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Town of Londonderry

Community Development Department

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TOWN OF LONDONDERRY MASTER PLAN STEERING COMMITTEE MEETING JULY 27, 2011 7 PM, CABLE ACCESS CENTER AGENDA

- I. Call to Order
- II. Approval of Minutes – June 27, 2011
- III. Review of Orton Foundation Heart & Soul Grant
- IV. Review of Draft Request for Proposals
- V. Selection of Interview sub-committee
- VI. Adjournment

LONDONDERRY, NH MASTER PLAN STEERING COMMITTEE

MINUTES OF THE JUNE 27, 2011 MEETING AT THE MOOSE HILL COUNCIL CHAMBERS

Members Present: Leitha Reilly, Planning Board Representative; Joe Green, Town Council Representative; Lisa Whittemore, Budget Committee Representative; Larry O'Sullivan, Zoning Board of Adjustment Representative; Mike Speltz, Conservation Commission Representative; Marty Srugis, Heritage Commission Representative; Jason Allen, Londonderry Housing Redevelopment Authority Representative; Deb Paul, Business Community Representative; Mary Tetreau, At Large Representative (North); and Russ Lagueux, At Large Representative (South)

Also Present: Community Development Director André Garron, AICP; Town Planner Tim Thompson, AICP; GIS Manager John Vogl; Community Development Secretary Libby Canuel; Jack Munn and James Kupfer, Southern New Hampshire Planning Commission (SNHPC).

I. Call to Order

A. Garron called the meeting to order at 7 PM and thanked the volunteers for assisting in the preparation of the 2012-2022 Master Plan.

II. Introductions of Committee Members

Master Plan Steering Committee (MPSC) members introduced themselves, as did J. Munn and J. Kupfer.

III. Election of Chair and Vice Chair

A. Garron explained that the role of the Chair is to ensure the committee adheres to the meeting agenda and to act as liaison between the committee and staff. M. Speltz added that a Chair should expect to have some daytime meetings with staff.

Following further discussion, **M. Tetreau nominated L. Reilly as Chair. Seconded by R. Lagueux. No discussion on the motion. Committees vote; 10-0-0.**

M. Tetreau nominated M. Srugis for Vice Chair. Seconded by D. Paul. No discussion. Committee's vote; 10-0-0.

IV. Review of Committee Charge and Discussion of Master Plan Process

A. Garron explained that the Planning Board called for a comprehensive update to the Master Plan that would stretch beyond the normal 5-6 year update to create a document designed to chart a new direction for the town over the next decade. Of the \$150,000 appropriated for the

1 Master Plan, \$125,000 is put towards the actual development of the
2 plan, \$15,000 is used for a survey and the remaining \$10,000 is used
3 for incidental costs. Quoting the SNHPC "Preparing a Master Plan for
4 Your Community" guide, a master plan is a "planning document that
5 serves to guide the overall character, physical form, growth and
6 development of a community and provides guidance to local officials
7 when they are making decisions on budgets, ordinances, capital
8 improvements, zoning and subdivision matters and other growth related
9 issues." Under RSA 674:2, a Master Plan must contain both a vision and
10 a land use plan, although other areas such as transportation and
11 economic development will be included as well. A. Garron reviewed the
12 Committee Charge (see attached).
13

14 **V. Overview of Orton Foundation Heart & Soul Grant Application -**
15 **Brainstorming Exercise (Required for Grant Application)**
16

17 A. Garron stated that at the beginning of the 2004 master plan, a "Best
18 Towns Initiative" was done through the University of New Hampshire
19 Cooperative Extension which provided a framework for that master plan.
20 Similarly, this grant program will provide an even richer outline based on
21 staff's review. J. Munn explained that only four of these grants will be
22 awarded; two in the New England states and two in the western portion
23 of the country. The main goal is to guide a town that has deep and rich
24 values to develop a vision of its future at a time when the direction of
25 that outlook is unclear. Rather than allowing growth to shape the town,
26 the intent is for the town to be able to shape its growth.
27

28 Requirements of the grant include having a population under 31,000;
29 having a full time planner; having a regional partner (in this case,
30 SNHPC), establishing a community advisory team; and creating a video
31 showing what Londonderry is today. The grants, which can total
32 anywhere from \$50,000 to \$200,000, are awarded in November and
33 applications are due on July 20. SNHPC will write the grant on behalf of
34 the Town and will act as project coordinator should Londonderry win the
35 grant.
36

37 J. Munn asked the group for their ideas on how to articulate the story of
38 Londonderry. D. Paul explained Londonderry's origins, starting from the
39 time it included the Town of Derry. L. Whittemore said that when she
40 moved to town in 1973, it was still fairly agrarian and much less
41 populated. Socially responsible families, she said, have donated land to
42 help shape Londonderry's future and development (e.g. Moose Hill
43 Kindergarten), which is an example of the kind of tradition Londonderry
44 has of preparing for the future. M. Tetreau noted that the development
45 of Woodmont Commons along with the expansions of both I-93 and the
46 airport are some of the crossroad events taking place in town. There is
47 an ongoing challenge, she said, to retain the rural character of the town
48 through conservation efforts. M. Srugis described the succession of
49 population booms that came after the construction of I-93 in the late
50 1960's and the various zoning changes that resulted from each. At this

1 point, he said, there is a division about Londonderry's future between
2 those who have been here for decades and those who are just moving
3 into town. M. Speltz agreed there is no unified spirit about the future.
4 He spoke to the degree of volunteerism in town, as evidenced by the
5 achievements of such groups as Londonderry Athletic Fields Association
6 and Beautify Londonderry, which shows how much residents care about
7 their town. D. Paul stated that her past experience with the Best Towns
8 Initiative showed that although there are divisive issues, people tend to
9 unite when it comes to the greater good of the town, which is typically
10 the preservation of its rural character. J. Green stated that pride is a
11 common factor for residents. M. Tetreau described it as having a
12 passion for the town. L. Reilly, a relative newcomer who has lived in
13 town for only a few years, said she does not see a division in town so
14 much as she sees the democratic process in action. What stands out to
15 her is the fact that once children raised in Londonderry graduate, they
16 prefer to move back into town, which is something rarely seen in most
17 towns. She has also witnessed the unique quality where older students
18 continuously help younger students to assimilate into the school system.
19 L. O'Sullivan added that along with churches, schools are a primary
20 source of cultivation for the sense of community and passion residents
21 have. J. Munn stated that the next step is exactly to identify those
22 institutions, groups, etc. and determine how they are connected
23 together.

24
25 Using sticky notes and a whiteboard, members identified and organized
26 groups associated with the following questions:

27
28 1. Who will be affected by the outcomes of the project? Results were
29 children, sports, farmers, schools, Old Home Days, arts and music and
30 restaurants.

31
32 2. Who can offer new knowledge and different perspectives to the
33 project, (i.e. those outside of the planning process who may be skeptical
34 of the town's planning efforts)? Answers were developers, people who
35 want to lower taxes, Planning Board, businesses, non-profits, volunteer
36 task forces, restaurants, schools, farmers, sports, children, potential
37 newcomers, churches and arts and music.

38
39 3. Who is responsible for implementing project recommendations?

40
41 4. Who might stand in the way of the project?

42
43 J. Munn then asked for the network connectors in the community
44 between these groups. This was broken down into three questions:

45
46 1. Who do others routinely go to for advice? Results were Town
47 Council, Google, elected officials, local newspapers, Town Hall, the Town
48 website, realtors, Londonderry Housing and Redevelopment Authority,
49 social media, the library and the cable studio.

