

Business is good.  
Life is better!

# Town of Londonderry

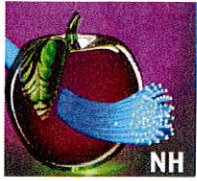
## Community Development Department

268B Mammoth Road  
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## TOWN OF LONDONDERRY MASTER PLAN STEERING COMMITTEE MEETING DECEMBER 28, 2011 7 PM, LONDONDERRY CABLE ACCESS STUDIO AGENDA

- I. Call to Order
- II. Approval of the October 26, 2011 Steering Committee Meeting Minutes;  
December 15, 2011 RFP Sub-Committee Meeting Minutes; November 30, 2011  
RFP Sub-Committee Meeting Minutes
- III. Master Plan Consultant Recommendation
- IV. Next Steps and Master Plan Schedule
- V. Adjournment



# Town of Londonderry

## Community Development Department

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Business is good. Life is better.

To: Leitha Reilly  
From: Andre Garron, AICP, Community Development Director  
CC: Cynthia May, Town Planner  
Date: December 23, 2011  
Subject: Town Planning and Urban Design Collaborative (TPUDC)

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Town Planning and Urban Design Collaborative were selected amongst four other firms to assist Londonderry in preparing a Comprehensive Master Plan. In doing its due diligence, staff called upon several of the references identified in TPUDC's proposal about the work they performed in those respective communities. I focused in on the communities that TPUDC did master plan work in, with Durham, NH as an exception, because they were local. Staff called and spoke with:

1. Sandrine Thibault, Comprehensive Planner, City of Burlington Vt.
2. Jim Campbell, Planning Director, Town of Durham, NH
3. Scott Chase, Planning Director, City of Havelock, NC
4. Paul Conner, AICP, Planning and Zoning Director, South Burlington, Vt.

All four responded very favorably to TPUDC and thought their work product was done very professionally and met the commitments, needs and expectations of their respective contracts.

Jim Campbell of Durham, NH said that TPUDC did a great job with the citizen's participation part of their Commercial Core Strategic plan, particularly the public charrette. The Town had to work a bit harder with TPUDC to get the final plan the way they wanted it, but in the end, TPUDC listened and developed a plan that met their needs and expectations. Scott Chase from the City of Havelock stated that the citizen participation part of their master planning effort was not as robust as they had hoped, but he stated that is was more an issue of community apathy than it was the efforts of TPUDC. Mr. Chase stated that Matt Noonkester did a great job for the City of Havelock, NC on behalf of TPUDC in their master planning efforts. Sandrine Thibault of the City of Burlington, VT stated that Brian Wright, Team leader of TPUDC, did a great job. His engaging personality brought about some very good input from the community. Paul Conner stated that TPUDC is about midway through their Center City Master Planning effort for the City of South Burlington (Different city from Burlington, Vt.). Brian Wright is the Team leader there as well and the project is moving forward in accordance with their work plan. They took the time, at TPUDC suggestion, to interview each City Council and Planning Board member individually to insure that they were getting their insights on the community.

I asked them all if they had to do it again, would they hire TPUDC to do the work, all stated clearly, that they would.

# MASTER PLAN INTERVIEW EVALUATIONS

**Firm Evaluated: VHB**

Evaluator: \_\_\_\_\_

<b>Project Approach</b>	<b>Score</b>
1. Visioning Process/Public Participation	
2. Master Plan Format/Organization	
3. Commitment to Organize & Lead Process	
4. Reasonable Project Schedule	
5. Commitment to Multiple Meetings	
6. Implementation Strategy Addressed	
7. Approach that Fits Londonderry	
8. Integration of Economic Impacts of Planning	

<b>Experience and Personnel</b>	<b>Score</b>
1. Complete Team w/Expertise in Critical Areas	
2. Single Project Contact/Lead	
3. Commitment of Key Personnel over Project Duration	
4. Local Representation	
5. Effective Communication Skills	

<b>Proposal Format and Quality</b>	<b>Score</b>
1. Organization, Clarity, Comprehensiveness	
2. Graphics that Explain and Support Text	
3. Innovative Design and Layout	

