

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

3 **MINUTES OF THE December 28, 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; Larry  
8 O'Sullivan, Zoning Board of Adjustment Representative; Mike Speltz,  
9 Conservation Commission Representative; Jason Allen, Londonderry Housing  
10 Redevelopment Authority Representative; Bob Saur, Londonderry Trailways  
11 Representative; Barbara Mee, At Large Representative (Central); and Russ  
12 Lagueux, At Large Representative (South).

13  
14 Also Present: Town Planner Cynthia May, ASLA; GIS Manager John Vogl;  
15 Community Development Secretary Jaye Trottier.  
16  
17

18 **I. Call to Order**

19  
20 L. Reilly called the December 28, 2011 meeting to order at 7:06 PM  
21

22 **II. Review/Approval of the October 26, 2011 Steering Committee**  
23 **Meeting Minutes; November 30, 2011 RFP Sub-Committee**  
24 **Meeting Minutes; and December 15, 2011 RFP Sub-Committee**  
25 **Meeting Minutes.**

26  
27 **M. Speltz made a motion to approve and sign the minutes from**  
28 **the October 26, 2011 meeting. M. Srugis seconded the motion.**  
29 No discussion. **Vote on the motion: 6-0-2.** (B. Mee and R. Lagueux  
30 abstained as they were absent from the October 26, 2011 meeting).  
31

32 **J. Allen made a motion to approve and sign the minutes from**  
33 **the November 30, 2011 meeting. B. Saur seconded the motion.**  
34 No discussion. **Vote on the motion: 2-0-6.** (B. Mee, R. Lagueux, M.  
35 Srugis, M. Speltz; L. O'Sullivan; and B. Saur abstained as they were  
36 not present at the November 30, 2011 meeting).  
37

38 **B. Saur made a motion to approve and sign the minutes from**  
39 **the December 15, 2011 meeting. J. Allen seconded the motion.**  
40 No discussion. **Vote on the motion: 3-0-5.** (B. Mee, R. Lagueux, M.  
41 Srugis, M. Speltz; and L. O'Sullivan; abstained as they were not  
42 present at the December 15, 2011 meeting).  
43

44 **III. Master Plan Consultant Recommendation**

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46 L. Reilly explained that at the December 15 meeting of the RFP Sub-  
47 Committee, five candidates for the Master Plan Consultant were

48 interviewed: Vanasse Hangen Brustlin, Inc.; Hawk Planning Resources;  
49 Community Opportunities Group, Inc.; Peter J. Smith & Company; and  
50 Town Planning & Urban Design Collaborative. Each presentation and  
51 subsequent question and answer period were evaluated using a  
52 weighted scorecard (see attachment #1). Although the topics were  
53 the same as those used by the Sub-Committee to review the 11  
54 original RFP proposals, the scorecard used on December 15 broke  
55 those topics into more detailed criteria while limiting the scoring to  
56 three choices: 10 for demonstrating better than average knowledge  
57 and/or skills, 5 for demonstrating adequate knowledge and/or skills,  
58 and 1 for not demonstrating adequate knowledge and/or skills. An  
59 hour was designated to each firm, with presentations generally lasting  
60 20-30 minutes and the rest of the hour devoted to Q&A and scoring.  
61 B. Saur and J. Allen stated that the interviews provided a clearer  
62 understanding of the strengths and weaknesses of each firm when  
63 contrasted with their written proposals. C. May noted that although  
64 staff participated in the interviews and discussion, their scores were  
65 not counted in the assessment. Scorecards of the Sub-Committee  
66 members were tallied by the secretary and the ranking was disclosed  
67 after the Sub-Committee completed their discussions. The highest  
68 possible score was 50 and the results were as follows (in order of  
69 presentation):  
70

<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>

71  
72 The Sub-Committee therefore recommended Town Planning & Urban  
73 Design Collaborative (TPUDC) to act as consultant on the Town's  
74 Master Plan update. L. Reilly relayed that before the rankings were  
75 revealed, TPUDC was found to be the number one choice of three of  
76 the five members present and was the second choice of the remaining  
77 two. While there had been hesitation from some members to hire a

78 firm that was not as familiar with New Hampshire or Londonderry, L.  
79 Reilly and C. May explained that once the interviews were completed,  
80 the consensus of the Sub-Committee was that it would be beneficial to  
81 work with a company that has no preconceived notions of the town  
82 and would rely first and foremost on input from the Committee and the  
83 community.