1 2. Who are seen as trusted opinion holders or as leaders in the
2 networks? Church leaders, School Superintendent, Town Hall and Town
3 Manager were answers given.
4

5 3. Who regularly spreads the word about community happenings or
6 comes into regular contact with many people? Answers were cable tv,
7 social media sites, "people who know everybody" and teachers.
8

9 Identifying the conversation opportunities and communications channels
10 was the next task and was broken out into the following questions:
11

12 1. What are the gathering places where your community's networks
13 hang out? School fields, restaurants, the Drop Off Center, Mack's ice
14 cream stand were all listed. Since not many places were identified, J.
15 Munn asked for events where the community's networks hang out.
16 Results were Old Home Days, local meetings, sporting events/games,
17 parades, farm stands, funerals and weddings.
18

19 2. Where do most people turn to get local news? Town leaders and
20 newspapers were mentioned.
21

22 Lastly, J. Munn asked what results the group expected from the visioning
23 process in terms of possible projects for the town to consider in the next
24 ten years. Accomplishments of the last master plan were reviewed and
25 compared with future goals:
26

27 1. A comprehensive inventory; Historic properties have been
28 inventoried. The goal is to look at historic culture.
29

30 2. Prepare beautification; Beautify Londonderry has been established.
31

32 3. Community Health Assessment; What recreational, agricultural and
33 communication opportunities exist versus what more is desired.
34

35 4. Smart growth ordinances; these are currently being worked on by
36 staff. Maintaining the rural character and values of the town while still
37 promoting business growth in town is the objective.
38

39 J. Munn and J. Kupfer will take the data from tonight and develop the
40 matrix required for the grant application. It will be sent to the Steering
41 Committee once completed.
42

43 **VI. Determination of Meeting Schedule and Next Steps**

44

45 The next meeting will take place Wednesday, July 27 at 7PM at the Local
46 Access Center studio (pending availability). T. Thompson said that the
47 fourth Wednesday of the month seemed to be the best day for these
48 meetings. He will continue to work on the draft of the Request for
49 Proposals for a consultant. A subcommittee will be established to help
50 narrow down the applicants and bring the strongest to the MPSC.

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VII. Adjournment:

J. Allen made a motion to adjourn the meeting. M. Tetreau seconded the motion. Vote on the motion: 10-0-0. Meeting adjourned at 8:40 PM.

These minutes prepared by Jaye Trottier and Libby Canuel, Community Development Department Secretaries.

Respectfully Submitted,

Jaye Trottier
Community Development Department Secretary

DRAFT

2012 Master Plan Steering Committee ***“COMMITTEE CHARGE”***

PURPOSE:

The 2012 Master Plan Steering Committee (MPSC) shall provide guidance in the development of the new comprehensive master plan,

DUTIES / RESPONSIBILITIES:

1. Hold meetings and keep minutes of any such meeting, in accordance with RSA Chapter 91-A.
2. To provide general oversight to the master plan process;
3. To assist in the selection of a planning consultant;
4. To insure broad public participation throughout the master plan process;
5. To participate in the development and review of the text, maps, and research involved in the development of the plan and maintain communication with the Planning Board and the community at large;
6. To prepare and submit a final draft of the master plan for Planning Board for public review, input and adoption.

REPRESENTATION:

The Master Plan Steering Committee (MPSC) shall consist of fourteen (14) voting members as follows:

- One (1) appointed representative from the Planning Board
- One (1) appointed representative from the Town Council
- One (1) appointed representative from the School Board
- One (1) appointed representative from the Budget Committee
- One (1) appointed representative from the Zoning Board of Adjustment
- One (1) appointed representative from the Londonderry Conservation Commission
- One (1) appointed representative from the Heritage Commission
- One (1) appointed representative from the Londonderry Housing & Redevelopment Authority
- One (1) appointed representative from the Recreation Commission
- One (1) appointed representative from the Londonderry Business Community
- One (1) appointed representative from the Londonderry Trailways organization
- Three (3) At Large representatives appointed by the Planning Board; preferably 1 each from North, Central and South Londonderry

ORGANIZATION:

Each respective committee or board shall notify the Planning Board (this was done through the email sent out) of its appointees in writing on or before May 27, 2011.

The MPSC shall determine its own rules or order of business, unless otherwise provided by law or Town Charter.

During the MPSC's initial meeting, the members shall appoint a Chairperson and Vice Chairperson.



Heart and Soul Community Planning Orton Family Foundation

Londonderry, New Hampshire
Population: 24,129

Contact:

Andre Garron, Director, Town of Londonderry, Department of Planning and Economic Development
268 B Mammoth Road, Londonderry, NH 03053
agarron@londonderrynh.org

Partnering Organization Contact:

David Preece, Executive Director, Southern New Hampshire Planning Commission
438 Dubuque Street, Manchester, NH 03102
603.669.4664
dpreece@snhpc.org
www.snhpc.org

Check List:

- ✔ Application Cover Sheet
- ✔ Project Summary
- ✔ Application Narrative
- ✔ Preliminary Project Budget
- ✔ Community Network Analysis
- ✔ Letters of Support
- ✔ Map of Town
- ✔ Video Story

How did you hear about this RFP?

I received an email from the Orton Family Foundation

Project Summary

Recognizing that the community is at a major crossroads, the Londonderry Planning Board is embarking on a two-year comprehensive planning process (2012 – 2013) to update to the town's existing 2004 Master Plan (a copy of the town's master plan is available at: http://www.londonderrynh.org/Pages/LondonderryNH_CommDev/plandocs/2004/plan). To truly address these issues and to better understand and discover what matters most to the community, the Londonderry Planning Board is seeking the assistance of The Orton Family Foundation in carrying out an innovative and creative community-wide heart and soul public visioning process. The proposal contained within this application is aimed at harnessing the ability of the town's citizens to imagine, choose and achieve a new vision and a positive future for the community. Toward this goal, a 2012 Master Plan Steering Committee has been organized consisting of 14 members representing every major board and committee within the town. This Committee, a Heart and Soul Advisory Team, and the Town Planning Department will serve as the overall leaders of the project. The Southern New Hampshire Planning Commission has agreed to serve as project coordinator.





IMAGINE LONDONDERRY: 2012 COMPREHENSIVE PLAN

Application Narrative

1. The Town of Londonderry, population of 24,129 (2010 Census), is truly a Southern New Hampshire community under the pressures of growth and at the crossroads of change. Located within one of the fastest growing regions of New England, Londonderry stands out as a special place – both in its geographic location within the state and among its enthusiastic and highly educated residents who care about and are dedicated to bettering the community.¹ Rich in history, natural beauty, and agricultural roots, the people of Londonderry have worked hard to provide, protect and retain the town’s apple orchards, open space, natural wetlands, first class schools and recreation facilities, safe residential neighborhoods, and many successful businesses (such as Insight Technologies and Stonyfield Farms). These community assets make Londonderry a special place to live, work and raise a family (see attached Community Asset Map). Yet despite these positive qualities and assets, Londonderry is at a major crossroads of change. The town’s attractive geographic location within the state and its accessibility to I-93 pose numerous growth opportunities and challenges. Located within minutes of Manchester, NH and less than an hour’s drive of Boston, Londonderry continues to grow and attract new residents and new businesses despite the current economic downturn.

The town’s population grew by only 4.0 percent between 2000 and 2010 after 15% growth between 1990 and 2000. Most of the town’s future growth will be driven by transportation improvements including: (1) the expansion (widening) of I-93 which runs through the eastern part of the community which provides access to large tracts of land surrounding the town’s two I-93 exits; (2) the Manchester-Boston Regional Airport (approximately 70% of which lies within the northwest corner of Londonderry); (3) the pending opening of a new four lane Airport Access Road between the FE Everett Turnpike and the Airport; and (4) the proposed construction of Pettengill Road connecting local roads to the Airport Access Road, including opening up 1,000+ acres of prime commercial/industrial real estate. As a result of all this eminent infrastructure and the predicted loss of open space and rural character, many residents fear Londonderry will become just another sprawling “auto-centric” suburb of the greater Boston-Manchester Metropolitan Area. About 80 percent of Londonderry’s residents currently commute outside of Londonderry for work (2000 census) and as noted in the Community Network Analysis included as part of this application, many residents in Londonderry now do not know nor can they recognize their neighbors.

