

Municipality of Princeton



Request for Proposal

FOR
CONSULTING SERVICES RELATED TO THE CREATION OF A
MASTER PLAN & MASTER PLAN REEXAMINATION REPORT
IN
PRINCETON, MERCER COUNTY, NJ

ISSUED: JUNE 29, 2021
SUBMITTAL DEADLINE: JULY 20, 2021

Prepared by:
Princeton Planning Department
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400 Witherspoon Street
Princeton, NJ 08540-3496

1.0 INTRODUCTION & PURPOSE

The Municipality of Princeton, NJ invites qualified consultants to submit letters of interest and qualifications to assist in preparing a Master Plan & Master Plan Reexamination report for the Community. Consultants responding to this Request for Proposals should have extensive experience, background, and qualifications in the provision of the services described herein. This Request for Proposals does not constitute a bid and is intended solely to obtain competitive proposals from which the Municipality may choose a Consultant that best meets the Municipality's needs. The Municipality is not responsible for third party supplied RFP documents.

The Planning Department reserves the right to amend or terminate this Request for Proposal, accept all or deny any part of a proposal, reject all proposals, waive any informalities or non-material deficiencies in the proposal, negotiate with one or more consultants, and recommend that Council award a contract to the Consultant that will be in the Municipality's best interest.

2.0 BACKGROUND

The Municipality of Princeton has a population of 31,187 (2019 American Community Survey) and is home to several world-renowned institutions of higher learning. Located in the heart of New Jersey and directly between New York City and Philadelphia, Princeton balances commercial and residential development with open space preservation and historical preservation. European settlement dates to the 17th century with Lenni Lenape settlement preceding it.

The Municipality of Princeton was formed in 2013 after consolidation of the former Borough and Township of Princeton. The Regional Planning Board of Princeton, comprising both the Borough and Township, completed a Master Plan in 1996. The 1996 Master Plan has been reexamined three times, with the most recent reexamination coming in 2017. Some sections of the Master Plan remain untouched since 1996, while others have been updated individually, with a Green Building and Environmental Sustainability Element and Third Round Housing Plan Element and Fair Share Plan both adopted in 2020.

3.0 SCOPE OF THE PROJECT

Expectations

The Plan will provide a shared and exciting vision for Princeton, one that will guide decisions affecting the Municipality's physical development and redevelopment. The process for developing the Plan will be critical to its success. We expect a significant community conversation to drive the Plan. This project combines that conversation with professional expertise and creativity to implement an actionable vision and direction. The Plan will be a guiding document that reflects the community's unique character and provides a clear process, together with specified objectives and policies, of how the Municipality can build upon its strengths while becoming more sustainable and economically resilient. The Plan's finished product must incorporate innovative digital presentation methods while satisfying New Jersey's legal master plan and master plan reexamination requirements.

Services

The services provided by the chosen consultant will include, but not necessarily be limited to, the following:

1. Complete a thorough evaluation of and recommendations for modifications to past comprehensive plans, community goals and values, existing codes and policies that relate to

land use, and all statutorily required topics in a Reexamination Report. The new plan must be clear, concise, and easy to navigate and comprehend.

2. Analyze and incorporate relevant data and trends related to population, employment, historic development, and housing forecasts for what is now the consolidated Municipality of Princeton.
3. Establish an effective steering committee and facilitate a public participation process to ensure community involvement in the planning process. Propose a schedule of steering committee meetings, open houses and public meetings for key points in the process. The recommendations should take into account both a pandemic and post-pandemic environment. In addition to working with the steering committee, the chosen consultant will present the final proposed plan to the Planning Board at required public hearings.
4. Coordinate with staff, the Master Plan Subcommittee of the Planning Board, and the Planning Board.
5. Provide recommendations and a plan for integration with other relevant plans, elements and initiatives adopted by the Municipality and those currently under development, such as the Stormwater Mitigation Plan, Municipal Facilities Assessment, the Human Services Community Needs Assessment, Environmental Commission Open Space Assessment and Special Improvement District Steering Committee Report, and others as identified by the Planning Department.
6. Develop feasible and fiscally responsible recommendations as determined by the planning process.
7. Re-evaluate the Municipality's zoning map and zoning districts, currently comprised of the former Borough and Township zoning maps and zoning districts, as well as potential future zone districts, if any.
8. Develop a final Master Plan & Master Plan Reexamination Report that will be relevant to the needs of the Municipality and respect the culture and vision of the stakeholders and citizens of the Municipality of Princeton.
9. Issue general recommendations on appropriate changes that should be made to the Municipality of Princeton Municipal Code to make it consistent with the Master Plan & Master Plan Reexamination Report.
10. Provide specific strategies that detail the resources and actions necessary to implement any recommendations made during the planning process.

