

REQUEST FOR PROPOSALS

TOWN OF RAYMOND COMPREHENSIVE PLAN UPDATE





NOTICE OF REQUEST FOR PROPOSAL COMPREHENSIVE PLAN UPDATE

The Town of Raymond, Maine (hereinafter, the “Town”) is seeking proposals (hereinafter, the “Proposals”) for professional services for the completion of a Comprehensive Plan Update (hereinafter, the “Plan”) that utilizes a robust public process and modernizes the current document. The Plan needs to comply with state requirements for amending comprehensive plans.

Proposals should be submitted in the specified delivery format and by the appropriate deadline detailed in Section 4 of this Request for Proposal (hereinafter, the “RFP”). Questions and requests for additional information regarding the RFP should be directed to the Town’s attention using the contact information below. A copy of the previous plan, the 2004 Comprehensive Plan (hereinafter, the “2004 Plan”) can also be found on the Town’s website, linked below.

ATTENTION:	SUE LOOK, TOWN CLERK COMPREHENSIVE PLAN RFP
ADDRESS:	RAYMOND TOWN HALL 401 WEBBS MILLS RD RAYMOND, ME 04071
PHONE:	207-655-4742 x 121
EMAIL:	SUE.LOOK@RAYMONDMAINE.ORG
WEBSITE:	TOWN OF RAYMOND - COMPREHENSIVE PLAN COMMITTEE https://www.raymondmaine.org/content/comprehensive-plan-committee



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1. INTRODUCTION

The Town of Raymond, Maine (hereinafter, the “Town”) seeks the services of a qualified planning consultant (hereinafter, the “Planner”) to work with and assist the Comprehensive Plan Committee (hereinafter, the “Committee”) in preparing an update to the 2004 Plan. The Plan would address new and future planning issues and result in a plan consistent with the Growth Management Act of the State of Maine.

The Plan is the foundation for determining effective public policy, master planning, and land use decisions, now and in the future. It will guide future growth, redevelopment, zoning changes, and capital investments as well as providing an ongoing framework for informed and directed development & decision making. The Plan shall include goals, objectives, and strategies utilizing maps, graphs, and other imagery tools to analyze, assess, and recommend best practices for values-based planning, economic development, environmental protection, housing, infrastructure, and other improvements. The overall objective of the Plan is to reflect and respond to priorities, values, and requirements of Raymond’s residents while safeguarding the Town’s history and sense of place.

The purpose of the Plan 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 decade and quite possibly, beyond. Although the primary goal of the Plan 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 Committee further desires an update that extends beyond the dated minimum state regulatory requirements.

The Plan shall address contemporary issues such as climate change, sustainable development policies & best practices, how the Town fits into the post-Pandemic paradigm shift to work from home/anywhere, technological advancements such as competitive access to broadband throughout the community, stewardship of natural resources within the Town’s boundaries, access to health care, renewable energy as it might apply to land use, attracting and retaining younger families, and addressing the essential and quality of life services needed to help older residents ‘age in place’. The Plan shall also guide the Town in balancing intense development pressure, especially for affordable housing, while preserving the Town’s character and assuring protection of and public access to its abundant natural resources. Finally, the Committee favors an integrated approach to comprehensive planning that identifies and builds upon the interrelated nature of the individually required inventories and elements.



2. PROJECT AREA

Raymond residents live on traditional land of the Wabanaki Confederacy. The Algonquian word “waban-aki” is most often translated into Dawnland or People of the Dawn. The first arrival of European settlers was in 1770 when Joseph Dingley and Dominicus Jordan of Cape Elizabeth came up the Presumpscot River to Sebago Pond, attracted by the proprietors’ offer of a free 100-acre lot to the first claimants on the spot. Raymond became the 146th incorporated town in the District of Maine, Commonwealth of Massachusetts, on 21 June 1803. Town offices were established to afford self-government.