While other communities located along the I-93 corridor are experiencing similar growth pains, Londonderry’s story is special. Not only is the physical landscape of the town drastically transforming, but the very people and social fabric that make up the town are rapidly changing. Despite a long history of progressive leadership, planning, and a strong civic and community spirit, there is an underlying tension between old town residents who want to maintain the town’s small town feel and rural character and new residents and new businesses who appreciate the town’s rural character, but believe Londonderry must continue to grow and develop in order to sustain itself in the future.

¹ 36 percent of the town’s workforce has obtained four-years or more college education (2000 census).



Londonderry's population demographics and land uses are also changing. For the first time in the town's history (between 2000 and 2010) the community experienced an 84% increase in the number of residents over the age of 62. During the same time period, the town experienced a significant decline (26 to 35%) of the younger citizens of the community ages 0-9 and 30 to 44. In addition, plans are in the works to develop **Woodmont Commons**, a bold new vision for Londonderry – a completely new \$1 billion multi-phased planned community consisting of 600 acres of mixed residential and commercial use to be built adjacent to Exit 4 of I-93 (see: <http://www.woodmontcommons.com/>). This proposed “new urbanism” designed community is seen as a direct challenge to the town's current master plan vision to create a town center within the middle of the community (see attached Community Assets Map).

Recognizing that the community is at a major crossroads, the Londonderry Planning Board is embarking on a two-year comprehensive planning process (2012 – 2013) to create a new blue print for Londonderry to replace the town's existing 2004 Master Plan.² To truly address these issues and to better understand and discover what matters most to the community, the Londonderry Planning Board is seeking the assistance of The Orton Family Foundation in carrying out an innovative and creative community-wide heart and soul public visioning process. The proposal contained within this application is aimed at harnessing the ability of the town's citizens to imagine, choose and achieve a new vision and a positive future for the community. Toward this goal, a 2012 Master Plan Steering Committee has been organized consisting of 14 members representing every major board and committee within the town. This Committee, a Heart and Soul Advisory Team, and the Town Planning and Economic Development Division will serve as the overall leaders of the project. The Southern New Hampshire Planning Commission³ has agreed to serve as project coordinator.

2. The Town of Londonderry has had a long and successful planning history since the adoption of the town's zoning ordinance and first master plan in 1963. Today the Town's Planning Division contains a full time Community Development Director; a full time Town Planner, a full time GIS specialist, and a part time Intern position which is typically filled during the summer months. Londonderry's Town Planner received the 2011 Professional Planner of the Year Award from the New Hampshire Planners Association, and the Community Development Director won the same award in 2005.

Over the years, the Town has supported a variety planning efforts, including several master plans, a specific land use plan for the Northwest corner of the town, updated zoning and a capital improvement program, a growth management ordinance and impact fees, an award winning comprehensive build out study utilizing Community Viz (including the time series function), historic property surveys, open space plans, scenic byways, and various transportation, economic, community development, housing and infrastructure plans and studies (see: http://www.londonderrynh.org/Pages/LondonderryNH_CommDev/plandocs/comm). Many of these planning efforts have been prepared to address the impacts and pressures of growth.

² 2004 Master Plan http://www.londonderrynh.org/Pages/LondonderryNH_CommDev/plandocs/2004/plan

³ Southern New Hampshire Planning Commission is an independent regional planning agency that provides community planning services to thirteen municipalities located within the Southern New Hampshire Planning Region, including the Town of Londonderry.



Despite Londonderry's changing demographics, the Town enjoys vital boards and commissions, strong volunteerism, and voters/town residents that regularly support planning board initiatives, budgets and ordinances. The most significant planning challenge recently addressed by the Londonderry Planning Board was creating a vision, land use plan and appropriate zoning for future growth and planned campus-like industrial development south of the airport. A successful 2003 PLAN NH Charrette was held and recently the planning board adopted both an innovative planned unit development ordinance and a new Gateway Business District for the area.

3. Londonderry is at a major crossroads, both on the landscape and among its citizens. The Town needs a new sense of direction and a new vision for the future based upon the unique qualities, assets and values of the community and its residents. Without a sense of shared purpose, it will be difficult to resolve the underlying tensions and perspectives between old and new residents and adequately address the town's changing demographics. The heart and soul planning process offers the town a unique opportunity to implement values-based planning as the center of the town's 2012 master plan update. We believe, as evidenced in the attached video, that Londonderry has unique qualities. It has a character and spirit among its residents, which when engaged, will help to drive and shape a shared vision for the community. We do not want to see the town's special qualities and authenticity lost as the town continues to grow and develop. Londonderry needs to find its sense of place and protect its heart and soul to remain economically vital and competitive in today's world. This sense of place is tied directly to the community's assets, values and special characteristics.

4. *Imagine Londonderry: 2012 Comprehensive Plan* will be a creative and innovative Heart and Soul visioning project involving open and inclusive dialogue between all sectors of the community – the young, the old, homeowners and renters, as well as business owners and community leaders. The project will utilize a variety and combination of techniques including electronic media, storytelling, neighborhood and community dialogue, community asset mapping, scenario building and testing, and guided visioning techniques. Residents will identify shared community values, create a vision of Londonderry's future and use those values to shape the future development of the community as part of the town's master plan update. The project will also focus on validating the vision through a community-wide assessment of potential development scenarios as well as pursuing realization of the vision through both citizen-initiated and publicly defined actions, policies and ordinances as part of the comprehensive planning process. In addition, a long-term plan to continue the visioning process beyond the Orton Family Foundation's involvement will be included in the final project design.

Specifically the community visioning process will consist of four phases: Phase One -- **Getting Started** which will involve defining the final project design and starting the project through a variety of marketing and public outreach and communication strategies, including electronic media (utilizing the town's website and public access channel; setting up a project Facebook page and developing a project logo; establishing a Project Wall at either the Town Hall or public library; engaging Arts in Action to sponsor art/essay/photo contests and high school students to engage storytelling interviews and to host these videos on a Community Almanac site). Phase Two – **“Imagining and Discovery: Creating the Vision”** will involve sharing and seeking feedback on these storytelling and art contents by airing a multimedia presentation and discussing the town's future. The guts of the guided visioning process will involve facilitating a



number of neighborhood based visioning workshops designed to imagine and seek ideas about Londonderry's future. Also at these workshops community character mapping tools and exercises will be employed, including Crayon Your Community and Where Do We Grow? After all the neighborhood workshops are held throughout the community, all the mapping results and recommendations will be brought together at a community-wide visioning Charrette. Guided discussions will be held seeking guidance and participation in addressing Where Do We Want to Be and How Do We Get There themes which will result in a vision statement/goals and actions.

Phase Three – **“Choosing Londonderry’s Future: Validating the Vision”** will test the vision statement/goals and actions at a facilitated community wide workshop with regard to real life and potential development futures based upon the research and community surveys completed by the Planning Board’s comprehensive planning consultant and utilizing Community Viz. These scenarios will be compared and assessed; priorities will be generated and a preferred future vision for the community will be voted upon. Phase Four – **“Realizing the Vision”** will be facilitated by the Advisory Team and will focus on developing a long term plan and citizen based action groups charged with specific objectives and projects designed to carry out the community’s vision. We believe this Heart and Soul process will produce citizen-driven actions that can be implemented within the community and engage neighborhood planning processes; senior and youth involvement; as well as enhance the overall community at a grassroots level. Much has changed within the community since the town’s 2004 master plan and the upcoming 2012 Comprehensive Planning process will provide the vehicle and key policy document for community leaders and residents to use in making well-informed decisions about vital local issues, ranging from future development and natural resource protection to economic development and transportation needs.

