

Section 1. BACKGROUND

Introduction

The Redevelopment Authority of the Borough of Greenville, Mercer County, Pennsylvania, is currently seeking proposals from planning consultants well-versed in Pennsylvania's Urban Redevelopment Law (Act 385) and Municipalities Planning Code (Act 247) for: (1) assistance in the development of an urban redevelopment plan and (2) provision of ongoing consultant services on urban redevelopment planning and implementation related issues and activities.

The Redevelopment Authority of Greenville was established in 2022 following the 2020 amendment of the state's Urban Redevelopment statute to permit all Pennsylvania municipalities to form such an authority. The authority board is soliciting proposals for the services.

The consultant is expected to work with the Greenville Redevelopment Authority Board and administrative staff and interact, as necessary and appropriate, with the Greenville Council, Planning Commission, Zoning Hearing Board, the Mercer County Planning Department, and other regional economic development agencies.

Meetings and discussions between the consultant and local representatives are expected to utilize in-person and videoconference modes of communication to use time and available resources effectively.

Respondents must have experience with all phases of the urban redevelopment process and demonstrate an understanding of the "form-based" zoning perspective. In addition, the successful consultant must have experience with gathering input from local citizens, the business, and academic communities through interviews, surveys, and town hall meetings.

The Greenville Redevelopment Authority Board and members of the municipal administrative staff will oversee the consultant selection process. A committee comprised of the board and staff will evaluate all proposals and recommend a qualified consultant based on the criteria in this RFP for approval by the entire board. Greenville's municipal manager and community development director will be the principal liaisons between the consultant, redevelopment authority board, other municipal entities, and regional organizations.

General Background

Understanding and appreciating the community's assets and development/redevelopment opportunities in the short and long term have been at the top of Greenville's priority list

for the past five years. Greenville has been involved in studies of its housing and brownfield sites to meet that goal. The brownfields assessment has been a multi-phase part of a regional effort funded by a series of US Environmental Protection Agency (EPA) grants. The housing assessment was part of the borough's work funded as part of its Act 47 recovery efforts. KU Resources, led by Mark Patrick and Kirby Date of KM Date Community Planning, LLC, have led these projects. The results of the studies are posted in various documents on the community's website and may be accessed at <https://greenvilleborough.com/greenville-economic-development>.

Greenville's most recent comprehensive plan adopted in 2004 was a joint undertaking with its neighbor, Hempfield Township. As noted above, the last revision to the zoning ordinance occurred in 2005 to complement the comprehensive plan. The next action anticipated is the amendment of the existing comprehensive plan to incorporate the results of the housing and brownfields studies. The revision of the zoning ordinance to accommodate the changes recognized by the comprehensive plan amendment is anticipated to begin in 2024 and is viewed as the next step in Greenville's action plan by locally elected and appointed officials. The drafting and adopting of an urban development/ redevelopment plan will be a component of the overall process to prepare the municipality for short-and long-term housing and economic development activity.

Over the past several years, the community's approach to planning and development has focused on practical and implementable projects rather than chasing lofty aspirations. Local officials have worked to assess and address weaknesses in its public infrastructure to prepare the community for future development and redevelopment activity. The community has undertaken projects to preserve and extend park and recreational facilities with citizen and business-driven groups. Critical decisions have demonstrated a willingness to devise new options and forge new paths to meet financial challenges. Greenville anticipates that a revision to its comprehensive plan, the adoption of a zoning ordinance, and the adoption of an urban redevelopment plan will become catalysts to facilitate public and private investments in the community as opportunities arise.

Section 2. REQUIREMENTS

General Requirements

1. The contract is subject to the approval of the Redevelopment Authority of Greenville and is effective only upon its approval.
2. The Greenville Redevelopment Authority reserves the right to reject any and all proposals, reissue the RFP, and/or waive requirements associated with the RFP process.
3. Proposing parties are bound by the deadline for submissions in response to this RFP as stated herein.
4. Proposals cannot be withdrawn and must remain effective for review and approval

for sixty (60) days from the proposal submission deadline.

5. If only one proposal is received by the Greenville Redevelopment Authority, the board and/or its representatives reserve the right to negotiate with the proposing party or seek additional proposals on an informal or formal basis during the sixty (60) day period that the proposal is effective.
6. Responses to questions or requests for interpretations of the meaning of any aspect of the contents of this RFP shall be made in writing by the redevelopment authority and distributed to all firms who have received an RFP. Questions or requests for interpretation or clarification shall be submitted in writing (e-mail acceptable) and forwarded to:

Jasson Urey
Borough Manager
Borough of Greenville
125 Main Street
Greenville PA 16125

E-mail: jurey@greenvilleborough.com

Deadline for written questions: Friday, April 19, 2024 at 4:30 p.m.