Today, Raymond, Maine is a community of roughly 4,500 residents who reside in the heart of Maine’s Sebago Lakes Region, which is situated in central Cumberland County. The community encompasses miles of open space, rolling hills, seven lakes and ponds, two rivers, several brooks and streams, a community forest, public beaches, and an abundance of trees, wildlife, and year-round recreation. The Town of Raymond encompasses 33 square miles of land area and nearly 12 square miles of water.

A portion of Raymond is located along Sebago Lake, which is New England’s 4th largest lake. In Maine, Sebago is the second largest and most recreated lake. Its large surface area and extraordinary depth of more than 300-feet help to maintain outstanding water quality. The clarity of this glacial lake helps explain why it is one of only 50 water sources nationwide that is exempt from the Safe Water Drinking Act, which requires water to be filtered prior to treatment. More than one million people, who either live in or visit Greater Portland each year depend upon Sebago Lake for their water. Raymond is one of seven contiguous communities that, along with The Portland Water District and the State of Maine, share an important responsibility for stewarding one of Maine’s most vital natural resources. Several million people live within a 3-hour drive of the Sebago Lakes Region. It helps explain why hundreds-of-thousands of people come to visit ‘the Lakes Region’ annually.

Maine’s most popular inland state park is Sebago Lake State Park, located just over the town border in the neighboring towns of Casco and Naples. Just a few miles down US Route 302 in Raymond, is a Town-maintained and State-owned beach and popular boat launch. In addition, the Town manages the State-owned Tassel Top Park, a 35-acre park on Sebago Lake highlighted by nine hundred feet of sandy beach.

The Town’s other bodies of water each have their own specialness. By name, they are Crescent Lake (which extends into Casco), Raymond Pond, Thomas Pond (which also extends into Casco), Notched Pond (which extends into Gray and borders New Gloucester), Nubble Pond, and Panther Pond. Panther Pond connects to Sebago Lake by a small river that runs through the Town. Unlike many of Maine’s other tourist and vacation destinations, Raymond’s share of the area’s visitors tends to be either ‘day visitors’ or those who own non-primary residences in Raymond. Over recent years, several of Maine’s most expensive, single-family home listings have been properties located on Sebago Lake in Raymond. It is important to note that non-residents own a meaningful percentage of Raymond’s highest value property. These non-residents pay real estate taxes to the Town, while requiring little in the way of Town services, which helps to keep Raymond’s tax rate reasonable for its residents.



Raymond residents and visitors alike seem drawn to the pristine waters, scenic views, wildlife, and the rural, small-town feeling. Maintaining the feel of this rural, small-town community and protecting these natural resources is unique and important for all of Raymond. Not surprisingly, over the past four decades, both Portland's population and its development have meaningfully migrated westerly along the Rt 302 corridor. One of the Town's immediate neighbors, Windham, has consistently been among Maine's fastest growing communities. Local growth trends need to be extensively analyzed to plan for and protect these natural resources that are enjoyed by so much of Maine's population.

Raymond's two largest employers are both world-class manufacturers. Sabre Corporation builds high-end power yachts and Di-Electric Communications is an 80-year-old manufacturer of 'over air' broadcast antennas. Both companies' products are built within Raymond and can be found all over the globe. Collectively, the two companies employ fewer than 200 employees, many of whom commute to Raymond. Most Raymond residents work in either the Greater Portland or the Greater Lewiston/Auburn communities. Summer camps are another vital part of Raymond's industry. Summer camps are seasonal, contribute meaningfully to the Town tax base, require little in terms of town services, and attract visitors who come to enjoy and respect the Town's natural resources. Campers typically spend more while leaving behind a far smaller carbon footprint than the typical Maine tourist. A surprising number of campers return to the community to continue to enjoy the area as adults. It is not uncommon for them to become future property owners.

The Town consists of a relatively small, but efficient staff of employees along with an elected five-member Select Board, an elected seven-member Budget-Finance Committee, an appointed five-member (one alternate) Board of Appeals, and an appointed seven-member Planning Board that recommends ordinance and code amendments to the Select Board for placement on the Annual Town Meeting warrant.

