

**Request for Proposals
For a
Malvern Transit Oriented Development (TOD) Plan**

Malvern Borough seeks a planning/engineering consultant team to complete a Transit Oriented Development (TOD) Plan for the area within a quarter mile of the Malvern SEPTA Regional Rail Train Station. This Plan will focus on applying higher densities for redevelopment of properties located north of the train station, as well as include some analysis on properties located to the south for a future study. The project deliverables will be a Feasibility Study/Action Plan and a Conceptual Rendering. Copies of the Study/Plan will be provided to the Borough in both printed and electronic form.

This project is funded by Malvern Borough and the Delaware Valley Regional Planning Commission (DVRPC) through the Transportation and Community Development Initiative (TCDI) grant program. The TCDI program strives to create more vital and livable neighborhoods in the region's urban centers. This program provides grants for local planning projects that will lead to more residential, employment or retail opportunities; improve the overall character and quality of life within these communities to retain and attract business and residents; enhances and utilizes the existing transportation infrastructure capacity in these areas to reduce the demands on the region's transportation network; and, to reduce congestion and improve the transportation system's efficiency.

The complete Scope of Work can be found on the Borough website at www.malvern.org. Click on *Legal Advertising* on the left hand side of the Home Page.

To submit proposals and request additional information, please contact:

*Sandra L. Kelley
Manager
Malvern Borough
1 E. First Avenue, Suite 3
Malvern, PA 19355
610-644-2602
malvern@malvern.org*

**Proposal Due Date:
March 2, 2012 by
3:00 P.M.**

**Request for Proposals (RFP)
Transit Oriented Development (TOD) Plan
Malvern Borough, PA**

A. Background and Purpose of the Study

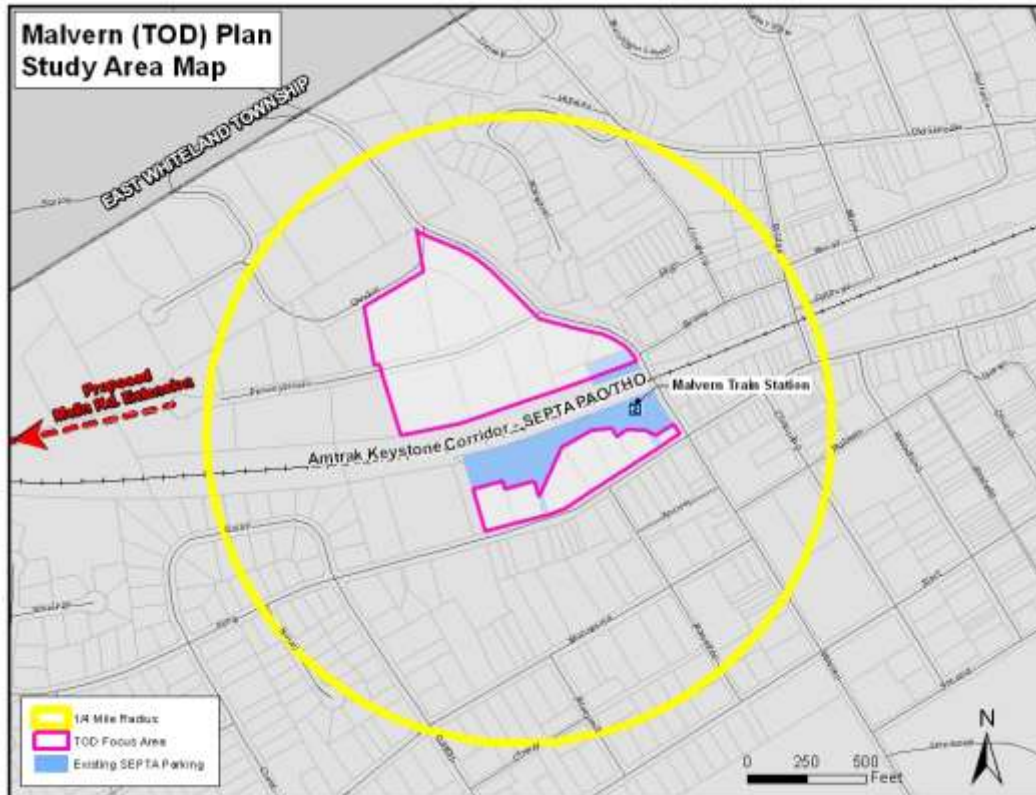
The Borough of Malvern proposes to develop a Transit-Oriented Development (TOD) Plan for the area within a quarter mile of the Malvern SEPTA regional rail train station. Malvern Borough has developed around the railroad and the Malvern Train Station is located in the heart of the Borough. The train station is a major destination for regional commuters and provides access to the SEPTA Paoli/Thorndale rail line and connections to Amtrak service. The area surrounding the train station has low density developments and land uses that do not utilize or benefit from the rail service. Parking for the train station is limited and at capacity and the Borough's interest is to have a transit parking garage. Malvern Borough is ready to create a plan for increasing the density and mix of land uses surrounding the train station to better leverage the existing transit infrastructure and build upon the Borough's town center character.

