

CERTIFICATE OF ACKNOWLEDGMENT OF RECEIPT OF ADDENDUM

THE CITY OF READING

ADDENDUM NO. 1

RFP: **Comprehensive Plan**

DUE DATE: **3:00 P.M. Prevailing Time,
March 21, 2014**

NOTICE

This addendum must be signed, attached to, and returned with your proposal to the City of Reading by the time and date indicated ABOVE:

BUDGET

The project budget is \$80,000.

BACKGROUND MATERIALS

The following documents are available on the City's Website,

<http://www.readingpa.gov/content/reference-plans-and-studies>

and should be reviewed by the respondent to provide additional background information on the municipality and previous planning efforts.

- City of Reading, Comprehensive Plan, June 2000
- Market Value Analysis (MVA), November 2012
- Ricktown Master Plan, March 2012
- Downtown 2020 Master Plan, August 2011
- Riverplace Master Plan (aka Sasaki Plan), September 2005
- Penn Corridor Development Plan, 2007
- The Initiative for a Competitive Greater Reading (ICGR), 2004
- Parking Study, October 2008
- Keystone Community Designation Application & Main Street 5 Year goals, August 2013
- City of Reading Strategic Planning Framework, March 2014
- Act 47 recovery plan, May 2010
- Berks County Comprehensive Plan, September 2013
- Land Use Map (Act 537), March 2013
- Current and Potential Development Sites Map (Act 537), March 2013
- City of Reading, Zoning Map, October 2010
- Park and Open Space Plan, May 2002
- Rebuilding Reading Commission, Economic Development Report, March 2010
- Ride to Prosperity, May 2010
- Reading Community Assessment, 2009
- Reinventing Reading, 2006

EDITS AND ADDITIONS TO THE SCOPE OF SERVICES:

Page 7, First Paragraph

Delete the penultimate sentence, “The consultant will provide support to the City’s Planning Commission, its staff, and an ad hoc steering committee convened for the purpose.”

Page 8, Item 19)

Attendance and presentations at all public meetings, two planning commission meetings and two City Council Meetings are required throughout the process. The consultant is to advise on the methodology and subsequent number of public meetings necessary for informational gathering purposes. The consultant must meet the minimum requirements for public meetings for adoption of the comprehensive plan, per Section 302 of the MPC. The City will provide assistance and coordination with: forming the Steering Committee with strategic partners; coordinate public meetings and locations; and provide for translation services for all meetings.

Page 8, Item 22)

The consultant shall be responsible for providing all necessary materials including drafts of the comprehensive plan update at all meetings, workshops and charrettes. The consultant shall provide the City with 25 copies of the final plan, as well as a .PDF version and editable version compatible with MS Word. The software packages used will be agreed to prior to any work being produced. Maps shall be developed for easy integration into the City’s GIS, which is ESRI ArcMap based.

Page 8, Item 23)

The comprehensive plan is to synthesize and be consistent with the goals and objectives of previous plans, ref. Background Materials.

Page 8, Item 24)

Consultant is encouraged to provide recommendations not listed within the RFP.

Edits to Pages 5 and 9.

All sub consultants that are to be used shall be approved by the City of Reading prior to commencing any work. If you are planning to use a sub consultant on this project, you must include resumes for the person(s) involved as well as information on their company.

ADDITIONS TO THE OVERALL RFP:

Project manager and responsibilities:

- A. Project Manager: Craig Peiffer, Division Manager, Zoning, Planning and Historic Preservation. Phone: (610) 655-6505; Email: craig.peiffer@readingpa.org
However, all questions during the RFP process must go through the Purchasing Coordinator, Tammi Reinhart, Tammi.Reinhart@readingpa.org.
- B. Responsibilities
 - a. Coordinate public meetings and secure locations
 - b. Provide assistance / secure translation services for public meetings
 - c. Provide release for GIS and other requested data
 - d. Provide contact information for other City Departments and Authorities

Comprehensive Plan Study - Timeline & Milestones:

Apr 15, 2014	Notice to Proceed (Anticipated)
April onward	Public meetings (Meet minimum MPC requirements)
November 2014	50% Submission
May 2015	90% Submission
June 2015	Presentation to Council
June 2015	Final Submission
June 30, 2015	Study Completed