<b>Responsiveness to the RFP</b>	<b>Score</b>
1. Complete and Comprehensive	
2. Community and Regional 'Knowledge'	

<b>Communication, Innovation and Creativity</b>	<b>Score</b>
1. Expressed Integration of Ideas with Required Master Plan Elements	
2. Communicates the American Planning Association's 21st Century Strategic Plan: Lead, Innovate, Inspire	
3. Proposal to Use Images and Graphics to Communicate, Educate & Express Ideas and the Vision	

**Scoring Key:**

- 10 = Exceeds Expectations (Demonstrates better than average knowledge and/or skills)
- 5 = Meets Expectations (Demonstrates adequate knowledge and/or skills)
- 1 = Does Not Meet Expectations (Does not demonstrate adequate knowledge and/or skills)

1 **LONDONDERRY, NH MASTER PLAN STEERING**  
2 **COMMITTEE**

3 **MINUTES OF THE October 26, 2011 MEETING AT THE Cable Access**  
4 **Center**

5  
6 Members Present: Leitha Reilly, Chair and Planning Board Representative;  
7 Marty Srugis, Vice Chair and Heritage Commission Representative; Joe  
8 Green, Town Council Representative; Lisa Whittemore, Budget Committee  
9 Representative; Larry O'Sullivan, Zoning Board of Adjustment  
10 Representative; Mike Speltz, Conservation Commission Representative;  
11 Jason Allen, Londonderry Housing Redevelopment Authority Representative;  
12 Representative; Deb Paul, Business Community Representative; Mary  
13 Tetreau, At Large Representative (North); and Mary Soares, Planning Board  
14 Alternate

15  
16 Also Present: Community Development Director André Garron, AICP; Town  
17 Planner Cynthia May, ASLA; GIS Manager John Vogl; Community  
18 Development Secretary Libby Canuel.  
19  
20

21 **I. Call to Order**

22  
23 L. Reilly called the October 26, 2011 meeting to order at 7:07 PM  
24

25 **II. Review/Approve September 28, 2011 minutes**

26  
27 **L. Whittemore made a motion to approve and sign the minutes**  
28 **from the September 28, 2011 meeting. J. Green seconded the**  
29 **motion.** No discussion. **Vote on the motion: 6-0-3.** (Jason Allen,  
30 Larry O'Sullivan, and Mary Tetreau abstained as they were absent  
31 from the September 28, 2011 meeting).  
32

33 **III. Public Comment**

34  
35 There was no public comment.  
36

37 **IV. Community Survey Vendor Recommendation**

38  
39 At the September 28, 2011 meeting, estimates for a telephone survey  
40 from three research groups (Pulse Research out of Portland, Oregon,  
41 the UNH Survey Center, and Granite State Research in Londonderry)  
42 were reviewed. A. Garron was asked to contact each vendor to make  
43 the quotes more comparable by determining whether meetings were  
44 included and what the confidence level of each group was. A  
45 subcommittee was then formed to review the revised estimates [see  
46 Attachment #1] and make a recommendation to the Committee. L.  
47 Reilly reported that the subcommittee has recommended the UNH

48 Survey Center based on the quality of output promised, their  
49 experience with telephone surveys, the advantage of using a local  
50 business, and the overall cost. A. Garron added that the UNH Survey  
51 Center was amenable to reducing their 500-15 minute estimate by  
52 \$444.00 in order to come in under the MPSC budget. M.  
53 Tetreau asked if the sample size had been selected. A. Garron replied  
54 that the consensus between the MPSC and the subcommittee seemed  
55 to favor the 500-10 to 15 minute survey, the length of which will  
56 depend on how many questions are ultimately chosen. He added that  
57 some of the consultants who have responded to the Request for  
58 Proposals have expressed interest in helping the MPSC form the  
59 survey questions. Timing between the hiring of a consultant and  
60 performing the survey was discussed, with J. Allen and L. Reilly noting  
61 that it could be advantageous to wait until after the 2012 Presidential  
62 Primary and its associated telephone surveys. **M. Speltz made a  
63 motion to accept the subcommittee's recommendation to hire  
64 the UNH Survey Center to perform a 500-10 to 15 minute  
65 survey as needed. M. Tetreau seconded the motion. No  
66 discussion. Vote on the motion: 9-0-0.**

