

# Request for Proposals

Multi-Municipal Economic Development Study

Coatesville, South Coatesville, Valley Township,  
Chester County, PA

December 31, 2018

1. Advertisement
2. Background
3. Scope of Work
4. Proposal Requirements
5. Budget
6. Evaluation Criteria

## 1. **Advertisement**

The multi-municipal partnership consisting of the City of Coatesville, the Borough of South Coatesville, and Valley Township, contiguous municipalities located in Chester County, Pennsylvania, is seeking to hire a qualified, professional economic development firm to evaluate opportunities for economic development in the tri-municipal area and provide an action-oriented business attraction strategy and implementation plan that is acceptable to all three municipalities.

The study/plan is funded in part by a Vision Partnership Program Grant from the Chester County Planning Commission.

This Request for Proposals and associated project materials may be obtained online on the Bid Postings page of each respective municipality on or after December 28, 2018.

Interested firms or teams shall submit proposals via Email to [rusrut@coatesville.org](mailto:rusrut@coatesville.org) to no later than 4:00pm on Wednesday, February 1, 2019.

## 2. **Background**

This initiative was born of an interest to expand employment and economic opportunities for the residents of the Coatesville area.

The City of Coatesville is 1.9 square miles and has a population of 13,100 residents. The Borough of South Coatesville is 1.7 square miles with 1427 residents, and Valley Township is nearly 6 square miles in area with 7600 residents.

Recognizing that the City of Coatesville has limited developable land, and Valley Township and South Coatesville have land mass ripe for development yet lack the strategy and capacity to recruit the most appropriate business mix, the three municipalities came together to make application for funding to support a cohesive, comprehensive business attraction plan.

The purpose of the plan is to assess land areas within the City of Coatesville, South Coatesville, and Valley Township that provide opportunity for substantive business attraction, identify suitable business sectors, and develop a multi-municipal strategy with priorities and action steps to recruit said business types to the region.

The plan will provide a detailed analysis of available opportunities for development, location quotient and cluster analysis, a comprehensive listing of industry sectors and multiple specific prospects for recruitment, recommendations for priority changes to municipal regulations, as well as marketing strategies and potential state and federal funding opportunities for attraction efforts.

### **3. Scope of Work**

#### **1. Project Management and Administration**

Prepare an initial project schedule consistent with the timeline presented in the application for funding (Exhibit A), and identify the critical paths, milestones, and deliverables including all public and project task force meetings.

The consultant will maintain and review the schedule and budget on a monthly basis with the task force.

The consultant will prepare monthly reports and invoices for submittal to the project task force and the County Grant Monitor.

*Deliverables: Project budget and schedule; monthly progress reports and invoices*

#### **2. Existing Conditions Survey**

The consultant will review and analyze respective municipal comprehensive plans and land use regulations, land use data, economic data, reports, and any other governing or relevant documents including but not limited to, the Western Chester County Chamber of Commerce Future Focus Study and Chester County Planning Commission Landscapes 3. An overview evaluation of significant environmental features/conditions and any large-tract ownership parcels must be included in the assessment.

*Deliverable(s): Summary of existing land use and economic conditions, policies, and regulations; maps, location quotient data, cluster analyses reports, guiding base of information*

#### **3. Field Work and Input Gathering**

The consultant will plan, coordinate, prepare materials for, and facilitate public meetings, and stakeholder interviews. The purpose of the meetings and interviews is

to gather input from and inform local officials, residents, business owners, and other regional and local stakeholders. Public meeting schedule: (Exhibit B)

*Deliverable(s): Compilation of feedback, community desires, public meeting agendas, attendance records, minutes*

#### 4. Draft Study

The consultant will present a first draft, present in public meeting for feedback and comments, and confer with task force on review of findings and recommendations.

*Deliverable(s): Draft economic development study, public meeting feedback and reports*

#### 5. Final Study

The consultant will compile all input from project task force and community feedback, and deliver a final study identifying target industry sectors and actionable strategies for attraction for adoption and implementation. The implementation strategy will serve as a step-by-step blueprint for the three municipalities to both independently and collectively identify and attract suitable companies to locate in the area.

*Deliverable(s): Final economic development study to include recommended target industries for recruitment, independent and collective attraction efforts, and actionable steps for attraction and recruitment efforts (such as priority changes to municipal regulations)*

#### 4. **Proposal Requirements**

*Project Approach:* The consultant should summarize their understanding of the project and their approach to accomplishing the tasks in the RFP. Particular attention should be paid to how the consultant will initiate the project in 2019 and maintain the timeline consistent with the grant application requirements. (Not to exceed two (2) pages).

