

CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION  
 REQUEST FOR PROPOSALS  
 for  
 FORM-BASED CODE CONSULTANT SERVICES for the TOWN OF WILLISTON  
 Deadline: 3:00 pm, Friday, September 4

**I. Introduction**

The Chittenden County Regional Planning Commission (CCRPC), on behalf of the Town of Williston, is requesting proposals for consultant services to assist with the development of a form-based code within its state-designated Growth Center. CCRPC is providing administrative and project management functions to assist the Town of Williston. The selected consultant will enter into a contract with CCRPC.

**II. Project Schedule**

July 27, 2020	RFP Released
August 19, 2020 at 3 pm	Deadline for submission of questions via email
August 21, 2020	Response to questions distributed to firms
<b>September 4, 2020 at 3 pm</b>	<b>Deadline for submission of proposal via email</b>
September 24, 2020 (10 am - 2 pm)	Consultant Interviews (if needed)
October 6, 2020	Consultant Selected
October 15, 2020	Contract Execution
June 30, 2022	Project completion

Questions about this RFP or the project may be sent via email to Taylor Newton, Senior Planner at (802) 524-5958 or [tnewton@ccrpcvt.org](mailto:tnewton@ccrpcvt.org).

**III. Local Context**

Since the 1960's, Williston has grown from a small New England village surrounded by working farms to a suburban hub containing a broad mix of residential, commercial, and industrial uses. Williston is one of the most populous and fastest growing municipalities within Vermont's most populous county (Chittenden County) and it has a bustling and diverse economy. Throughout this period of community evolution, Williston has used its planning process and development regulations to address the impacts from population growth, economic transformation, and land use changes.

Existing and planned development in Williston is concentrated within the [state-designated Growth Center](#) centered on Taft Corners. The

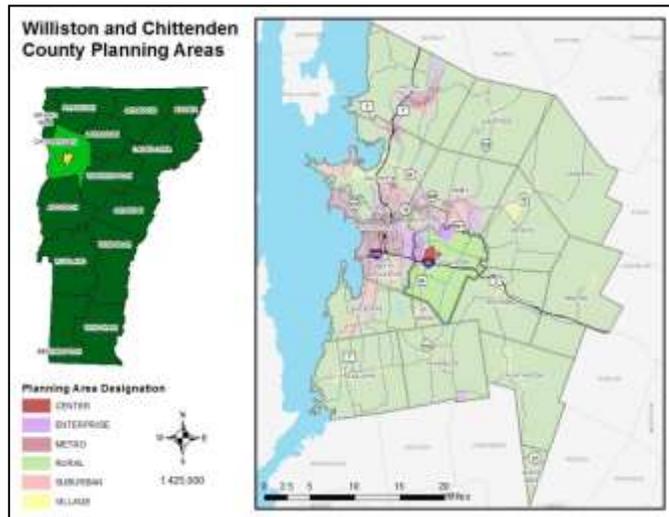
**Williston, Vermont – Quick Facts**

**Date Incorporated:** June, 1763  
**Total Area:** 30.4 Square miles  
**Population:** 8,698 (2010 census)  
**Population Change since 2000:** +13.7%  
**Population estimates, July 2017:** 9,637  
**Population change since 2010:** +11%  
**Form of Government:**  
 Selectboard/Manager

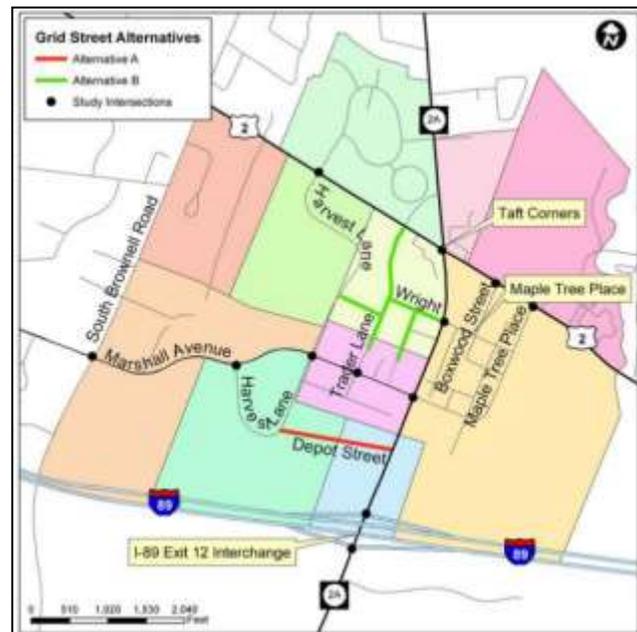
area serves as a statewide commercial hub and is served by important transportation infrastructure (Interstate 89, US Route 2, and VT Route 2A) and public transportation (Green Mountain Transit).