67  
68 To assist the subcommittee in generating the most appropriate survey  
69 questions, A. Garron encouraged members to provide input about  
70 what information the MPSC is looking to obtain. Staff will also be  
71 reviewing similar surveys conducted in other towns to garner ideas,  
72 however, the goals of the Committee need to be in place first. J.  
73 Green noted that the subcommittee is looking for direction from the  
74 MPSC as to whether they should develop the survey questions or if the  
75 survey firm should. Most agreed that the overall intentions and goals  
76 need to be provided to the research group so they can use their  
77 expertise to craft appropriate and effective questions. The  
78 subcommittee can then adjust the questions if need be to specifically  
79 suit Londonderry. J. Green suggested that the remainder of the  
80 meeting should be utilized to brainstorm ideas for questions. Members  
81 each offered their thoughts:

- 82  
83 • (M. Srugis & J. Green) Two vital questions would be what rate  
84 and kind of growth residents feel is appropriate for Londonderry  
85 and what balance between residential and commercial/industrial  
86 they would like to see.
- 87  
88 • (J. Allen) Qualifying questions should be used to determine what  
89 level of interest respondents have in the community both  
90 currently and for its future.
- 91  
92 • (L. Reilly) Those questions would also provide insight into the  
93 data collected by providing the context of the respondent's  
94 background.

95

- 96 • (L. Whittemore) Identifying questions provide motives and will  
97 be critical to both this survey and future endeavors as residents  
98 decide how to manage with the changes Londonderry faces.  
99
- 100 • (D. Paul) Topics should be prioritized and areas of importance  
101 should include economic vitality, natural, historical, and cultural  
102 resources, and community facilities and infrastructure.  
103
- 104 • (L. Whittemore) The level of specificity in the answers can be  
105 maximized by using a format with a range of responses (i.e.  
106 "agree," "strongly agree," "strongly disagree").  
107
- 108 • (L. Whittemore) Qualifying questions should be posed first while  
109 more essential issues should be addressed further into the  
110 survey.  
111
- 112 • (L. O'Sullivan) The focus of the questions should be about what  
113 vision the participants have for Londonderry and how the Master  
114 Plan can help realize those aspirations.  
115
- 116 • (J. Green) Questions regarding the natural, cultural, historic,  
117 and recreational resources will help define the direction that  
118 residents feel is best for the town.  
119
- 120 • (L. O'Sullivan) Questions should be simple and should include  
121 how long respondents have lived in town, how long they would  
122 like to continue living in town, what keeps them here, what they  
123 like about Londonderry, and what current conditions they would  
124 like to retain.  
125
- 126 • (J. Green) The overall Master Plan has to have actionable items  
127 so that the Town can be guided as to how to reach those ideas  
128 envisioned.  
129
- 130 • (M. Srugis) Questions should focus on the "big picture," much  
131 like those of the Northwest Small Area Master Plan, so as to  
132 capture what residents want to see developed in general rather  
133 than specifically.  
134
- 135 • (M. Srugis) We should examine how the results tie in with the  
136 rest of the southern New Hampshire region.  
137
- 138 • (D. Paul) Concepts should be clearly defined so it is not  
139 assumed that respondents understand what is being asked.  
140
- 141 • (D. Paul) Important questions that do not make it into the  
142 survey can be addressed during charrettes.  
143

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- 165
- (D. Paul) Once questions are developed by the survey company, the MPSC should ensure they are tailored to Londonderry.
  - (M. Speltz) The survey should focus on what are people's values, attitudes and beliefs (e.g. what do you value about Londonderry?) because those things shape the answers and will lead to a Master Plan that can maximize those values. Asking them to quantify specifics will complicate the survey.
  - (M. Tetreau) A ten minute survey would be more effective than a 15 minute survey; the MPSC can make use of the charrettes to address questions not included in the survey.
  - (J. Allen) The survey is the only opportunity to get a broad spectrum of the public, i.e. people who do not regularly participate in local government. An uncomplicated ten minute survey will capitalize on that demographic.
  - (A. Garron) An open ended question that allows residents to share any ideas or comments is a useful tool to gain insight into their values and beliefs.