Town employees include a Town Manager (selected and appointed by the Select Board), a Finance Director, a Town Clerk, a Code Enforcement Officer, a Library Director, a Fire Chief, a Public Works Director, a Recreation Director, along with numerous very active committees that are "staffed" by highly knowledgeable and impassioned volunteers. Police services are provided by the Cumberland County Sheriff's Department. The Town Library is now municipally owned. Raymond is governed by this Select Board/Town Manager/Town Meeting form of government whereby the legislative body is a Town Meeting consisting of registered voters who are qualified to vote in state and local elections. Officers are elected by secret ballot vote and the Select Board decides how to vote the Annual Town Meeting Warrant, either at an open Town Meeting or by a secret ballot vote.

The Select Board appointed a 10-member Comprehensive Plan Committee consisting of a wonderfully diverse group of Raymond's year-round residents. The Town Manager, Town Clerk, and Code Enforcement Officer attend and actively participate in the monthly Committee meetings. About thirty percent of the current Committee and town staff also served on the 2004 Plan's committee. This Committee began meeting in August 2022 and is now anxious to engage a professional Planner to guide us through the planning process with the ultimate goal of producing an encompassing written plan that reflects the vision of its many stakeholders, is accepted by both the Town and state, and will be implemented by and for the community.



3. PROJECT BUDGET

All proposals shall provide a fixed price fee, as a "not to exceed" quotation for the total project.

4. PROPOSAL SUBMISSION EXPECTATIONS & REQUIREMENTS

Proposals for the Plan must be submitted to and received by the Town per the submission deadline specified below. The Town reserves the right to refuse any proposal received after the deadline. Questions and requests for additional information regarding the RFP should be directed to the Town's attention using the contact information below.

Before commencing work under the Town Services Agreement, the successful Planner shall produce evidence satisfactory to the Town that it and its subcontractor Planner/consultants, if any, have secured public liability, automobile, and workers' compensation insurance coverage.

All services to be furnished to the Town shall be performed with equipment, methods, and use of personnel in accordance with pertinent professional standards and with the Occupational and Safety and Health Act requirements of the State of Maine and the United States.

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ADDRESS:	RAYMOND TOWN HALL 401 WEBBS MILLS RD RAYMOND, ME 04071
EMAIL:	SUE.LOOK@RAYMONDMAINE.ORG
PHONE:	207-655-4742 x 121
SUBMISSION DEADLINE:	THURSDAY, JANUARY 5, 2023 BY 4:00 PM
SUBMISSION REQUIREMENTS:	PDF SUBMISSION (EMAIL OR FLASH DRIVE) 13 HARD COPIES
SUBMISSION COMPONENTS:	COVER LETTER PROJECT DESCRIPTION & SCOPE OF SERVICES STATEMENT OF QUALIFICATIONS (SOQ) PROJECT TASK AND SCHEDULE MATRIX
ADDITIONAL REQUIREMENTS:	INSURANCE COVERAGE



Proposals must include a detailed, step-by-step description of the methodology intended for use in performing the scope of work as defined. This description shall include the following components:

COVER LETTER: Briefly describe the firm, its history, size, and its areas of expertise. Be sure to sure to include the Planner's signature, full name, and address.

PROJECT DESCRIPTION & SCOPE OF SERVICES: Describe in detail your understanding of the project, the services your firm will provide and the methodology that you will use, specifically addressing how the points outlined in the scope of work will be met.

STATEMENT OF QUALIFICATIONS (SOQ): Include the following information:

- Resumes of key personnel including who will be the project lead/manager, who will participate in the project including educational background and employment history, not to exceed two pages per person.
- Experience with similar projects for other clients, particularly in Maine, for the past ten (10) years with references, contact names, and telephone numbers.
- Example of Work: One (1) complete copy of the final report from the project your firm has completed within the past ten (10) years that is like this project; ideally a plan that has been found consistent with MSRA Title 30-A and Chapter 208 of the State of Maine's Comprehensive Plan Revision Criteria Rule.
- Statement of Availability and location of key personnel to work on the Raymond assignment.

