

TOWN OF BETHLEHEM
COMPREHENSIVE PLAN UPDATE
REQUEST FOR PROPOSALS
DUE DATE: March 27, 2020 at 2:00 PM.



PURPOSE

The purpose of this Request for Proposals (RFP) is to receive competitive proposals from qualified planning consultants and consultant teams (hereinafter referred to in the singular as “consultant”) who are interested in coordinating the update to the [Town’s Comprehensive Plan](#) (“Plan Update”), first adopted in 2005. The current Comprehensive Plan established a vision to year 2020, and the Town desires to set a new vision for the next 20 years.

A Plan Update will assist the Town Board, the Planning Board, and Town Department of Economic Development and Planning in identifying the direction that residents, the community, and various other stakeholders would like to see the Town move towards. The Comprehensive Plan Update is intended to form the foundation of the Town’s land use planning, growth management, and community design framework. This RFP is an opportunity for the Bethlehem community to obtain expert assistance in an effort to determine the vision for the future of Bethlehem and to address changes affecting the Town in a coordinated and integrated way. The Town views the planning process itself as critical to the success of the plan update project and the implementation of its recommendations.

The Plan Update must provide guidance to the Town on how to appropriately address and guide new development and redevelopment within the community in an environmentally sustainable manner while also meeting the service demands that come with community growth. It is expected that the Plan Update will be completed by the Spring of 2021.

Setting

The Town of Bethlehem is a suburban community of 35,000 residents located in Albany County, New York. The Town lies immediately adjacent to and south of the City of Albany, and covers approximately 50 square miles in land area. Portions of the Town remain rural and are undeveloped. Developed areas are primarily residential in character, with single-family homes accounting for approximately 75.0 % of the housing stock. Commercial development is concentrated along three roadway corridors, U.S. Route 9W in Glenmont, Delaware Avenue (NYS Rte. 443) in Delmar/Elsmere, and New Scotland Road/Vista Blvd. in Slingerlands. Industrial development is located in the northeastern section of Town, along the River Road (NYS Rte. 144) corridor, and in the southern portion of Town, in the vicinity of the Selkirk Rail Yards and NYS Route 32.

Since the 2010 US Census the Town’s population estimate reflects an increase from 33,387 persons in 2010 to approx. 35,000 persons in 2018, an increase of 4.57%. During the same time period the number of housing units has increased by 3.3%, from 14,029 units in 2010 to 14,485 units in 2017. The total

population is projected to grow to 36,088 residents by 2030 and 36,735 by 2040. Residential development has been placing additional pressures on the Town’s infrastructure and public services. This growth has been occurring with only modest increases in economic development activity to help balance additional public costs associated with residential development. The volume and nature of current development applications suggests that these trends will continue into the foreseeable future. In recent years nearly 1,500 residential units have been proposed, are under review by the Planning Board, or are approved and awaiting construction.

PROJECT BACKGROUND AND GOALS

Bethlehem is growing and will continue to grow as people are attracted to our wonderful neighborhoods, strong schools, amazing library, vibrant commercial areas, and welcoming town character. This is a great place to live, and people want to live here. Like many other communities, the challenge facing the Town is to harness the power of growth in a manner that maintains and enhances the quality of life that Town residents have come to know and enjoy. Also, growth must be experienced in a fiscally, aesthetically, and environmentally responsible manner. In recent years, many concerns have been voiced in the community about the negative consequences of growth and impact on existing community character)

To help ensure that this growth supports and enhances the characteristics that make Bethlehem such an attractive place to be, the Town is undertaking a complete update of the Comprehensive Plan, which was last adopted in 2005. The plan will help to establish a shared community vision for the future and an action plan to achieve it. The planning process will weave together the realities of changing economic and demographic conditions while building broad community consensus on the key values that define the Town of Bethlehem.