This Plan should focus on applying higher densities for redevelopment of properties located north of the train station, as well as include some analysis on properties located to the south for a future study. Elements of this TOD Plan are outlined within the Draft Malvern Borough Comprehensive Plan, Adopted Malvern Borough Revitalization Plan, and Malin Road Extension Feasibility Study. In particular, the Malin Road Feasibility Study recommended the development and adoption of land use policies that promote transit-oriented design and provided a general concept for redevelopment on the north side of the tracks. The purpose of the TOD plan is to advance the recommendations from previous plans and studies to develop a vision for transit oriented redevelopment in Malvern Borough. The plan will focus on developing a redevelopment vision and future zoning for the TOD focus area, developing an official map for transportation infrastructure, developing a concept for a transit parking garage, and evaluating funding options for design and construction of the transit garage and Malin Rd. Extension.

The project will be managed by the Malvern Borough Manager. The planning process will be guided by a Study Advisory Committee that may include representatives from Malvern Borough, Chester County Planning Commission, SEPTA and DVRPC.

B. Study Area

The study area is generally defined as the area within a quarter mile of the Malvern SEPTA regional rail train station, as shown on the Study area map shown below. The main focus area is located north of the train station site.



C. Scope of Work

Task 1: Stakeholder and Public Involvement

This task involves working closely with Malvern Borough, transportation agencies, and members of the public. This task includes presenting draft materials to the Study Advisory Committee for review. The Study Advisory Committee may include representatives from Malvern Borough, Chester County Planning Commission, SEPTA, and DVRPC. This task also includes preparing materials and presentations for the Malvern Borough Council/Planning Commission and the public. The purpose of the public meetings will be to gather input from residents and business owners.

- **Deliverables:** Study Advisory Committee Meeting agendas and minutes, Summary and conclusions from public meetings

Task 2: Existing Conditions Analysis

This task involves gathering all appropriate data on the existing conditions and vision for the study area, including the following: Plans, studies, and ordinances (i.e. Comprehensive Plan, Revitalization Plan, Malin Road Extension Study, Zoning Ordinance, Subdivision Land Development Ordinance); rail ridership data; and economic and demographic data for the market area. This task will also include stakeholder interviews with residents and business owners within the study area.

- **Deliverables:** Maps and summary of existing conditions, Summary of stakeholder interviews

Task 3: Vision for TOD Land Use and Future Zoning

This task involves developing the Borough's vision for future land use and development in the TOD focus area. The task includes analyzing and evaluating alternative land use and zoning approaches for the study area and assessment of redevelopment options. Based on input from the Study Advisory Committee and the results from Task 5 (Market Analysis), a preferred land use plan will be selected and zoning provisions will further refined. The zoning ordinance update will also include parameters to ensure that future development is walkable and consistent with the town center character of Malvern. This task includes developing a graphical representation of the preferred land use vision, such as a 3D rendering and/or photo simulation of the focus area.

- Deliverables: Maps and text for zoning ordinance update, concept rendering of the focus area

Task 4: Official Map

This task includes development of an Official Map for adoption by the Borough that will reflect the recommendations for public infrastructure right-of-way based on the Malin Rd. Extension Study and Draft Comprehensive Plan.

- Deliverables: Official Map

Task 5: Market Analysis

In conjunction with Task 3 (Vision for TOD Land Use and Future Zoning), this task includes a detailed analysis of the types and sizes of future mixed use development that are likely to be supportable in the TOD focus area in the next 5 years. As part of this task, competitive market conditions will be evaluated, with a particular focus on the office market. Additionally, residential demand will be analyzed to determine the type and size of potential housing developments. Finally, the task includes a cursory review of opportunities for retail that will support the adjacent office and residential uses and complement the existing commercial district.