PROJECT TASK & SCHEDULE MATRIX: Provide a high-level matrix/spreadsheet that identifies major project tasks and milestones, estimated date for completing each task, personnel and their hours planned for each task, and total number of hours for each task. Please also include the estimated number of meetings and duration of such meetings with the Committee, including a separate line for attendance at selected monthly Committee meetings.

5. SCOPE OF SERVICES

The Planner will provide digital, editable, and printable copies of all final documents including reports, maps, and the finalized version of the Plan. Mapping should be provided in a form compatible with the Town's GIS. An adequate number of hard copies of maps (scale to be agreed upon) and drafts of final documents should be provided to facilitate review and support by the Select Board, Planning Board, staff, and the Committee.

The Planner will conduct the following minimum tasks. The Town strongly encourages Planners to expand on these tasks, to provide detail on how they are to be accomplished, to recommend which tasks require greater emphasis, and to suggest additional tasks not identified in this RFP that may be necessary or beneficial.

PROJECT STATUS MEETINGS: The Planner is expected to meet regularly with staff and the Committee to discuss project progress and direction.

MEETINGS WITH TOWN BOARDS/STAFF/COMMITTEES: The Planner will meet with the Committee to provide progress updates and obtain further direction. In addition, the Planner will solicit input and feedback from the Planning Board, Select Board, Town Staff, other Boards and Committees, and representatives from the State of Maine as appropriate. The Planner will provide interim reports, presentations, and updates to each as required and appropriate; attend the Committee's formal Planning Board Hearings; and support placement on the annual Town Warrant by the Select Board.

PUBLIC ENGAGEMENT & COMMUNICATION: Public participation is essential to this planning effort and the Planner must include an outreach and public participation process designed to engage the public and specific stakeholders in visioning the future of the Town. Significant public input will be required throughout the process. It is anticipated that several public meetings and visioning sessions will be held, both at town facilities and potentially at other association meetings (road associations, lake associations, etc.) to seek opinions and views of the public at large, report on progress as the Plan develops, solicit comments on specific ideas or concepts, and identify problems or barriers that must be acknowledged and overcome. It is also anticipated that there will be a public survey(s) to gather information.

Public involvement in the planning process and acceptance of the Plan is critical to the success of this effort, and respondents shall explain, highlight, and detail their approach and plan for public participation in their responses.

COMPREHENSIVE PLAN DEVELOPMENT:

The Planner will serve as the primary drafter of the Plan and shall update research and develop materials for the Plan, including but not limited to:

- A baseline review of existing information and relevant background, including but not limited to the 2004 Plan and all its chapters and volumes, existing codes and policies, demographic and census data, and other information relevant to the required Plan elements.



- An existing condition inventory and projected needs analysis, including a population analysis, existing land use and capital facilities (water, sewer, transportation, recreation, & open space) assessment, and residential/commercial growth patterns; and a projection of Raymond's population and housing trends to 2040.
- An inventory and assessment of issues and opportunities based on work with staff, the Committee, and the public participation process.
- A vision statement for Raymond that will serve as a focal point for goals, policy, and strategy decisions.
- Goals, policies, and strategies to guide the Town for the next decade and beyond, including A strategic plan for the future of Raymond, complete with goals, objectives, public input mechanisms and results, and implementation strategies for the Plan.
- Incorporation and reference to plans and studies recently completed or currently underway, or as identified in the current Plan.
- Areas that will need specific attention are:

BUDGET	NATURAL RESOURCE PROTECTION
CAPITAL IMPROVEMENTS	OUTDOOR RECREATION & TRAIL ACCESS
PROGRAMMING & SERVICES	VILLAGE REVITALIZATION
CLIMATE CHANGE & VULNERABILITY	TRANSPORTATION
SUSTAINABILITY	AGING IN PLACE
BUSINESS DEVELOPMENT	ATTRACTING/RETAINING YOUNG FAMILIES
AFFORDABLE & WORKFORCE HOUSING	

6. PROJECT MANAGEMENT AND RESPONSIBILITIES

The Planner will be responsible for working closely with the Committee and town staff. The Town Clerk will serve as primary contact and coordinator between the Town, the Committee, and the Planner. Additional town staff will be available as needed.

