



**RFP NO. 100511-FY19-28  
COMPREHENSIVE TOWN PLAN CONSULTANT**

**ADDENDUM NO. 1**

**FEBRUARY 5, 2019**

**Item 1: Pre-Proposal Meeting Attendees**

- The list of attendees (sign-in sheet) for the non-mandatory pre-proposal meeting is attached

**Item 2: Pre-Proposal Meeting Overview**

The Town's Chief Procurement Officer outlined the following:

- All information regarding this RFP can be found on the Town's Bid Board:  
<http://www.leesburgva.gov/bidboard>
- Register to receive updates on the Town's Bid Board as courtesy email notifications, such as addenda, will be sent to those registered
- Until contract award, all questions must be submitted in writing to the Procurement Office:  
[BidQuestions@leesburgva.gov](mailto:BidQuestions@leesburgva.gov)
- Question deadline is 5:00 p.m. on Friday, January 25, 2019
- Clarifications and responses to all questions received will be issued via addendum
- Unless modified via addendum, proposals are due on Thursday, February 14, 2019 @ 3:00 p.m.; no late proposals will be accepted
- Proposal Submittal Instructions can be found on Pages 12 – 14
- Evaluation Criteria can be found on Page 15
- Deliver proposals to Procurement Office located in Town Hall, 25 W. Market Street, Leesburg, VA 20176

**Item 3: Pre-Bid Meeting Scope of Work Discussion**

Town Staff described the scope of work as listed in the advertisement:

- The purpose of this RFP is to solicit sealed proposals from qualified firms to assist the Town with a substantial update of the Town's comprehensive plan
- The most recent Town Plan was completed in 2012 and is on the Town's website
- Complete Scope of Services can be found on Pages 3 – 12
- Key Components of Town Plan Update:
  - Task 1: Project Discovery
  - Task 2: Existing Conditions
  - Task 3: Public Outreach
  - Task 4: Land Use Element
  - Task 5: Transportation Element
  - Task 6: Roadway System Planning
  - Task 7: Policy Integration
  - Task 8: Town Plan Document
  - Task 9: Strategic Actions

#### **Item 4: Responses to Questions Received**

**Please note the following responses to the questions received:**

**Question 1:** In regards to innovative ideas, if we have ideas from visitors that were shared that may be good for the Town, would you like those included?

**Response 1:** The Town is looking for all ideas regardless of the source. Leesburg is a tourist destination so we are interested in those ideas. We would be looking to retain the historic identity as we look into the future. In terms of innovative ideas, we are looking into the approach and how the process can best be taken.

**Question 2:** With the exception of the transportation element, do you have a sense of the level of work for the updating process? Is this a complete rewrite? Is this a different vision?

**Response 2:** No, the Town is not looking to take on a complete rewrite. We are looking to expand on the current plan but no major redirection. Although the RFP is on heavy on the transportation plan, other aspects of the plan will play an importance such as land use, community design, etc.

**Question 3:** To what extent are we looking to explore the transportation? How much time is looking at exploring transportation?

**Response 3:** Transportation will definitely be considered. We usually look at lane miles and the number of vehicles that will have an impact on land use. We would anticipate that traffic and transportation will create the framework for how some of the other elements of the plan are instituted.

**Question 4:** In the current plan, you talk about energy efficiency. What percentage of this update will be dedicated to energy efficiency? Or will it be a separate task after the update?

**Response 4:** There has not been a lot of dialogue in regards to energy efficiency from the Environmental Commission.

**Question 5:** Will you provide a web page or blog for public outreach?

**Response 5:** Yes. We would be looking at the Consultant to provide ideas on public outreach without the Consultant to attend every public outreach meeting.

**Question 6:** On Page 3, you mention a standalone document for the transportation approach? How do we connect the dots with the transportation policy and the action and implementation?

**Response 6:** The Town's current transportation plan is currently in Appendix B of the Town Plan completed in 2012. The Town will review all proposals to determine the best approach to the transportation element.

**Question 7:** How does the Town and County relate when it comes to transportation?

**Response 7:** The Town and the County have a good working relationship. The Town underwent an extensive project when conducting a traffic analysis within the Town. Although the Town is not completely in sync, about a third of the Town is in sync with the County's model. The County handles the majority of the public transit in the Town and the Town contributes to the County.