Community Forums

Initial efforts of the Comprehensive Plan Update have been conducted by Town’s Department of Economic Development and Planning Staff and Planning Board members. Community discussion occurred between Fall 2018 through Spring 2019 with a series of [seven community forums](#) (Slingerlands, Selkirk, South Bethlehem, Delmar, Glenmont, North Bethlehem, and Elsmere) to talk about what the future should hold for the town’s hamlets and the greater Town. Key themes that emerged from these conversations were **Neighborhoods, Transportation, Aging and Housing, Economic Development, Parks and Recreation, Environment, and Government**. These themes are consistent with the American Planning Association’s Sustaining Places: Best Practices for Comprehensive Plans.

Demographic and Growth Analysis 1991-2018

Further, technical assistance from the Capital District Regional Planning Commission provided a Town of [Bethlehem Demographic and Growth Analysis 1991-2018](#). The analysis provides a foundation for community discussion and planning as the Town and its community members update the 2005 Comprehensive Plan. A solid understanding of the Town’s development, demographic trends, and economic makeup is an important starting point for discussing the Town’s vision for the future.

Comprehensive Plan Update Committee

A [Comprehensive Plan Update Committee](#) was appointed at the [October 10, 2019 Town Board meeting](#) and consists of fourteen members. The Committee was appointed consistent with NYS Town Law §272-

a(4) and is responsible for the preparation of the comprehensive plan update for the Town. Committee members serve as ambassadors for the plan to the community and provide feedback to the consultant and Planning Staff. The Committee has standing public meetings on the third Wednesday of each month at 6:00PM in the Delmar/Bethlehem EMS Building. The Director of Planning is designated to provide day to day project management services and support to the Committee. Staff from the Department of Economic Development and Planning provide additional assistance.

Goals of the Comprehensive Plan Update Process

The following provides a brief overview of the initial goals associated with the Town of Bethlehem's Comprehensive Plan Update process:

- 1) Through an inclusive and extensive community engagement process, accurately articulate the Town's vision so that it captures the community's unique history, small town values, priorities, immediate needs, and desires and agreed-upon vision for the future.
- 2) Building from recently completed reports, develop an updated community profile to support the planning process. It is anticipated that the Plan Update will begin with the thorough and complete review of all plans/studies/reports completed since the 2005 Plan. The Town has undertaken several other studies and initiatives that should be reviewed, referenced, and incorporated by the consultant during the planning process. Links to these materials are included in the [Appendix](#).
- 3) Provide an integrated long-term community planning framework to guide development in the Town, and Town policy framework for future land use decisions, transportation and infrastructure investments, and needed environmental actions updated to address recent trends, opportunities, and challenges specific to Bethlehem.

SCOPE OF THE PROJECT

The tasks provided below are general requirements for the Plan Update, and are intended to establish expectations of the project scope. It is expected that the chosen consultant will provide the Town with more specific recommendations for approaches, tasks and deliverables based on their experience and expertise from past work on similar planning projects and community engagement efforts. Upon selection of a consultant a more formal scope including tasks and deliverables will be developed by the consultant and Town.

Consultants may **respond individually** or as a **member of a team** or **both** to the Tasks described below. The Town reserves the right to negotiate any and all elements of this project. The Town reserves the right to award all tasks to the consultant team as submitted, including subconsultants of a team, or to individual consultant submittals allowing the Town to create a team based on the Town's selection.

Task 1 – Community Engagement

Initial efforts by the Town Department of Economic Development and Planning identified key issues from the community forums that could serve as a focus of community engagement efforts. They include 1) Transportation, 2) Getting the Development We Want, 3) Environmental Leadership, 4) Aging Gracefully in Bethlehem, 5) Government and Schools.

The Town of Bethlehem strives to ensure participation of citizens in every stage of decision making. Participation of residents, developers, land owners, business owners, appointed and elected officials, and other stakeholders throughout the community is paramount to success of this Plan Update project;

therefore, the Town will place a strong emphasis in the selection process in choosing a consultant that has strong qualifications and experience in facilitation, capacity building, and citizen engagement with respect to establishing a shared community vision and desired future, and defining various long, medium, and short term goals and objectives, and acceptance of Plan Update recommendations.

