single-family housing found in agricultural, coastal, or forested sections of the Town's Rural Area.

Centered on Maine Street, Brunswick's downtown is one of the Town's most distinctive features. The downtown features three (3) districts and six (6) buildings on the National Register of Historic Places (NRHP), unique retail shops, restaurants, and the Mall (a scenic public green space also listed on the NRHP) which frequently hosts public events such as concerts and a popular farmer's market. A renewed interest in pedestrian-oriented mixed-use environments has only added to the vibrancy of the downtown area. Nearly 100% storefront occupancy rates and the recent and ongoing construction of several multi-family redevelopment projects are further evidence of the area's popularity and the continued success of the member-driven Brunswick Downtown Association.

Brunswick Landing, formerly Brunswick Naval Air Station (BNAS) features a variety of commercial, industrial, recreational, and residential uses. Reconnecting Brunswick Landing with the surrounding residential neighborhoods and Cook's Corner is one of the Department of Planning and Development's top priorities. Recent development within Brunswick Landing has produced hundreds of new residential dwelling units, both multi- and single-family.

Cook's Corner is a vehicle-oriented shopping center located at the intersection of Bath and Gurnet Roads. Easily accessible from U.S. Route 1, Cook's Corner is the subject of an ongoing Town-led planning project known as the Cook's Corner Commercial Corridor Revitalization Plan.

As a service center, the Town is home to a variety of other educational, entertainment, medical, professional, and religious facilities such as a Bath Iron Works campus, Bowdoin College, Curtis Memorial Library, Maine Street Music Theater, Mid Coast Hospital, and Southern Maine Community College. It also hosts popular events such as the Great State of Maine Air Show, Music on the Mall, Second Friday Brunswick art walk and performance showcase, and multiple farmer's markets.

The Captain Fitzgerald Recreation and Conservation Area, Kate Furbish Preserve, Town Commons and the Greater Town Commons Area are among the Town's many scenic areas and outdoor active and passive recreational amenities. The Androscoggin River Bicycle Path and many of the undulating roads in the Rural Area are popular among bicyclists and the Town is committed to completing additional trails, connections, and a river walk along the Androscoggin River. There are five (5) boat launches available for motorboats and another four (4) boat launches available only for non-motorized boats.

Significant natural resources within the Town include large unfragmented forest blocks, habitat for endangered and threatened wildlife species, rivers, streams, coastal waters, wetlands, aquifers, and vernal pools. Although limited agriculture and forestry occur within the Town, shellfishing and aquaculture are important natural resource-based economic activities.

Economic development incentives abound within Brunswick Landing and there are four (4) active tax increment finance (TIF) districts: the Downtown Development and TIF District, Brunswick Executive Airport and Brunswick Landing TIF Districts, Cook's Corner TIF District, and the Seahawk TIF District. The Town is a member of the MidCoast Economic Development District (MCEDD) regional council of governments.

The Town is organized by Home Rule Charter with a Town Council and Town Manager form of government. There is an elevated level of public participation, especially noticeable in the number of volunteer boards, commissions, and committees such as the Bicycle and Pedestrian Advisory Committee (BPAC), Conservation Commission, Marine Resources Committee, Master Plan Implementation Committee (MPIC), Planning Board, Recreation Commission, Recycling and Sustainability Committee, Rivers and Coastal Waters Commission, and Village Review Board (VRB).

## **B. "Plan Brunswick" Background, Charge, and Accomplishments**

### **1. Background:**

In August 2019, the Comprehensive Plan Update Steering Committee began work on what was at the time thought to be a quick process in order to update the 2008 Plan to maintain the existing Finding of Consistency. Due to the onset of the global Covid-19 pandemic and the realization that the State's minimum standards for a Comprehensive

Plan and the actions included in the 2008 Plan are inadequate to address all of the Town's concerns and to implement its vision, the update process has extended well beyond the initial targeted completion date of November 2020.

2. Steering Committee Charge and Status:

The Comprehensive Plan Update Steering Committee Charge includes four (4) goals:

- a. *The Steering Committee shall review the Town of Brunswick 2008 Comprehensive Plan Update and deliver a report on the progress made in achieving the goals and objectives of the 2008 Plan. The Steering Committee shall also review Part B. Policies to evaluate how policies may have changed since the last update.*

A draft report is available at <https://me-brunswick.civicplus.com/229/Planning-Development>.