**Question 8:** On the land use element, we talk about place-based versus use-based. Can you elaborate?

**Response 8:** The Town will review all proposals as to how the Town can become less use-based. There is a lot of interest in exploring.

**Question 9:** In regards to the objectives listed in the Town Plan completed in 2012, have you figured out how far you have met the objectives? Will you be providing the Consultant this information or will we start from scratch?

**Response 9:** The 2012 Town Plan had an action program and our intent was to review on a regular basis on how we are meeting our plan. We have not been able to review in a timely basis the effectiveness of the objectives. We do have some data that we can share with the awarded Consultant. Some elements are quantifiable and others are not. We need to find a better way of assessing how we are doing in terms of the progress.

**Question 10:** Unfortunately, we missed the window to attend the pre-proposal meeting. Would it be possible for the Town to share any materials shared at that meeting, including the sign-in sheet of who was in attendance?

**Response 10:** Please see Items 1 – 3 of this addendum.

**Question 11:** Do we need to list all current and past clients, or just clients with who have an active project?

**Response 11:** Please list at least five (5) clients current and/or past with a scope of work comparable to what the Town is looking for in this RFP.

**Question 12:** Can our client list be proprietary and redacted should the proposal be requested by the public, media, etc.

**Response 12:** In accordance with #11 and #12 of the General Terms and Conditions, “Trade secrets and proprietary information submitted by an offeror in connection with procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, the offeror must invoke the protection of this section before or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire proposal is proprietary is unacceptable. A statement that the costs are to be protected is unacceptable.”

**Question 13:** To what extent is the consulting team expected to assist with updating other elements of the plan (besides transportation and land use, such as natural resources, parks and recreation, heritage resources, etc.) and where does that fit within the structure of tasks in the RFP?

**Response 13:** The Consultant is expected to assist with all elements of the Town Plan update. Discussion of how the Town envisions these elements to be addressed is found in Task 4.

**Question 14:** Can you please email me a copy of any specifications and/or documents associated with this project? If they cannot be emailed, please let me know.

**Response 14:** All information related to RFP No. 100511-FY19-28 can be found on the Town’s Bid Board: <http://www.leesburgva.gov/bidboard>. Interested offerors are encouraged to register for updates. It is the offeror’s responsibility to provide a correct email address and to be aware of any addenda.

- Question 15:** Other than those noted in the RFP, what other topical areas or emerging themes will the Consultant be expected to address?
- Response 15:** The Town has identified key tasks and some themes to be addressed based on internal discussions, comments from stakeholders, and feedback from the Town Council and Planning Commission. Other themes may emerge during outreach efforts and through the course of the Town Plan Update.
- Question 16:** Given the Land Use and Transportation focus of the RFP, is it expected that the Parks & Recreation section of the Comprehensive Plan will continue to be primarily based on the in-progress 20-Year Master Plan?
- Response 16:** The 20-year Master Plan will provide the current status of Parks & Recreation in the Town. We will explore whether future facilities will be needed within the time horizon of the Town Plan Update.
- Question 17:** Have the growth projections been updated by Town’s Research and Communications Manager since the initial Leesburg 2030 forecast?
- Response 17:** The Town works provide buildout information to the Loudoun County demographer who helps the Town with population estimates. We will want to look at different growth scenarios for the Town as part of this Town Plan Update.
- Question 18:** Is there an existing mechanism to track how many of the Town’s sustainability goals were met thus far or whether the Town is on track to receive these goals?
- Response 18:** With respect to fiscal sustainability, we track job-to-housing ratios for purposes of determining how much of the Town’s general fund is residentially-based as opposed to non-residential sources. With respect to other goals, such as environmental sustainability, the Town has not actively tracked the extent to which sustainability goals have been achieved.
- Question 19:** How many external coordination meetings, if any, with Loudoun County, VDOT, Loudoun County Transit, and other external stakeholders are anticipated?
- Response 19:** The Town cannot answer this question at this time. This will be better determined once the Update process is underway and after we have met with the Consultant Team regarding the project discovery phase.
- Question 20:** Per RFP p 14, C.2 “provide a complete list of all of your clients. The list must include names, address, and telephone numbers of contact persons as well as brief description of the work performed.” How long in years should this list go back?
- Response 20:** Please see Response 11 of this addendum. This section should be revised as follows:
- Capability and Skill: Describe the qualifications and skills of the organization and project team to provide the services, including but not limited to: offeror’s qualifications to perform the services, qualifications and resumes of team members and other employees who will be managing and performing the services, indicate services to be subcontracted and subcontractor(s) to provide said services, and provide a list of five (5) current or past clients where a similar scope of work was performed. The list must include names, address, and telephone numbers of contact persons as well as a brief description of the work performed.