These are general requirements for the Master Plan & Master Plan Reexamination Report process and are not intended to be a comprehensive list of tasks and deliverables. It is expected that the chosen consultant will provide the Municipality with more specific recommendations for approaches, tasks, and deliverables based on their experience and expertise from past work on comprehensive plan projects.

Community Involvement in Decision Making

The Municipality of Princeton puts strong emphasis on ensuring the participation of citizens in every stage of decision making. Participation of citizens, business owners, community leaders, developers, property owners, appointed and elected officials, and other stakeholders throughout the community is paramount to the success of the Master Plan & Master Plan Reexamination Report; therefore, the Municipality will place a strong emphasis in the selection process on choosing a consultant that has strong facilitation skills with respect to the community outreach and public meeting process. The selected consultant will be responsible for organizing and leading public meetings with Municipal staff.

Community Engagement Tools

The chosen consultant will be expected to develop and implement community engagement tools that foster public outreach and citizen participation with Municipal staff. The Municipality of Princeton's website or a standalone Master Plan & Master Plan Reexamination Report website should be used in disseminating information related to the Plan, while providing avenues for feedback that can be incorporated into the Plan. The consultant should also collaborate with Municipal staff to utilize social media and other forms of media to keep the public informed on the planning process. Other outreach methods should be recommended by the chosen consultant, such as meetings, mailings, phone apps, surveys and other emerging techniques, and the consultant shall implement these outreach efforts.

Minimum Expectations for Public and Stakeholder Participation

The consultant is expected to establish a pre-planning outreach approach including roundtables, community group meetings, neighborhood walks, and office hours / open houses at rotating locations. They will also identify a steering committee of community leaders for Plan development guidance and regularly consult this group from start to finish. A charrette process where the community can participate in live-action planning and discussion will also be created and run by the consultant.

Products and Deliverables

Some of the deliverables to be included with the Master Plan & Master Plan Reexamination Report are expected to be, but not limited to, the items below. Other areas of emphasis may be identified during the planning process.

Master Plan & Master Plan Reexamination Report Document

A final Master Plan & Master Plan Reexamination Report shall be prepared that satisfactorily addresses all requirements of the State of New Jersey Municipal Land Use Law (MLUL) and includes the elements listed below. These elements should be addressed as stand-alone elements or incorporated into one or more other related elements at the Municipality's discretion.

- a. Strategic Overview, Objectives, Vision, Goals & Policies
- b. Maps
- c. Land-Use, including Community Design Principles
- d. Housing (Third Round Housing Plan Element and Fair Share Plan adopted 2020)
- e. Circulation / Transportation / Mobility
- f. Utility Service
- g. Community Facilities
- h. Open Space and Recreation
- i. Historic Preservation
- j. Conservation
- k. Green Building and Environmental Sustainability (adopted 2020)

- l. Economic Development
- m. Redevelopment
- n. Relation to Other Plans
- o. Implementation

GIS/CAD/Format Data

Relevant GIS and/or CAD data and digital map documents used in the creation of maps and other supporting documentation in the Master Plan & Master Plan Reexamination Report shall be provided to the Municipality at the end of the project. GIS and/or CAD formats and standards and publishing templates shall be created in consultation with municipal staff to ensure the data can be used later in municipal operations. Relevant metadata, if applicable, shall be created and provided to the Municipality as well.

Market Data and Analysis

The consultant shall assemble all existing market data and analysis, evaluate Municipality-wide strengths, weaknesses, opportunities, and threats and identify market gaps. They will then perform an analysis of and present the appropriate and sustainable mix of office, retail, residential, tourism, technology, and other uses.

Implementation

Specific strategies shall be proposed that detail the resources and actions necessary to implement any recommendations made during the planning process. The consultant shall propose strategies to address the findings and recommendations of various Project Tasks. All recommended implementation strategies shall be prioritized and presented in a format that can be easily tracked and updated.

4.0 PROCEDURE FOR RESPONDING TO THE REQUEST FOR PROPOSAL

Eight (8) hard copies and one digital copy of the proposal, inclusive of all information requested in Section 5.0, shall be submitted no later than 5:00 PM on Tuesday, July 20, 2021:

Princeton Planning Department
Attn: Michael La Place, AICP, PP
400 Witherspoon Street
Princeton, NJ 08542

Digital copy to: Mr. Michael La Place – email: mlaplace@princetonnj.gov

Any questions regarding this Request for Proposals must be made at least 72 hours prior to the said deadline for submission of proposal. All interpretations, corrections or additions to this RFP will be emailed to all Consultants and it shall be the Consultant’s responsibility to ensure that they have received all clarifications before submitting the proposal. Any clarifications issued shall become part of the RFP and must be incorporated in the proposal where applicable.

