

## **Section 1. BACKGROUND**

### **Introduction**

The Borough of Greenville, Mercer County, Pennsylvania, is seeking proposals from qualified consultants to complete a comprehensive revision to its municipal zoning and subdivision and land development ordinances. The current zoning ordinance, including subdivision and land development regulations and zoning map, was adopted by Ordinance 1351 on June 6, 1998, and amended in their entirety via Ordinance 1444 on October 11, 2005. The proposed revisions shall comply with the Pennsylvania Municipalities Planning Code (Act 247 of 1968, as amended). (<https://ecode360.com/28613417#28613417>).

The consultant is expected to work with the Greenville Council, Planning Commission, Redevelopment Authority, and administrative staff and interact with the Mercer County Planning Commission, as appropriate.

Meetings and discussions between the consultant and local representatives are expected to utilize both in-person and videoconference modes of communication to effectively use time and available resources.

The Greenville Planning Commission and associated municipal administrative staff members will guide the ordinance revision process. The commission and staff will evaluate all proposals and recommend a qualified consultant based on this RFP's criteria. The commission will forward its recommendation to the Greenville Council for approval. Greenville's municipal manager and community development director will act as the principal liaisons between the consultant, the planning commission, and other municipal entities.

### **General Background**

Understanding and appreciating the community's assets and development/redevelopment opportunities in the short and long term have been at the top of Greenville's priority list for the past five years. Towards this goal, Greenville has undertaken studies of its housing and brownfield sites. The brownfield assessment has been multi-phase and part of a regional effort funded by a series of EPA grants, while the community housing study was completed as part of the town's Act 47 recovery efforts. KU Resources, led by Mark Patrick and Kirby Date of KM Date Community Planning, LLC, have been instrumental in the implementation of these projects. The results of the studies are posted in various documents on the community's website and may be accessed at:

<https://greenvilleborough.com/greenville-economic-development>.

All prospective consultants are urged to review the materials as part of their proposal development process.

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Greenville's most recent comprehensive plan adopted in 2004 was a joint undertaking with its neighbor, Hempfield Township. As noted above, the last revision to the zoning ordinance occurred in 2005 to complement the comprehensive plan. The next action anticipated is the amendment of the existing comprehensive plan to incorporate the results of the housing and brownfields studies. The revision to the zoning ordinance then will accommodate the changes recognized by the comprehensive plan amendment.

Over the past several years, the community's approach to planning and development has focused on practical and implementable projects rather than chasing lofty aspirations. Local officials have worked to assess and address weaknesses in its public infrastructure to prepare the community for future development and redevelopment activity. Critical decisions have demonstrated a willingness to devise new options and forge new paths to meet continuing financial challenges. Greenville anticipates that a revision to the zoning ordinance will facilitate private and public investments in the community as opportunities arise.

Over the past several months, the Planning Commission and administrative staff have discussed the process and options available for a zoning ordinance revision and believe that a "form-based" methodology will best serve the community's needs, given the nature of development/redevelopment potential that exists today. Consequently, proposals are now being solicited.

Funding for the zoning ordinance revision will be drawn from municipal revenues, the Pennsylvania Department of Community and Economic Development's (DCED) STMP program, and in-kind services from the Mercer County Planning Office. As the funding agency, DCED will, in conjunction with local officials, participate in the final review and approval of the consultant per STMP guidelines, should the grant funds become available.

## **Section 2. REQUIREMENTS**

### **General Requirements**

1. The contract is subject to the approval by Greenville Town Council and is effective only upon its approval.
2. Greenville reserves the right to reject any and all proposals, reissue the RFP, and/or waive requirements associated with the RFP process.
3. Proposing parties are bound by the deadline for submissions in response to this RFP as stated herein.
4. Proposals cannot be withdrawn and must remain in effect for sixty (60) days from the proposal submission deadline.
5. In the event that only one proposal is received by Greenville and given its authority related to professional services contracts, the municipality reserves the

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right to either negotiate with the proposing party or seek additional proposals on an informal or formal basis during the sixty (60) day period that the proposal is in effect.