Much of the Growth Center was developed in the “big-box” store era during the 1990s. While vacancies created by the demise of national chain stores (e.g. ToysRUs) have been quickly filled, a new “big-box” store has not been built in nearly 20 years and it does not appear likely that this development pattern will continue. Significant vacant and re-developable lands within the Growth Center exist and present an opportunity for mixed-use infill development that can add a diversity of uses and building types to the area. As outlined in the [Williston Comprehensive Plan](#), it is believed that a form-based code can provide the regulatory basis to help achieve the high-quality infill development and residential densities necessary to offset the high costs of land and construction that make the development of affordable housing a challenge within the state and region.

In 2009, the Town approved a set of sweeping revisions to the [Williston Unified Development Bylaw](#). The development standards for the zoning districts within the Growth Center provide developers with a number of options for how they can meet Williston’s goals for the Growth Center when developing their properties. These standards reflect a desire to see the Taft Corners area develop into a vibrant, mixed use downtown area with a strong pedestrian orientation. The practical application of these standards since 2009 has been a challenge and the development during this time has failed to meet community expectations (particularly in regards to building form). [Final decisions and site plans](#) for several of developments with the Growth Center are available on the Town of Williston’s website. A [10-year report](#) on Williston’s Growth Center is also available.



**Figure 1** – Location Map and Regional Planning Areas



**Figure 2** – Potential Grid Street Pattern in Williston Growth Center.

(Source: [Williston Street Grid Evaluation](#))

Williston has planned for grid streets in the Taft Corners area, and for new development to be oriented along those streets, long before it received Growth Center designation in 2006. Williston is currently working with CCRPC to develop an Official Map (see [24 V.S.A. 4421](#)) to codify this vision. Williston also hopes to soon partner with an existing landowner to construct portions of Trader Lane, one of several “grid streets” planned in the Growth Center. This significant investment demonstrates Williston’s commitment to transforming the Taft Corners area and implementing the vision outlined in the Williston Town Plan. A form-based code can help ensure that Trader Lane and other grid streets constructed in the future result in diverse, interesting, walkable streetscapes that transform development patterns in the Growth Center. Street typologies are currently identified in the [Williston Public Works Standards and Specifications](#).

#### **IV. Scope of Services:**

The following scope of services will result in a draft form-based code that will be integrated into the existing Williston Unified Development Bylaw and other regulatory documents that apply to the Williston Growth Center. The draft form-based code shall be consistent with the definitions and evaluation criteria established by the Form-Based Codes Institute (FBCI); see [www.formbasedcodes.org](http://www.formbasedcodes.org) for more details.

##### **1. Initial Review and Analysis**

- a. **Interviews.** The Consultant will interview identified stakeholders involved with the project. These interviews will include groups and individuals including elected officials, nonprofit organization leaders, property owners, neighborhood representatives, local design professionals, developers, business organizations, and municipal staff.
- b. **Site Analysis.** The Consultant will become familiar with the physical details of the Growth Center, the historic patterns of development in the area, and previous planning efforts and community preferences expressed for its continuing redevelopment.
- c. **Media coverage.** The Consultant will participate in a press conference with local officials and draft a press release to inform the local citizenry about the planning efforts to be undertaken.
- d. **Website.** The Consultant will develop and maintain a project website with an identifiable project name and brand. The website will have the opportunities to observe and interact with project materials (e.g. photographs, maps, renderings, and other images). The website should also describe the Consultant’s credentials and explain the project’s timeline and process.

## 2. Public Design Process

- a. **Data and Maps.** The Consultant will inform the Town of Williston and/or CCRPC regarding any data, maps, or other information that may be needed by the Consultant while designing and implementing a public engagement process. The Town of Williston and CCRPC will provide requested information and materials. CCRPC may also assist the Consultant with map production.
- b. **Public Workshop(s), Design Charette and Engagement.** It is essential that the Consultant work with the Town and CCRPC to build a public engagement strategy that provides a variety of mechanisms for engagement. The Town and CCRPC would like Consultants to develop and implement a public engagement strategy in their proposal that will reach a diverse set of residents and stakeholders including those typically under-represented in the process. The public engagement strategy should include a mix of both live and “at-your-own-pace” methods. Due to COVID-19, Consultant will likely need to include socially distanced methods of engagement.