All costs associated with preparation and submittal of qualifications shall be borne by the submitting firm. The Princeton Planning Department and/or Princeton Planning Board reserves the right to reject any and all proposals.

5.0 FORMAT FOR SUBMISSION OF PROPOSALS

Statements of Qualifications are to be a maximum of 30 sheets double sided of 8 ½” by 11” paper. Resumes may be included in an appendix, which is in addition to the 30-sheet maximum, and links to similar previous projects shall also be provided. Statements of Qualifications shall include at a minimum the following information:

1. A cover letter expressing interest in the project, summarizing the consultant’s qualifications, its understanding of the project and issues facing the Municipality, and a statement regarding the consultant’s understanding of the project, its initial thoughts regarding its approach to the project, and its ability to provide services in a timely manner.
2. Relevant experience with creating a Master Plan and/or Master Plan Reexamination Report. List up to five (5) relevant and comparable projects. Disciplines which are particularly important for this project include, but are not limited to, urban design, land-use planning, public outreach and communications, and historic preservation. Rendering, mapping and graphic skills should be demonstrated.
3. The name of the consulting firm, address, phone number, and website address, as well as the location of the office from which it is anticipated the work will be completed. Please note if it is anticipated that a team of firms or sub-consultants will be used, and identify any such firms and the responsibilities of each firm. Names of key personnel, their respective titles, professional experience and educational background, and periods of service with the firm, and a statement of the qualifications of key personnel of the firm to undertake this project. Contact information for the individual to whom questions about the consultant’s submittal should be provided (including a mailing address, phone number, and e-mail address).
4. Contact information for five (5) persons the Municipality may contact for references regarding the consultant’s past performance on similar projects.

Statements of Qualifications will be scored as follows:

<i>Criteria</i>	<i>Points</i>
Project Approach & Scope of Work , including but not limited to: -Demonstrated understanding of the project (10 points) -Proposed project approach (10 points) -Ability to provide services in a timely manner (10 points)	30
Relevant Experience -Examples of comparable projects (10 points) -Demonstrated knowledge of discipline areas (15 points) -Rendering, mapping and graphic skills (10 points)	35
Qualifications , including but not limited to: -Project Manager (10 points) -Team (10 points) -Firm (5 points)	25
References -5 references from similar projects	10
Total	100

Reviews and rankings will begin immediately after the deadline with a prompt response upon completion. Each firm will be evaluated on the basis of values assigned to the above factors. One or more firms will be selected for an in-person interview in July/August 2021.

6.0 AWARD OF CONTRACT

As stated above, the Planning Department reserves the right to amend or terminate this Request for Proposal, accept all or deny any part of a proposal, reject all proposals, waive any informalities or non-material deficiencies in the proposal, negotiate with one or more consultants, and to recommend the award to the Consultant that will be in the Municipality's best interest.

It is anticipated that the successful Consultant and Princeton will prepare a mutually acceptable agreement for approval by the parties. Princeton must approve the agreement by resolution of the Council at a public meeting.

All prospective consultants are required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27-1.1 et seq. (regarding equal employment and affirmative action).

The successful Consultant shall be required to comply with all relevant laws and regulations governing the services described herein.

Prior to award of a contract with Princeton, the successful Consultant must complete and submit the following to Princeton:

- Statement of Ownership Disclosure (form to be provided by Princeton) pursuant to N.J.S.A. 52:25-24.2 (P.L. 1977, c.33, as amended by P.L. 2016, c.43).
- Proof that the Consultant is registered with the New Jersey Department of Treasury, Division of Revenue, pursuant to P.L. 2004, c.57, as amended by P.L. 2009, c.315 (N.J.S.A. 52:32-44) ("Business Registration Certificate").
- Pay-to-Play Forms (includes a Campaign Contributions Affidavit pursuant to N.J.S.A. 19:44A-20.8, Certification Regarding Political Contributions pursuant to N.J.S.A. 19:44A-20.26, and affidavit pursuant section 2-87 of the Princeton Code, forms provided by Princeton).

7.0 SCHEDULE

It is the intent of the Municipality, subject to the recommendations of the selected Consultant, to present a Draft Master Plan for this project prior to August 2022 and to present a Final Master Plan for Planning Board consideration prior to October 2022 and adoption of Master Plan in November 2022.