Consultants should describe their proposed overall approach to community engagement and detail the techniques to be used relative to each aspect of plan development. Consultants should specify the number of public meetings, open houses, workshops, “tent” events, or other events to be held during the project process, and other creative ways to engage the community. The consultant may not be able to specify firm details concerning the public meetings in the proposal, but the proposal should include the number of public meetings assumed when putting together the proposal. The Town of Bethlehem website should be used in disseminating information related to the Plan Update. The consultant should also collaborate with Town staff to utilize existing social media accounts to keep the public informed on the Plan Update process.

The chosen consultant will be expected to develop and implement community engagement tools that should foster public outreach and citizen participation using a variety of traditional and innovative techniques. Planning Staff and the Committee will participate in the engagement efforts as ambassadors to the community on the project.

The consultant shall attend meetings with the Committee, Town staff, residents, developers, land owners, appointed and elected officials, and other stakeholders. The consultant should also prepare and conduct presentations as appropriate.

Task 2 – Comprehensive Plan Update

Objective

The Plan will guide decisions affecting the physical development and redevelopment within the Town of Bethlehem. The process for the Plan Update will be critical to its success and must ensure that the final document reflects the desired vision for the community as determined by residents, land owners, business leaders, appointed and elected officials, and other stakeholders through community participation. The Plan will be a guiding document and present a vision and goals reflective of the community’s unique natural character and provides a clear process, together with specified objectives, policies, and strategies to guide the Town in order to build upon its strengths while becoming a more sustainable community.

Overall, the Comprehensive Plan Update should articulate a shared community vision and desired future, define various long, medium, and short term goals and objectives, respond to a range of development issues, and provide a blueprint for accomplishing community objectives. Strategies for implementation linked to specific goals and objectives shall be identified by the blueprint. The document shall include an implementation and action framework outlining specific steps, roles, and responsibilities, projected time frame and performance measures to accomplish the identified strategies. The selected consultant should also take into consideration the Town’s unique history, identity, small town character, and values while addressing each aspect of the revised comprehensive plan.

The consultant’s proposal for the Plan Update shall reflect the following:

- 1) Set achievable goals that are ambitious in nature to propel the prosperity of the community in a

positive direction.

- a. These goals should be set at short, medium, and long-term timeframes.
 - b. The consultant shall propose a detailed implementation framework, with strategies paired with these goals, policies, and objectives.
 - c. The implementation framework or action plan shall also identify project champions and potential funding sources, and performance measures.
- 2) Provide an extensive, creative, accessible and integrated public involvement process to engage all facets of the community.
- 3) Propose a Plan in a user-friendly format that is easily navigable for all persons wishing to utilize it.
- a. Meet all of the Town's functional requirements: consistent, integrated look, feel, and aesthetics that accurately represent and respect the Town of Bethlehem.
 - b. The selected consultant should fully utilize images/photographs, maps, tables/charts, renderings, and other graphics that enhance the user experience.
 - c. The Town has a strong desire for a planning document that will serve as a regular reference guide for Town staff, officials, partner organizations, and the Town as a whole. Plan recommendations should identify near term actions as well as long-term policy decisions and funding sources and implementation mechanisms should be identified where possible.
 - d. In addition to the standard hard copy format, the Town will also consider the Plan in web-based interactive format so the document is actively used. An example is the [Town of New Castle Comprehensive Plan](#).
- 4) The final Plan shall contain the elements necessary for adoption by the Town according to NYS law.
- 5) Provide high quality, printed and electronic copies of the final Comprehensive Plan Update and any graphics, maps, and databases created during the project must be given to the Town of Bethlehem.
- a. Includes original images/photographs, maps, tables/charts, renderings, etc.
 - b. The selected consultant must provide original documents, as well as final PDF versions created during the project: Word documents, Excel files, GIS files/layers, etc.

Any and all documents, images, maps, or anything of the like created during the Comprehensive Plan update, will become the property of the Town of Bethlehem to use in whatever way the community sees fit. This could include, but not limited to marketing, advertising, displayed on the Town's website, use on the Town's Facebook page, etc. The Town of Bethlehem reserves the right to alter any aspect of the finalized Comprehensive Plan adopted at the end of this project.

Services

Task 2A. Project Initiation and Management

The Plan Update will require effective coordination with Staff and the Committee. The Committee will be responsible for reviewing deliverables, coordinating with involved Town stakeholders, and providing overall guidance throughout the effort.