- b. *Complete an inventory and analysis of existing conditions as established by Title 30-A M.R.S., Chapter 187, §4326.*

Three (3) of the eleven (11) growth management program elements required by Title 30-A M.R.S. §4326 (1) have been drafted, but require review and updates based on 2020 Census data: economic and demographic data describing the Town; existing transportation systems; and housing. The remaining eight (8) elements are either incomplete or not started.

- c. *Along with the general public, develop a vision, goals, and objectives for the Town of Brunswick for the next ten (10) to twelve (12) years.*

The Steering Committee has not developed a final vision, goals, or objectives, but has identified eight (8) new policy areas on which to focus the update: growth management, natural resource protection and the conservation of open space; climate change; cultural, historic, and social resources; housing; economic development; transportation and infrastructure; and public facilities and services.

- d. *Develop an implementation program to meet said goals and objectives.*

The Steering Committee has not yet developed any aspect of an implementation program.

3. Other Accomplishments:

- a. Created an online presence via social media (Facebook and Instagram) and a customized website, [planbrunswick.org](http://planbrunswick.org).
- b. Hosted a "Plan Brunswick" kickoff event in November 2019.
- c. Conducted mail and digital surveys from December 2019 through January 2020.

- d. Hosted two (2) community vision forums in February 2020.
- e. Hosted two (2) panel discussions, one focused on affordable housing and the other focused on climate change, in February 2020. These topics were identified as high priority via feedback from the kickoff event, surveys, and the community vision forums.

All relevant documents produced by the Steering Committee for “Plan Brunswick” are provided via the Department of Planning and Development’s webpage (<https://me-brunswick.civicplus.com/229/Planning-Development>).

### **C. Purpose**

The purpose of the Comprehensive Plan Update is to have a clear and consistent document to serve as a statement of the Town’s vision, a base for capital improvement plans, and a legally defensible foundation for its actions, policies, and regulations for the next ten (10) to twelve (12) years. Although the primary goal of the Comprehensive Plan Update is to receive a new Finding of Consistency demonstrating the Town’s compliance with Title 30-A M.R.S, Chapter 187, Subchapter 2 – Growth Management Program and meet all of the criteria established in the Maine Department of Agriculture, Conservation, and Forestry’s Optional Self-Assessment Checklist, the Comprehensive Plan Update Steering Committee further desires an update that extends beyond the dated minimum State regulatory requirements. The Comprehensive Plan Update shall address contemporary issues such as climate change, sustainable development policies and best practices, and technological advancements such as electric and autonomous vehicles. The Comprehensive Plan Update shall also guide the Town in balancing intense development pressure, especially for affordable housing, and the preservation of the Town’s character and abundant natural resources. Finally, the Steering Committee favors an integrated approach to comprehensive planning that identifies and builds upon the interrelated nature of the individually required inventories and elements.

### **II. Project Timeline:**

Although subject to change based upon input from the selected consultant firm, the Town anticipates that the project will be completed within 12-18 months of contract approval.

### **III. Project Budget:**

The approved budget for the project is limited to \$50,000. In their response, interested consultant firms should identify the services that they can provide within the budget. If the budget is not adequate to complete the project, interested consultant firms shall propose a more reasonable budget and include the additional services that they can provide under that budget.

### **IV. Project Management and Responsibilities**

The selected consultant will be responsible for working closely with the Comprehensive Plan Update Steering Committee and Town staff. The Director of Planning and Development will serve as the primary contact and coordinator between the Town, the Steering Committee, and the selected consultant. Consistent with their charge, the Steering Committee will serve as an

oversight and advisory committee to guide the direction of the update and is responsible for making a final recommendation to the Town Council for adoption.

As of January 2022, the Department of Planning Development is in the process of hiring an environmental planner and a land use planner, both of which will provide project assistance once hired.