7.0 INSURANCE/HOLD HARMLESS

Prior to commencing work, Consultant shall furnish PRINCETON with a Certificate of Insurance as evidence that it has procured insurance coverage as is customary for the type and scope of services to be rendered under this Agreement. PRINCETON, and its officers, employees, agents and consultants, shall be listed as additional insured on such policies.

The following are the requirements customary for the type and scope of services to be rendered:

1. Commercial General Liability: \$1,000,000 per occurrence/\$2,000,000 aggregate
2. Automobile Liability: \$1,000,000 per occurrence/\$2,000,000 aggregate
Including all owned, non-owned or hired vehicles used in connection with agreement
3. Workers Compensation: Statutory
4. Employers' Liability: \$ 500,000
5. Professional Liability/E&O: \$1,000,000

Consultant shall defend, indemnify and hold harmless PRINCETON, its officers, employees, agents and consultants from any and all claims, suits, actions, damages or costs, of any nature whatsoever, whether for personal injury, property damage or other liability, arising out of or in any way connected with the CONSULTANT'S acts or omissions, or those of its officers, employees, agents and consultants, in connection with this Agreement.

EXHIBIT A – BUSINESS REGISTRATION AND SALES AND USE TAX REQUIREMENTS

As stated in Paragraph 1.S. above, P.L. 2004, c.57, as amended by P.L. 2009, c.315 (N.J.S.A. 52:32-44) requires the successful bidder to provide the Municipality with the business registration of the successful bidder and that of any named subcontractor prior to the time a contract is awarded. In addition:

1. A subcontractor named in the bid shall provide a copy of its business registration to the bidder who shall provide it to the Municipality as required above. No contract with a subcontractor shall be entered into by any contractor under any contract with the Municipality unless the subcontractor first provides the successful bidder with proof of a valid business registration.
 2. The Municipality will retain the proof of business registration in the file where documents relating to the contract are maintained.
 3. The successful bidder shall maintain and submit to the Municipality a list of subcontractors and their addresses that may be updated from time to time during the course of the contract performance. A complete and accurate list shall be submitted before final payment is made for goods provided or services rendered or for construction of a construction project under the contract.
- B.** For the term of this contract, the successful bidder and each of its affiliates shall collect and remit to the Director of the Division of Taxation in the Department of the Treasury the use tax due pursuant to the "Sales and Use Tax Act," P.L. 1966, c.30 (C.54:32B-1 et seq.) on all their sales of tangible personal property delivered into this State.
- C.** In the event the successful bidder subcontracts any of its work, said bidder shall include within its subcontracts the requirement that, for the term of this contract, the subcontractor and each of its affiliates shall collect and remit to the Director of the Division of Taxation in the Department of the Treasury the use tax due pursuant to the "Sales and Use Tax Act," P.L. 1966, c.30 (C.54:32B-1 et seq.) on all their sales of tangible personal property delivered into this State.

Information on the law and its requirements is available by calling (609) 292-9292.

EXHIBIT B - AFFIRMATIVE ACTION
MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE
N.J.S.A. 10:5-31 *et seq.* (P.L.1975, c.127)
N.J.A.C. 17:27 *et seq.*
GOODS, GENERAL SERVICES, AND PROFESSIONAL SERVICES CONTRACTS

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, the contractor will ensure that equal employment opportunity is afforded to such applicants in recruitment and employment, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Such equal employment opportunity shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

The contractor or subcontractor will send to each labor union, with which it has a collective bargaining agreement, a notice, to be provided by the agency contracting officer, advising the labor union of the contractor's commitments under this chapter and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 *et seq.*, as amended and supplemented from time to time, and the Americans with Disabilities Act.

The contractor or subcontractor agrees to make good faith efforts to meet targeted county employment goals established in accordance with N.J.A.C. 17:27-5.2.

The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, and labor unions, that it does not discriminate on the basis of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job related testing, as established by the

statutes and courts decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions.

In conforming with the targeted employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The contractor shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents:

Letter of Federal Affirmative Action Plan Approval;

Certificate of Employee Information Report; or

Employee Information Report Form AA-302 (electronically provided by the Division and distributed to the public agency through the Division's website at: http://www.state.nj.us/treasury/contract_compliance).

The contractor and its subcontractors shall furnish such reports or other documents to the Division of Purchase & Property, CCAU, EEO Monitoring Program as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Division of Purchase & Property, CCAU, EEO Monitoring Program for conducting a compliance investigation pursuant to N.J.A.C. 17:27-1.1 *et seq.*

Signature

Date

Print Name and Company