5. Some of the most frequently identified opportunities discussed and identified as a result of the community network analysis include a community civic center, neighborhood playgrounds, walking and pedestrian paths, community supported agriculture (CSAs and a Farmer’s Market), and most importantly a community supported, livable and walkable town center, including greater recreational and social facilities, activities, events and opportunities for young people to strengthen community ties and reduce the tide of youth out-migration. Also, tapping into greater senior citizen involvement and participation in planning and community events is seen as an important source of social capital and networking within the community

6. As evidenced by the attached letters of support, there is a demonstrated commitment and broad participation and engagement among many organizations and people of varying social and economic backgrounds, including participation of youth organizations and Londonderry schools to serve on the project Advisory Team. We envision that the widening separation of generations in town, growth priorities, and differing viewpoints about the overall growth and direction of the town will be barriers for this project. We believe by engaging the public to focus on shared and common values and priorities that this project will succeed and the town will develop and rally behind a new master plan vision and new directions for the community.

7. The Londonderry community has come together previously to envision a “Best Town” planning process as part of the 2004 master plan update. The public has also shown strong participation and attendance at many planning workshops and at other civic issues and projects,



including PLAN NH Charrette as well as the many public meetings held for the proposed Woodmont Commons project. The Town has repeatedly chartered Task Forces to identify solutions to pressing issues including affordable housing, historic properties preservation, open space planning and energy efficiency, among others. In each instance, capable and committed volunteers stepped up to research, discuss and become educated on issues of concern to the community and to offer solutions. As members went through the Task Force process of investigation, discussion and reporting, they became more engaged and began to work as issue champions. All Task Forces reached out to the public through open meetings and workshops. The Open Space Task Force in particular, conducted a public opinion survey to solicit and understand the attitudes and opinions of residents regarding open space priorities. Policy leaders became educated by Task Force members who had studied the issues and recommended solutions that were tailor fit to Londonderry. The Heart and Soul project and our Master Plan update will offer residents increased opportunities not only to actively participate but to believe in and trust that the planning process is open and inclusive and will result in shared and common beliefs and outcomes.

8. All the project partners, the Master Plan Steering Committee and the Heart and Soul Advisory Team have valuable experience in engaging partnerships throughout the municipality and will bring many resources, contacts and networking skills to the project. Town staff and the Boards have an extremely positive working relationship with mutual respect, having carried out numerous zoning ordinances, task force studies and other policies over the years. The Advisory Team will be representative of the community and will be responsible for coordinating and implementing project actions and results, as necessary. Town staff will bring professional services including planning expertise, GIS expertise, administrative support, web presence and meeting materials. We will look to the Advisory Team to provide a sounding board for ideas and project review, assistance in facilitating meetings, and helping to spread the word through media outlets. We hope and believe, however, the Heart and Soul project will result in the formation of long term public action groups and committees which specific charges and objectives. Given Londonderry’s long history of progressive leadership and its strong community spirit, we believe that this will happen.

9. The volunteers and board members of the various boards and commissions of the Town of Londonderry are its greatest strength in terms of leadership. The 14 members of the Master Plan Steering Committee represent every board and commission within the town. Our leadership team will consist of the Master Plan Steering Committee, the Town Planning and Economic Development Division staff and our Heart and Soul project Advisory Team. The Southern New Hampshire Planning Commission has agreed to serve as the Heart and Soul project coordinator and will provide an experienced staff person assigned directly to this project to work a minimum of 24 hours per week to carry out all necessary project coordination, including community networking.

As our Heart and Soul project is currently planned, the Advisory Team will consist of the following members:

- Southern New Hampshire Planning Commission – to serve as the Project Coordinator
- Londonderry Town Planner and Director of Economic & Community Development



- Londonderry GIS Specialist
- Londonderry Planning Intern(s)
- Local Community groups such as Londonderry High School Staff and Students, Business Owners, Developers, Farmers, Churches, Arts in Action, Old Homes Day Committee, Heritage Commission, Londonderry Housing and Redevelopment Authority, Senior Center, Boy Scouts, Girl Scouts and Regional Derry News.

10. The Heart and Soul Project Advisory Team as well as the Project Coordinator and the Town of Londonderry Planning and Economic Development Division will be directly involved in all aspects of the project, including leadership, outreach and communications, community networking as well as helping to plan all the visioning workshops. The Master Plan Steering Committee will also be involved in the project primarily to assist with community networking. The Town of Londonderry will also retain a planning consultant in response to an RFP to assist directly with the comprehensive planning process. Our plan for outreach and communications as proposed in the attached proposed work schedule/timeline is to market the project on the town's website and local media sources, including the town's public access cable television station. In addition, the project coordinator will be responsible for setting up and maintaining a Facebook page about the project; developing a project logo; setting up and maintaining a "Project Wall" either in the Town Hall or Library to let the public know of current activities and to offer continuing opportunities for public input and comments; work with a local organization "Arts in Action" to sponsor community wide art/essay/photo contests; coordinate with high school teachers and students community storytelling by taping interviews of seniors, long time residents, business owners and new comers to the community. These videos will then be aired as podcasts on a Community Almanac site to be set up and managed by the project coordinator. In addition the project coordinator, town staff and local cable access studio will work together to roll all of these videos and the winners of the art/essay/photo contests into a multimedia slideshow or video to be aired at the first visioning open house. Throughout the project, the Town website will be used for general updates and announcements on forums and progress. The project website will also be linked to all forms of social networking and, ideally in addition, to the Facebook page, will have a discussion board/blog forum for the general public to discuss key topics that will not be available for public meetings. The staff will also present master plan updates at community events such as Old Homes Day and other festivals in town. Press releases and notices of meetings will be distributed through posted notice, mass email from the planning staff and regional planning commission, printed in quarterly newsletter and presented on public access television. Also the youth of the community will be directly involved in the project and will conduct interviews and storytelling sessions on public access television that will be hosted on the Community Almanac site and replayed for as much transparency as possible.

11. The Town of Londonderry is ready to begin this important project and has committed both \$25,000 cash and \$17,500 in kind staff support and services to the project (see attached budget). The Southern New Hampshire Planning Commission will also provide \$3,000 in kind GIS staff support and the Advisory Team will be providing many volunteer hours over the two-year project period to meet the Orton Family Foundation's 1:1 match requirement. All in kind support and volunteer hours will be documented, as required by the Orton Family Foundation.

	Orton Family Foundation	Town of Londonderry		Southern NH Planning Commission	Advisory Team	Total
Project Funding	Cash	Cash***	In-kind	In-kind	In-kind**	
Staff						
Project Leadership			\$5,000			\$5,000
Project Coordinator*		\$23,000				\$23,000
GIS Support			\$5,000	\$3,000		\$8,000
Materials/Supplies		\$2,000	\$2,500			\$4,500
Outreach/Communications	\$5,000		\$5,000		\$1,500	\$11,500
Creating the Vision	\$15,000				\$1,500	\$16,500
Validating the Vision	\$15,000				\$1,500	\$16,500
Realizing the Vision	\$15,000					\$15,000
Total Funding	\$50,000	\$25,000	\$17,500	\$3,000	\$4,500	\$100,000

