



**TOWN OF MARSHFIELD  
COASTAL ADVISORY COMMITTEE**

**REQUEST FOR PROPOSALS  
BEACH MANAGEMENT PLAN**

The Marshfield Board of Selectmen through the Coastal Advisory Committee is seeking proposals from qualified Firms to update the Beach Management Plan for the Town of Marshfield, MA.

The Request for Proposals (RFP) is available from the Marshfield Board of Selectmen's Office, 870 Moraine Street, Marshfield, MA 02050 and at the Town's website, [www.townofmarshfield.org](http://www.townofmarshfield.org). Consultants requesting the RFP by mail should forward a treasurer's or cashier's check for \$10.00 payable to the Town of Marshfield to cover postage and handling. Proposals are due at 3:30 P.M. on October 18, 2016. A pre-proposal meeting will be held on October 4, 2016 at 2:00 P.M., Town Hall, 870 Moraine Street, Marshfield, MA in Hearing Room II.

The Town of Marshfield is an Equal Opportunity/Affirmative Action Employer and encourages MBE/WBE firms to submit proposals.



## **TOWN OF MARSHFIELD BEACH MANAGEMENT PLAN REQUEST FOR PROPOSALS**

The Marshfield Board of Selectmen through the Coastal Advisory Committee is seeking proposals from qualified planning firms to provide consulting planning services for creating a Beach Management Plan.

A pre-proposal meeting will be held at the Marshfield Town Hall, 870 Moraine Street, Marshfield, Massachusetts in Hearing Room II on October 4, 2016, at 2:00 P.M. Respondents are encouraged to attend this pre-proposal meeting because specific information on the Marshfield Beach Management Plan project will be presented.

Proposal should include two separate sections:

SECTION A. Beach Management Plan Project Proposal

SECTION B. Beach Management Plan Price Proposal

Ten (10) copies of the Beach Management Plan proposal are required for submission. Each section shall be in the format as described in this RFP. The two proposals should be submitted in two separate and sealed packages clearly marked "Beach Management Plan Project Proposal" and "Beach Management Plan Price proposal". The Beach Management Plan Project Proposal should not include any price information for the project. Both proposals must be delivered to the Board of Selectmen's Office by October 18, 2016, at 3:30 P.M.

Project value: \$ 35,000.

Questions related to this RFP and Beach Management Plan project should be directed to Ms. Cindy Castro, (781) 831- 1563; [ccastro@townofmarshfield.org](mailto:ccastro@townofmarshfield.org).

The following information shall be included in this Request for Proposal:

**SECTION A: Beach Management Plan Proposal**

I. Scope of Services

A. **Background of the Project**

The Town of Marshfield’s population is 25,531 (2010 Census). Marshfield is a suburban, South Shore community located 30 miles south of Boston. The Town has 31.75 square miles of land area and 3.25 square miles of water. The Town has nine villages. The Town has an Open Town Meeting form of government. The Marshfield Coastal Advisory Committee will be overseeing the update of the Beach Management Plan. The Coastal Advisory Committee is an appointed five member Committee.

Beach Management Plan Strategy

The Town of Marshfield, under the direction of the Coastal Advisory Committee, is soliciting proposals from qualified multidiscipline consultant firm(s) for the preparation of a Beach Management Plan that will guide future actions of the Board of Selectmen, Beach Commission, Coastal Advisory Committee, Police Department, Department of Public Works and Town staff with a clear, concise plan for the management and enhancement of the community’s beaches.

The Town welcomes innovative approaches to the plan preparation; however there are certain expectations that the Board and staff anticipate in the process and plan preparation.

