



Town of Old Saybrook

Request for Qualifications and Proposals

2023 Strategic Plan Focus for Mariner's Way

February 1, 2023

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This Request for Qualifications and Proposals includes the following:

Section I	Project Background and Goals	page 3
Section II	Scope of Work	page 4
Section III	Required Information	page 7
Section IV	Submittal Requirements	page 8
Section V	Selection Process and Criteria	page 9
Section VI	General Conditions	page 10
Section VII	Communication Protocol	page 11

SECTION I – Project Background & Goals

The Town of Old Saybrook (hereinafter referred to as “the Town”) is seeking proposals from a team of qualified consultants for assistance in revisiting market factors relevant to redevelopment of the area of Old Saybrook known as Mariner’s Way, including crafting and facilitating a plan to help move that redevelopment forward.

In December of 2014, the Planning Commission adopted a section of the Plan of Conservation & Development, [Mariner's Way 2014 PoCD Section](#), as a vision to improve Route 1 East between Saybrook Junction’s town center and Ferry Point’s marina district.

In December of 2017, the [Mariner's Way 2017 Discovery & Action Plan](#) (MW-DAP) was completed to build on the Mariner’s Way Plan adopted by the Town in 2014. The MW-DAP, funded by a Brownfields Area Revitalization (BAR) Grant from the State of Connecticut, was prepared to address the challenges presented by a corridor that has underutilized, vacant, and brownfield properties, with a large mix of disparate businesses.

In 2019, the Town established a [TIF district](#) for the area, which has been accumulating funding.

Over the past five years, the Town recognizes that there have been economic shifts in the state and this area due in part to the Covid-19 pandemic. In addition, during that time in the Mariner’s Way area, existing structures have continued to deteriorate, building vacancies have increased and the area has become more blighted. In addition, when the plan was first conceived 10 years ago, the Ferry Point marina district was a more vibrant area. Many of the commercial buildings in that area have since been condemned and the bulkhead in that area needs replacing. However, earlier this year a developer presented a concept plan to revitalize this area that was received favorably and recently completed purchase of the land necessary (including the condemned buildings) to begin this redevelopment process. In light of the state’s current focus on transit-oriented development and the proximity of the train station and the highway to this area as well as the renewed development focus in the Ferry Point marina district, it feels appropriate to again put the focus on the Mariner’s Way corridor.

The Town also recognizes that some of the previous efforts to redevelop this area, though well-intentioned, did not lay sufficient groundwork amongst all stakeholders. ***It is the Town’s desire that this effort be coordinated and focused and include all affected constituencies and that a clear path forward with actionable goals be crafted.***

Accordingly, the Town seeks a consultant to build upon the significant work done over the last decade by:

Phase I

- Conducting a Market Analysis and an Economic Opportunity Study and reviewing the data from those studies against the current plan to determine if it is still feasible in light

of current market conditions or needs adjustment, including narrowing the scope of previously proposed development to what is realistic in the current market and suggesting new concepts;

- Providing stakeholder education, input, consensus building and buy-in for a comprehensive redevelopment effort;
- Crafting a final report and recommendations

Phase II

- Designing materials and a plan for marketing the Town's desired redevelopment plan in this area to potential developers;
- Crafting a coordinated development strategy including how to achieve specific development, steps to achieving that development as well as clear direction for the encouragement of public and private investment in that development.

SECTION II - Scope of Work

The Consultant shall provide a full Scope of Work and be responsible at a minimum for the services outlined in the Tasks below. Proposer shall indicate any proposed changes, additions, or subtractions from the Scope of Work indicated below. The Consultant will be expected to secure sub consultants as necessary.

The Scope of Work will include the following tasks:

Phase 1

Task 1: Initial Meetings & Start-Up

The Consultant shall meet with First Selectman, Economic Development Director and Town Planner (hereinafter referred to as "Project Staff") to discuss the contract terms, detailed scope of work, project timeline, and any concerns either party may have before work begins under the following tasks.

Task 2: Background Research

The Consultant will meet with Project Staff to compile background information on the Mariner's Way area, studies and land uses. Project Staff will arrange for all meetings and times as are deemed necessary to review files, visit sites and meet with

staff for background information on project.

Task 3: Market Analysis

The Consultant will research the Mariner's Way area and prepare a professional market analysis showing real estate, economic and demographic trends in Old Saybrook. This will include existing trends and impacts to current land uses and provide analysis of how development policies and trends, if continued, will impact future land uses.

Task 4: Economic Opportunity Study

The Consultant will research the Mariner's Way area and prepare a professional Economic Opportunity Study analyzing existing and proposed land uses to determine the highest and best uses in Mariner's Way based on current trends, market factors, land demand, demographics and housing. The study will serve to guide the community on determining long-term uses that would be in the best interest of the community.