*Assumes min. 24hrs/wk @ \$20/hr

**Community Advisory Team Member Voluntary hours assumes 4/5hrs per week per member @ \$10 - \$15/hr.

*** Town of Londonderry has appropriated \$25,000 cash as part of the master plan project towards this project.

Londonderry Community Network Analysis

Community Networks	Connectors	Conversation Opportunities and Communication Channels
Schools/ Parents/ Teachers/ Students	Art Psaledas, Assistant Principal	PTA Meetings, School Sporting events
Businesses	Andy Mack, Jr. Owner, Gary Hirshberg, CEO, Stonyfield Farms	Mack's Ice Cream, Coffee Shops, Barbershop, Real Estate Agents
Town Departments/ Boards	Shawn O'Keefe, Town Councilor, Art Rugg, Planning Board/Heritage Commission, Ricard Canuel, Health Admin	Town Minutes, Town Website
Farmers	Hank Peterson, Farmer	Apple Orchards, Maple Sugar Farms, Farmer's Market, Grocery Stores
Arts Community	Elaine Farmer, Arts in Action Director	Concerts on the Commons, Social Media, Websites
Newcomers	<i>Those recently involved that are new to Town. Need to identify and reach out to</i>	Local Town Meeting, Town Events and Festivals
Low-Income	Paul Donahue, Londonderry Housing and Redevelopment Authority Director	LHRA Newsletter
Developers	John Michels, Woodmont developer	Woodmont Website
Churches	Father Bob Coutn	Service, After Service Gatherings
Media	Leslie O'Donnell, Editor, Deb Paul, Owner	Londonderry Times, Regional Derry News, Cable Access
Non-Profits	Kathy Wagner, Old Homes Day Chair	Local Town Meeting (March), Website
Youth	Steve D'Esopo, Scout Master Boy Scouts, Girl Scouts	Londonderry Schools, Boy Scout Troop 109 Blog
Seniors	Kimberly Bean, Senior Center Director	Old Homes Day (August), Parades

Letters of Support/Commitment

July 20, 2011

Mr. Andre Garron, AICP
Director, Town of Londonderry
Community Development Department
268 B Mammoth Road
Londonderry, NH 03053

RE: Town of Londonderry's Orton Family Heart and Soul Community Planning Grant Application

Dear Mr. Garron:

The purpose of this letter is to express my support for the Town of Londonderry's application for an Orton Family Heart and Soul Community Planning Grant. It is our understanding that this grant will enable the citizens of Londonderry to engage in a year long planning discussion and visioning process as part of the update to the town's master plan. From the public visioning, new goals, objectives and recommendations for the town will be developed and implemented.

Londonderry High School will commit to joining the Town of Londonderry's Advisory Committee to strengthen the planning effort and seek a new vision and future for Londonderry. Londonderry High School will participate in collaboration meetings of the committee to identify the vision, goals, and other opportunities and implement strategies to support the planning effort. Londonderry High School will provide input for this process and support the committee however needed in order to address this important issue within the Town.

The Lancers of Londonderry High School look forward to working on this Committee and creating a more sustainable future for Londonderry. Please do not hesitate to call me at 432 6941 Extension 2222 if you have any questions or if you require further information.

Sincerely,
Art Psaledas
Art Psaledas
Assistant Principal

July 20, 2011

Mr. Andre Garron, AICP
Director, Town of Londonderry
Department of Planning and Economic Development
50 Nashua Road
Londonderry, NH 03053

RE: Town of Londonderry's Orton Family Heart and Soul Community Planning Grant Application

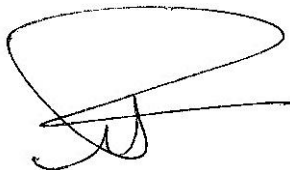
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Londonderry Trailways will commit to joining the Town of Londonderry's Advisory Committee to strengthen the planning effort and seek a new vision and future for Londonderry. A Board Member of Londonderry Trailways will participate in collaboration meetings of the committee to identify the vision, goals, and other opportunities and implement strategies to support the planning effort. Through our representative we will provide input from our members for this process and support the committee however needed in order to address this important issue within the Town.

The Londonderry Trailways looks forward to working on this Committee and creating a more sustainable future for Londonderry. Please do not hesitate to call me at (603) 264-9007 or via email at bobsaur@hotmail.com if you have any questions or if you require further information.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Saur', with a large, sweeping loop at the top and a horizontal line extending to the right.

Robert F Saur
President, Londonderry Trailways



Elaine Farmer, Chairperson
Londonderry Art Council
106 Chase Road
Londonderry, NH 03053

July 20, 2011

Town of Londonderry
Andre Garron
268B Mammoth Road
Londonderry, NH 03053-3416

Dear Mr. Garron;

I am submitting this letter on behalf of the Londonderry Art Council in support of the application for a grant for the Town to conduct a comprehensive visioning process that will complement our 2012 Comprehensive Master Plan. We will be happy to offer the attendance of one of our representatives for these subsequent meetings.

Regards,

A handwritten signature in cursive script that reads "Elaine Farmer". The signature is written in black ink and is positioned above the typed name and title.

Elaine Farmer, Chairperson
Londonderry Arts Council

July 20, 2011

Mr. Andre Garron, AICP
Director, Town of Londonderry
Department of Planning and Economic Development
50 Nashua Road
Londonderry, NH 03053

RE: Town of Londonderry's Orton Family Heart and Soul Community Planning Grant Application

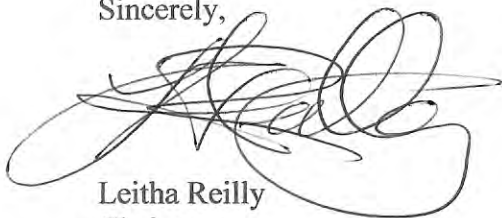
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The Master Plan Steering Committee will commit to joining the Town of Londonderry's Advisory Committee to strengthen the planning effort and seek a new vision and future for Londonderry. The Master Plan Steering Committee will participate in collaboration meetings of the committee to identify the vision, goals, and other opportunities and implement strategies to support the planning effort. The Master Plan Steering Committee will provide input for this process and support the committee however needed in order to address this important issue within the Town.

The Master Plan Steering Committee looks forward to working on this Advisory Committee and creating a more sustainable future for Londonderry. Please do not hesitate to contact me at leithareilly@hotmail.com, or 603.537.2383, if you have any questions or if you require further information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Leitha Reilly', with a large, stylized flourish extending to the right.

Leitha Reilly
Chairperson
Master Plan Steering Committee, Town of Londonderry



SNHPC

Southern New Hampshire Planning Commission

438 Dubuque Street, Manchester, NH 03102-3546, Telephone (603) 669-4664 Fax (603) 669-4350

www.snhpc.org

July 20, 2011

Mr. Andre Garron, AICP
Director, Town of Londonderry
Community Development Department
269 B Mammoth Road
Londonderry, NH 03053

RE: Town of Londonderry's Orton Family Foundation Heart and Soul Community
Planning Grant Application

Dear Mr. Garron:

The Southern New Hampshire Planning Commission is pleased to support the above referenced grant application and to serve in the project coordinator role for the project.

In addition, we will contribute upwards of \$3,000 in kind services, mainly GIS support services to the project as part of the overall matching funds commitment.

We look forward to this exciting and important Heart and Soul visioning project.

