

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 to  
98 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 **III. 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

# Master Plan Steering Committee Meeting Minutes 12/15/2011 - Attachment #1

## MASTER PLAN INTERVIEW EVALUATIONS

Firm Evaluated:

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

<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>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)