166 L. Reilly noted that the deadline for RFP applications is November 4,  
167 after which the RFP subcommittee will meet to begin their review. It  
168 was decided that the subcommittee will tentatively meet on November  
169 30 and will bring their recommendations to the MPSC to their next  
170 meeting on December 28.

171

172 **V. Adjournment**

173

174 **L. O'Sullivan made a motion to adjourn the meeting. M. Srugis**  
175 **seconded the motion. Vote on the motion: 9-0-0.**

176

177 The Meeting adjourned at 8:16 PM.

178

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

181

182 Respectfully submitted,

183

184

185

186

187 Jaye Trottier

188 Community Development Department Secretary.

## Comprehensive Master Plan Survey Proposals

Company/ Sample Size	Pulse Research Portland Oregon	UNH, Durham NH	Granite State Research Londonderry, NH
400-10 min	\$8,495.00	\$10,170.67	\$12,530.00
400-15 min	\$10,950.00	\$13,100.05	\$14,290.00
500- 10 min	\$10,495.00	\$11,674.37	\$15,030.00
500-15 min	\$13,495.00	\$14,814.58**	\$17,290.00
Meetings*	\$1,950.00	Included	Included
Reporting	\$950.00	Included	Included

\* Plus Travel

\*\* UNH 500-15 min. proposal adjusted as direction by survey sub-committee



1 Londonderry, NH Master Plan Steering Committee, ***INTERVIEW SUB-***  
2 ***COMMITTEE MEETING MINUTES OF THE November 30, 2011***  
3 **MEETING IN THE Moose Hill Council Chambers**  
4

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

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

10  
11 **I. Call to Order**  
12

13 L. Reilly called the meeting to order at 7:07 pm.  
14

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

17 L. Reilly summarized that at the November 22 meeting of the Interview  
18 Subcommittee, 11 proposals from a variety of professional organizations  
19 were reviewed. Subcommittee members used a quality based approach  
20 to rank their preferences on a weighted scorecard. The criteria utilized  
21 were Project Approach (40%); Responsiveness to the RFP (15%);  
22 Experience and Personnel (25%); Proposal Format and Quality (10%);  
23 and Communication, Innovation and Creativity (10%).  
24

25 The purpose of this meeting, she explained, was to narrow the list based  
26 on those scores. Five proposals were consequently selected, as the first  
27 two ranked 7.85 out of 10 or higher and the next three were within the  
28 7.67 to 7.72 range. Since the next closest score was 7.43, it was decided  
29 that aforementioned five alone would be considered. Following more  
30 discussion, a decision was made to open the bids of the top five. It was  
31 reasoned that if any of the firms put in a bid that was well in excess of the  
32 \$125,000 budget voted on by the Master Plan Steering Committee, it  
33 would not be prudent to pursue an interview. Scores and bids were as  
34 follows:  
35

<b>Company</b>	<b>Rank</b>	<b>Average Total Score</b>	<b>Bid proposal</b>
Town Planning & Urban Design	1	8.95	\$150,000
Peter J. Smith & Company	2	7.85	\$124,080
Community Opportunities Group	3	7.72	\$124, 920
Hawk Planning Resources	4	7.69	\$121,720
VHB	5	7.67	\$124,750

36  
37 Town Planning & Urban Design's (T.P.U.D.C) proposal was therefore  
38 \$25,000 over budget while the remainder were under. Because of their

39 high score, however, Subcommittee members asked staff to contact  
40 T.P.U.D.C. to ascertain whether their bid was negotiable. If they were  
41 willing to reduce the bid but had to withdraw part of their proposed  
42 services to do so, the Subcommittee asked to know first what would be  
43 sacrificed in order to conclude whether the proposal was still sufficient.  
44 Based on the answers to those questions, the Subcommittee will decide  
45 whether or not to invite T.P.U.D.C for an interview.