Sincerely,
SOUTHERN NEW HAMPSHIRE
PLANNING COMMISSION



David J. Preece, AICP
Executive Director






















**Imagine Londonderry: 2012 Comprehensive Plan
Proposed Work Schedule/Timeline**

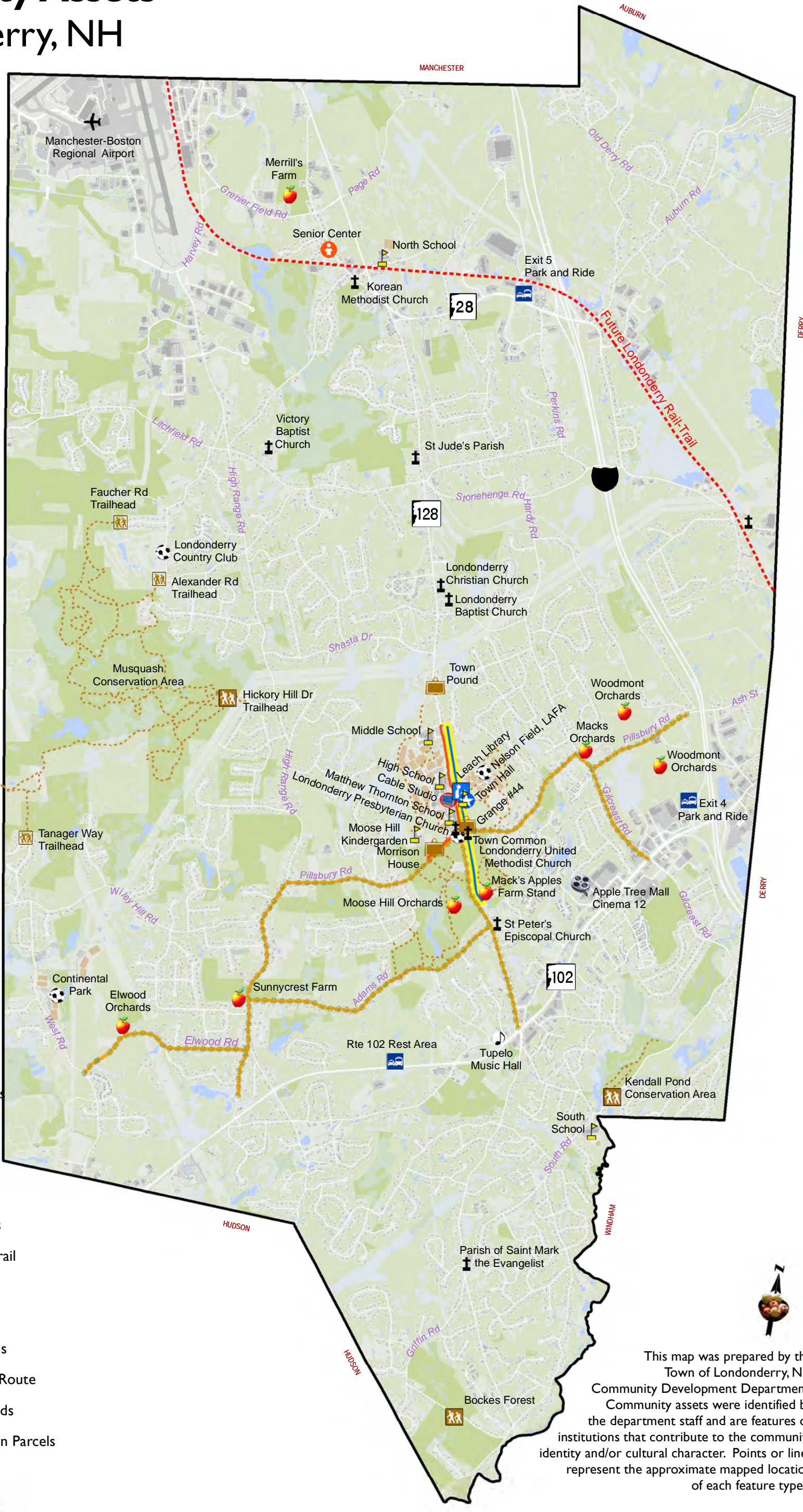
Community Visioning Project								
Tasks	2012-2013							
	Winter 2012	Spring/Summer 2012	Fall/Winter 2012/2013	Spring/Summer 2013				
Getting Started: Outreach/Communications								
Final Project Design: Orton Foundation Training								
Advisory Team Organization/Kick Off Meeting								
Plan Communication Strategies								
Maintain/Market Project on Town Website/Other Media Sources								
Set Up/Manage Project Facebook Site								
Develop Project Logo								
Set Up/Maintain Project Wall @ either at Town Hall or Library								
Sponsor Through "Art in Motion" Art/Essay/Photo Contests								
Initiate Communitywide Storytelling - Tapes/Interviews/Podcasts								
Build a Multimedia Slideshow - Video/Audio of Storytelling and Art								
Set Up/Manage Community Almanac Site								
Imagine & Discover: Creating the Vision								
Advisory Team Meeting - Plan/Advertise Visioning Workshops								
Orton Foundation Training: From Values to Vision								
Facilitate "Imagine/Discover Londonderry" Open House/Forum								
-- Share/Seek Feedback on Multimedia Slideshow/Almanac/Facebook								
-- Identify Shared Community Values/Discuss Town's Future								
Facilitate Series of Neighborhood Based Visioning Workshops								
-- Brainstorm/Seek Ideas/Community Character Mapping								
-- Conduct Crayon Your Community Exercise								
-- Conduct Where Do We Grow? - Mapping Exercise								
Facilitate a Community Wide Visioning Charrette								
-- Bring Together All Neighborhood Ideas/Maps								
-- Facilitate Dialogue - Where Do We Want to Be/How Do We Do It?								
-- Generate Vision Statement/Goals/Actions								
Choosing the Future: Validating the Vision								
Advisory Team Meeting - Plan/Advertise "Choosing the Future" Workshop								
Facilitate Workshop								
-- Map Real Life/Potential Development Futures - Community Viz								
-- Test/Compare Vision Statement with Futures								
-- Rank and Vote - Preferred Future								
Prepare Final Vision Statement/Map/Goals/Actions								
Implementation: Realizing the Vision								
Advisory Team Meeting - Develop Implementation Plan								
Orton Foundation Training: Stewarding								
Key Responsible Party:	<table border="1"> <tr> <td>Project Leadership</td> </tr> <tr> <td>Project Coordinator</td> </tr> <tr> <td>Advisory Team</td> </tr> <tr> <td>Orton Family Foundation Training</td> </tr> </table>				Project Leadership	Project Coordinator	Advisory Team	Orton Family Foundation Training
Project Leadership								
Project Coordinator								
Advisory Team								
Orton Family Foundation Training								

Community Assets

Londonderry, NH

Public or Private Cultural / Recreational Assets

-  Town Hall Facilities
-  Airports
-  Cable Access Centers
-  Churches
-  Schools
-  Trailheads
-  Historic District Sites
-  Libraries
-  Movie Theaters
-  Performing Arts Centers
-  Orchards
-  Parks/Outdoor Rec.
-  Senior Centers
-  Transportation Facilities
-  (Future) Bike/Ped Rail Trail
-  Off-Road Trails
-  Paved Rec. Trails
-  Scenic Designated Roads
-  Old Home Day Parade Route
-  Recreational Sports Fields
-  Permanent Conservation Parcels



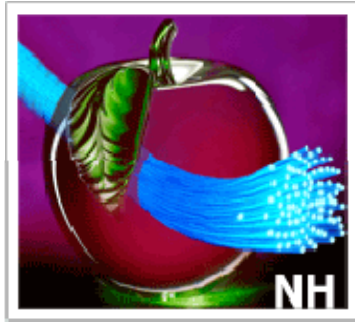
This map was prepared by the Town of Londonderry, NH Community Development Department. Community assets were identified by the department staff and are features or institutions that contribute to the community identity and/or cultural character. Points or lines represent the approximate mapped location of each feature type.



Video Story of Londonderry
(Please click on the image below to play video)



<http://www.youtube.com/watch?v=5dpOEovoGg8>



LondonDerry
Business is good. Life is better.

Request for Proposals:
2012 Master Plan

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I. **Introduction**

The Planning Board of the Town of Londonderry, New Hampshire (Board) is soliciting proposals for professional services (Consultant) to assist the Board in development of a successor to the Town's 2004 Master Plan. The new comprehensive master plan will serve as a guide in considering policy changes, land use planning, budget preparation and capital improvement planning for the Town of Londonderry's future. It is anticipated that work will begin during the fall of 2011 and that the finished product will be ready for adoption by the Planning board at a public hearing in late 2012.

