



REQUEST FOR PROPOSALS (RFP) YARMOUTH ACTIVE TRANSPORTATION PLAN

RFP Circulation Date: July 14, 2025

Proposal Submission Due Date: August 11, 2025 at 4 PM

Introduction

The Town of Yarmouth is seeking proposals from qualified and experienced firms to assist the Bicycle and Pedestrian Advisory Committee (Committee) in updating the [2015 "Yarmouth Bicycle and Pedestrian Network Plan."](#)

The Committee's vision is to build a vibrant community where people of all ages and abilities can safely walk, bike, or roll. They focus on implementing this vision by creating safe, connected mobility networks throughout Yarmouth that support a healthy, eco-friendly lifestyle.

Yarmouth's extensive network of sidewalks, trails, and paths is a core part of its identity and pride. As that network has expanded, and new innovations have come to light, the Town would like to create a new Active Transportation Plan to reflect these changes and provide clear community-driven guidance based on best practices for future network enhancement. The selected consultant would work with the Committee to create a list of priorities for near-term (within 5 years) and long-term (within 20 years or more) of transportation system improvements. The selected consultant must be an expert in Complete Streets principles, current active transportation planning and design best practices, and adept in public engagement practices. The primary focus of the plan must be on improvements to infrastructure, but can include additional recommendations for education, outreach, and/or ongoing evaluation using the Safe Systems Approach and Vision Zero practices.

Proposals will only be accepted electronically until August 11, 2025, at 4 PM. Send proposals to Juliana Dubovsky, Assistant Planner, at jdubovsky@yarmouth.me.us. Please reference "Active Transportation Plan" in the subject line. Late submissions will not be accepted or considered. This RFP is not a contract offer, and no contract will exist unless and until an agreement is signed by the Town and the successful firm.

The Town reserves the right to accept or reject any or all proposals, and at its discretion, may select a firm outright or select a finalist(s) for in-person and / or virtual interviews.

Questions

Questions regarding this proposal should be directed to Juliana Dubovsky, Assistant Planner, prior to the submission date. Questions are due on July 30, 2025, at 4 PM. Answers/clarification to any questions will be made available on the town's website, www.yarmouth.me.us/jobs, by noon on August 1, 2025.

Background

Yarmouth, Maine is a suburban coastal community with a population of 9,026 (American Community Survey 2023) located in Cumberland County, 12 miles north of Portland, Maine's largest city. With a mere 15-minute drive to Portland, and 16 miles from Portland International Jetport (PWM), Yarmouth has an above average median household income and boasts a vibrant downtown, a growing arts community, commercial corridors of retail and commercial developments, and a working waterfront. Geographically covering 13 square miles and two island communities, the primary business and economic development corridors are: Yarmouth's Main Street (Downtown / Village) and working waterfront; and US Route 1 corridor, accessible by I-295 Exit 15 (Cumberland-Yarmouth) and Exit 17 (Yarmouth-Freeport). Yarmouth has managed three Tax Increment Financing (TIF) Districts spanning Main Street and the Route 1 corridor since 2016 and has used TIF revenues for economic development purposes, including this project.

The preparation of an Active Transportation Plan is identified as an important action in the recent Comprehensive Plan and the Climate Action Plan, both adopted by the Town Council in 2024. Specifically, the following actions relate to this request:

"Comprehensive Plan Action T-7.9: Complete a comprehensive, town-wide transportation planning process that includes all modes, active transportation goals, and Vision Zero and Complete Streets principles."

"Climate Action Plan Action 1.1.1: Complete a comprehensive, town-wide transportation planning process, resulting in an adopted implementation plan that includes non-motorized trail expansion, increased bike/walk infrastructure, and changes in parking requirements that incentivize active transportation."

