



**REQUEST FOR PROPOSAL**  
**Downtown Honesdale Revitalization Consultant**

February 12, 2020

Question and Answer Period Ends February 28, 2020  
Proposals are due by March 11, 2020

Lisa Burns  
Greater Honesdale Partnership  
32 Commercial Street, Suite 3  
Honesdale, PA 18431  
570-840-0267  
[ghp@visithonesdalepa.com](mailto:ghp@visithonesdalepa.com)

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# REQUEST FOR PROPOSAL (RFP)

## DOWNTOWN HONESDALE REVITALIZATION CONSULTANT

### INTRODUCTION

The Greater Honesdale Partnership (GHP) qualifies as a non-profit, tax-exempt entity pursuant to Section 501 (c) (6) of the Internal Revenue Code of 1954. The purposes for which GHP is organized are to encourage the preservation and improvement of the downtown area of the Borough of Honesdale and positively influence the surrounding communities of Wayne County, Pennsylvania. GHP promotes and encourage implementation of more effective practices that will further the preservation and improvement of the downtown area, to include but not be limited to promotion and marketing, business retention, expansion, and recruitment, storefront, and public space design, and inter-organizational coordination, and other such interests as may be determined by the Board of Directors. GHP conducts seminars and other educational programs concerning the preservation and improvement of the downtown area to work with and assist other agencies, organizations, and officials of local business, economic development, and government in the preservation and improvement of the downtown area and to receive, administer, and disburse funds in connection with any activities related to the above purposes.

GHP is seeking a qualified consultant to develop a **Downtown Honesdale Revitalization Plan (DHRP)**. The project is funded through Local Share Account – Monroe County, Department of Community & Economic Development for the commercial district within the Borough of Honesdale, Wayne County.

Over the past ten years, downtown Honesdale's sidewalks, walkways, and bike lanes have deteriorated, making them unsafe. The once aesthetically pleasing steel power poles are at risk of tumbling and are currently being replaced with unsightly wooden poles. Honesdale had decorative banners attached to most poles. When one comes down the brackets that hold flags, banners and holiday decorations are removed with them. The result is a scattered uneven look. The sidewalks have buckled in some areas and in others disintegrating. An unsightly Main Street is detrimental to our economy and business growth; individuals want to reside and build businesses in an attractive area where streets are kept clean and safe.

## **BACKGROUND**

Honesdale is located in Wayne County in the northeast corner of Pennsylvania within the northern Pocono Mountains. Approximately 90 miles from New York City, Honesdale is home to 4,144 residents.

In 2010, the **Wayne Comprehensive Plan Update** reported the median age in 2000 as 39.6. According to the **Wayne Economic Development Corporation, (WEDCO)** Honesdale Borough's current population of 4,144, supports a labor force of 1,630 and a median age of 43. The rise in median age is troubling. Young employee candidates are being recruited to work in Honesdale Borough, however, the current economic atmosphere doesn't retain them; Honesdale Borough's environment leans more toward an older population. The lack of public transportation, bike lanes, parking and safe sidewalks are detrimental to a positive shopping experience. The lack of parking and housing also leads to poor employee retention or acquisition for downtown businesses.

Wayne County is not part of a Metropolitan Statistical Area (MSA); our nearest urban centers are Scranton, Binghamton, and the New York City/northern New Jersey metro area. There are approximately 1,450 business establishments in Wayne, and the top employment industries are Healthcare, Retail Trade, and Accommodation and Food Services.

Wayne County's general economy is struggling and has the lowest Personal Per Capita Income in the seven-county Northeast PA region. Our per capita of \$43,996. is 78% of the State's average of \$56,225. We have the least diversified industry profile in the region—our top three employment sectors are typically low-wage earning industries and comprise nearly half of our total employment. Furthermore, we lack some of the economic drivers that help advance other communities, such as higher education institutions, large corporations, natural gas extraction, and a significant business base.

### **Information gathered from the Honesdale Borough website states ([www.honesdaleborough.com](http://www.honesdaleborough.com)):**

Honesdale, originally known as "Dyberry Forks," was the terminus of the D&H Canal which ran 108 miles to Rondout, New York. It was used to carry coal from the coal fields to the market in New York City, New York. It was laid out as a village in 1826 when the D&H Canal was created. It was incorporated as a borough on January 28, 1831.

Honesdale was named for Philip Hone, the first president of the D&H Canal Company and former Mayor of New York City. The borough was incorporated January 28, 1831.