Proposals are requested to be concise and should include, in order, the following:

- A. Letter of Transmittal
- B. Executive Summary
- C. Brief organizational profile, including background and experience of the firm;
- D. Previous project summaries, including reference contact information, for a minimum of three (3) projects that are similar in scope to the project described herein which demonstrate pertinent firm and key personnel experience. Examples may be submitted as supporting documentation;
- E. Proposed project approach and potential project schedule including an explanation/discussion of the project approach and a detailed outline of the proposed services for executing the requirements of the proposed scope of services. Work schedule shall include an estimated time frame to complete the project, detailed by milestone or activity. Target dates for public meetings and completion of draft and final documents should be included;
- F. Project management including:
 - i. Project organizational chart including key staff to be assigned;
 - ii. Location of office from which the project management will be performed;
 - iii. Summary/matrix of key personnel's project experience;
- G. Appendices: Resumes of person(s) who will be performing the work;
- H. Cost estimates and billing rates:

Full cost information should be provided that shows the hours of work and cost itemized for each major work element of the proposal. An itemized estimate of reimbursable expenses must be included. The total amount of maximum payment must be stated;

The cost shall be based on the hours of work provided and "out-of-pocket expenses" and shall not exceed the maximum cost proposed, without specific reason, and unless an amendment to the contract is negotiated and approved by the proper authority of the municipality. Billing on the project should occur monthly based on the hours spent on the project up to 90% of the contract value. The final hourly rate invoice shall be paid upon receipt of the final product and determination by the City of Reading that all requirements of the contract have been met. The remainder of contract value will be paid upon receipt and acceptance of final product;

All proposals should include a detailed breakdown of all costs.

Suggested Outline of Comprehensive Plan format

(Based, in part, upon PA DCED's *Creating an Implementable Comprehensive Plan Workbook* and Reference).

The following outline is designed to describe key components of the update and estimated percentage of time to complete each major work element in addition to the general services to be provided by the consultant. Higher weights (%) have been awarded to components with higher priority. The outline is not necessarily all-inclusive and the consultant shall include in the proposal any task and services deemed necessary to complete the project.

1. Vision Statement (5%)

A vision statement shall be based upon community input that reflects a shared understanding of community core values and vision.

2. Executive Summary (5%)

Provide an executive summary of the 2015 comprehensive plan update

3. Priority issues & Implementation Strategy(40%)

Devise practical and workable recommendations based upon data that substantiates and validates the issue. Use the Market Value Analysis (MVA) and other referenced studies. Provide objectives, recommended solutions and an action plan. The action plan shall include specific steps, responsible parties, estimated costs and means of financing. Provide an associated implementation plan organized into short (1-3 years), mid (4-6 years) and long (7-10 years) term goals.

4. Smart Growth and Sustainable Land Use (35%)

Provide overall land use and development targets, livability and design considerations, and infrastructure and community improvements using Smart Growth and sustainable land use planning principles.

5. Ensure MPC Requirements are met (15%)

Other studies with recommended form and formats are:

1. [Detroit Works Plan](#) – (For Form and Format):
2. [Pittsburgh Comprehensive Plan](#) – (Use of MVA)
3. [Baltimore Comprehensive Plan](#) – (MVA, Smart Growth)

Comprehensive Plan Study Contract - Award Timeline:

March 5	Addendum to RFP Issued 11 AM
March 12	Last date to submit questions
March 21 @ 3PM	RFP due
March 21-28	Selection Committee reviews RFPs
March 28 @ 10 AM	Selection Committee Selects RFP or candidates for Interview
March 31 - Apr 1, 2, 3, 4	Interviews conducted (if necessary)
April 4	Request to approve selected company sent to DCED
April 9	Request for Council approval (Agenda and Memorandum)
April 14	Council approval
April 15	Issue notice to proceed

I, HEREBY CERTIFY THAT THE CHANGES COVERED BY THIS ADDENDUM HAVE BEEN TAKEN INTO ACCOUNT.

Firm Name (Type or Print) _____

Authorized Signature _____

Title _____

Name (Type or Print) _____

Date _____