- a. **Public Participation:** The consultant will be expected to propose an effective public participation strategy that results in a strong understanding of community sentiment on a range of issues facing the Town. The public participation strategy should include interviews of key players, creation of a focus group and a minimum of three public meetings. Public meetings are to examine current needs and desires of the residents, offer possible options and gather feedback on the proposed options. The options may include: changes to the current management/organizational structure, purchasing of abutting properties to expand the public beach, parking and facilities, expanding or limiting access and use by various user groups, possible expansion of non-resident parking to increase revenue and funding of maintenance needs such as sea weed removal. The goal of the public participation is to have a robust public interaction and discussion on the various options during the development of the plan in order to increase the likelihood of recommendations being implemented after the plan is completed.
- b. **Existing Plans:**
  - Open Space & Recreation Plan: The Town has a current Open Space & Recreation Plan (OSRP).
  - Master Plan: The Town has a current Master Plan.

Waterways Plan: The Town has a current Waterways Plan.

Sea Level Rise Study: The Town along with the Towns of Duxbury and Scituate had a Sea Level Rise Study completed in 2013.

Trails Plan: The Town has just completed a Comprehensive Trails Plan for the Town.

Recommendations in the existing plans should be reviewed and addressed where appropriate in the new Beach Management Plan.

**B. Services Required**

The selected planning consulting firm will provide the following products in connection with the completed Beach Management Plan:

1. Public Participation
2. Review of existing plans
3. Study Area – The Beach Management Plan shall include the following
  - Rexhame Beach
  - Winslow Avenue Beach
  - Fieldston Beach
  - Sunrise Beach
  - Brant Rock Beach
  - Green Harbor Beach
4. Draft Plan (See Scope of Work)
5. Final Plan and Mapping
6. Executive summary brochure of the plans, goals, policies and implementation action matrix.

**C. Project Schedule**

The consultant selected will be under contract with the Coastal Advisory Committee for the period of time necessary to complete all tasks. The proposed project schedule is outlined below.

**PROJECT SCHEDULE**

<b>PROJECT MILESTONES</b>	<b>DATE</b>
Advertise RFP in Central Register And Mariner Newspaper	September 19 , 2016
Pre-proposal meeting	October 4, 2016
Proposals Due	October 18, 2016
Interview 3 finalist firms	November 15, 2016

Consultant Selected	November 30, 2016
Draft Contract	December 1, 2016
Contract Signing	December 14, 2016
Kick-Off Meeting with Consultant	January 2017
First Public Meeting	March 2017
First Draft of Plan Due	May 31, 2017
Draft Plan Public Meeting	June 2017
Final Draft Due	September 28, 2017

## II Proposal Requirements

### A. General Requirements

1. Revisions – If the Coastal Advisory Committee determines that it is necessary to change any part of this RFP or provide additional information or clarification, an addendum will be issued and furnished to all prospective proposers who have received copies of this RFP.
2. Proposals are Firm Offers – The contents of the proposal shall become contractual obligations if a contract is entered into between the Coastal Advisory Committee and the selected consulting firm. Proposals submitted in response to this RFP are considered firm and may not be withdrawn after October 18, 2016.
3. Withdrawal of Proposals – Proposals may be withdrawn at any time up until the deadline for submission of proposals, October 18, 2016. The Proposer must notify Cindy Castro, in writing prior to that date.
4. Amendments to Proposals – Proposals may be amended up until the deadline for submission of the Proposals. Amendments to proposals must be submitted in writing clearly stating the change(s) to the proposal. An additional set of revised/amended copies of the proposal are required. Amendments must be addressed to Cindy Castro.
5. Incurring Costs – The Town of Marshfield shall not be liable for any costs incurred by proposers in preparing, submitting or presenting proposals.
6. Rights to Submitted Material – All information submitted as part of a proposal shall become a public record and the property of the Town of Marshfield. The Town of Marshfield hereby reserves the right to utilize any ideas, concepts or recommended approaches that are included in the proposal that have been presented by any firm responding to this RFP.