Town staff will be responsible for the following:

1. Provide any and all existing documentation pertaining to the 2008 Plan and the progress made by "Plan Brunswick" to date.
2. Assist with human and technical resources, as necessary.
3. Provide and distribute minutes for all Steering Committee meetings.
4. Schedule, coordinate, and make any necessary arrangements for other update-related meetings.

The selected consultant will be responsible for managing the project and completing the tasks outlined in the following Scope of Work.

## **V. Scope of Work:**

In order to complete the project, the selected consultant will need to provide the below identified services. The Director of Planning and Development, with the assistance of the Town Manager, and in consultation with the Steering Committee, will determine the final scope of work once a consultant firm is selected.

### **1. Project Management**

The selected consultant firm shall designate a project manager to communicate regularly with the Director of Planning and Development to coordinate meeting agendas, deliver progress reports, and resolve any issues that may arise throughout the course of the project. The project manager of the selected consultant firm will be responsible for the development of a detailed project schedule and work plan that identifies key dates and milestones.

### **2. Meetings**

#### **a. Steering Committee:**

The selected consultant firm will attend Steering Committee meetings regularly scheduled on the first Tuesday of each month at 6:30 PM. In order to complete the update in a timely manner, the Steering Committee prefers to increase regularly scheduled meetings to twice a month, if possible.

In-person attendance preferred, but live virtual meetings may substitute as long as the Town's emergency declaration is in effect.

b. General Public:

The selected consultant firm will propose and facilitate a robust public participation process that will require at least two (2) public meetings for each of the eight (8) new policy areas already established by the Steering Committee. Due to the global Covid-19 pandemic, innovative interactive public participation methods are encouraged.

c. Planning Board:

The selected consultant firm will attend at least (2) Planning Board meetings: the first being a workshop and the second being a public hearing to make a recommendation to the Town Council.

d. Town Council:

The selected consultant firm will attend at least (2) Town Council meetings: the first being an introduction of the item and the second being a public hearing to officially adopt the Comprehensive Plan Update.

3. Complete the inventory and analysis growth management program elements established in Title 30-A M.R.S., Chapter 187, §4326.

- a. Economic and demographic data describing the municipality or multimunicipal region and the region in which it is located.
- b. Significant water resources such as lakes, aquifers, estuaries, rivers and coastal areas and, when applicable, their vulnerability to degradation.
- c. Significant or critical natural resources such as wetlands, wildlife and fisheries habitats, significant plant habitats, coastal islands, sand dunes, scenic areas, shorelands, heritage coastal areas as defined under Title 5, §3316, and unique natural areas.
- d. Marine-related resources and facilities such as ports, harbors, commercial moorings, commercial docking facilities and related parking, and shell fishing and worming areas.
- e. Commercial forestry and agricultural land.
- f. Existing recreation, park and open space areas and significant points of public access to shorelands within a municipality or multi-municipal region.
- g. Existing transportation systems, including the capacity of existing and proposed major thoroughfares, secondary routes, pedestrian ways and parking facilities.
- h. Residential housing stock, including affordable housing, policies that assess community needs and environmental effects of municipal regulations, lessen the effect of excessive parking requirements for buildings in downtowns and on main streets and provide for



alternative approaches for compliance relating to the reuse of upper floors of buildings in downtowns and on main streets and policies that provide for accessory dwelling units.

- h-1. Housing that meets the needs of older residents, including housing that is rehabilitated, adapted or newly constructed to help older adults age in place
  - i. Historical and archeological resources including, at the discretion of the municipality or multi-municipal region, stone walls, stone impoundments and timber bridges of historical significance.
  - j. Land use information describing the current and projected development patterns.
  - k. An assessment of capital facilities and public services necessary to support growth and development and to protect the environment and health, safety and welfare of the public and the costs of those facilities and services.
4. Vision, Goals, and Objectives.

Based on the already identified eight (8) key focus area, the selected consultant firm will lead the Steering Committee and general public in the development of a vision, goals, and objectives to guide the Town for the next ten (10) to twelve (12) years.

- 5. Finalize the 2008 Comprehensive Plan Review Report and Write an Executive Summary.
- 6. Review and update the Town's existing Future Land Use Plan.
- 7. Develop an implementation program, including responsible parties and an annual review program, to help achieve said vision, goals, and objectives.
- 8. Complete a draft Comprehensive Plan Update, including an Executive Summary, which is rich in visualizations such as charts, graphs, maps, and pictures.