A written outline with a fixed fee amount (contained in a separate sealed envelope, see Sections VI and XIV) for required planning tasks will be received by Andre L. Garron, AICP, Community Development Director, at 268B Mammoth Road, Londonderry, New Hampshire 03053, no later than 4:00 pm on **[NEED TO SELECT DATE], 2011**. Finalists will be invited to review their proposals in a meeting with a sub-committee of the Master Plan Steering Committee.

The Town is presently applying for grant funding under the **Orton Foundation's Heart & Soul Community Planning Program**. If successful, this will provide funding for development of a community visioning and public participation process that will be incorporated into the development of the Master Plan.

II. **Background**

The Town of Londonderry is among the top 10 fastest growing communities in the state of New Hampshire. Londonderry's growth has been steady over the past 30 years, illustrated by the 1990 Census population of 19,781, the 2000 Census population of 23,236, and a 2010 Census population of 24,129. Over the last decade, Londonderry has averaged over two hundred thousand square feet of new commercial and industrial development per year. After several decades of above average growth, Londonderry desires to maintain the balance of improving its economic health while protecting and promoting its historic, agricultural, and cultural heritage.

III. **Scope of Service**

The Consultant is expected to provide all information required by NH RSA 674:2 and 674:3. The following outline is offered to describe the general extent of services to be provided by the Consultant. This outline is not necessarily all-inclusive and the Consultant shall include in the proposal any tasks (or alternatives) and services deemed necessary to satisfactorily complete the project.

A. Master Plan Preparation

1. *Executive Summary* – including a summary of recommendations

for each of the included master plan elements.

2. *Vision Statement(s)* – Provide a section which provides the Vision for the 2012 Master Plan. This will articulate the desires of the Town and its citizens, and will provide the guiding principles and priorities for the Plan’s implementation. The Vision shall direct all other sections of the Master Plan. The Vision Statement(s) shall incorporate the work of the Orton Foundation’s Heart & Soul Community Planning process (should the Town be successful in obtaining a grant for the project).
3. *Land Use*
 - i. Existing land use map, narrative, and analysis;
 - ii. Analysis of existing land use patterns and regulations against future expectations to determine future build-out scenarios;
 - iii. Analysis of existing land use patterns and regulations to determine various recommendations for innovation, sustainability, and smart growth techniques;
 - iv. Future land use map, narrative, and analysis.
4. *Transportation* – Provide a full study (inventory, analysis, and recommendations) of Londonderry’s transportation system, including but not limited to an inventory and needs assessment of the following:
 - i. Roadway (vehicular) network (including consideration of the State’s 10-year Highway Plan, Capacity and Level of Service ratings of major roadways and intersections, traffic statistics including the SNHPC Regional Model, traffic and pedestrian safety issues);
 - ii. Alternative/Non-Vehicular (pedestrian, bicycle, other) transportation networks (Including the Londonderry Trailways Master Plan);
 - iii. Mass/public transit alternatives and opportunities;
 - iv. Transportation Demand Management (TDM);
 - v. Air Service and the opportunities related to the Manchester-Boston Regional Airport
 - vi. Rail Service (re-establishment of old rail lines, I-93 rail opportunities)
5. *Economic Development* – Provide a full study of Londonderry’s economy, including but not limited to:
 - i. Examine the current pattern and trends of the local economy
 - ii. Examine the strong and weak sectors
 - iii. Examine and identify economic growth areas
 - iv. Examine and assess Londonderry’s current and projected labor force and employment position within the region
 - v. Employment requirements of the current labor force and

- future trends
 - vi. Based on Londonderry and the region's population profile, examine the strengths, weaknesses, opportunities and threats regarding are present and future labor force
 - vii. Integrate, expand upon, and analyze the information from Londonderry's 2008 Community Economic Development Plan, SNHPC Regional Economic Development Plan and Target Industry Report to assist Londonderry to create a new economic development strategy
 - viii. Any additional information that would give Londonderry a clear understanding of its economy and its potential
6. *Community Facilities* – Provide a full study of Londonderry's community facilities, including but not limited to an inventory of: the type and location, measure of use, needs assessment, service standards, energy use and facility maintenance.
7. *Natural Resources/Open Space Conservation and Preservation* – Identify critical and sensitive natural resources and areas, along with strategies for their protection and preservation in the course of future development (including the past and present work completed by the Open Space Taskforce). If budget and resources allow, to also include water resources management and protection plan (per RSA 4-C:22).
8. *Natural Hazards* – Identify and assess natural hazards that may cause a threat to the Vision of the Master Plan, along with strategies for avoidance/mitigation of such hazards in the course of future development (building upon the Town's Hazard Mitigation Plan adopted in 2010).
9. *Utilities* – Identify and assess all existing public and private utilities which serve the town and recommend strategies for addressing present deficiencies, future demands with due consideration of technological advances including but not limited to:
- i. Residential related growth areas
 - ii. Commercial and industrial related growth areas
10. *Cultural and Historic Resources* – Identify and assess existing resources, and recommend strategies for their preservation and protection against adverse impacts from other/future land uses and developments.
11. *Housing and Population* – Provide a full study (inventory, assessment, recommendations) of Londonderry's housing market, stock, conditions, and needs and an analysis of population growth

and projections. Recommend strategies to address future housing needs (including regional need) for all age/income levels, and including workforce housing.

12. *Regional Concerns* – Identify and analyze areas or issues of “significant regional concern” (in particular the area south of Manchester-Boston Regional Airport and the area proposed for the Woodmont Commons Development), highlighting the nature of the concern or conflict, and suggesting possible solutions (or alternative means for resolving) (Review SNHPC regional Master Plan, Regional Economic Development Plan, Rail Plans, etc...).
13. *Community Design* – Identify and assess positive physical attributes of Londonderry, and outline the design goals and policies (smart growth, Leadership in Energy and Environmental Design (LEED), Public health initiatives) necessary to guide future public and private development.
14. *Recreation* – Inventory and assess existing facilities and resources, and identify strategies to provide for existing and future demands including strategies supporting public health initiatives.
15. *Implementation* – An implementation strategy (including a suggested action program that generally describes the actions, time frames, responsibilities, and procedures) necessary for implementing the Vision of the Master Plan. Intended to address and monitor the priority issues raised in all other elements of the Plan.
16. *The selected consultant will be responsible for the development of, or assistance in the development of, all necessary maps, graphics, photos, and/or figures within the Master Plan document.*
17. *Other topic areas as deemed appropriate by the consultant and/or the Master Plan Steering Committee.*

IV. **Public Participation**

Public participation is vital to the success of the Master Plan. During the preparation process, which is expected to take approximately 12-18 months, citizen committees will be created to provide input and review specific chapters of the master plan.

It is required that the selected consultant establish a Master Plan website that will be linked to from the Londonderry Town Website. As each chapter reaches preliminary draft, each chapter draft will be put on the Master Plan website for review by the public.

The Town of Londonderry is open to suggestions from the consultant as to the manner in which public input can be encouraged and incorporated into the project – such as, but not limited to, the use of various emerging social media channels and techniques (strongly encouraged by Town Staff).

In any event, it is expected that numerous public meeting/hearings will be conducted in the course of the formulation of the final Plan, and that posting of interim and final drafts will be made on the Master Plan web site. The consultant will also be responsible for making presentations to community service and social clubs, as appropriate. It is also expected that one or more formal public presentations will be required of the consultant, prior to the adoption of the final Plan.

Respondents are encouraged to include in their response their recommended methods for soliciting and incorporating public input into the Master plan Update process, based upon their experience in the field. The use of social media is encouraged to increase public participation.

When all chapters have been completed, a final set of 1-2 hearings will be scheduled for adoption of the plan.

