

ATTACHMENT “A”



American Planning Association
New Jersey Chapter

Making Great Communities Happen



Center for Community Planning

Community Planning Assistance Program Request for Proposals (RFP)

Submission Deadline: December 15, 2014

The Center for Community Planning and the American Planning Association's New Jersey Chapter (APA-NJ) are pleased to announce a new round of the Community Planning Assistance Program (CPAP), which provides *pro bono* planning assistance to municipalities and community-based organizations (CBOs) that need planning support to address specific problems or challenges. The CPAP can address a myriad planning needs, including but not limited to visioning, strategic planning, community design, transportation, parking, transit-oriented development, economic development, art development programs, and environmental resource protection. The primary goal of the program is to make planning resources available to municipalities and CBOs that would otherwise not have access to these services. Municipalities and CBOs are selected through a formal evaluation process.

The CPAP is an intensive planning exercise, during which the chosen municipality or CBO will receive assistance from a team of New Jersey experienced planners to create a plan. The assistance may include public information-gathering sessions, stakeholder interviews, planning work sessions and a final presentation detailing the recommendations of the planning assistance team. The community will receive a document that summarizes the planning process, and if applicable, rendered design concepts, implementation strategies, as well as professional services recommendations for implementation. The CPAP assistance is generally provided over the course of several months. The results of past CPAP projects can be seen at the APA-NJ web site at <http://njplanning.org/about/community-planning-assistance-program/>.

Qualification Criteria: To apply to participate in the CPAP, the municipality or CBO and project must meet the following minimum **qualification criteria**:

- The applicant should demonstrate a record of working to address community issues. However, proposals from those without a track record will be considered if a convincing case can be made that the group can accomplish its goals.
- The project/concept put forward in the applicant's proposal must be distinct and identifiable, and there should be a reasonable expectation that the plan will be completed in a timely manner.
- The applicant must demonstrate a willingness to conduct an open and public process.

- The applicant must demonstrate that the requested services COULD NOT be provided in-house or contracted for with a planning firm.
- The applicant must be able to contribute a \$1,500 stipend at the beginning of the exercise to defray expenses associated with the CPAP project, such as travel, copying, and other direct expenses during the project. The applicant will also be asked to provide in-kind resources during the CPAP assistance period, including reasonable access to appropriate staff, elected officials and community members, meeting space, internet access, a copier/printer and paper, and other items as may be necessary to support the planning assistance team. *The stipend may be reduced or waived for applicants that demonstrate significant hardship.*

Proposal Requirements: The organization's proposal shall include:

1. The official name and contact information for the organization making the application.
2. The project manager's name, phone number and email address. If the project is selected. This person will be the main coordinating contact with the CPAP team.
3. A description of the proposed project/concept and why it is important to the community.
4. A summary of the applicant's desired outcomes from participating in the CPAP.
5. Documentation to support that the applicant and project/concept meet the qualification criteria above.
6. Justification if seeking a reduced or waived stipend.
7. A resolution, adopted by the municipal governing body or CBO board of directors, authorizing submission of the application and agreeing to the terms of this RFP, including a commitment to create a Project Steering Committee as described below, supply the stipend and in-kind services, and a commitment to make a reasonable attempt to implement the recommendations and strategies set forth in the resulting project report. If the applicant is a CBO and it does not have the authority to implement plan recommendations, then an official letter of support from the implementing agency must accompany the application. *If the applicant cannot supply a resolution by the submission deadline, a copy of the draft resolution along with an official letter of support indicating the anticipated date of adoption will be accepted. The resolution must be adopted before the planning assistance team will begin work.*

Project Steering Committee: Upon acceptance into the program, the applicant shall create a Project Steering Committee to guide and participate in the planning process. The Project Steering Committee should be a *small group of key stakeholders* with first-hand knowledge of the project. Suggested committee members include municipal and/or CBO staff, members of the governing body, planning board, redevelopment authority and/or other municipal committee or advisory board, and members of the public that are not otherwise elected or appointed officials. The applicant should also consider including landowners, developers and

other stakeholders that could provide special insight into the project.

Submission Format: A cover letter and the resolution may be submitted in hard-copy format. All other information, including the RFP response and supporting documentation, must be submitted digitally on a CD.

Final Survey: The client will agree to fill out a short questionnaire regarding the planning project, how well it met your expectations and the final product. The results will be used to improve the CPAP program in the future

Timeframe: *The selected applicants will be notified by the end of January 2015, and a team of volunteers will be assembled and ready to begin the projects by spring 2015.*

The submission must be postmarked no later than December 15, 2014 to:

**American Planning Association – New Jersey Chapter
Attention: CPAP
PO Box 813
New Brunswick, NJ 08903**