On August 8, 1829, with engineer Horatio Allen at the throttle, a locomotive purchased from England and called the "Stourbridge Lion" became the first locomotive to turn a wheel on a commercial track in the western hemisphere. It ran three miles to Seelyville and returned. A working full-sized model of the Lion was built in 1932 for the Chicago Century of Progress and is currently on display at the Wayne County Historical Society in Honesdale. The Stourbridge Lion was regrettably considered too heavy for further use. D&H transported anthracite coal from mines near Carbondale to New York City via Honesdale and Kingston, NY. Coal was moved by a unique gravity railroad from the mines to Honesdale where it was transferred to barges and transported via a 108-mile canal to Kingston, New York, then shipped by river barges down the Hudson River to New York City.

According to the United States Census Bureau, the borough has a total area of 4.0 square miles (10 km<sup>2</sup>), of which, 3.9 square miles (10 km<sup>2</sup>) of it is land and 0.1 square miles (0.26 km<sup>2</sup>) of it (2.5%) is water of the Lackawaxen River, through the heart of the town, and its confluence with Dyberry Creek. The waters contain fish and other aquatic life and attract hundreds of ducks, as well as eagles and other raptors.

## PROPOSAL FOR GENERAL INFORMATION

This Request for Proposal (RFP) seeks qualifications, planning and implementation documents, and pricing from consulting organizations who are experienced in community and financial development planning, with a strong emphasis on downtown revitalization. GHP is interested in receiving proposals from any prospective organization meeting the qualifications outlined in this document. The proposals should be prepared simply and economically, providing straightforward and concise descriptions of the consulting organization's capabilities and sufficient information to satisfy the requirements of this RFP. False or inaccurate information will result in the rejection of the consulting organization's response.

### RESPONSE TITLE

The RFP title for this project is "**Downtown Honesdale Revitalization Plan (DHRP)**".

### COST & TIMING

The project is funded through a Local Share Account – Monroe County grant, Department of Community & Economic Development. GHP intends to comply with open and competitive bidding procedures for the engagement of services for a professional consultant. Funds will be used to pay the Consultant for costs associated with the development of the DHRP and to compensate them for generating the required number of (paper and digital format) copies of the plan (and related materials) when it is published. The Consultant will be required to submit monthly progress reports to the Design Committee so that the planning progress can be tracked, and the Consultant properly compensated.

The contract awarded for this project will be a FIRM FIXED-PRICE contract. Periodic payments for the Consultant's efforts will be contingent upon receipt of deliverables deemed satisfactory. The contract terms shall remain firm during the project and shall include all charges that may be incurred in fulfilling the terms of the contract. An invoice schedule will be negotiated as part of the Consultant's contract.

**GHP anticipates awarding the contract the week of March 23-27<sup>th</sup>, 2020. The final, approved draft of the Revitalization Plan is required by January 5, 2021, which coincides with the grant period. Any extension requests must be in writing, have good cause, and be submitted to GHP no later than December 5, 2020, and be approved by both GHP and DCED.**

### PRIMARY CONSULTANT RESPONSIBILITIES

The selected Consultant will be required to assume responsibility for all services offered in the proposal and requested herein whether or not the Consultant produces them. Furthermore, GHP will consider the selected Consultant as the sole point of contact regarding contractual matters.

### CONTENT OF PROPOSALS

- A. **Scope of Work** – A draft Scope of Work has been prepared by the Design Committee (**Attachment A**). All proposals must include an explanation of how the Consultant expects to carry out the scope of work. The Design Committee understands that various approaches can be taken to the planning process and is receptive to suggested changes to the work program, particularly with regards to cost-savings, innovative ideas, or customized processes. The proposal narrative should also address the timetable for completing tasks.
- B. **Qualifications** – The proposal must describe the qualifications and experience of the organization and the personnel to be assigned to the project. Information provided should include direct experience with the specific subject-matter area and must provide examples (via web links or printed materials) of the three most similar plans undertaken by the Consultant's

organization and the extent to which performance goals were stated and achieved. Provide associated organizations' names and addresses, names of contact persons, and telephone numbers for reference.

