

1 Londonderry, NH Master Plan Steering Committee, ***INTERVIEW SUB-***
2 ***COMMITTEE MEETING MINUTES OF THE November 22, 2011 MEETING AT***
3 **THE Londonderry Cable Studio**
4

5 Present: Leitha Reilly; Jason Allen; and Mary Tetreau
6

7 Also Present: Community Development Director André Garron, AICP; Town Planner
8 Cynthia May, ASLA; GIS Manager John Vogl; Community Development Secretary
9 Libby Canuel.
10

11
12 **I. Call to Order**
13

14 L. Reilly called the meeting to order at 7:03 pm.
15

16 **II. Review of Comprehensive Master Plan RFP Proposals**
17

18 L. Reilly reported that 11 proposals from a variety of professional organizations
19 had been received as of the November 4, 2011 deadline. The objective of
20 tonight's meeting, she explained, is to review each proposal as it relates to the
21 scorecard provided by staff so that at the next meeting on November 30, a
22 select few can be chosen for the interview process. The scorecard weighted the
23 following categories: Project Approach (40%); Responsiveness to the RFP
24 (15%); Experience and Personnel (25%); Proposal Format and Quality (10%);
25 and Communication, Innovation and Creativity (10%). She thanked staff and
26 RFP subcommittee members for their efforts to review all the submissions.
27

28 The merits of the proposals were reviewed in alphabetical order as follows:
29

30 **A4 Architects, Bar Harbor, ME**
31

- 32 • The proposal relies heavily on the use of technology to visually
33 demonstrate concepts (L. Reilly).
- 34 • The participants who would be involved appeared to have a variety of
35 experience (L. Reilly).
- 36 • The diverse background might be useful in regards to historic
37 preservation (L. Reilly).
- 38 • Overall, the proposal was light on experience relating specifically to
39 Master Plans (L. Reilly).
- 40 • Past performance did not include a town of Londonderry's size and
41 complexity (J. Allen), nor with a New Hampshire town specifically (M.
42 Tetreau).
- 43 • The proposal had a personal approach and the company has access to an
44 office in Derry (J. Allen).
- 45 • Not many details were provided regarding how to prepare a
46 comprehensive Master Plan (M. Tetreau and A. Garron).
47

48 **Behan Planning & Design, New York**

- 49
- 50 • The proposal features a team effort including a local liaison as well as
 - 51 experts dealing with transportation and utilities, economic analysis, and
 - 52 hazard mitigation (L. Reilly).
 - 53 • Behan seemed to understand the economics of the area and
 - 54 demonstrated a familiarity with the needs and opportunities of the region
 - 55 (L. Reilly).
 - 56 • Findings will be translated into layman's terms (L. Reilly).
 - 57 • Behan has experience in securing grant funds and conducting fiscal
 - 58 impact analyses (L. Reilly).
 - 59 • They exhibit a history of working with communities like Londonderry that
 - 60 have a rural character and are seeking to grow (L. Reilly).
 - 61 • Behan was the consultant for Londonderry's 2004 Master Plan update (J.
 - 62 Allen).
 - 63 • The communication plan could be more robust (A. Garron), however they
 - 64 do specify what they are willing and not willing to do which avoids
 - 65 assumptions on the Town's part (L. Reilly).
 - 66 • Many names were identified but their specific roles were not always clear
 - 67 (J. Vogl).
 - 68

69 **Community Opportunities Group, Boston MA**

- 70
- 71 • Like Behan, a team approach is offered with various companies handling
 - 72 the communication and documentation portion, transportation aspects,
 - 73 and site planning and environmental sustainability issues (L. Reilly).
 - 74 • The applicant has several clients in NH (L. Reilly).
 - 75 • They provided detailed examples as to how they would relate to a Master
 - 76 Plan for Londonderry specifically (L. Reilly).
 - 77 • The task outline implied an order, yet community participation was ranked
 - 78 as number four. It is not clear if that was intentional or not. The quality
 - 79 and experience were apparent, but the order was not (L. Reilly and C.
 - 80 May).
 - 81 • The proposal provided a solid implementation plan with concrete steps (M.
 - 82 Tetreau and A. Garron).
 - 83 • Example projects revealed experience with village town aspects similar to
 - 84 Londonderry's. One town in particular did not have a village center, an
 - 85 issue with which Londonderry is familiar (J. Allen).
 - 86 • The proposal showed innovation with the Community Sustainability Index
 - 87 that offers a scorecard of where Londonderry is and where it can go (A.
 - 88 Garron).
 - 89 • Potential funding programs are cited (A. Garron).
 - 90 • Overall, the proposal captured what staff was looking for (A. Garron).
 - 91

92 **Community Preservation Associates**

- 93
- 94 • The applicant consulted on the Master Plan for Amherst, NH (as well as 17
 - 95 more in Massachusetts and several in Rhode Island) (L. Reilly).