6. Responses to consultant questions or requests for interpretations of the meaning of any aspect of the contents of the RFP shall be made in writing by the municipality and distributed to all firms who have received an RFP. Every question or request for such interpretation shall be submitted in writing (e-mail acceptable) and sent to:

Jasson Urey                      E-mail: [jurey@greenvilleborough.com](mailto:jurey@greenvilleborough.com)  
Town Manager  
Town of Greenville  
125 Main Street  
Greenville PA 16125

**Deadline for written questions:** Monday, March 4, 2024 at 4:30 p.m.

Questions received will be compiled, and responses will be issued as an addendum. Proposing parties are responsible for seeking clarification for any ambiguity, conflict, discrepancy, omissions, or other perceived error in the RFP prior to submitting a proposal, or the need for clarification shall be deemed waived. Any services not specifically addressed in the Scope of Service but necessary to provide the functional capability for the work proposed by a submitting firm must be included in the proposal.

### **Section 3. SCOPE OF SERVICES**

Through the update of the zoning ordinance, Greenville’s purpose is to create a regulatory framework to implement the vision, goals, and actions outlined in the recently amended comprehensive plan with emphasis on the results of the community housing and economic development and brownfields studies. It is expected that the “form-based” zoning approach will be more appropriate for some areas of the community than the traditional “use-based” approach. The application and extent of each approach shall be determined via the update process.

The intent of the Scope of Work provided below is to serve as a basic framework. Respondents are expected to develop a more detailed scope of work based on their professional expertise and knowledge. Although there are elements in the proposed Scope of Services that are desirable, it is also anticipated that the consultant(s) will exercise creativity in the approach and methods employed. The municipality expects applicants to present an efficient, effective scope of work, which ensures a set of high-quality, broadly

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supported land use regulations. Greenville expects that a final Scope of Services and budget will be developed in consultation with the selected consultant(s), given Greenville's needs and the selected consultant's experience and capabilities.

The proposed scope of services and deliverables are as follows:

1. Development of the updated ordinance document(s):
  - Conduct a comprehensive review and analysis of the existing zoning ordinance that assesses the strengths and weaknesses of the document in terms of its structure, organization, clarity, ease of use, existing zoning districts and district standards, regulations of general applicability, definitions, and zoning code procedures.
  - Recommend modifications to the subdivision and land development regulations and draft a separate ordinance.
  - Clearly identify where revisions are necessary to incorporate the results of the community housing and economic development and brownfield studies.
  - Identify and recommend for inclusion in the revised land use regulations gaps or needs that have not been identified in the comprehensive plan but in the professional opinion of the selected consultant should be addressed to ensure a complete and effective ordinance that meets local needs; and
  - Identify and address in general any internal inconsistencies, omissions or errors in the ordinance.
  - Insure that the revisions conform to generally accepted land use law and principles, as well as state and federal statutes and case law.
  - Develop a new official zoning map reflecting the recommended revisions to the ordinance.
  - Create a user-friendly, simplified, clear, and easily understood set of zoning regulations by revising the vague, unclear, or confusing language and ensuring that language, terms, and intent are consistent from one section to another; by ensuring that essential words used in the text of the revision are defined in the "Definitions" section and revising incorrect or inadequate definitions; revising sections of the regulations that are in conflict with other sections, have unintended impacts on other sections or are overly complex; and
  - Recommend appropriate illustrations and/or diagrams to explain the content of the proposed zoning regulations.
  
2. Regional Economics: The consultant must understand the character and nature of issues Greenville and similar communities in Pennsylvania face, especially with regard to tax base issues and economic development/redevelopment challenges.

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3. Area Housing: The consultant should have a solid understanding of the existing housing stock, affordable housing issues, and market trends.
4. Geographic Information Systems (GIS): Greenville uses ESRI GIS for mapping, spatial analysis, and some emergency response capabilities. The consultant should have a firm understanding of this program and the capability to produce high-quality base mapping that for application within the ESRI GIS system.
5. Public Participation: The consultant must have demonstrated expertise in gathering input from local citizens, businesses, and academic communities through interviews, surveys, and town hall meetings. The consultant should also be ready to help educate stakeholders and community members on the benefits of a plan focused on land use and long-term planning.
6. Interaction with Local Officials and staff: The consultant must have the capacity to effectively and efficiently communicate with local officials and staff on a continuing basis.
7. Education/Training: Provide education/training for municipal officials on the application of the revised code, as appropriate.