The Committee will:

- Serve as an oversight committee for this project.
- Guide, evaluate, and approve the direction and completion of the Plan.
- Submit the final version of the Plan to the Planning Board for review and recommendation. The Plan will then go to the Select Board who will decide whether to add an article to the next Annual Town Meeting Warrant for voter approval.

Town staff will:

- Be available for interviews or to assist in research activity.
- Provide all existing documentation to the Planner as requested, within reasonable expectations and costs.
- Assist with human and technical resources as needed to facilitate timely progress.
- Provide and distribute minutes for all Comprehensive Plan Committee meetings.
- Schedule, coordinate, and make necessary arrangements for other Plan-related meetings.

7. SCHEDULE

Respondents shall provide a proposed project schedule that may be subject to modifications during negotiation of the contract. It is expected that completion of the project and delivery of the Comprehensive Plan should take no longer than 2.5 years. A proposed schedule regarding this RFP's timeline is below.

RELEASE RFP	12/12/2022
RECEIVE PROPOSALS FROM PLANNERS	12/12/2022 - 01/05/2023
SHORT-LIST OF PLANNERS DETERMINED	01/06/2023
SHORT-LIST OF PLANNERS INTERVIEWS	01/09/2023-01/27/2023
PLANNER SELECTION	02/01/2023
ISSUE NOTICE OF AWARD	02/02/2023
CONTRACT EXECUTION	02/21/2023
PROJECT WORK START DATE	03/01/2023

8. SELECTION CRITERIA

The Committee is interested in dialoging with qualified Planners during January's interview process to learn about similar work they have recently completed and/or are presently working on for other Maine communities and how that might relate to your work with Raymond's Comprehensive Plan Update. Proposals will be reviewed and evaluated based on the following criteria, from which a Committee-vetted selection of finalists, determined to best meet the Town's objectives, shall be invited to interview with the Committee:

- Qualifications and references of the firm and the personnel assigned to the project.
- The Planner's success with Comprehensive Plan Updates for other Maine communities.
- Clarity, creativity, and thoroughness in addressing the scope of services requested/to be provided.
- Cost effectiveness of and affordability/reasonable and competitive 'not to exceed' proposed fee(s).
- Capacity to undertake and complete the project in a timely manner.
- For Planners invited to interview, takeaways from those interviews.

9. ACCEPTANCE/REJECTION

All timely submissions will be fairly and thoroughly evaluated by the Committee in consultation with the Town Manager. The Committee anticipates inviting its top selections to interview and to engage in dialog during those interviews. Following those interviews, the Committee will discuss and rank the proposals based upon the Selection Criteria referenced above and come to a final approval. The Town Manager will then negotiate a final scope of work and contract with the selected Planner.

10. FEE STATEMENT

The Proposal shall include a **SEALED, SEPARATE** fee statement for the work to be performed. The fee statement shall include a cost for each of the tasks to complete the work outlined in the Scope of Services and any additional tasks the Planner feels are necessary to complete the work. This cost information shall be related to and presented in accordance with the Project Task & Schedule in Section 4 above.

The Town reserves the right to negotiate with the Planner to determine the amount of work and fees to be included in the contract and how the payments will be made (quarterly/upon Plan achievements, etc.).

The fee statement shall include a schedule of fees on an hourly basis for each of the key personnel and subcontractors, as well as a schedule of other basic costs, should additional services be necessary. The Planner should estimate the nature and cost of additional services deemed necessary to complete the project.