Questions received will be compiled, and responses will be issued in the form of an addendum. Proposing parties are responsible for seeking clarification for any ambiguity, conflict, discrepancy, omissions, or other perceived error in the RFP before submitting a proposal, or the need for clarification shall be deemed waived. Any services not specifically addressed in the Scope of Service but necessary to provide the functional capability for the work proposed by a submitting firm must be included in the proposal.

Section 3. SCOPE OF SERVICES

The Greenville Redevelopment Authority is seeking a consultant or team that is well-versed in Pennsylvania Urban Redevelopment Law and the Pennsylvania Municipalities Planning Code to:

1. Prepare an urban redevelopment plan for the municipality rooted in the existing multi-municipal comprehensive plan as amended that has incorporated the recent community housing and economic development survey, the brownfields assessment plans and associated documents, and the zoning ordinance update.
2. Provide continuing planning services to support the redevelopment authority's implementation of the urban redevelopment plan identified as item 1.

As part of the urban redevelopment planning process, the consultant should consider that the municipality uses ESRI GIS for mapping, spatial analysis, and some emergency response capabilities and integrate their work into this framework as much as feasible.

As part of the overall planning process, the consultant must be able to effectively collect and convey information to/from the redevelopment authority board, staff, and the public, as well as to educate stakeholders and community members about the benefits of any plan recommended for adoption.

The consultant must demonstrate that they understand the character and nature of issues and opportunities Greenville and similar communities in Pennsylvania face, especially regarding tax base issues and economic development/redevelopment challenges.

The consultant should understand the existing housing stock, affordable housing issues, and market trends.

The consultant must have a track record in planning and implementing urban redevelopment projects.

Work Requirements

While consultants are encouraged to seek the modification or clarification of the scope of work items deemed necessary and/or appropriate to develop a high-quality urban redevelopment plan at the lowest possible cost, any such changes must be submitted to the redevelopment authority for review and approval. Ultimately, the work proposed must accomplish the goals and work stated herein.

- The consultant must complete the following primary tasks and responsibilities: develop a strategy for the completion of the redevelopment plan, including identification of issues to be addressed, phases of the planning process, and timeline for completion of significant aspects;
- Help arrange, publicize, and facilitate public meetings to gather citizen input;
- Submit progress reports to the board and staff;
- Meet with the board, council, staff and other entities and the public, as necessary and appropriate;
- Submission of draft chapters/selections of the plan as they are completed to the board and staff for review and acceptance; and
- Present the final document for adoption and, if asked, shall assist with preparing any resolutions, letters, or public notices required for compliance with the Pennsylvania Urban Redevelopment Law.

The staff supporting the redevelopment authority board shall assist the consultant with research and analysis of existing conditions; provide existing data and plans; produce and

reproduce materials for mailings and meetings; coordinate meeting arrangements; review draft elements for initial comments; and monitor the consultant's contract progress as the planning process advances.

The redevelopment authority board shall oversee the planning process. Tasks of the board shall include recommendation of topics for review and discussion, formation of special topic study groups, and review and response to the consultant's work product.

Deliverables

The consultant shall prepare the drafts and final text of each segment of the urban redevelopment plan in MS Word and MS PowerPoint document format. Maps and other graphics shall be made available in a format that can be efficiently and effectively printed or posted on Greenville's website. All draft and final products of the work of this project shall be the property of the Redevelopment Authority of Greenville.

Section 4. PROPOSAL REQUIREMENTS

All proposals shall include the following information:

- **Letter of Transmittal**: a statement demonstrating the consultant's understanding of the work to be performed; the name, telephone number, and e-mail address of a contact person who will be responsible for addressing any concerns related to the proposal; and a statement disclosing whether the firm or any of the firm's principals have a current or prior relationship(s) with any official(s) or employee(s) of the Borough of Greenville and its Redevelopment Authority and a description of the nature of the relationship that would potentially constitute a conflict of interest.

- **Statement of Consultant's Experience and Qualifications** that includes:
 1. Summary of the consultant's experience with urban redevelopment planning and implementation activity (Maximum of 3 pages).
 2. Qualifications of Key Personnel (Maximum three pages), including the name, title, and brief resume of the firm's principal(s), with a description of their skills, experience, certifications such as AICP, and other relevant considerations
 3. An organizational chart of **all** team members who will participate in this project with a brief description of their individual experience with the role(s) and responsibilities they will have and the contribution each will make to the process.
 4. A list of any proposed subcontractors, their duties, qualifications, experience and location.