V. ***Town of Londonderry Staff Involvement***

While the Community Development Director, Town Planner, GIS Manager/Planner, and other municipal staff will be closely involved with preparation of the Master Plan, existing work commitments preclude them from spending substantial time conducting research, writing documents, and setting up meetings. It is essential that the consultant be able to dedicate the time needed to conduct these tasks independently and to lead the Master Plan project

VI. ***Proposal Submission***

All responses to this RFP must be received in a sealed envelope and clearly marked “LONDONDERRY MASTER PLAN PROPOSAL” by 4:00PM, on **NEED TO SELECT DATE], 2011** to be eligible for consideration. Proposals shall be submitted to:

Community Development Department
ATTN: Andre L. Garron, AICP
268B Mammoth Road
Londonderry, NH 03053

The proposal and the bid price (including cost estimates and hourly rates, See Section X) should be submitted in separate sealed envelopes.

Please submit nine (9) paper copies of the RFP response, one (1) electronic copy in

Adobe PDF format, and one (1) sealed bid price with your submission. The Town of Londonderry will be employing a quality based selection process, and will not open the bids until all of the proposals have been reviewed for their quality. They shall be publicly opened and read at the following scheduled RFP opening meeting on **[NEED TO SELECT DATE], 2011** at 4:00PM in the Elwood Conference Room on the second floor of Town Hall.

VII. ***Revisions to the Request for Proposals***

If it becomes necessary to revise any part of the RFP, an addendum will be sent to all those who received the original document.

VIII. ***Limitation of Liability***

The Town of Londonderry assumes no responsibility or liability for costs incurred by Proposers in responding to this RFP or in responding to any further request for interviews, additional data, etc.

IX. ***Proposal Preparation***

In order to facilitate evaluation of the proposals, the respondent is instructed to be concise and to follow the outline below in responding. Proposals that do not follow the outline, or do not contain the required information, may be considered as unresponsive proposals. Additional detailed information may be annexed to the proposal.

X. ***Format for Proposals***

Respondents are requested to be concise and proposals should include, in order, the following:

- A. Letter of Transmittal;
- B. Executive Summary;
- C. Brief organizational profile, including background and experience of the firm;
- D. Previous project summaries, including reference contact information, for a minimum of three (3) projects which are similar in scope to the project described herein which demonstrate pertinent corporate and key personnel experience; listing of the pertinent projects may be included. (The Town reserves the right to contact any references provided herein or otherwise obtained);
- E. Proposed Operation Plan and potential Project Schedule including an explanation/discussion of technical approaches and a detailed outline of the

proposed services for executing the requirements of the Proposed Scope of Services (please note that the final master plan document as well as all maps and supporting information is expected to be delivered in both hard copy and electronic format);

- F. Project management including:
 - i. Project organizational chart including key staff to be assigned and their roles in the project
 - ii. Location of office from which the management of the project will be performed
- G. Summary/matrix of key personnel's shared project experience
- H. Appendices: Resumes of person(s) who will be performing the work.
- I. Cost estimates and typical billing rates (In a separate sealed envelope):
 - i. Proposers are urged to provide a Matrix for the Project, showing hours by classification (i.e. Principal, Project Manager, etc.) for the tasks identified in the proposal. A schedule of billing rates by classification, etc. is also desired.
 - ii. Cost Estimates should reflect a proposal with two scenarios; including or not including Task III.A.2 – Vision Statement(s), which is dependent upon the Town's success related to the Orton Foundation Grant.

XI. ***Signature***

The proposal shall be signed by an official authorized to bind the offer and shall contain a statement to the effect that the proposal is a firm offer for a ninety (90) day period from opening. The proposal shall also provide the following information: name, title, address and telephone number of the individual(s) with authority to contractually bind the company and also who may be contacted during the period of proposal evaluation for the purpose of clarifying submitted information.

XII. ***Nature of Proposal and Eligibility***

The proposal shall be submitted in accordance with the Purchasing Procedures and Purchasing Policies of the Town of Londonderry and shall be promulgated thereunder, and shall constitute a firm and binding offer. The determination of whether a proposal may be withdrawn is solely at the discretion of the Community Development Director. However, in no event shall a proposal be withdrawn unless the request for withdrawal is filed within five (5) days of the date of the opening and the proposer establishes that the proposal contains a material mistake and the mistake occurred despite the exercise of reasonable care.

XIII. ***Right to Reject Proposals and Waive Informalities***

The Town reserves the right to reject any or all proposals, to waive any non-material irregularities or information in any RFP, and to accept or reject any item or combination of items.

XIV. ***Proposal Evaluation and Selection***

Proposals will be reviewed using a quality based evaluation process. The Community Development Department staff, along with the selection subcommittee of the Master Plan Steering Committee will evaluate each proposal based on the documentation requested herein, utilizing criteria, which includes, but is not necessarily limited to or in the order of, the following:

- A. The proposal's responsiveness to the RFP (format, capabilities, work program, approach, clarity, ability to meet proposed schedule, etc.);
- B. Apparent specialized experience and technical competence of the firm and its personnel in the required disciplines, including a thorough knowledge of the legal, federal, state and local land use statutes and regulations;
- C. The qualifications and experience of personnel committed to the project;

Once the highest quality proposals have been identified, the staff will contact and schedule interviews of selected firms with the selection subcommittee of the Master Plan Steering Committee. The Staff and Steering Committee will recommend to the Planning Board the highest ranking firm for selection.

Prior to making recommendation to the Planning Board, the Staff and subcommittee will open the separate envelope containing the bids. The Staff and subcommittee reserve the right to hold a second interview with firms to discuss the bid price and negotiate the bids with prospective consultants prior to making a recommendation to the Planning Board.

ATTACHMENT A

TOWN OF LONDONDERRY
REQUEST FOR PROPOSAL
2012 Master Plan

PROPOSAL FORM

Proposal of _____

NAME

ADDRESS

to furnish and deliver all material and perform all work in accordance with the contract with the Town of Londonderry 2012 Master Plan on which proposals will be received until 4:00PM, prevailing time, August X, 2011 at:

Community Development Department
268B Mammoth Road
Londonderry, NH 03053

In accordance with the invitation of the Town of Londonderry to submit proposals for the project herein before named, and in conformity with the Request for Proposals (RFP), the undersigned hereby certifies that the undersigned is the only person, firm or corporation interested in this proposal as principles; that this proposal is made without collusion with any person, firm or corporation; that an examination has been made of the documents furnished with the RFP.

A cost summary and sample level of effort is provided for information along with a proposed fee for proposed services. A rate schedule by labor category is also included.

It is further proposed:

The undersigned declares under penalty of perjury under the laws of the United States and the State of New Hampshire that, in accordance with provisions of Title 23 U.S.C., Section 112(c), the undersigned has not either directly or indirectly entered into any agreement, participated in any collusion or otherwise take any action in restraint of free competitive bidding in connection with this contract.

Certification Regarding Debarment, Suspension and Other Responsibility Matters – Primary Covered Transaction

- I. The prospective primary participant certifies to the best of its knowledge and belief, that it and all its principals: (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal department or committee; (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification and;

(d) Have not within a three-year period preceding this application/proposal had one or more public transaction (Federal, State or local) terminated for cause or default

II. Where the prospective primary participant is unable to certify to any the statements in this certifications, such prospective participant shall attach an explanation to this proposal.

Dated _____ -

(IF A FIRM OR AN INDIVIDUAL)

Signature of Bidder _____

Printed Name _____

Address of Bidder _____

Telephone Number _____

Names and Address of Relevant Members of the Firm:

(IF A CORPORATION OR OTHER ENTITY)

Signature of Bidder _____

Printed Name _____

Address of Bidder _____

Telephone Number _____

Incorporated under the laws of the State of _____

Names of Officers / Member / Principals:

- | | | |
|----|-------|-------|
| 1. | _____ | _____ |
| | Name | Title |
| 2. | _____ | _____ |
| | Name | Title |
| 3. | _____ | _____ |
| | Name | Title |