**Question 21:** Should “references” (as required by RFP p 12, B.1.) go here? RFP pg. 12, item B.1. states “Proposals shall include a cover letter, the completed RFP Submission Forms, references, supplemental information, and any other information that you deem appropriate.”

**Response 21:** Please include your references in Tab 2 (Capability and Skill) section of your proposal response. Please also see Response 11 of this addendum.

**Question 22:** Has a recent market, fiscal and demographic analysis been completed for the Town, and will be made available to the Consultant? If not, is the Consultant expected to develop this information

**Response 22:** The Town has not prepared a detailed market, fiscal, or demographic analysis; however, some information is available and will be shared with the Consultant team during the project discovery task. The Town also notes that Loudoun County is currently in the process of updating their comprehensive plan. Several pieces of information including demographic analyses are relevant to the Town Plan effort. At this time, the need for these specific studies is not envisioned but can be performed if the Consultant demonstrates added value in completing these studies.

**Question 23:** Does the proposal need to include rates?

**Response 23:** In accordance with the process for competitive negotiations in Section 2.2-4302.2 of the Virginia Public Procurement Act for professional services, proposals should not include man-hour estimates and pricing. Pricing will be discussed at a later stage in the procurement process.

**Question 24:** On Page #7 and Page #9, the RFP states that the consultant will “fill in data gaps”. Does the Town envision this to include compiling what can be found from secondary data sources, or conduct all necessary primary data collection efforts to complete missing data?

**Response 24:** To the extent we know, specific data gaps they will be discussed during the project discovery task. However, some data gaps may be identified as the Town Plan Update progresses.

**Offerors must take due notice and be governed accordingly. This addendum must be acknowledged as indicated in the Request for Proposal or your proposal may not be considered.**

*For the Town of Leesburg,*

*Octavia Andrew, CPPO, CPPB, VCO  
Chief Procurement Officer*

*Town of Leesburg, Virginia*

*Email: [oandrew@leesburgva.gov](mailto:oandrew@leesburgva.gov)*

*Bid Board: <http://www.leesburgva.gov/bidboard>*






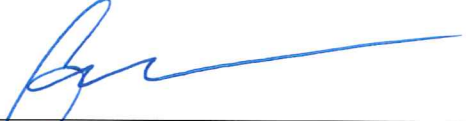

**PRE-PROPOSAL MEETING  
SIGN-IN SHEET**

**DATE :** Tuesday, January 22, 2019  
**TIME:** 10:00 A.M. ET  
**LOCATION:** Town Hall, Lower Level Conference Room #2  
**SOLICITATION:** RFP No. 100511-FY19-28  
**TITLE:** Comprehensive Town Plan Consultant





**NUMBER OF ATTENDEES:** 14

COMPANY NAME, ADDRESS, & TELEPHONE NUMBER (PRINTED)	ATTENDEE NAME, TITLE, & EMAIL ADDRESS (PRINTED)	ATTENDEE'S SIGNATURE
Town of Leesburg 25 W. Market Street Leesburg, VA 20176	Octavia Andrew Chief Procurement Officer <a href="mailto:oandrew@leesburgva.gov">oandrew@leesburgva.gov</a>	
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Town of Leesburg 25 W. Market Street Leesburg, VA 20176	Scott Parker Senior Planning Project Manager <a href="mailto:sparker@leesburgva.gov">sparker@leesburgva.gov</a>	
Town of Leesburg 25 W. Market Street Leesburg, VA 20176	Richard Klusek Senior Planner <a href="mailto:rsklusek@leesburgva.gov">rsklusek@leesburgva.gov</a>	



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