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5. The location of the consultant's office that will provide the proposed services.
- **Consultant's Approach to Development of Urban Redevelopment plan** that includes a:
 1. Description of the consultant's methodology for completing the urban redevelopment plan (Maximum five pages).
 2. Discussion of the consultant's understanding of this project's goals as it implements recent municipal planning and study activity related to community housing and economic development.
 3. Description of the consultant's process for public education about the proposed redevelopment plan, their facilitation of public participation, and the nature and extent of the public's involvement.
 4. Identification of consultant's relevant work products. (Provision of Web links or accessible .pdf files for work products is strongly recommended.)
 - **References**: The consultant should provide 3-5 municipal and/or redevelopment authority clients as references along with their contact name(s), telephone numbers, and e-mail addresses.
 - **Project Timetable** - an overview of the entire project that includes time frames for each major work element, target dates for public meetings, and dates for completion of draft and/or final documents for each phase.
 - **Cost Proposal** (Maximum three pages):

The consultant shall provide two (2) independent cost proposals:

The **first cost proposal** shall provide a total estimated cost for preparing the community's urban redevelopment plan. It shall identify the phases of the work to be performed and the estimated hours associated with each phase. The estimated number of hours and the hourly rate for each individual involved with each phase must be indicated. In addition, a total, not-to-exceed dollar value for reimbursable expenses associated with the project must be specified with a rate for each type of expense, such as mileage, printing expenses, meeting costs, etc., indicated. *Consultants are strongly encouraged to consider video conferencing as a mode of work with staff and appointed and elected officials to moderate the use of consultant time and cost associated with travel.*

The **second cost proposal** shall indicate the cost for ongoing planning and project implementation advisory assistance and include a discussion of the professional expertise available to perform this function and their hourly rates. The cost

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associated with meeting attendance, both in-person and virtual, plus any other expenses incidental to the performance of such services, should be disclosed.

Please note the following conditions:

- If awarded a contract, the proposing party is bound by the proposed cost and is expected to complete all phases of any proposed work. As the work progresses, the consultant may be asked to review and confirm the estimated cost or budget with an indication of costs for each aspect of the project.

-The consultant must present a current certificate of insurance indicating they have professional liability insurance in the amount of \$1,000,000 or more for the time period of this project.

-The firm's method of billing must be indicated. Greenville will make periodic payments to the contractor as substantial portions of the work are performed and received. Regardless of the billing method, ten (10) percent of the total contract price will be withheld until the Greenville Redevelopment Authority accepts the final product as complete.

Proposal Evaluation Process

All proposals shall be evaluated based on the following criteria:

1. Organization, completeness, and responsiveness to the RFP's requirements.
2. The planning consultant's experience with Pennsylvania municipalities and/or redevelopment authorities with characteristics similar to Greenville.
3. The experience of the individuals proposed to perform the work with Pennsylvania's Urban Redevelopment Law (Act 385) and Municipalities Planning Code (Act 247).
4. Nature and extent of potential engagement with the Greenville citizenry, business, and educational sectors on developing redevelopment plans and programs.
5. Potential for use of technology to support the planner's and redevelopment authority's roles and responsibilities.
6. Proposed cost for services that reflect effective and efficient use of local resources.

The Redevelopment Authority, in conjunction with the administrative staff, will select one or more consultants to be interviewed. Firms will be contacted the week of April 15th to schedule an interview if chosen. It is anticipated that interviews will be conducted during the week of May 13th. Interviews will include a presentation of no more than 30 minutes by the prospective consultant, followed by a Question and Answer session with the Redevelopment Authority and staff. Such presentations are strongly encouraged to focus on the prospective consultant's *approach to the scope of services and relevant examples of comparable completed work*. After the interview process, the authority will make a decision and seek clarification or further information from the consultants, as

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appropriate and necessary. It is expected that the selected consultant and the municipality will negotiate a contract for the selected services, including specific details as to cost, insurance requirements, timetable for commencement and completion of tasks, schedule for payments and deliverables, and the general and specific responsibilities for the parties under the contract.

Proposal Submission

One (1) digital copy of the complete proposal document and eight (8) paper copies of the proposal should be submitted to the Borough of Greenville by 4:30 pm on **Friday, May 10th**. Proposals should be mailed, shipped, or hand delivered to:

Borough of Greenville
Attn: Redevelopment Authority Planning Consultant
125 Main St.
Greenville PA 16125

All costs associated with preparing and submitting proposals for planning consultant services shall be borne by those who submit a proposal.

RFP - Prospective Timeline

Item	Date
Distribution of RFP	Friday, March 22, 2024
Deadline for submission of questions related to RFP to the Town Manager	Friday, April 19, 2024 at 4:30 pm
Deadline to submit RFP	Friday, May 10, 2024 at 4:30 pm
Review/Selection of firms for interviews	Tuesday, May 21, 2024
Interviews	Thursday, June 13, 2024
Review/decision by Redevelopment Authority of consultants interviewed	Tuesday, June 18, 2024
Discussion/negotiation of terms of consultant contract	Wednesday, June 19, 2024
Contract drafted by Redevelopment Authority Solicitor	Monday, June 24, 2024
Redevelopment Authority awards a contract to a consultant	Tuesday, July 16, 2024

Additional Information

Please contact Jasson Urey, Borough Manager, at jurey@greenvilleborough.com or by calling 724-588-4193 with questions about this RFP.