*Consultant Qualifications:* This document should include a discussion of qualifications of key personnel and how their skills and experience match the project. This section should also include resumes and detailed contact information for key team members. (Not to exceed ten (10) pages).

*Schedule:* The consultant should identify a proposed schedule to include project meetings, milestones, and deliverables as consistent with the grant application timeline. (Not to exceed two (2) pages).

*Work Samples and References:* This document should summarize three examples of similar work performed. It should include contact information for the parties for whom the work was performed. (Not to exceed three (3) pages).

**5. Budget**

All proposals must include a breakdown of costs associated with each of the tasks identified in the scope of work and a total for the overall project. A maximum of \$60,000 is available to complete the tasks in this Request for Proposal.

**6. Proposal Evaluation Criteria**

All proposals will be evaluated by, and a consultant selected by, the project task force consisting of representatives from Coatesville, South Coatesville, and Valley Township. As a condition of the project's significant funding source, a Vision Partnership Program grant, the Chester County Planning Commission will review the selection of the project task force prior to the consultant being engaged.

All proposals will be graded based on the four items identified in the proposal requirements Section #4. Specific considerations within those criteria include the ability to meet municipal expectations, the capacity to begin the project in early 2019, realistic project timeline, relevant project experience, and best project value.

The City of Coatesville, the Borough of South Coatesville, and Valley Township may at their sole discretion decline to make an award or award all or a part of the scope of work to one or more consultants and is in no way bound to award the work to one consultant or to the lowest priced response.

*Please provide 12 copies and a one electronic file of Proposal.*

*Delivery due no later than 12:00pm on February 1, 2019*

*To:  
City of Coatesville  
One City Place  
Coatesville, PA 19320  
Phone: 610.384.0300  
Attention: City Manager*

*Proposals are to be valid for 90 days from the date of submitted proposal.*

## EXHIBIT A

### Request for Proposals

Multi-Municipal Economic Development Study  
Coatesville, South Coatesville, Valley Township,  
Chester County, PA

### Timetable for Completion of Tasks

Project start dates: October 2018

2018	<b>Establish task force</b> Deliverable(s): Complete roster of task force members Meeting schedule for duration of process
December 28, 2018	<b>Issue Request for Proposals</b> Deliverable(s): A completed Request for Proposals A posting of RFP with deadline for submission
February, 2019	<b>Proposal Due-Consultant Evaluations</b> Deliverable(s): Proposal evaluation criteria and scoring sheet
March, 2019	<b>Contract with consultant</b> Deliverable(s): Consultant contract Critical paths process schedule Budget, meeting schedule, contract deliverables
March-May, 2019	<b>Existing conditions survey</b> Deliverable(s): Summary of existing conditions, maps, guiding base of Information  <b>Field work and input gathering</b> Deliverable(s): Summary of existing land use and economic conditions, policies, and regulations; maps, location quotient data, cluster analyses reports, guiding base of information
June, 2019	<b>Draft study and recommendations</b> Deliverable(s): Draft economic development study Public meeting comments
September, 2019	<b>Final study delivery</b> Deliverable(s): Final economic development study to include: Recommended target industries for attraction efforts Actionable steps for attraction and recruitment efforts
October, 2019	<b>Approval, acceptance, adoption</b> Deliverable(s): Task force commitment to collaborate on implementation

## **EXHIBIT B**

### **Request for Proposals**

Multi-Municipal Economic Development Study  
Coatesville, South Coatesville, Valley Township,  
Chester County, PA

### **Public Participation, Meetings, and Hearings**

#### **Project Task Force**

- Once contracted, consultant will host an initial work session with the task force (comprised of two representatives from each municipality; one from their governing board and another from their planning commission, and staff of the Coatesville 2<sup>nd</sup> Century Alliance, in administrative support to the City of Coatesville) and the County Grant Monitor to establish rapport and an understanding of key desires, goals, objectives, anticipated timelines, etc.
- The consultant will meet monthly at minimum with the task force to receive input, review draft materials, and finalize the study. Eight task force meetings are anticipated.
- The consultant will conduct a work session with the task force to review and discuss the draft plan and community feedback.

#### **Public Participation**

- Consultant will conduct 6-8 stakeholder interviews with parties recommended by task force members
- Consultant will plan and facilitate all public meetings:
  - One public meeting in the Borough of South Coatesville
  - One public meeting in Valley Township
  - One public meeting in the City of Coatesville
  - Facebook and municipal websites will invite additional public input
- One meeting combining constituents from all three municipalities will be held to present a draft of the plan and garner feedback

#### **Elected Officials**

- Consultant will present final report to the governing bodies of each municipality during the public session of their regularly scheduled meetings.