- Deliverables: Market Analysis Report

Task 6: Train Station Parking Garage Analysis and Concept

This task includes an analysis of demand for a parking garage on the north side of the tracks for transit riders using the Malvern Train Station. The analysis will include development of a preliminary concept design that meets the parking demand, SEPTA requirements, and incorporates opportunities for mixed-use development. The garage concept must include areas for pick-up and drop-off and access for non-motorized users.

- Deliverables: Parking garage analysis summary and concept plan, including renderings/photo simulations of the garage and cost estimate

Task 7: Funding Options

This task includes development of a financial plan for design and construction of the Train Station Parking Garage and Malin Rd. Extension. The task involves evaluation of potential funding opportunities, particularly development of a Tax Increment Financing (TIF) District. The TIF District evaluation will consider the potential increased real estate tax revenues based on the zoning recommendations from Task 3. If a TIF District is viable, next steps will be identified. Additionally, the task involves identify and evaluating the feasibility of other public and private funding opportunities for the transportation infrastructure improvements.

- Deliverables: Summary of funding options

Task 8: Implementation Action Plan

This task involves the completion of an Action Plan, which will list a series of specific tasks for participating stakeholders to implement plan recommendations. The action plan will prioritize the near, mid and long term activities necessary to implement the Malvern TOD vision.

- Deliverables: Priority list of recommended actions with timeframes, lead agencies, and costs

Task 9: Final Report

This task involves preparation of a draft and final report for review by the Study Advisory Committee. The report will include text, maps, and other graphics that document the findings from each task.

- Deliverables: 25 printed and an electronic copy of final report for distribution to project partners and stakeholders

Task 10: Project Management/Administration

This task consists of the administrative effort required by the project manager and involved personnel to provide a high quality deliverable within the budget and on schedule. The consultant will prepare an initial project schedule and identify the critical path and milestones, including necessary meetings with a Study Advisory Committee and key stakeholders. The schedule and budget will be maintained and monitored on a monthly basis. The consultant will prepare quarterly status reports and invoices and submit to Malvern Borough.

D. Contents of Proposal

1. Summary Statement

The Proposal shall contain an opening statement (no more than two pages) summarizing how the Project Team will accomplish the purposes of the project and should also summarize the roles and qualifications of the Project Team.

2. Anticipated Schedule

The following schedule is subject to change:

RFP Release	February 2, 2012
Questions Due	February 17, 2012
Proposals Due	March 2, 2012
Review of Proposals and Interviews (if necessary)	March 2012
Selection and Negotiation	April 2012
Contract Approval	April/May 2012
Commence Work	June 2012
Final Plan	by September 30, 2013

3. Statement of Project Team Qualifications and Project Administration

The Proposal shall identify the firms, organizations, and individuals within each firm or organization participating in the Project Team. General qualifications and experience relevant to this project shall be described for each firm or organization, and specific qualifications and experience shall be described for each individual assigned to the project (not including individuals serving in administrative or technical support roles). Exhibits of prior relevant projects may be included in print or digital formats. Contact information is to be provided for three (3) references associated with prior relevant work by the Project Team or its lead members.

A Table of Organization should be included to describe the reporting and review relationships among the members of the Project Team. Contact information, including name, title, street and mailing addresses,

telephone, fax, and email and website addresses shall be provided for the lead members of the Project Team in each firm or organization. This section should also identify a Project Team Manager/Principal Contact in order to provide a single, authoritative point of contact between the Project Team and the Project Managers.

4. Scope of Work

The Proposal shall include a Scope of Work and project timeline detailing how, at a minimum, the tasks as described in Section C above are to be accomplished for the study area.

5. Proposed Schedule of Deliverables

The Proposal shall include a table or chart defining and describing one or more deliverables (work products) associated with each Task and subtask, the anticipated date of submission of each deliverable in terms of weeks from project initiation, and the format(s) of each deliverable. Deliverables may include presentations and associated materials such as text documents, Powerpoint files, web sites, display boards, and handouts. Each deliverable is subject to a 5 business day period for review and approval by the Project Manager prior to broader distribution. Draft deliverables are encouraged and should be submitted as one printed, reproducible (unbound) original and one set as digital files on CD-ROM or, if possible, via e-mail. Digital files are to be provided in Microsoft Word, Adobe Acrobat, ESRI ArcGIS files, or other common formats subject to approval by the Project Managers. The Delaware Valley Regional Planning Commission, SEPTA, and Malvern Borough shall be authorized to distribute copies of all deliverables and to post all digital deliverables on their web sites without limitation. All final deliverables shall be submitted no later than September 30, 2013.