**Work Requirements**

Proposals shall describe how the scope of work will be implemented to attain an acceptable outcome at a reasonable cost. The proposed plan of work should clearly address the goals and work stated herein.

Overall, the selected consultant will be expected to perform a series of tasks and responsibilities that include; developing a strategy for the zoning ordinance revision, developing a schedule for the major elements of the zoning ordinance revision, submission of draft chapters/selections of the zoning ordinance revision as they are completed for review and acceptance by the planning commission and staff, submission of progress reports to the commission and staff, helping to arrange, publicize, and facilitate the public meetings to gather input from citizen, business and academic sectors;; and assisting with the preparation and adoption of the zoning ordinance revision document, including, but not limited to all paperwork, forms, findings, resolutions, letters, public notices, etc. required for compliance with the Pennsylvania Municipalities Planning Code.

Municipal staff shall assist the consultant with research and existing conditions analysis, provide existing data and plans, assist in the production and reproduction of materials for mailings, meetings, meeting set-up, and other administrative functions; coordinate

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meetings; review draft elements for initial comments; and monitor the consultant's contract and progress as the planning process progresses.

The planning commission shall guide the zoning ordinance update process. Tasks of the commission include selecting topics, topical groups and themes and reviewing and responding to consultant and planning staff progress.

**Deliverables**

The consultant shall prepare the drafts of each segment of the zoning ordinance revision for review by municipal officials and/or the public, as well as the final text of the recommended ordinance in MS Word document format. The final product will include final typesetting, layout, maps, and other graphics. All draft and final products of this project's work shall be Greenville's property.

**Section 4. PROPOSAL REQUIREMENTS**

**All proposals shall include the following information:**

- **Letter of Transmittal** including:
  1. a statement demonstrating the consultant's understanding of the work to be performed;
  2. the name, telephone number, and e-mail address of a contact person who will be responsible for addressing any questions or concerns related to the proposal; and
  3. a statement disclosing whether the firm or any of the firm's principals have a current or prior relationship(s) with any official(s) or employee(s) of the Town of Greenville and a description of the nature of the relationship that would potentially constitute a conflict of interest.
  
- **Statement of Consultant's Experience and Qualifications** that includes:
  1. Summary of the consultant's experience with "form-based" zoning (Maximum of 3 pages).
  2. Qualifications of Key Personnel (Maximum three pages), including the name, title, and brief resume of the firm's principal(s), with a description of their skills, experience, credentials, and other relevant considerations
  3. An organizational chart of **all** team members who will participate in this project with a brief description of their individual experience with the role(s) and responsibilities they will have, and the contribution each will make to the process.
  4. A list of any proposed subcontractors, their duties, qualifications, experience and location.

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5. The location of the consultant's office that will provide the proposed services.
- **Consultant's Approach to Zoning Ordinance Revision**, including a:
    1. Description of the consultant's methodology for completing the zoning ordinance review and revision (Maximum five pages).
    2. Discussion of the consultant's understanding of this project's goals as it implements recent municipal planning and study activity related to community housing and economic development.
    3. Description of the consultant's process for public education about the zoning ordinance review and revision, their facilitation of public participation, and the nature and extent of the public's involvement.
    4. Identification of consultant's relevant work products. (Provision of Web links for work products is strongly recommended.)
  - **References**: The consultant should provide 3-5 municipal clients as references along with contact name(s), telephone numbers, and e-mail addresses.
  - **Project Timetable** - an overview of the entire project that includes time frames for each major work element, target dates for public meetings, and dates for completion of draft and/or final documents for each phase.
  - **Cost Proposal** (Maximum two pages):
    - The consultant's estimated maximum cost for the work associated with the zoning ordinance revision and expected deliverables must be specified.
    - A cost estimate must be presented for each major work element with the estimated number of hours and the hourly rate for each individual involved with each element indicated.
    - A total, not-to-exceed dollar value for reimbursable expenses associated with the scope of services must be specified. A rate for each type of expense, such as mileage, printing expenses, meeting costs, etc., must be indicated.
    - Consultants are encouraged to consider video conferencing as a mode of work with staff and appointed and elected officials to moderate the use of consultant time and cost associated with travel.