- 96 • Their current work in Acton, MA provides a very detailed implementation
97 plan (L. Reilly).
- 98 • The opening letter outlined clear roles and responsibilities (L. Reilly).
- 99 • They acknowledged Londonderry's link with the Southern New Hampshire
100 Planning Commission (L. Reilly).
- 101 • They took the initiative to perform thorough research of Town documents,
102 e.g. referencing the recent Open Space Task Force report and Master Plan
103 meeting minutes (L. Reilly, A. Garron, and J. Allen).
- 104 • Their approach to addressing each section of the Master Plan to be
105 updated was encouraging (A. Garron).
- 106 • They showed creativity with regard to obtaining community input (M.
107 Tetreau).

108
109 **Hawk Planning Resources, LLC, Concord, NH**

- 110
- 111 • The proposal features an interesting team of resources to handle
112 landscape architecture, transportation aspects, and economic
113 development (L. Reilly)
- 114 • The chief principal handling economic development was the former
115 Director of Economic Development Strategy for the State of NH under
116 three separate Governors (L. Reilly)
- 117 • The proposal incorporates a Geographic Information Systems company
118 out of Durham (L. Reilly).
- 119 • The applicant recommends engaging 2 professionals from the UNH
120 Cooperative Extension to aid in economic development impact analysis
121 and moderating workshops as well as an IT professional for social
122 networking. (L. Reilly and J. Vogl) (A. Garron noted that the UNH Coop
123 Ext. consulted with Londonderry during its 2003 Best Towns Initiative).
- 124 • Their listening exercises feature a more active approach on the part of the
125 consultant (J. Vogl).
- 126 • They offer a significant number of meetings (i.e. 7) with the public (L.
127 Reilly).
- 128 • There could have been more detail about the topics specified in the RFP,
129 e.g. they could have elaborated on land use, transportation, etc. and
130 shown more knowledge about Londonderry (L. Reilly).
- 131 • A strong commitment to implementation and a clear plan were apparent
132 (J. Vogl).
- 133 • Their recognition of the forthcoming community survey implied that they
134 are prepared to work with those results (J. Vogl).

135
136 **Jeffrey H. Taylor & Associates, Concord, NH**

- 137
- 138 • The proposal includes a team approach to address graphic planning with
139 regard to landscape architecture, GIS services, and applied economic
140 research (L. Reilly).
- 141 • Past experience includes consulting on Master Plans for Berlin and
142 Farmington, NH (L. Reilly).

- 143 • They have been involved in the Manchester-Boston Regional Airport
144 Design charette, the Exit 5 TIF planning, the Airport Access Road, and the
145 Airport Master Plan (L. Reilly).
- 146 • Having interviews on the local cable channels was suggested as a way to
147 advertise the process to residents. (L. Reilly).
- 148 • An energy chapter was addressed (for an additional fee) (L. Reilly).
- 149 • The concepts of what Londonderry could become and what the town could
150 get out of their efforts were not adequately addressed. If they cannot
151 effectively communicate their intentions, will that also be reflected in their
152 communication plan with the public? (L. Reilly and J. Allen).
- 153 • Public participation was identified for the visioning process, but not for the
154 end of the process (J. Allen).
- 155 • The proposal did not address the individual chapters outlined in the RFP
156 (J. Allen). Considering they met with staff to review the RFP, the end
157 product could have been more thorough (A. Garron).

158
159 **Paul Lukez Architecture, Somerville, MA**

- 160
- 161 • The proposal includes a team handling such issues as traffic and
162 transportation and economic development (L. Reilly).
- 163 • The cover letter was addressed to Town Council Chair Sean O'Keefe, even
164 though the RFP instructed applicants to address it to A. Garron (L. Reilly).
- 165 • The proposed conceptual framework showed an understanding that
166 different aspects can fall under more than one category (L. Reilly).
- 167 • Despite extensive credentials, there is no experience with an overall town
168 Master Plan (L. Reilly).
- 169 • They seem to specialize more in urban areas as opposed to smaller
170 projects (M. Tetreau and A. Garron).