7. **Reservation of Rights** – The Marshfield Coastal Advisory Committee reserves the right to cancel this RFP or to reject in whole or in part any proposal if it determines that it is in the best interest of the Town.
8. **Ownership of Products** – The final products of this contract will be owned by the Coastal Advisory Committee on behalf of the Town of Marshfield. This will include all maps, reports, studies, notes, data and computer files.
9. **Changes to Project Team** – The Coastal Advisory Committee must approve any changes to the project’s team of consultants after the award of the contract.
10. **Uniform Format** – In an effort to facilitate a comparative analysis of all proposals submitted to the Town, it is required that all proposals follow a uniform format. Proposals shall be prepared to follow the same order and format as this RFP.

Each response to this Request for Proposals must include the following items as minimum requirements:

- A. **Cover Letter** – Provide a statement indicating the firm’s desire to be considered for the job signed by a principal of the firm.
- B. **Scope of Work** – Describe the approach that is proposed for development of the Beach Management Plan that provides the Town of Marshfield with the following information and recommendations that provide the Town with a road map for the proper management and enhancement of the Town’s Beaches. The study shall include the following locations:
  - Rexhame Beach
  - Winslow Avenue Beach
  - Fieldston Beach
  - Sunrise Beach
  - Brant Rock Beach
  - Green Harbor Beach

This section of the proposal should include discussions on each of the plan’s elements, including:

1. Introduction and Background
2. Existing Conditions (*Natural, Man-made, and Anthropogenic Features, Environmental limitations*)
3. Existing and proposed improvement maps for each beach identified above
4. Existing Beach Management Structure (*Roles and Responsibilities /Revenues and Expenses*)
5. Identification of the Various User Groups (*Issues*)
6. Beach Nourishment, Consideration of a Engineered Dune at Rexhame and Environmental Issues (*relevant examples and funding sources*)

7. Sea Weed Removal and other Maintenance Program Needs and Funding of Such Maintenance,
  8. Facilities Improvements (bathrooms, showers, snack shops etc.)
  9. Revenue Enhancement Options
  10. Access, Parking and Transportation Issues (improve ADA access, parking expansion, parking strategies including residents' needs versus potential revenue from non-residents, access to South River, shuttle bus)
  11. Signage and Education Improvements
  12. Enhanced Recreation Opportunities
  13. Relevant Environmental Statutes Regulations and Permits
  14. Recommendations (*Management/Organizational structure, Revenues, Improvements, Funding Sources, Parking expansion, Transportation/Access, Public/Private opportunities etc.*)
  15. Products /Supporting Mapping and Improvement Plans - Products: As part of the plan the consultants should provide an existing and proposed site plan for all six beaches. The Rexhame beach site plan should specifically examine redesign and expansion of parking lot, new and improved bathrooms/ snack shop, improved ADA access and non-power water craft access to the South River from the parking lot. All beach locations should be examined for additional properties that may improve and enhance the Town's beach access.
- C. Summary Statement – Provide a statement explaining how the firm is qualified for the project (maximum of three (3) pages) detailing the reasons why the firm should be chosen for the project. At a minimum, this statement should include a description of the firm's particular qualifications and experience with municipal Beach Management Planning.
- D. Organizational Chart – Provide an organizational chart for the project, listing principals and key staff from the lead firm and/or any sub-consultants. The chart should include a description of each staff person's responsibilities on the project and tentative time allocation. This section should also include a timeline that estimates the number of hours to conduct each sub-task of this RFP and the breakdown of time in the office and in Marshfield for data collection and meetings. This section should also disclose the number of Beach Management Plans that the project team, including all sub-consultants, has completed working together.
- E. Description of the Firm – Describe the size and organizational structure of the lead consulting firm and any sub-consultants.
- F. Similar Projects – List the firm's three (3) most recent Beach Management Plans, related plans or elements of a Beach Management Plan completed by the project team. In a table format, please provide the following:
1. Name, location and population of the community.
  2. Name and phone number of the project contacts
  3. Current status of project (% complete)
  4. Project budget, proposed fee for services, and final cost.

5. List of team members who worked on the project.

- G. Copies of Completed Beach Management Plans – Provide copies of similar plans done by the project team. Electronic format is acceptable.
- H. Resumes – Provide resumes of principals and key staff of the project team including all sub-consultants.