Deliverables: The Consultant shall provide the required number of digital and hard copies for files generated under this task for distribution to the community.

Task 5: Plan Comparison and Analysis

After completion of the Market Analysis and Economic Opportunity Study, the Consultant will compare the new data and the 2017 Mariner's Way Plan. A written analysis will be provided to the Town to determine if plan modifications are necessary or if the plan should be rewritten entirely. The plan analysis will include suggestions about Zoning Regulations that may reinforce the results of the market analysis and economic study and would facilitate redevelopment of the project area. The Consultant will provide this information to the Project Staff, Zoning and Planning Commissions as a guide for possible regulation and/or plan changes.

Task 6: Community Input

The Consultant will conduct two outreach meetings to educate

the stakeholders about the initial findings of the Market Analysis, Economic Opportunity Study and analysis of the existing Mariner's Way Plan targeting the following audiences.

- Boards, Commissions and staff members.
- Property owners and tenants on Mariner's Way

At these meetings, the Consultant will collect input from the stakeholders.

Task 7: Presentation of Findings

The Consultant will provide a final report of its findings, incorporating feedback from the two outreach meetings, to the Project Staff. A determination about the timing of Phase II will then be made by Project Staff based on any revisions that might need to be done to the plan or related to its consistency with the PoCD.

Phase II

Task 8: Economic Development Strategy

The Consultant will conduct two joint meetings with Project Staff, the Economic Development Commission, Zoning Commission and Planning Commission to discuss tolerances and receive feedback on concepts for plan update ideas and a marketing plan. The purpose is to come to a general consensus on proceeding with concepts for a plan update and economic development marketing strategy. The consultant should consider compiling and analyzing needs, impacts and obstacles to the redevelopment of the project area addressing both private and public redevelopment activities.

Task 8: Materials and Plan Execution

The Consultant will provide materials to be used to promote the desired development in the area as well as a plan of action for the promotion. The planning document shall be a consolidated redevelopment strategy for the project area with clear direction, short and long-term interventions, and phasing for public and private redevelopment actions. This should

include providing information on financial resources and potential strategies for public and private redevelopment through both new development and adaptive reuse of existing buildings as well as preparation of conceptual street scaping, public realm and design drawings to maximize a sense of place and to illustrate the final product for marketing purposes. The Town expects active involvement and guidance on an ongoing basis to attract desired development in support of the plan.

The Scope of Work conducted shall conform to all applicable US and CT laws and regulations including those of environmental compliance, financial reporting, and labor. Copies of all reports will be made available to the Town of Old Saybrook.

The Team of Consultants selected must be of professional firms and, if applicable, licensed to practice in the State of Connecticut. It is anticipated that work will begin on or before May 15, 2023 and be completed in the fall of 2023.

Critical Dates

RFP Released: **February 1, 2023**

Questions Deadline: **February 15, 2023 at 12:00pm EST**

Response to Questions Deadline: **March 1, 2023 at 12:00pm EST**

Proposal Deadline: **March 22, 2023 at 12:00pm EST**

Award: **April 17, 2023**

Work to Begin: **May 15, 2023**

Work to be Completed: **Fall 2023**

SECTION III – Required Information

By submitting a proposal, firms represent that they have thoroughly examined and are familiar with the scope of services outlined in this RFP and are capable of performing the work to achieve the objectives stated.

Primary Project Responsibility

Any team of consultants must identify and clearly explain which firm/consultant will be the Primary Consultant. Only the Primary Consultant will enter into a contract with the Town. All other parties will be considered subcontractors to the Primary Consultant. Regardless of which Consultant performs the work, the Primary Consultant is responsible for the performance of all contract work and payment to subcontractors.

RFP respondents are asked to organize their proposals in the order requested, in accordance with the following format:

3.1 Primary Consultant

Submit a completed and signed Response Page as the first page of your firm's Proposal. Provide the company name and mailing address, chief executive's name, title, mailing address, phone number, fax number, email and website addresses of the Primary Consultant. Provide similar information for all sub-consultants to work on the project.

3.2 Statement of Experience

Provide a brief description of your firm and all sub-consultants that may be hired for this project. Also provide proof of relevant licensing and experience for all consultants and sub-consultants. In addition, include experience in community engagement with municipal boards and commissions, elected and appointed officials and the general public and all other tasks listed under the Scope of Work. Include curriculum vitae of all key staff who will be assigned to the project.