E. Administrative Requirements

1. Project Management

This project is to be managed by Malvern Borough. Contract administration will be provided exclusively through Malvern Borough. The contract will be cost reimbursable with a fixed-fee, not to exceed type.

The Project Manager is:
Sandra L. Kelley, Manager
Malvern Borough
1 E. First Avenue, Suite 3
Malvern, PA 19355
610-644-2602
skelley@malvern.org

2. Proposal Evaluation Criteria

Proposals will be evaluated and ranked based on the following criteria and weights:

1. The overall extent to which the methodology, deliverables, and resources committed pursuant to the Proposal will achieve the purposes of the project. (40 points)
2. The experience of the team and the extent to which the Project Team is qualified to successfully complete the tasks specified in the Proposal within the time and budget constraints of the project. (25 points)
3. The designated Project Manager's experience with similar projects and working with study advisory committees. (15 points)
4. The extent to which the Schedule of Deliverables demonstrates acceptable rates of progress and provides opportunities for adequate input and review by the agencies involved. (10 points)
5. Innovations in methodology and/or analytical or technical approach proposed. (10 points)

Interviews with up to the three highest ranked firms or teams may be scheduled after the proposals are received. Interviews will last approximately 45 minutes and will be scheduled consecutively. At least one member of each firm or organization participating in the Proposal should attend the interview. A presentation by the Project Team Manager is mandatory. To assist in the selection process, Malvern Borough reserves the right to request additional information to supplement the original proposal.

3. Disadvantaged Business Enterprise & Small Business Concern Involvement

Project funders and partners are committed to providing opportunities for Disadvantaged Business Enterprises and small business concerns to compete for work. Contractors are encouraged to involve Disadvantaged Business Enterprises and small business concerns in the required work and to submit documentation of any such involvement in the proposal/project.

4. Certification of Eligibility

A certificate is to be included in the proposal for each firm stating that: "The firm is not ineligible to receive award of a contract due to the firm's inclusion on any federal, Pennsylvania or New Jersey State lists of debarred contractors, or otherwise ineligible to be awarded a contract using federal or state funds."

This statement can be written on your firm's letterhead and should be signed by an officer of the firm.

5. Cost Proposal

The Proposal shall include a Cost Proposal that is **separate from the technical proposal and in a sealed envelope**. A maximum of \$80,000 is available to support this project. Funding support comes from Malvern Borough and PennDOT through the TCDI grant to DVRPC at \$80,000.

The cost proposal shall contain the following information for the prime consultant and each sub-consultant:

- Estimates of hours to be worked and hourly rates for each staff or classification of staff to be assigned to the project
- Overhead Rate
- Estimates of direct costs (mileage, printing, etc.)
- Total all-inclusive maximum fee for the project, not to exceed \$80,000
- Use of Contract Pricing Proposal Form 60, available at http://www.dvrpc.org/asp/consultant/files/price_proposal.xls is recommended, but other formats will be accepted

Title 41 Code of Federal Regulation's limit the amount of profit or fee to 10 percent of the direct labor cost, fringe benefits and indirect costs, and from 1 to 5 percent of other direct costs excluding sub-consultant costs.

6. Checklist of Proposal Requirements

To speed and simplify Proposal evaluation and to assure that each Proposal receives the same orderly review, all Proposals must follow the format described in this section. Respondents are encouraged to submit concise and clear responses to this RFP. Malvern Borough reserves the right to include the selected Proposal or any part thereof in the negotiated contract. Proposals shall not exceed 50 single-sided pages in length and all resumes, except for the designated Project Manager and any sub-consultant managers, shall not exceed one page.

The following are to be included in the proposal:

1. Summary Statement
2. Statement of Team Qualifications and Project Administration

3. Scope of Work
4. Proposed Schedule of Deliverables
5. Certificate of Eligibility
6. Detailed cost proposal in a separate and sealed envelope

7. Submission Date:

7 printed copies and one digital copy of the proposal must be submitted by no later than **3:00 p.m. on March 2, 2012**. Proposals submitted after this date and time will not be considered. No faxed or e-mailed proposals will be accepted.

To: Sandra L. Kelley
Manager
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