In addition to the information requested above, each proposal shall note the following requirements:

- 1. Insurance – All consulting firms connected with the project must have the following professional liability insurance: \$1,000,000 Occurrence / \$3,000,000 General Aggregate for General Liability; \$2,000,000 Occurrence/\$2,000,000 Aggregate for Umbrella.
- 2. Format of Deliverables – The final product shall consist of 15 copies of the Beach Management Plan and a compact disc (CD) copy, in a Word 2010 (.doc or .docx) or later format. All maps are to be provided in an Arc Map Version 10.0 or later.
- 3. Forms – The following forms are required for all proposals: (1) Certificate of Payment of State Taxes, (2) Non-Collusion Affidavit, (3) Certificate of Beneficial Interest, (4) Contractor Certification and Compliance Requirements (5) Certification and Standard Price Proposal Form. (See Attachments A, B, C, and D.)

### III **SELECTION PROCESS**

The selection of the most qualified planning firm will be in accordance with the provisions of MGL, Chapter 30B, as they apply to municipal corporations. The Town Planner, Beach Commissioner, Conservation Agent and Coastal Advisory Committee will review the proposals and select the most qualified firm for the project.

The Coastal Advisory Committee will review proposals and interview selected candidates in November 15, 2016 it is anticipated that an award of contract will be made by the end of December 14, 2016.

The selection committee will use the following criteria to select the consultants to interview:

- A. Prior experience with similar Beach Management Plans.
- B. Completeness of the response to the RFP (including plan elements)
- C. Approach, methods, and ability to complete the product.
- D. Past performance on public and private projects
- E. Financial stability of the consulting firm(s)
- F. Qualifications of any sub-consultant(s) who will work with the lead consultant on the project

- G. Any other criteria that the Coastal Advisory Committee considers relevant for the project.

**COMPARATIVE EVALUATION CRITERIA**

All proposals which have been determined to be “responsive” will be comparatively evaluated. The Beach Management Plan proposals will be opened and reviewed by the Coastal Advisory Committee, Beach Commissioner, Conservation Agent and Town Planner. An independent review of the price proposal will be done by the Town Administrator, Chief Procurement Officer.

The criteria for the comparative evaluation will be based on the project team’s qualifications and how well the proposal relates to the above mentioned requirements. Individual reviewer’s ranking will be blended into a composite scoring. More specifically, the comparative evaluation will consider the following:

1. Completeness of proposal and the required information specified in the scope of work.
2. Overall approach to Beach Management Plan development.
3. The project team’s experience in preparing a Beach Management Plan.
4. The project team’s ability to perform in accordance with the proposed schedule.
5. The project team’s methods and ability to engage the public and work with Town Officials.
6. The project team’s proposed techniques for the development of a Beach Management Plan.
7. The project team’s past examples of recommendations covering such topics as Management/Organizational Structures, Revenue Enhancement and Maintenance Needs and Funding.

**Evaluation Ratings** – An evaluation rating system of: Highly Advantageous; Advantageous; Not Advantageous; and Unacceptable will be given to each of the criteria listed above. Evaluation ratings are described as follows:

**1. Completeness of proposal and the required information specified in the scope of work**

<b>RATING</b>	<b>DEFINITION</b>
Highly Advantageous	The bidder has submitted a complete proposal and clearly will provide all items identify in the work program.
Advantageous	The bidder has submitted a complete proposal and provides almost all items identified in the work program.
Not Advantageous	The bidder has submitted an incomplete proposal that does not provide all of the items identified in the work program.
Unacceptable	The bidder failed to respond to the minimum requirements of the RFP.

**2. Overall approach to Beach Management Plan development.**

<b>RATING</b>	<b>DEFINITION</b>
Highly Advantageous	The bidder has proposed a clear well thought out approach to preparing a Beach Management Plan for the Town of Marshfield. The approach shows the project team has an excellent understanding of Marshfield's form of government and strives to inform and engage the public.
Advantageous	The bidder has proposed a reasonable approach to the development of a Beach Management Plan. The approach serves to inform and engage the public.
Not Advantageous	The bidder poorly describes their approach towards preparing the Beach Management Plan. The approach does not seem to inform and engage the public.
Unacceptable	The bidder failed to describe their approach towards preparing the beach management plan. The bidder failed to describe a process which would properly inform or engage the public.