As part of its proposal, the Consultant shall present a proposed project schedule with estimates for each task's duration, related deliverables and community engagement elements, costs, and proposed completion date. The Consultant shall conduct a project kickoff meeting with the Committee within 2 weeks of a fully executed contract with the Town. The kickoff meeting objectives will be to validate the proposed project schedule and approach to project management, lines of communication, and an initial discussion of data and other information needs. It is expected that the Plan Update will be completed by

the Spring of 2021.

Task 2B. Community Profile

A thorough evaluation of and recommendations for modifications to the existing plan, including its vision statement, guiding principles, goals, policies, topics and elements. This review should include analysis of the current plan and identification of elements that should be incorporated into the updated plan. Town information sources, GIS, inventories, and other data should be used, where available.

The consultant should propose an approach to existing conditions analysis required to justify and explain any recommendations. The proposal should include an analysis and incorporation of relevant data and trends related to population, employment and work force housing forecasts. Other focus areas could include: demographics, environment and natural resources inventory, land use and zoning, housing and neighborhoods, transportation, public utilities and infrastructure, parks, recreation, and open space, community facilities (schools, library, resident groups, etc.), economic conditions, etc. The [Bethlehem Demographic and Growth Analysis 1991-2018](#) serves as useful starting point and can be expanded upon.

Task 2C. Synthesize Other Plans

The Plan Update should coordinate with other plans of the Town of Bethlehem, so that all of the plans in the Town are mutually supportive and consistent with one another. These plans and related materials are identified in the [Appendix](#).

An inventory and review of other relevant regional plans and studies will be completed by Town Planning Staff. The plan shall endeavor to be compatible with plans of adjacent municipalities, overall Albany County, and Capital Region. Town Planning Staff will summarize these documents based on their relevancy to the Town of Bethlehem and provide the consultant a summary document. The Consultant will utilize the summary to provide a technical memo or other document suitable for review by the Committee.

Task 2D. Synthesize and Articulate Goals

The consultant shall synthesize input from CPUC, Town Officials, and the public input to identify challenges and create specific short-, medium-, and long-term goals in the following topic areas, including but not limited to:

- Sustainability.
- Land use and open space conservation.
- Neighborhoods.
- Transportation.
- Infrastructure.
- Economic Development.
- Parks and Recreation.
- Government.
- Resiliency and emergency mitigation and preparedness.
- Community development and resources.
- Historic Preservation.

See the [Community Forum Summary](#) for further explanation of topic issues residents expressed an interest. Overall, the consultant shall appropriately identify future challenges and opportunities that the Town may face, and address housing, transportation, historical preservation, potential for commercial and technology business development, infrastructure, and land use issues, diversification of the

community's economic base, and develop strategies, policies, and recommendations to address these challenges and opportunities. Integrate sustainability principles and practices, including recommendations for resiliency to climate change and other appropriate environmental conditions into the Comprehensive Plan.

Task 2E. Identify Strategies

The consultant shall identify strategies to meet the short-, medium-, and long-term goals for each of the topic areas listed above. This shall be accomplished using methods including, but not limited to:

- Speaking with subject matter experts.
- Identifying best practices from comprehensive and other planning documents from other communities in the region and country and through other research.
- Consulting the writings and expertise of professional and not-for-profit organizations throughout the country.

Task 2F. Create Implementation and Action Framework

Describe specific steps, roles, responsibilities, costs, and performance measures to accomplish the identified strategies described above. Funding sources and implementation mechanisms should be identified where possible.