The Consultant will organize and lead design workshops (or a full planning charrette or other alternatives), to engage the community, gather ideas and goals, and formulate implementation strategies. The Consultant will tailor the workshop or charrette to maximum community input. While the focus of engagement may focus on building form, the Consultant shall ensure that the public engagement process will also include discussions of alternatives for street design and strategies to create vital town centers, corridors, and livable neighborhoods. The workshop or charette format will take into consideration the findings of the initial site analysis, input from staff, and information obtained at previous meetings, workshops, interviews and previous planning efforts. Public engagement will result in a draft form-based code with an emphasis on building form and architectural standards.

At the conclusion of the workshop(s), the Consultant will present the work generated to-date. Plans, renderings, and initial coding ideas that reflect ideas articulated in the workshops will be publicly presented and further feedback solicited from the community.

## 3. Drafting the Form-based Code

- a. **Design Parameters for the Form-Based Code.** The draft form-based code will incorporate a regulating plan, building form standards, street standards (plan and section), use regulations (as needed), descriptive building or lot types (optional), and other elements needed to implement the principles of functional and vital urbanism and practical management of growth. Sections of this document would typically include the following:
  - Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language.

- Regulating Plan (a schematic representation of the master plan) illustrating the location of streets, blocks, public spaces (such as greens, squares, and parks), and other special features. Regulating plans may also include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations.
  - Building Form Standards governing basic building form, placement, and fundamental urban elements to ensure that all buildings complement neighboring structures and the street. Architectural standards are also desired in this project. These standards should be based upon study of building types appropriate for the region, climate, and neighborhood vitality.
  - Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, parking, curb geometry, trees, and lighting.
  - Please include any other section that you believe would be appropriate from your experience.
- b. **Integration of the Form-Based Code.** The form-based code must be integrated into the Town of Williston’s existing regulatory framework (Unified Development Bylaw) in a manner that insures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code. Williston’s existing Unified Development Bylaw is written in a unique question and answer style format. It is not expected that the Form Based Code will follow this format.

#### 4. **Refining the Form-based Code**

- a. **Presentation of First Draft.** The Consultant will present the first draft of the form-based code for the purpose of gathering comments. Copies of the first draft will need to be in hardcopy and digital form and posted on the website. The presentation may be made to a special audience of neighborhood residents or stakeholders, or may be presented before a joint gathering of municipal boards and committees, as determined by the Town of Williston and CCRPC.
- b. **Meetings with Stakeholders.** The Consultant will attend and participate in meetings with key stakeholders to explain the details of the new code and obtain further input and comments. The number of meetings will be determined based on the type of public input process chosen.
- c. **Presentation of the Second Draft.** After making revisions in response to comments on the first draft, the Consultant will present the second draft of the form-based code at another meeting convened by the Town of Williston and CCRPC.

## 5. Adoption Process

- a. **Public Hearing Presentations.** The consultant will make formal presentations to the Williston Planning Commission and the Williston Selectboard during public hearings required during the adoption process (see [24 V.S.A. §4441](#) and [24 V.S.A. §4442](#))
- b. **Additional Revisions.** The Consultant will be responsible for two rounds of revisions that may become necessary between public hearing presentations. The Town of Williston and CCRPC staff will be responsible for collecting comments, questions, and suggestions for these refinements from various sources and consolidating them into a series of action items for revision or responses.

## V. Proposal Submission Requirements

Each proposal shall include two documents: a technical proposal and a cost proposal.

A Technical Proposal and Cost Proposal (see Section VII) shall be submitted as two separate email attachments to [tnewton@ccrpcvt.org](mailto:tnewton@ccrpcvt.org). Technical Proposals will be reviewed by an evaluation committee prior to opening any Cost Proposal. Proposals shall be submitted in Adobe Portable Document Format (PDF) file **must be received on/before 3 pm on September 4, 2020. Emailed proposals are required.** Digital proposals exceeding 7 MB must be compressed below 7 MB or sent via Dropbox. Applicants are encouraged to submit proposals early in case there are technology issues. CCRPC is not responsible for proposals that are not received due to technology issues.

No phone calls please. All information received in response to this RFP that is marked Proprietary will be handled accordingly. Responses to the RFP will not be returned.

## VI. Proposal Format

Each proposal shall include two documents: a technical proposal and a cost proposal.