**3. The project team's experience in preparing a Beach Management Plan**

<b>RATING</b>	<b>DEFINITION</b>
Highly Advantageous	The bidder has extensive experience in the development of municipal Beach Management Plans. The project team has worked together in the past and has completed 3 or more Beach Management Plans, related plans or elements of a Beach Management Plan for similar communities. The project principal has at least 5 years of experience in Beach Management Planning. The responses to the evaluation criteria are well written, innovative and provide supportive documentation. The project team has proposed innovative methods to engage the public.
Advantageous	The bidder has some experience in the development of municipal Beach Management Plans. The project team has completed at least one (1) municipal Beach Management Plans, related plans or elements of a Beach Management Plan. The project principal has at least 3 years of experience in Beach Management Planning. The responses to the evaluation criteria are well written and provided with supportive documentation.
Not Advantageous	The bidder has limited experience in the development of municipal Beach Management Plans. The bidder has not completed a Beach Management Plan for a community of similar size. The responses to the evaluation criteria are not well written or documented.
Unacceptable	The bidder failed to respond to the minimum requirements of the RFP. The bidder has no experience in development of Beach Management Plans.

**4. The project team's ability to perform in accordance with the proposed schedule.**

<b>RATING</b>	<b>DEFINITION</b>
Highly Advantageous	The project team clearly works well together and has the depth to undertake and provide a high quality Beach Management Plan on schedule.
Advantageous	The project team appears to be able to work well together has the ability to provide the beach management plan on schedule.
Not Advantageous	The project team does not appear to have worked together in the past and there is concern with the ability to complete a Beach Management Plan on schedule.
Unacceptable	The project team has not work together in the past and does not give the appearance to be able to complete a Beach Management Plan on schedule.

**5. The project team's methods and ability to engage the public and work with Town Officials.**

<b>RATING</b>	<b>DEFINITION</b>
Highly Advantageous	The project team clearly has the experience, the methods and the ability to positively engage with the public and work with Town Officials.
Advantageous	The project team appears to have the experience, the methods and the ability to engage with the public and work with Town Officials.
Not Advantageous	The project team has little experience and did not fully show the ability to positively engage with the public and work with Town Officials.
Unacceptable	The project team did not show the experience or the ability to positively engage with the public and work with Town Officials.

**6. The project team's proposed techniques for the development of a Beach Management Plan.**

<b>RATING</b>	<b>DEFINITION</b>
Highly Advantageous	The project team's proposed techniques are both innovate and proven.
Advantageous	The project team's proposed techniques are proven.
Not Advantageous	The project team's proposed techniques are innovate but not proven.
Unacceptable	The project team's proposed techniques are questionable.

7. The project team’s past examples of recommendations covering such topics as Management/Organizational Structures, Revenue Enhancement and Maintenance Needs and Funding.

RATING	DEFINITION
Highly Advantageous	The project team’s past examples of recommendations cover the full range of issues facing Marshfield.
Advantageous	The project’s team’s past examples cover a lot of the issues facing Marshfield.
Not Advantageous	The project team’s past examples cover a few of the issues facing Marshfield.
Unacceptable	The project team failed to provide past examples.

Proposals receiving a comparative evaluation of unacceptable in any one area will be considered unacceptable overall and will be dropped from further consideration.

**IV TOWN OF MARSHFIELD PLANS AND RECORDS AVAILABLE**

Any and all existing documents, maps, reports, plans and studies that the Town of Marshfield has for this project will be available for use by the consultant. The consultant shall, to the maximum extent feasible, utilize existing information, plans, reports and maps on file in the Town in an effort to prevent duplication of information and minimize costs of data collection.