- C. **Cost and Price Analysis** – The Consultant and any Subcontractor must provide a cost estimate of a sufficient level of detail to document expenses by the task. The following will be reviewed to support the reasonableness of the quotation.
1. Direct Labor Costs – Itemize to show the following for each category of personnel with a different rate of pay per hour:
    - Category (Planner, Project Manager, Research Associate)
    - Estimated Hours
    - Rate per Hour
    - Total cost for each category and all direct labor costs.
  2. Labor Overhead – Specify what is included and the rate used.
  3. Travel – Itemize proposed mileage and cost/mile.
  4. Subcontract Costs – Itemize
  5. Cost of Supplies and Materials – Itemize
  6. Other Direct Costs – Itemize
  7. General Overhead Costs – Specify what is included and the rate used.
  8. Total Cost

A cost summary form attached hereto as **Attachment B** and made part of this RFP, shall be completed and submitted. Please include the amount of time the proposal will remain valid. Ninety days (90 days) from the submission date is preferred and if the timeframe is shorter than 90 days, please note that information clearly in the proposal. **This portion of the proposal must be bound and sealed separately from the remaining proposal.**

**Nondiscrimination** – The items below pertain to the nondiscrimination, sexual harassment and drug-free workplace policies that must be observed by GHP and its contractors and consultants. The Contractor is required to comply with all Federal and State nondiscrimination laws and statutes as evidenced by the Nondiscrimination/Sexual Harassment Clause which will become part and parcel of the contract. (see Attachment C)

1. Contractors or subcontractors, in all solicitations or advertisements, will not discriminate against any employee, candidate for employment, or applicant for employment because of race, color, creed, gender, age or national origin.
2. Contractors or subcontractors shall maintain written sexual harassment and drug-free workplace policies and shall inform their employees of the policies.
3. Contractors or subcontractors shall abide by all applicable federal or state statutes, ordinances, laws, and regulations, including, but not limited to the Americans with Disabilities Act.
4. In the event a contractor or subcontractor is in non-compliance with the nondiscrimination clause, the contract may be canceled, terminated or suspended in whole or in part.

## **EVALUATION OF PROPOSALS**

All proposals will be evaluated based upon completeness, quality, and level of detail of the following criteria:

- A. Understanding of the needs and requirements of this RFP, and the approaches necessary for meeting them.
- B. Prior experience in completing a revitalization roadmap, downtown specific plan and construction planning, implementation strategies and reference checks of current and past clients.
- C. Program of Work for the preparation of the plan.
- D. Overall qualifications, skills, and relevant prior experience of the key personnel assigned to the project, and the capability to carry out and support the project promptly.
- E. Creativity and innovation.
- F. Cost of services.

The Consultant's proposed cost, while an important consideration, will be measured in addition to the above factors in determining the most advantageous proposal.

Evaluations will be structured, ranked on a point system, and fair. Selection of, and contract negotiations with the Consultant, including the scope of work, deliverables, schedules, and fees will be conducted according to GHP's procurement practices, grant requirements, and any code or legal requirements of the Commonwealth of Pennsylvania.

## **PRESENTATIONS**

Any or all responding consulting organizations may be invited to make a presentation. If so, GHP will coordinate with the respondents to set a date and time during the week of March 16 – 20th, 2020 for their presentation. All costs incurred by the consulting organizations regarding the presentations will be the responsibility of the consultants.

## **RESPONSIBILITY FOR COSTS**

The responding consultant organizations shall be fully responsible for all costs incurred in the development and submission of the proposal or any other costs incurred by the consultant before issuance of an agreement or contract. GHP shall not assume any contractual obligation as a result of the issuance of this proposal request, the preparation or submission of a proposal by a consulting organization, the evaluations of the proposals, or final selection.

## **DISQUALIFICATIONS**

Factors such as, but not limited to, any of the following may be considered just cause to disqualify a proposal without further consideration:

- A. Evidence of the consulting organization's inability to successfully complete the responsibilities and obligations of the proposal.
- B. Evidence of incorrect information submitted as part of the proposal.
- C. Any attempt to improperly influence any member of the evaluation team.

- D. Existence of any lawsuit, unresolved contractual claim, or dispute between the consulting organization and GHP.
- E. A consulting organization's default under any previous agreement with GHP, which resulted in the termination of the Agreement.

**GRATUITIES**

No person shall offer, give or agree to give any Design Committee member, GHP employee or GHP Director any gratuity, discount, or offer of employment in connection with the award of a contract by GHP. No Design Committee member, GHP employee or GHP Director shall solicit, demand, accept or agree to accept from any other person a gratuity, discount, or an offer of employment in connection with a GHP contract.

**RFP MODIFICATION**

GHP reserves the right to modify or change any information presented in this RFP. Any RFP modification will be provided to all consulting organizations on the initial distribution list or who have indicated an interest by a written request via regular mail at 32 Commercial Street, Suite 3, Honesdale, PA, 18431, or by email to [ghp@visithonesdalepa.com](mailto:ghp@visithonesdalepa.com).