The Technical Proposal should demonstrate that the Consultant understands the intent and scope of the project, the content of the deliverables, and the specific tasks that must be performed in the course of supplying these services. In order to assist in the evaluation process, please include the following information in the technical proposal:

1. **Description of Approach:** Up to two pages describing the Consultant's typical approach to similar projects and a detailed description of the methodology proposed for this particular project. Also, include the nature of the public process and intended extent of public engagement.
2. **Work Program:** Confirmation that the consultant can provide the scope of services outlined in Section IV accompanied by a detailed work program including:
  - a. Tasks to be performed.
  - b. When each will be completed (timeline).

- c. Tentative allocation of person days by task.
  - d. Schedule of work products.
3. **Project Management and Communication:** Methods the Consultant proposes to use to manage the project and communicate with the Town of Williston, CCRPC, and the public as to project progress, reviews, and conduct of public meetings.
  4. **Team Expertise:** A brief description of general qualifications, the multi-disciplinary nature of the team assembled for this project, specific evidence of relevant experience creating form-based codes, and a listing of key personnel, their resumes and their specific roles on this project.
  5. **Comparable Projects:** Summary of at least two form-based code projects in progress or completed, with the following information for each code:
    - a. Reference with current contact information
    - b. Current status of code (drafting in progress; drafting completed; adopted?)
    - c. Nature of public involvement in development of code
    - d. Client type (clarifying role of private sector client, if any)
    - e. Was the vision plan created as part of this process, or done separately?
    - f. Size and scale of geographic area
    - g. Type of development (greenfield? infill/redevelopment? city-wide code?)
    - h. Type of code (e.g. Mandatory, Optional “parallel,” Floating-zone code)
  6. **Sample Code Document:** Please include one or more sample code documents (or link to code documents) selected from the list of comparable projects. If this document is the code as originally proposed by Consultant, please also include the code as formally adopted by the municipality and a brief explanation of differences between the two. Photos of designed or built results of the code are encouraged but must be accompanied by a description of their specific relationship to the form-based coding process.
  7. **Data Needed:** A list of data needed by the Consultant to complete the project that will need to be provided by Town of Williston and CCRPC.

Please provide a separate Cost Proposal (separate from the Technical Proposal). The Cost Proposal shall include the following, listing sub-consultants separately:

1. **Cost Proposal:**
  - a. Hourly rate schedule
  - b. Overhead rate and fee
  - c. Hours and cost by task/deliverable
  - d. Submit a completed copy of the [Contractor Financial Background Questionnaire](#)

## **VII. Proposal Evaluation:**

All proposals will be reviewed and evaluated by a Review Committee consisting of CCRPC and Town of Williston staff. All proposals shall adhere to the Additional Consultant Requirements (see Section IX).

All Technical Proposals will be evaluated against Scope of Services in Section IV in an initial review process. Proposals that fail to comply with the requirements of Section IV may be rejected and not considered further in the evaluation process.

1. **Technical Proposals.** Technical Proposals are assigned scores across six equally weighted categories:
  - a. Responsiveness to the scope of work
  - b. Experience in preparing municipal form-based codes that regulate development and redevelopment in other communities similar to Williston and experience in identifying, evaluating, codifying, and explaining the essential qualities of community design and character
  - c. Experience in building community consensus to support innovative regulatory structures
  - d. Strong graphic skills
  - e. Strong communication skills (written and oral communication)
  - f. Commitment to including a disadvantaged business enterprise on the Consultant team
2. **Cost Proposals.** Once the technical proposal review is complete and scored, the Cost Proposal information will be reviewed by the committee for consistency with, and in light of, the evaluation of the technical proposal. The proposed project cost will be a consideration in the selection. Specific attention will be given to the commitment implied for key staff and the overall labor effort proposed, and their relationship to the estimated project cost.
3. **Interviews.** CCRPC and the Town of Williston reserve the right to select and invite the top scoring consultants for optional interviews prior to awarding the contract. In this process, the review committee may ask the respondents to give an oral presentation of their respective proposals. The purpose of this oral presentation is to provide an in-depth analysis of certain qualifications, experience in performing similar services, and an opportunity for the Consultants to clarify or elaborate on their qualifications without restating the proposal to the review committee. The optional interview and presentation, if deemed necessary by the review committee, will be held via Zoom or another digital meeting platform. Interviews will be held on **September 24, 2020 between 10 am - 2 pm (EST).**

All submitted proposals become the property of the Town of Williston and CCRPC upon submission. The cost of preparing, submitting, and presenting is the sole expense of the

Consultant. The Town of Williston and CCRPC reserves the right to reject any and all proposals received as a result of this solicitation, to waive any formality and any technicalities or to cancel this RFP in part or in its entirety if it is in the best interests of the Town of Williston and CCRPC. This RFP in no way obligates the Town of Williston and CCRPC to award a contract.