3.3 Work Plan Process, Approach and Timetable

Provide a detailed and thorough description of the proposed work plan to accomplish the tasks outlined in the RFP, including the methodology, process and approach to the Scope of Work. This should include a detailed project management plan that lists specific tasks, timelines and milestones to accomplish the proposed work plan. The work plan should identify the project manager and key staff assigned to various elements of the work plan and all sub-consultants that will work on each task.

3.4 Price Proposal and Estimated Costs

Provide a detailed budget to complete the tasks as outlined in the proposed work plan. Include costs for personnel (anticipated hours, hourly rate and associated travel costs), materials and other costs as may be necessary to complete the proposed work plan.

3.5 Professional References

Provide contact information for not less than three (3) professional references and a short summary of relevant projects undertaken for the references.

SECTION IV – Submittal Requirements

Proposals, including supporting documentation, are due by 12:00 p.m., on Wednesday, March 22, 2023, at Old Saybrook Town Hall, 302 Main Street, Old Saybrook, CT 06475. Submittals shall be clearly marked as: ATTN: Mariner's Way RFP. Applicants must include one (1) original, three (3) copies, and a digital copy on a USB Flash Drive by the stated deadline. Proposals delivered after the time and date set for receipt of proposals shall not be accepted. It is

the applicant's responsibility to ensure timely delivery of their proposal. Weather, flight delays, carrier errors and other acts of otherwise excusable neglect are risks allocated to applicants and will not be exempted from deadline requirements. E-mail, telephone, or facsimile proposals will not be accepted. Materials submitted will become the property of the Town.

The Town of Old Saybrook is an Affirmative Action/Equal Opportunity Employer. Minority/Women/Small Business Enterprises are encouraged to apply. Qualification as a minority- or women-owned enterprise, if applicable, should be certified.

Proposals should be mailed/delivered to:

Selectman's Office
ATTN: Mariner's Way RFP
Town of Old Saybrook
302 Main Street
Old Saybrook, CT 06475

SECTION V – Selection Process and Criteria

The Town will develop a short list of candidates based on the stated selection criteria to interview for the project. The short-listed firms should be represented at their interviews by project managers and senior staff who will be responsible for the project. Selected teams will be provided advance notice of a date and time for their interview.

Selection of a firm will be based upon the following criteria:

- Responsiveness of the Statement of Qualifications to the purpose and scope of the project.
- Reputation and professional qualifications of the specific individuals assigned to complete the project.
- Experience in similar work, dates the work was performed and demonstrated ability to complete the work within budget and on schedule.
- Cost estimates and fee schedule.
- Thoroughness, creativity and clarity of the proposed work, schedule and project management plan to accomplish the objectives of the project.

Evaluation and subsequent selection of a firm shall consider the overall ranking of the firm and the fairness and reasonableness of the proposed fee. If there is significant disparity among the fee proposals, the Town shall request each team

to substantiate their proposal during the interview to ensure that the Scope of Work is clear and understood by all teams.

SECTION VI - General Conditions

1. All qualifications in response to this RFQ/RFP are to be the sole property of the Town.
2. Candidates are encouraged not to include in their proposal any information which is proprietary. All materials associated with this procurement process are subject to the terms of state laws defining freedom of information and privacy as well as all rules, regulations and interpretations resulting from those laws.
3. The candidate agrees that the proposal will remain valid for a period of 90 days after the closing date for the submission and may be extended beyond that time by mutual agreement.
4. The Town may amend or cancel this RFQ/RFP, prior to the due date and time, if the Town deems it to be necessary, appropriate or otherwise in the best interest of the Town.
5. Any costs and expenses incurred by candidates in preparing or submitting proposals are the sole responsibility of the candidate. A candidate, if requested, must be prepared to present evidence of experience, ability, service facilities, and financial standing necessary to satisfactorily meet the requirements set forth or implied in the proposal.
6. No additions or changes to the original qualification will be allowed after submittal. While changes are not permitted, clarification of proposal may be required by the Town at the candidate's sole cost and expense. All responses to the RFQ/RFP must conform to instruction. Failure to answer all questions or to follow the requested format may be considered appropriate cause for rejection of the response.
7. The Town retains the right to reject any and all bids.
8. The making of a preliminary award to a candidate does not constitute a contract and does not provide the candidate with any rights and does not impose on the Town any obligations. A candidate has rights, and the Town has obligations, only if and when a Contract is executed by the Town and the candidate.

SECTION VII - Communication Protocol

All correspondence, inquiries and submissions regarding the process should be **directed in writing no later than February 15, 2023 by 12:00 p.m.** to:

Jennifer Donahue
Town of Old Saybrook
302 Main Street
Old Saybrook, CT 06475
Jennifer.donahue@oldsaybrookct.gov

Questions and answers, if any, will be posted on the Town's website at www.oldsaybrookct.org by March 1, 2023 at 12:00 p.m.