**RFP INQUIRES**

RFP addenda and question and answer responses will be sent to all consulting organizations on the initial distribution list or others that request in writing that they are added to the distribution list via regular mail at the GHP address or by email to [ghp@visithonesdalepa.com](mailto:ghp@visithonesdalepa.com). Questions regarding the RFP should be sent in writing via email to [ghp@visithonesdalepa.com](mailto:ghp@visithonesdalepa.com) by no later than February 26, 2020. Questions and/or requests for clarifications received after this deadline will not be answered. GHP will address each question within a week of receipt and no later than February 28, 2020, and all questions and their responses will be sent electronically to all consulting organizations. All requests must go through GHP.

**RETURN PROPOSAL INSTRUCTIONS**

The RFP Response should include four (4) printed copies and one (1) electronic copy on USB Storage Device or another storage mechanism of your proposal in Adobe PDF format. The person authorized to obligate the company must sign the original proposal. The response should be delivered to the following address in a sealed envelope labeled "**Downtown Honesdale Revitalization Plan**" clearly marked on the outside of the envelope. Email responses are permitted to [ghp@visithonesdalepa.com](mailto:ghp@visithonesdalepa.com) with **Downtown Honesdale Revitalization Plan RFP submission is typed in the subject** as long as an original signed copy is sent to GHP postmarked on or before the due date of March 11, 2020. The proposal shall be delivered to:

Greater Honesdale Partnership  
Attn: **Downtown Honesdale Revitalization Plan**  
32 Commercial Street, Suite 1  
Honesdale, PA 18431

**The deadline for accepting RFP responses is 4:30 P.M. on March 11, 2020, at the above address or by email with an original signed copy mailed and postmarked by March 11, 2020.** Responses received after that time will be returned unopened to the consulting organization. GHP is not responsible for any delivery errors caused by delivery carriers or email servers.

**RFP ACCEPTANCE AND REJECTION**

GHP reserves the right to accept any RFP response, to reject any or all RFP responses, to waive irregularities or informalities in any RFP response, and to make the award in any manner deemed in the best interest of Honesdale.

**CONTRACT CANCELLATION**

If the Consultant's proposal progresses to a contract for services, GHP reserves the right to terminate all or any part of the contract at any time upon prior written notice to the selected Consultant. Thereafter, GHP will pay Consultant costs properly allocated to work performed prior to termination.

**ADDITIONAL PROPOSAL MATTERS**

Respondents to this RFP should note the following disclaimer:

This RFP intends to provide a general framework to assist consulting organizations in preparing proposals. This RFP does not provide a complete understanding of the project, nor does it contain all matters upon which an agreement must be reached. GHP reserves the right to include additional or modified performance specifications. The issuance of this RFP and the receipt of proposals do not bind or otherwise impose a legal obligation upon GHP, Local Share Account – Monroe County, Department of Community and Economic Development.

This RFP does not commit ***GHP, Local Share Account – Monroe County, Department of Community and Economic Development*** or any of its affiliates or subsidiaries, to pay for any costs incurred in the review of this RFP, the preparation and submission of a proposal, or any other costs incurred by a respondent prior to execution of a binding and definitive agreement between a Consultant and GHP. Further, GHP has no obligation to accept a proposal or to proceed with any possible activities described herein. No representations or warranties whatsoever are being made as to the accuracy or completeness of the information contained in this RFP.

GHP reserves the right to amend this RFP through written or electronic notification.

### SCOPE OF WORK

The Consultant will engage with Greater Honesdale Partnership, Design Committee, Borough Council Members in addition to Honesdale residents and others; to conduct research, surveys, public outreach and so forth to gain an understanding of the community, infrastructure, and economic development. The ideal consultant may review current trends in the U.S. and determine what would be appropriate for Honesdale, Wayne County. The consultants' strategic planning process will provide but is not limited to the following:

- **Strategic Planning Session**
  - What the Town/Borough want to do.
  
- **Downtown “Specific” Plan**
  - A downtown planning document that will include the following elements:
    - A. Streetscape planning
    - B. Façade planning
    - C. Transportation planning
    - D. Comprehensive community input and surveying
    - E. Main Street program analysis
    - F. Community capacity review
    - G. Downtown branding assessment
    - H. SWOT analysis
    - I. Existing conditions analysis.
    - J. Market analysis of Main Street and Park & Shop lot.
    - K. Identification of potential future development opportunities analysis of The Honesdale Borough’s regulatory environment as it affects investment, development and location decisions (zoning, historic overlays, the project approvals process, concentration of social services).
    - L. Analyze the current conditions of Honesdale
    - M. Provide strategic recommendations for the Borough.
  