Please note the following conditions:

- If awarded a contract, the proposing party is bound by this proposed cost and is expected to complete all phases of the proposed work. The contract cost shall not exceed the maximum cost proposed unless the municipality negotiates and approves an amendment to the contract.
- The consultant must present a current certificate of insurance indicating they have professional liability insurance in the amount of \$1,000,000 or more for the time period of this project.

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-The firm's method of billing must be indicated. Greenville will make periodic payments to the contractor as substantial portions of the work are performed. Regardless of the billing method, ten (10) percent of the total contract price will be withheld until Greenville Council accepts the final product as complete.

**Proposal Evaluation Process**

All proposals shall be evaluated based on the following criteria:

1. Organization, completeness, and overall responsiveness to the RFP's requirements.
2. The consultant's experience with Pennsylvania municipalities with characteristics similar to Greenville.
3. The experience of the individuals proposed to perform the work with the concepts of implementable comprehensive planning and form-based zoning.
4. Nature and extent of proposed engagement with the Greenville citizenry, business, and educational sectors.
5. Proposed cost that is reflective of effective and efficient use of local resources.

The Planning Commission, in conjunction with the municipality's administrative staff, will select one or more consultants to be interviewed. If chosen, firms will be contacted the week of April 8, 2024, to schedule an interview. It is anticipated that interviews will be conducted during the week of April 29, 2024. Interviews will include a presentation of no more than 30 minutes by the prospective consultant, followed by a question-and-answer session with the Planning Commission and staff. Such presentations are strongly encouraged to focus on the prospective consultant's approach to this project and relevant examples of comparable completed work. At the conclusion of the interview process, the commission will make a recommendation to the Greenville Council. It is expected that the selected consultant(s) and the municipality will negotiate a contract for the selected services, including specific details as to cost, insurance requirements, timetable for commencement and completion of tasks, schedule for payments and deliverables, and the general and specific responsibilities for the parties under the contract.

**Proposal Submission**

One (1) digital copy of the complete proposal document and eight (8) paper copies of the proposal should be submitted to the Town of Greenville by **4:30 p.m. on Thursday, March 21, 2024**. Proposals should be mailed, shipped, or hand delivered to:

Town of Greenville  
Attn: Zoning Ordinance Revision Proposal  
125 Main St.  
Greenville PA 16125



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All costs associated with preparing and submitting proposals for the zoning ordinance revision shall be borne by those who submit a proposal.

**RFP - Prospective Timeline\***

| <b>Item</b>   | <b>Date</b>                                  |
|---|--|
| <b>Distribution of RFP</b>  | <b>Monday, February 12, 2024</b>             |
| <b>Deadline for submission of questions related to RFP to the Town Manager</b>                | <b>Monday, March 4, 2024 at 4:30 p.m.</b>    |
| <b>Deadline to submit RFP</b>   | <b>Thursday, March 21, 2024 at 4:30 p.m.</b> |
| <b>Review/Selection of firms for interviews</b>   | <b>Monday, April 8, 2024</b>                 |
| <b>Interviews</b>   | <b>Monday, April 29, 2024</b>                |
| <b>Recommendation from Planning Commission presented to Council for review and discussion</b> | <b>Friday, May 3, 2024</b>                   |
| <b>Contract drafted by Solicitor</b>  | <b>Monday, May 6, 2024</b>                   |
| <b>Council awards contract to consultant</b>  | <b>Monday, May 13, 2024</b>                  |

\*Please note that the timeline may change depending on the DCED grant approval process. All prospective respondents will be notified of any significant adjustments to the proposed schedule.

**Additional Information**

Please contact Jasson Urey, Town Manager, at [jurey@greenvilleborough.com](mailto:jurey@greenvilleborough.com) or by calling 724-588-4193 with questions pertaining to this RFP.