Task 2G. Address Other Initial Priority Issues

In addition to meeting the broader goals of the updated comprehensive plan described above, the consultant shall provide input and recommendations on initial issues currently facing the Town:

- Vista Technology Campus/Mixed Economic Development Zoning District – Development of technology based businesses, business office uses and light industrial uses within the Vista Technology Campus has not materialized. The majority of the campus consists of commercial tenants. In 2005, the vision for Vista was that for a thriving mixed economic development campus that would help to provide non-residential tax base to the Town. Land was made available to allow for supporting technology businesses to the nanotech industry moving into Saratoga County and SUNY Albany. The consultant should evaluate the existing condition of the campus, analyze commercial, technology business, and industrial real estate/development trends in the Capital Region, and propose solutions within the Plan Update aimed at furthering positive developments and addressing ongoing challenges. Further evaluation of the Mixed Economic Development (MED) zoning district regulations should also be evaluated.
- Conservation Subdivision Regulations – The conservation subdivision regulations were established through the 2005 Comprehensive Plan and have received some scrutiny related to use of constrained lands for meeting minimum open space area requirements. The consultant should evaluate the need for improvements to the regulations to address this issue, as well as an analysis of the process of establishing the base number of lots reflective of existing zoning base density.
- Planned Development District Regulations – Use of the Planned Development District (PDD) tool should be evaluated. Exploration of incentives and public amenities that could be applied within a PDD project.
- Density within the mixed-use hamlet zoning districts – An assessment of the appropriate level of multi-family density permitted in the hamlet zoning districts is needed, and how best to ensure compatibility with surrounding land uses.
- Build-Out Analysis associated with future transportation improvements in the Glenmont Area

("Build-Out Analysis") – The 2005 Comprehensive Plan recommended connecting Kimmey Drive from Wemple Road to Elm Avenue. This recommendation also dates back to the Land Use Management Advisory Committee's Plan during the 1990's to provide a collector road that would help to alleviate traffic congestion on Feura Bush Road and other arterial roads within the lands bordered by Feura Bush Road, Elm Avenue, and Wemple Road as analyzed through growth scenarios. As development pressure continues to move south of Feura Bush Road, lands where Kimmey Drive would be located are now in the path of development. A build-out analysis (grown scenarios) of this area of the Town for the next 25 years should be conducted to understand the potential transportation benefits and impacts to the community of moving this recommendation to connect Kimmey Drive forward.

- Aging and Housing – The Demographic analysis identifies that Bethlehem will continue to age over the next 10 and 20 years with the 65 plus age cohort projected to represent an increasing portion of the Town demographic. The consultant should identify potential zoning tools that would help to achieve housing types for an aging demographic reflective of Bethlehem's needs. Other needs of an aging demographic such as transportation and other unique services should be considered.
- Establish a definition of "community character" – As infill development occurs adjacent to established neighborhoods an understanding of how to define and apply preservation methods of community character during the land use review process will assist in minimizing potential impacts of new development.
- Historic Preservation – The Slingerlands Historic District was nationally designated in 2012. Further exploration of a local historic district or historic standards for future development within the District should be explored. Other measures to implement historic preservation town-wide should be discussed with the community.

Task 2H. Draft Plan Update

In this task, the consultant shall work with Town staff and the Committee to analyze the information developed during previous tasks and draft the Plan Update document. Recommendations and a plan for integration with other relevant plans and initiatives adopted by the Town and development of feasible and fiscally responsible recommendations as determined by the Plan Update process should be included. The draft plan should identify and recommend specific strategies to address the goals and objectives. An implementation matrix or action plan should be included with the draft plan. This element should include a list, description, and priority ranking of near-term and long term actions. Each item included should be linked to a project champion and a funding mechanism. Additionally, an estimated cost to Town operations for each strategy should be included.

Task 2I. Prepare Final Plan Update and Support Plan Adoption Process

A Final Plan Update document based on feedback received on the draft plan review. The Planning Board will review the final plan and the Town Board will ultimately formally adopt the plan. Consultants should assume completion of this task will require several drafts and comments, presentation to the Committee, public open house, public hearing, etc., and should include these activities as part community engagement.

This task also includes preparing all necessary documentation and processing the plan through the State Environmental Quality Review (SEQR) regulations. The Proposal should describe the firm's approach to SEQR compliance on the project.

Task 3 – Town Code Amendments

Based on the recommendations identified in the Comprehensive Plan Update, should they include amendments to the Town Code, including but not limited to the Zoning Law and Subdivision Regulations, to achieve the new vision, the selected consultant may be asked to provide a separate scope and fee associated with Code amendments. Consultants should provide examples of previous work products and experience related to zoning law and subdivision regulation amendments.