46  
47 Subcommittee members will coordinate with staff and the five finalists to  
48 arrange for interviews to occur in the next two weeks so a  
49 recommendation can be made to the Master Plan Steering Committee at  
50 their December 28 meeting.

51

### 52 **III. Approval of November 22, 2011 Sub-Committee Minutes**

53

54 The consensus of the Subcommittee members was to approve the  
55 minutes of the November 22, 2011 meeting. D. Paul abstained as she  
56 had not attended the meeting.

57

### 58 **IV. Other Business**

59

60 There was no other business.

61

### 62 **IV. Adjournment**

63

64 The meeting adjourned by consensus at 7:58 PM.

65

66

67 Respectfully submitted,

68

69

70

71 Jaye Trottier, Community Development Secretary

1 Londonderry, NH Master Plan Steering Committee, ***INTERVIEW SUB-***  
2 ***COMMITTEE MEETING MINUTES OF THE December 15, 2011 MEETING IN***  
3 ***THE Moose Hill Council Chambers***  
4

5 Present: Leitha Reilly; Jason Allen; Mary Tetreau; Deb Paul; Lisa Whittemore; and  
6 Bob Saur.  
7

8 Also Present: Community Development Director André Garron, AICP; Town Planner  
9 Cynthia May, ASLA; GIS Manager John Vogl; Community Development Secretary  
10 Jaye Trottier.  
11

12 **I. Call to Order**  
13

14 L. Reilly called the meeting to order at 10:00 am. L. Reilly explained the  
15 interview process to the Sub-committee members, and described the Master Plan  
16 Interview Evaluation score sheets to be filled out by each member at the end of  
17 each of the 5 interview presentations. The scores would be entered into a  
18 spreadsheet by the Community Development Secretary to identify the highest  
19 scoring consultant team at the end of the interviews. She noted that the interview  
20 evaluations were based on the same topic areas used by the Sub-committee to  
21 score the consultant's proposals, with the highest weight attributed to the project  
22 approach. The interview evaluations broke out the criteria for each topic area into  
23 individual items for a more detailed assessment, and scoring was to be limited to 3  
24 numbers, with 10 for "Exceeds Expectations" (Demonstrates better than average  
25 knowledge and/or skills), 5 for "Meets Expectations" (Demonstrates adequate  
26 knowledge and/or skills), and 1 for "Does Not Meet Expectations" (Does not  
27 demonstrate adequate knowledge and/or skills.)  
28

29 C. May explained that the 3 staff members present would also fill out score  
30 sheets, but staff scores would not be included in the tabulations. Staff would  
31 provide verbal input if requested by the Sub-Committee. L. Reilly concluded the  
32 overview of the interview process with a reminder that at the end of the day, the  
33 Sub-committee would be identifying the consultant group that would be  
34 recommended to the full Master Plan Steering Committee for selection at the  
35 meeting scheduled for December 28<sup>th</sup>. Interviews were scheduled for one hour  
36 time frames with approximately 20 minutes for presentations and the remaining  
37 time for questions and answers. The 15 minutes between interviews allowed time  
38 for members to fill out their score sheets.  
39

40 **II. Interviews**  
41

42 The five firms presented to the Sub-committee in the following order:  
43

- 44 1. Vanasse Hangen Brustlin, Inc. (VHB):
  - 45 R. Gordon Leedy, Jr. ASLA, AICP, Director of Land Development, VHB
  - 46 M. Robin Bousa, Director of Transportation Systems, VHB
  - 47 Ralph Willmer, FAICP, Senior Planner and Project Manager, VHB