**SECTION B – Beach Management Plan Price Proposal**

Provide the proposed fee for completing the scope of work including a breakdown by tasks as outlined in the scope of services. The Board of Selectmen as recommended by the Coastal Advisory Committee reserves the right to reject any proposal that does not identify separate fees for each task. Attachment D, Standard Price Proposal Form, must be used for price proposals. Price proposal must be submitted in a separate envelope labeled: “Beach Management Plan Price Proposal”.

The Committee has \$35,000 for this study. Price proposals must also include a statement indicating that the price quoted shall remain valid for at least two hundred seventy (270) days from the date of this RFP.

Ten (10) copies of the Price Proposal are required and shall be submitted in a separate, sealed package clearly marked “Beach Management Plan Price Proposal” and delivered to the Board of Selectmen’s Office, 870 Moraine Street, Town Hall, Marshfield, MA 02050 no later than 3:30 P.M., Wednesday, October 18, 2016.

Enclosures: Attachment A: Certificate of Payment of State Taxes and Non-Collusion Affidavit

Attachment B: Certificate of Beneficial Interest and Contractor Certification Form

Attachment C: Compliance Requirements and Certification

Attachment D: Standard Price Proposal Form

**ATTACHMENT A**

**CERTIFICATION OF PAYMENT OF STATE TAXES**

Legislation enacted by the Commonwealth of Massachusetts, effective July 1, 1983, requires that the attestation below be signed:

Pursuant to M.G.L. Ch. 62c, Sec 49a, I certify under the penalties of perjury that I, to the best of my knowledge and belief, have filed all state tax returns and paid all state taxes required under law.

\_\_\_\_\_  
Signature of Individual or Corporate  
Name (Mandatory)

\_\_\_\_\_  
Social Security Number/Federal  
Identification Number

\_\_\_\_\_  
By: Corporate Officer (Mandatory if  
Applicable)

\_\_\_\_\_  
DATE:

Your Social Security Number will be furnished to the Massachusetts Department of Revenue to determine whether you have met tax filing or tax payment obligations. Providers who fail to correct their non-filing or delinquency will not have a contract or other agreement issued, renewed, or extended.

**NON-COLLUSION AFFIDAVIT**

Massachusetts General Laws, Chapter 701 of the Acts of 1983, requires that each Bidder must certify as follows:

The undersigned certifies under penalties of perjury that this Bid is in all respects bona fide, fair and made without collusion or fraud with any other person. As used in this section, the word "person" shall mean any natural person, joint venture, partnership, corporation or other business or legal entity.

\_\_\_\_\_  
Name of Person Signing Proposal  
(Please Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
(Company)

Approval of a contract or other agreement will not be granted unless this certification clause is signed by the applicant.

**ATTACHMENT B**

**CERTIFICATE OF BENEFICIAL INTEREST**

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

A disclosure statement shall also be made in writing, signed, under the penalties of perjury by the bidder giving the true names and addresses of all persons who have or will have a direct or indirect beneficial interest in said property with the deputy of capital planning and operation.

\_\_\_\_\_  
(Name of person signing bid or proposal)

\_\_\_\_\_  
(Name of Business)

**CONTRACTOR CERTIFICATION FORM**

I, \_\_\_\_\_  
(Owner's Name)

Hereby certify that neither \_\_\_\_\_  
(Name of Company)

nor its principals, is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any Department of Housing & Urban Development Program by any Federal department or agency.

\_\_\_\_\_  
(Owner's Signature)

\_\_\_\_\_  
(Date)

**ATTACHMENT C**

**STANDARDIZED PRICE PROPOSAL**

Product / Deliverable	Price
1. Public Participation Outline	_____
2. Process for establishing goals, policies and Data for a beach improvement program	_____
3. Draft Plan	_____
5. Final Plan – 15 copies	_____
6. Executive summary brochure of the plans, goals, Policies – 200 copies	_____
<b>TOTAL CONTRACT PRICE</b>	_____