Task 4 – GIS Mapping

The Town maintains GIS mapping capabilities, which can be used to prepare the existing condition maps of the Town within the inventory section of the Plan Update. In an effort to maximize funding resources of the Plan Update, the Town may choose to undertake the preparation of existing condition maps. Consultants should include in their proposal a separate cost for the preparation of existing condition maps.

Task 5 – Web-based Comprehensive Plan

In addition to the standard hard copy format of most Comprehensive Plans, the Town will also consider the Plan in web-based interactive format so the document is actively used and easily recognized by the community. An example is the [Town of New Castle Comprehensive Plan](#).

Proposed Fee for Tasks – Awarding of Tasks

Consultants may ***respond individually*** or as a ***member of a team*** or ***both*** to Tasks 1, 2, 3, 4, and 5. A separate fee for each Task shall be provided so the Town can evaluate all responses comparatively. The Town reserves the right to award all tasks to the consultant team as submitted including subconsultants of a team, or to individual consultant submittals allowing the Town to create a team based on the Town’s preferred selection. The selected consultant(s) shall work with the Town to develop a formal scope of services.

The Town recognizes Task 3 is contingent on the outcome of recommendations provided in the Plan Update, and so a fee estimate reflecting a range of Town Code amendments is acceptable (i.e. minor, moderate, and major modifications).

Submittal Requirements

The consultant shall submit one (1) unbound original, seven (7) copies and one (1) digital copy of the proposal submittal. The Town encourages the use of recycled paper products and double sided print.

The deadline to submit proposals is no later than **March 27, 2020 at 2:00 PM.**

The proposal submittal should be submitted in a sealed envelope labeled **“RFP: 2020 Comprehensive Plan Update Proposal”** and delivered to:

Town of Bethlehem
Attn: Robert Leslie, AICP; Director of Planning
445 Delaware Avenue
Delmar, NY 12054

Proposal Format and Requirements

Proposals should contain the following information:

1. **Title Page:** Provide the name of your firm, address, telephone and name of contact person on a title page.
2. **Letter of Transmittal:** Provide a complete statement regarding the understanding of the project and your interest in working with Bethlehem on the Plan Update. The transmittal letter shall be signed by a duly authorized officer or agent empowered with the right to bind the consultant submitting a proposal for consideration.
3. **Firm Background:** Provide information on the size, location, available resources and brief discussion on past experiences related to updating comprehensive plans, and/or the specific task addressed in the proposal.
4. **Project Team:** Identify the project team (including sub-consultants and associates) and provide a statement of qualifications for each individual, including information such as: education, professional registrations, area of expertise and years of service in their respective field. Identify the project manager with overall responsibility for the effort and communication with the Town and include an organization chart.
5. **Work Samples:** List and provide in electronic format only (either a webpage link to the document or other electronic format) three (3) examples of comprehensive plans for communities similar to the Town of Bethlehem, or other applicable writing samples and work products recently completed by your firm. Identify the client and contact information.
6. **Methodology and Approach:** Provide a description of the method and approach your firm intends to utilize in order to complete the Plan Update (including proven community engagement techniques).
7. **Understanding of Bethlehem:** Provide information that demonstrates your understanding of the Town of Bethlehem generally and the unique issues facing the Town specifically. Identify how the Town's background and issues will impact the methodology and approach to the Plan Update. . Identify experience in preparing comprehensive plans for municipalities in Home Rule States such as New York.
8. **Schedule:** Include a detailed phasing and task list and estimated completion time of each task. The schedule shall include estimated duration for each proposed task. Provide an estimated start date and completion date of the Plan Update, based on an estimated consultant selection date of April 24, 2020.
9. **References:** Submit names, e-mails and telephone numbers of other municipal officials that we may contact to verify performance on projects recently completed by your firm as identified under the Firm Background section of the proposal submittal.
10. **Verify Firm Capacity:** Provide a statement verifying your ability to begin work on the Plan Update and complete the tasks within the timeframes identified in the Methodology and Approach section of the submitted proposal based on your firm's current work load and capacity.
11. **Cost Proposal:** Submit a not-to-exceed cost breakdown and proposal of the Plan Update process, including travel and material expenses, for the work identified by the consultant in the Methodology and Approach and Timeframe sections of the proposal submittal. The costs should be broken out with separate amounts provided for completion of 1) Task 1 Community Engagement; 2) Task 2 Comprehensive Plan Update; 3) Task 3 Town Code Amendments; and 4) Task 4 GIS Mapping. The cost proposal shall include hourly not-to-exceed rates for each category of staff involved.
12. **Supporting Information (Optional):** Provide other supporting information you feel may help us further evaluate your qualifications and fit for completing the Plan Update.