171
172
173 **Peter J. Smith & Company, Buffalo, NY**

- 174
- 175 • They developed the Manchester Parks and Recreation Master Plan as well
176 as other and Master Plans done around the country (L. Reilly).
- 177 • Specifics were provided about the types of interactive public meetings
178 they propose, e.g. receiving feedback on issues and potentials of the
179 community, evaluating goals and objectives, and establishing projects and
180 priorities (L. Reilly).
- 181 • Neighborhood meetings were proposed (L. Reilly).
- 182 • The implementation plan was light on details but still impressive. (L.
183 Reilly and A. Garron).
- 184 • A 12-month time frame was proposed, but the applicant seems to have
185 the depth of experience and displayed the confidence to make that a
186 reality (L. Reilly and C. May).
- 187 • Although field work will be done in Londonderry, the applicant does not
188 have a local office. (J. Allen). Someone is, however, scheduled to be in
189 town regularly (C. May).
- 190 • The tasks put forth were highly detailed and easy to follow (A. Garron).

- 191 • They can do all the work in-house, therefore more funding can be used
- 192 more on the project itself rather than on coordinating with other entities
- 193 (C. May).
- 194 • The layout of the proposal was effective (C. May).
- 195 • Examples provided of past work echoed what one would expect the end
- 196 product to be for Londonderry (C. May).
- 197 • What Londonderry would gain by their consultation was clear (J. Vogl).
- 198 • Innovative ideas were provided, including chapters on food,
- 199 environmental sustainability, and cultural arts and recreation (J. Vogl).
- 200 • The proposal addressed "healthy communities," and how that translates
- 201 into sustainability issues and being economically viable (C. May).
- 202 • The format of criteria in the RFP was not followed, but it was done in a
- 203 positive way (A. Garron).
- 204 • There was an emphasis on the build out analysis, what it meant, and how
- 205 they would use it (J. Vogl).

206 **SNHPC**

- 207
- 208
- 209 • The proposal includes a team handling the visioning process, landscape
- 210 architecture, transportation, and housing and community fiscal impact
- 211 analysis (L. Reilly).
- 212 • The applicant provided very detailed feedback on each category in the
- 213 RFP, exhibiting a true understanding of the town, the region and what
- 214 Londonderry may be looking for (L. Reilly, J. Allen, and A. Garron).
- 215 • They included two additional planning elements, i.e. energy and the arts
- 216 (L. Reilly).
- 217 • They recently completed the Derry Master Plan update (L. Reilly).

218 **Town Planning & Urban Design, Franklin, TN, Regional office in Maine**

- 219
- 220
- 221 • All their resources are in-house (L. Reilly).
- 222 • Defined measures of success were outlined up front (L. Reilly).
- 223 • Only a limited number of projects are taken on each year (L. Reilly).
- 224 • Innovative planning and presentation ideas were interesting (L. Reilly).
- 225 • The applicant has done Master Plans in towns in Illinois, Montana, and
- 226 Virginia that share certain aspects with Londonderry's unique needs. (L.
- 227 Reilly).
- 228 • Overall, it was an engaging proposal that paid close attention to the RFP
- 229 (A. Garron and J. Allen).
- 230 • The applicant demonstrated a great ability to communicate and wants to
- 231 engage a broad scope of the community on every level (C. May).
- 232 • Their plans to use the internet and social networking were clear and
- 233 inventive (J. Vogl and C. May)

234 **VHB, Bedford, NH**

- 235
- 236
- 237 • RKG Associates would handle the design and charette services (L. Reilly).

- 238
- 239
- 240
- 241
- 242
- 243
- 244
- 245
- 246
- The applicant has done Master Plans for Merrimack and Bedford, NH as well as several in Massachusetts (L. Reilly).
 - They are a member and sponsor of Rails to Trails Conservancy (L. Reilly).
 - Their use of an interactive audience participation tool can enable residents who do not want to interact in a meeting to provide their input (L. Reilly).
 - Their charette process is nationally recognized (A. Garron).
 - The applicant addressed the RFP in its entirety (A. Garron).
 - They are familiar with the region (A. Garron).

247 **III. Other Business**

248

249 There was no other business.

250

251 L. Reilly said the next meeting of the RFP Subcommittee will take place on

252 November 30, 2011 at 7 PM.

253

254 **IV. Adjournment**

255

256 The meeting adjourned by consensus at 8:08 PM.

257

258 Respectfully submitted,

259

260

261 Jaye Trottier and Libby Canuel, Community Development Secretaries