- **A streetscape master plan** will prepare a conceptual design for the overall streetscape condition within the downtown corridors. All surface elements and infrastructure conditions will be planned and provided in a conceptual design format. Streetscape before and after imagery would be provided for illustrative purposes.
  
- **Implementation Strategy**
  - The elements of the implementation strategies include:
    - A. Use and source creation
    - B. Grant funding identification
    - C. Grant application preparation
    - D. Capital improvements in planning
    - E. Internal funding review
    - F. Detailed project proforma preparation.
    - G. Timeline

Revitalization Plan components should be written for a non-technical audience with appropriately designed graphics and narrative discussion of the findings. In addition, a final, concise executive summary should integrate and interpret the key findings and strategic recommendations. Detailed statistical data, all references, and sources, and methodological issues should be organized in appendices.

The timeline should include a clear and concise vision of the necessary steps to ensure the implementation of the proposed downtown improvements. projected timetable for implementation over the short-term (first 18 – 24 months), medium-term (two to three years), and long-term (three years and beyond) with grant ideas supporting the timeline.

The Consultant must submit ten (5) printed copies of the Revitalization Plan and two electronic versions: an editable Microsoft Word file and an Adobe PDF file. The Consultant must also submit an editable Microsoft Excel Workbook or an editable Microsoft Access database containing all relevant data compiled during the planning process. The Consultant will provide all metadata (field name description, definition source, sourced date and so forth) for all raw and computed data fields. If geographical information system maps are developed for the project, the Consultant must also provide electronic and editable versions of all map databases, map images, and map documents.

Consideration should be given as to how tabular and graphic information will be integrated into the plan narrative. All maps should be accompanied by well-documented supporting databases.

The Consultant is required to provide at least two weeks for the Design Committee to review and comment on the draft plan (preferably as different sections are completed), and then to incorporate that feedback into their final recommended plan. A successful outcome is a plan that the *GHP* will publicly support and act upon, with resulting benefits to Downtown Honesdale.

**COST SUMMARY FORM**

**Task**

Strategic Planning Sessions \_\_\_\_\_

Downtown "Specific" Plan \_\_\_\_\_

Streetscape Master Plan \_\_\_\_\_

Implementation Strategies \_\_\_\_\_

Miscellaneous \_\_\_\_\_

Direct Costs – Mileage, Meetings, Reproductions, etc. \_\_\_\_\_

Others (please specify below):

\_\_\_\_\_

\_\_\_\_\_

Total Costs: \$ \_\_\_\_\_

### NONDISCRIMINATION/SEXUAL HARASSMENT CLAUSE

During the term of the Contract, the Consultant agrees as follows:

- a. In the hiring of any employees for the manufacture of supplies, performance of work, or any other activity required under the Contract or any subcontract, the Consultant, subcontractor or any person acting on behalf of the Consultant or subcontractor shall not by reason of gender, race, creed, or color discriminate against any citizen of this Commonwealth who is qualified and available to perform the work to which the employment relates.
- b. Neither the Consultant nor any subcontractor nor any person on their behalf shall in any manner discriminate against or intimidate any employee involved in the manufacture of supplies, the performance of work or any other activity required under the Contract on account of gender, race, creed, or color.
- c. The Consultant and any subcontractors shall establish and maintain a written sexual harassment policy and shall inform their employees of the policy. The policy must contain a notice that sexual harassment will not be tolerated and employees who practice it will be disciplined
- d. The Consultant shall not discriminate by reason of gender, race, creed, or color against any subcontractor or supplier who is qualified to perform the work to which the contract relates.
- e. The Consultant and each subcontractor shall furnish all necessary employment documents and records to and permit access to its books, records, and accounts by the contracting officer and the Department of General Services' Bureau of Contract Administration and Business Development for purposes of investigation to ascertain compliance with the provisions of this Nondiscrimination/Sexual Harassment Clause. If the Consultant or any subcontractor does not possess documents or records reflecting the necessary information requested, it shall furnish such information on reporting forms supplied by the contracting officer or the Bureau of Contract Administration and Business Development
- f. The Consultant shall include the provisions of this Nondiscrimination/Sexual Harassment Clause in every subcontract so that such provisions will be binding upon each subcontractor.
- g. The Commonwealth may cancel or terminate the Contract, and all money due or to become due under the Contract may be forfeited for a violation of the terms and conditions of this Nondiscrimination/Sexual Harassment Clause. In addition, the agency may proceed with debarment or suspension and may place the Consultant in the Contractor Responsibility File.