84  
85 Bids of the five companies interviewed had been opened at the  
86 November 30 Sub-Committee meeting. TPUDC had bid \$25,000 over  
87 the \$125,000 consultant budget of the Steering Committee. Staff  
88 spoke with TPUDC afterwards to ask if they were amenable to revising  
89 their bid and if so, whether that would reduce their proposed scope of  
90 work. The response was that they would fulfill the entire statement of  
91 work presented by the Town and would not exceed \$125,000 budget.  
92 A letter was also presented at this meeting from Community  
93 Development Director André Garron (see Attachment #2), detailing  
94 discussions with TPUDC references. Staff was able to confirm TUPDC's  
95 ability to achieve the goals and meet the expectations of those  
96 communities .

97  
98 **M. Srugis made a motion that the Master Plan Steering**  
99 **Committee accept the recommendation of the RFP Sub-**  
100 **Committee to hire Town Planning & Urban Design Collaborative**  
101 **as a consultant for the Town of Londonderry 2012**  
102 **Comprehensive Master Plan update. R. Lagueux seconded the**  
103 **motion. No discussion. Vote on the motion, 8-0-0.**

#### 104 105 **IV. Next Steps and Master Plan Schedule**

106  
107 The Steering Committee discussed the next goal of arranging a  
108 meeting between the Interview Sub-Committee, UNH Survey Center,  
109 and TPUDC to initiate creation of the phone survey. M. Speltz offered  
110 to draft a narrative for the two groups prior to that meeting, outlining  
111 topics previously discussed by Steering Committee in an attempt to  
112 expedite the development of questions that will ultimately establish a  
113 vision for the town. It was then also suggested that the Survey Sub-  
114 Committee meet prior to the meeting with UNH and TPUDC to review  
115 and confirm the narrative. Staff will coordinate with the Sub-  
116 Committee, UNH, and TPUDC to arrange appropriate meeting dates  
117 which will be announced later. Promotion of the survey was also  
118 discussed briefly and it was decided that a press release would be one  
119 of the best methods to use. The anticipation is to launch the survey in  
120 February.

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122 The next meeting of the Master Plan Steering Committee will take  
123 place January 25, 2012.

#### 124 125 **IV. Adjournment**

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**L. O’Sullivan made a motion to adjourn the meeting. M. Srugis seconded the motion. Vote on the motion: 8-0-0.**

The Meeting adjourned at 7:42 PM.

These minutes were prepared by Jaye Trottier, Community Development Department Secretary.

Respectfully submitted,

Jaye Trottier  
Community Development Department Secretary.

DRAFT

# Master Plan Steering Committee Meeting Minutes 12/18/2011 - Attachment #1

## MASTER PLAN INTERVIEW EVALUATIONS

Firm Evaluated:

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

<i>Project Approach</i>	<i>Score</i>
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	

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

<i>Experience and Personnel</i>	<i>Score</i>
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	

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

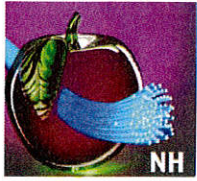
<i>Communication, Innovation and Creativity</i>	<i>Score</i>
1. Expressed Integration of Ideas with Required Master Plan Elements	
2. Communicates the American Planning Association's 21st Century Strategic Plan: Lead, Innovate, Inspire	
3. Proposal to Use Images and Graphics to Communicate, Educate &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

# Master Plan Steering Committee Meeting Minutes 12/28/2011

## Attachment #2



Business is good. Life is better.

## Town of Londonderry

### Community Development Department

268B Mammoth Road  
Londonderry, New Hampshire 03053  
Phone: (603) 432-1100 ext.101  
[www.thriveinlondonderry.com](http://www.thriveinlondonderry.com)  
[www.londonderrynh.org](http://www.londonderrynh.org)



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.