- 48 Dareen J.A. Mochrie, RKG Associates, Inc.  
49
- 50 2. Hawk Planning Resources:  
51 Roger C. Hawk, President, Hawk Planning Resources  
52 Jack Mette, AICP, Mette Planning Consultants  
53 Stuart T. Arnett, Economy Developer, Arnett Development Group, LLC  
54
- 55 3. Community Opportunities Group, Inc.:  
56 Judi Barrett, Director of Planning, Community Opportunities Group, Inc.  
57 Theodore B. Brovitz, Manager of Community Planning & Design,  
58 Howard/Stein-Hudson Associates, Inc.  
59 Joseph L. SanClemente, P.E. AICP, Senior Transportation  
60 Engineer, Associate, Howard/Stein-Hudson Associates, Inc.  
61 Peter Flinker, ASLA, AICP, LEED AP, Dodson Associates, Ltd.  
62
- 63 4. Peter J. Smith & Company:  
64 Peter J. Smith, President, Peter J. Smith & Company  
65 Eve Holberg, AICP, Peter J. Smith & Company  
66
- 67 5. Town Planning & Urban Design Collaborative (TPUDC):  
68 W. Brian Wright, CNU, Founding Principal, Town Planning &  
69 Urban Design Collaborative  
70 Kara Wilbur, CNU, Director of New England Office, Town  
71 Planning & Urban Design Collaborative  
72 Matt Noonkester, AICP, Planner & GIS Analyst, Town Planning &  
73 Urban Design Collaborative  
74

75  
76 Following each presentation, Sub-committee members filled out scorecards  
77 using the following criteria in five separate categories\*:  
78  
79  
80

	<b><i>Project Approach</i></b>
1	Visioning Process/Public Participation
2	Master Plan Format/Organization
3	Commitment to Organize & Lead Process
4	Reasonable Project Schedule
5	Commitment to Multiple Meetings
6	Implementation Strategy Addressed
7	Approach that Fits Londonderry

8	Integration of Economic Impacts of Planning
	<b><i>Responsiveness to the RFP</i></b>
1	Complete and Comprehensive
2	Community and Regional 'Knowledge'
	<b><i>Experience and Personnel</i></b>
1	Complete Team w/Expertise in Critical Areas
2	Single Project Contact/Lead
3	Commitment of Key Personnel over Project Duration
4	Local Representation
5	Effective Communication Skills
	<b><i>Proposal Format and Quality</i></b>
1	Organization, Clarity, Comprehensiveness
2	Graphics that Explain and Support Text
3	Innovative Design and Layout
	<b><i>Communication, Innovation and Creativity</i></b>
1	Expressed Integration of Ideas with Required Master Plan Elements
2	Communicates the American Planning Association's 21st Century Strategic Plan: Lead, Innovate, Inspire
3	Proposal to Use Images and Graphics to Communicate, Educate & Express Ideas and the Vision

82 \*- B. Saur recused himself from voting on the presentation of VHB because  
83 Londonderry Trailways, of which he is a member, recently hired VHB to perform  
84 consulting work. He also left the meeting before the final presentation by  
85 TPUDC. D. Paul disclosed that she had attended a meeting of the Derry  
86 Downtown Board last year at which Stuart Arnett from Hawk Planning was  
87 presenting. She was not involved in any decision making or in the contract with  
88 Hawk Planning. The determination of the Sub-committee was that this should  
89 not preclude her from voting on the presentation at this meeting.

90

91 After the last presentation, the Sub-committee discussed their preferences.  
92 During their discussion, the scorecards were tallied by the Secretary. The final  
93 scores were:

94

<b>VHB</b>	<b>35.16</b>
<b>Hawk Planning Resources, LLC</b>	<b>36.25</b>
<b>Community Opportunities Group</b>	<b>37.65</b>
<b>Peter J. Smith &amp; Company</b>	<b>29.34</b>
<b>Town Planning &amp; Urban Design Collaborative</b>	<b>44.55</b>

95

96 The highest scoring firm was therefore Town Planning & Urban Design Collaborative  
97 (TPUDC), . The consensus of the Sub-committee was to make a recommendation  
98 to the Master Plan Steering Committee to consider hiring TPUDC to consult on the  
99 2012 Comprehensive Master Plan, pending reference checks of TPUDC by Staff prior  
100 to the December 28th meeting.

101

#### 102 **IV. Other Business**

103

104 There was no other business.

105

#### 106 **IV. Adjournment**

107

108 The meeting adjourned by consensus at 5:26 PM.

109

110

111 Respectfully submitted,

112

113

114

115 Jaye Trottier, Community Development Secretary