## **VI. Deliverables:**

- 1. Executive Summary of the 2008 Comprehensive Plan Review Report.
- 2. Inventory and analysis of the required growth management program elements identified in above Section V.3.
- 3. Twelve (12) copies of a draft Comprehensive Plan Update and any necessary appendices, including a completed "Option Self-Assessment Checklist" as prepared by Maine Department of Agriculture, Conservation, and Forestry.
- 4. One (1) USB flash drive with digital files in both PDF and Microsoft Word format.

## VII. Consultant Firm Selection Process:

A selection committee will review the submitted proposals and identify up to three (3) consultants for interviews. Upon completion of the interviews, the selection committee will make a recommendation to the Town Council to award a contract to the preferred consultant.

### a. Selection Timeline

- |  |                            |
|--|----------------------------|
| 1. RFP release:                                  | Tuesday, January 4, 2022   |
| 2. Deadline for questions pertaining to the RFP: | Friday, January 21, 2022   |
| 3. Pre-submission virtual meeting with staff:    | Thursday, January 27, 2022 |
| 4. Staff responses to firm questions:            | Tuesday, February 1, 2022  |
| 5. Final submission deadline:                    | Friday, February 11 2022   |
| 6. Selection committee review of submissions:    | Week of February 14, 2022  |
| 7. Interviews with preferred consultants:        | Week of February 21, 2022  |
| 8. Recommendation to Town Council:               | Monday, March 7, 2022      |
| 9. Issue notice of award:                        | Monday, March 21, 2022     |
| 10. Execute contract:                            | Week of March 28, 2022     |
| 11. Steering Committee meeting:                  | Tuesday, April 5, 2022     |

### b. Submission Requirements:

Interested parties shall submit twelve (12) hardcopies and one (1) USB flash drive with digital file(s) in a PDF or Microsoft Word file format in a sealed envelope with their name and address and plainly marked, "Town of Brunswick Comprehensive Plan Update." Proposals will be accepted at 85 Union Street, Attn: Matt Panfil until 3:00 PM on Friday, February 11, 2022. Incomplete or late submissions will disqualify a consultant from consideration.

Submissions shall include:

1. Cover letter briefly describing your project team and interest in the project.
2. An organization chart of the project team, including associated costs per hour of all personnel and any sub-consultants assigned to this project.
3. Qualifications of project team and sub-consultants, if any. Include the project team's experience on similar projects. Identify the key personnel, and any sub-consultants, assigned to the project and their individual education and experience.
4. Proposed scope of work.
5. Proposed timeline, including estimated dates or time frames in which to achieve key milestones.
6. Proposed budget.
7. Contact information for no less than three (3) professional references from past or current clients involving similar projects.

The Town reserves the right to require additional materials to determine which proposal best meets its needs. If such materials are requested from any one of the submitting consultants, all consultants remaining under consideration will be allowed, but not required, to provide similar materials. The Town may reject any or all proposals if deemed to be in the Town's best interest to do so.

### c. Selection Criteria

The Comprehensive Plan Update Selection Committee will use the following criteria to evaluate and rank proposals:

1. Understanding of the Project and Familiarity with Project Type (20 Points):

The selection committee will review responses for their understanding of the unique situation of joining an ongoing process, the identification of any concerns about meeting the proposed timeline with the proposed budget, and an understanding of the State's mandatory requirements and the challenges posed by these requirements.

2. Project Approach (30 Points):

The selection committee will review responses for their scope of work, including their approach to public participation and proposed timeline.

3. Qualifications (30 Points):

The selection committee will review responses for a demonstrable record of success in completing similar projects, professional experience of key members, and references from previously completed projects of a similar nature.

4. Value (20 Points):

The selection committee is not obligated to select a consultant firm based on lowest budget, but the committee will review responses for the anticipated quality of work and the timeframe in which it will be completed.

Interested consultant firms shall direct questions about the selection process to Matt Panfil, Director of Planning and Development, at [mpanfil@brunswickme.org](mailto:mpanfil@brunswickme.org) or (207) 725-6660.