Tentative Schedule

The tentative schedule for this Request for Proposals is as follows:

- Release of RFP: March 2, 2020
- Deadline for Questions: March 9, 2020
- Question Responses and/or Addenda to RFP: March 13, 2020
- Proposal Submission Deadline: March 27, 2020
- Selection Committee Reviews Complete: April 3, 2020
- Schedule Consultant Interviews: Week of April 19, 2020
- Selection of Consultant: April 24, 2020

Questions

The deadline for questions regarding the proposal is March 9, 2020. Questions can be directed to Robert Leslie, AICP by e-mail only at rleslie@townofbethlehem.org Responses to questions and/or addenda determined to be required by Town staff to further clarify this RFP will be posted to the Comprehensive Plan Update Committee webpage at <http://www.townofbethlehem.org/842/Comprehensive-Plan-Update-Committee> no later than March 13, 2020.

Evaluation and Consultant Selection

Selection Process

The Town will follow the below process to select the consultant for the Plan Update:

1. Each proposal submitted within the deadline will be reviewed to ensure whether all required materials have been submitted according to the guidelines set forth in this RFP. All proposals that do not meet minimum requirements will be rejected.
2. A Sub-Committee of the Comprehensive Plan Update Committee has been identified to review the submitted RFPs based on predetermined evaluation criteria, as identified later in this Section. The qualifications of each consultant and all submitted materials will be evaluated for compliance with the requirements and conditions contained in this RFP.
3. After the Sub-Committee completes its evaluation of the submitted proposals, it will narrow down the proposals to a “short list” of consultants selected to take part in an interview process. This interview process will include a brief presentation by the consultant and a question and answer session led by the Plan Update Sub-Committee. All costs related to the interview process will be the responsibility of the consultants being interviewed.
4. The Plan Update Selection Committee will present the selected consultant to Town Board for approval at a Town Board Meeting.

Evaluation Criteria

Project Team Resumes	15%
Firm experience	20%
Work examples	25%
Proposed Methodology and Approach	20%
Understanding of Bethlehem	10%
Schedule and Completion Date	5%
Cost Proposal	5%
Total	100%

Appendix – Existing Supportive Plans, Polices, Studies, and Related Materials

Studies, plans, and related materials available on the Town’s website:

www.townofbethlehem.org

[Comprehensive Plan Oversight Committee – 2007 Review](#)

[Comprehensive Plan Assessment Committee – 2013 Review](#)

[Bicycle and Pedestrian Committee](#)

- [Bike Ped Priority Network](#)
- [Evaluation for Pathways Investment](#)
- [ADA Transition Plan for Public ROW](#)
- [Delaware Avenue Complete Streets Study](#)
- [Complete Streets Resolution](#)

[Open Space Planning – Farms and Forests Conservation Program](#)

- [Conservation Easement Review Board](#)
- [Conservation Easement Agreement Exemption](#)
- [Open Space Plan: Conservation Criteria Implementation](#)
- [Farms and Forests Capital Reserve Fund](#)

[Parks and Recreation Master Plan](#)

[US Route 9W Corridor Cumulative Traffic Assessment Update](#)

[Sustainable Bethlehem](#)

[Local Waterfront Revitalization Program](#)

[Microenterprise Grant Program](#)

[Street Tree Inventory and Community Forest Management Program](#)

[Zoning Law](#)

[Subdivision Regulations](#)

[Citizens Guide to Land Use Planning & Development](#)

[Town of Bethlehem Comprehensive Emergency Management Plan](#)

[Concluded Committees](#) *(since the 2005 Comprehensive Plan)*