All proposals will become a public record. If a proposal does include any material that is considered to be proprietary and confidential under [1 VSA Chapter 5](#), the proposal shall clearly designate the material as confidential and the proposal shall explain why such material should be considered confidential. Under no circumstances can the entire response or cost proposal be marked confidential. Proposals so marked shall not be considered.

**VIII. Estimated Cost:**

The budget for this project is \$125,000 in total; \$75,000 from Federal Highway PL Funds and \$50,000 from the Town of Williston.

**IX. Additional Consultant Requirements:**

1. **Registration.** The Consultant awarded this contract shall, upon notification of award, apply for registration with Vermont Secretary of State's office to do business in the State of Vermont, if not already so registered. The registration form may be obtained from the Vermont Secretary of State, 109 State St. Montpelier, VT 05609-1104. The fee is \$20.00. The Telephone number is (802) 828-2386. The contract will not be executed until the Consultant is registered with the Secretary of State's office. The successful Consultant will be expected to execute sub-agreements for each sub-consultant named in the proposal upon award of this contract.
2. **Public Participation Plan.** The CCRPC adheres to the Public Participation Plan (2014) for all its activities. It is available on the [CCRPC website](#). The Plan outlines the CCRPC's principles and goals, aligns our strategies and activities with specific levels of engagement, and provides evaluation methods for determining the effectiveness of our initiatives.

Within the Public Participation Plan the Spectrum of Participation divides the CCRPC's strategies into corresponding levels of engagement to ensure the community's needs are being met. Every project is reviewed using the CCRPC Public Participation Plan & Equity Impact Worksheet to determine at an early stage whether there are groups that need additional engagement and further review of equity impacts. The selected consultant will work with the CCRPC and the Town of Williston staff to complete the Public Participation Plan Worksheet and refine the public participation task in the scope of services.

3. **Disadvantaged Business Enterprises, Non-Discrimination, and Title VI.** The Consultant shall comply with [VTrans DBE Policy Requirements](#) as outlined in Section 203.07 of the Specifications for Consultant Services. These requirements outline the State's and the Consultant's responsibility with regard to the utilization of Disadvantaged Business

Enterprises (DBE) for the work covered in the RFP. Copies of the VTrans current DBE Registry are available upon request from VTrans. Consultants shall make good faith efforts to solicit DBE subconsultants.

The Consultant shall comply with the provisions of the Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and subsequent related acts, and all other federal statutory laws which provide in whole or in part that no person or entity on the grounds of race, color, national origin, sex, physical disability, or veteran status be excluded from participation in, be denied the benefits of, or be otherwise discriminated under the State, federal and USDOT assisted contracts, programs and activities. The Consultant shall further certify that it will comply with the provisions of the Americans with Disabilities Act.

4. **Invoicing.** A contract entered into as a result of this RFP will be a deliverable-based contract. The CCRPC will undertake negotiations with the lead firm/proposer that emerges through the evaluation process. Invoices should be submitted at the successful completion of each task and acceptance of the deliverable by the CCRPC Project Manager. If a monthly payment schedule has been agreed upon, the consultant shall submit detailed project status report on the first of each month to the CCRPC Project Manager indicating the percent completion for each project task. The CCRPC Project Manager reserves the right to request supplemental information to ensure appropriate project progress.
5. **Other Contract Provisions.** Prior to beginning any work, the Consultant shall obtain Insurance Coverage in accordance with the [Standard Contract Provisions](#). Note that references in these provisions to “Municipality” should be considered as referring to the CCRPC. The certificate of insurance coverage shall be documented on forms acceptable to the CCRPC.

All digital data produced as a result of the project shall be provided to the Town of Williston and CCRPC. Digital data includes spatial and tabular data attributes (GIS shapefiles/geodatabases) and documentation files. All digital data must meet the [Vermont Zoning Data Standard](#), and all products should be documented using the [VGIS metadata standard \(metadata template\)](#). All data developed in CAD shall be converted to a GIS shapefile in the correct coordinate system. Spatial Data will be provided electronically in Vermont State Plane Meters Coordinates, NAD 83 (or the current coordinate and datum set by VGIS) with its metadata.