Project Purpose and Need

In early 2015, the Town of Yarmouth hired Street Plans and Town Planning & Urban Design Collaborative, LLC (TPUDC) to work with the then nascent Bicycle and Pedestrian Advisory Committee to develop a townwide bicycle and pedestrian plan. The Yarmouth Bicycle and Pedestrian Plan comprises three documents:

- the Yarmouth Complete Streets Policy, which establishes guiding principles for a more multimodal transportation system throughout Yarmouth;
- the Yarmouth Character-Based Code, which provides specific requirements related to Thoroughfares, including specific Thoroughfare Assemblies and Bikeway Types;
- and the Yarmouth Bicycle and Pedestrian Network Recommendations, which includes the four maps herein: Multimodal Composite Network, Bicycle Network, Sidewalk Network, and Unpaved Trails Network.

Since that time, Yarmouth has experienced significant growth, creation of neighborhoods, as well as an influx of new residents. This has increased demand for traffic calming and additional infrastructure improvements, such as paths, trails, and sidewalks. The new Active Transportation Plan will create a clear guiding document for future enhancements to a safe, connected active mobility network across town. The Committee intends to use the Plan in coordination with Town staff to set priorities for continued expansion of this vision.

Scope of Work and Deliverables

The Active Transportation Plan must provide a guide to improve bicycling and walking conditions within the community. Through community engagement, the Plan will identify the community's goals and vision for active transportation and include an implementation plan that is routed in policy, programming, and funding. The Bicycle and Pedestrian Advisory Committee has identified three goals for the project:

1. Create a clear vision for building safe, connected active transportation networks in Yarmouth that support biking, walking, and other micro-mobility options and position our town as a state and national leader.
2. Develop an actionable plan that can be implemented in the short, medium and long-term, and provide a blueprint for informing future Capital Improvement Plan (CIP) investments and priorities.
3. Ensure that the plan reflects nationwide best practices, aligns with statewide and regional planning initiatives, and compliments Yarmouth's Comprehensive Plan and the Climate Action Plan, and incorporates recommendations for a supplemental Safe Routes to School Plan.

The scope of the project must include:

1. **Project Coordination:** The consultant shall meet with the Department of Planning & Development staff and a representative from the Bicycle and Pedestrian Advisory Committee on a regular basis for project updates. Project coordination meetings can be held virtually.
2. **Existing Conditions Inventory:** Working with the Bicycle and Pedestrian Advisory Committee and town staff, the consultant shall review existing long-range planning documents and existing available data on the active transportation network in Yarmouth.
3. **Public Engagement:** Consultant proposals shall include a public engagement plan that is designed to receive the best input from the various stakeholders. At a minimum, the consultant is expected to attend and lead a kick-off meeting, which can be an open house or mapping charrette, where the community can weigh in on existing and desired bicycle and pedestrian facilities, as well as points of connectivity. In addition, the consultant is also expected to attend and lead two small workshops with Yarmouth's youths and seniors, or other important stakeholder groups.
4. **Recommendations and Active Transportation Plan:** The consultant, based on input from town staff, Bicycle and Pedestrian Advisory Committee members, and public engagement, shall prepare a draft and final report. The Active Transportation Plan shall include a vision statement, a prioritized projects list that incorporates Safe Routes to School recommendations, and an implementation/action plan for 2030 and 2050 timelines and relative costs (i.e., quick-build solutions vs. Capital Project investments).

Town Responsibilities

The Department of Planning & Development will be responsible for the following:

1. Identify a person to represent the Town to coordinate with the selected consultant, monitor progress, secure meeting room reservations, respond to questions, and consider requests for additional work, if necessary.
2. Provide available background information and data.
3. Coordinate with other Town staff and officials and the Bicycle and Pedestrian Advisory Committee.

Budget

The total budget for this project is \$70,000.

Contents of Proposal

Proposals must include the following items:

1. Cover Letter
2. Project Approach: Please describe your firm's approach, how it is unique and what strengths your team brings to the project. What methods will you use? Also, please share any variances you would suggest to the scope as outlined in this RFP and any insights into the project that you have gained as a result of developing the proposal for other communities.
3. Scope of Services: Provide a detailed approach to the project to accomplish the stated Scope of Work.
4. Schedule: Provide a schedule of activities and include project milestones and overall timeframe.
5. Key Personnel: Provide a list of all individuals, including sub-consultants, who will work on the project.
6. Project Qualifications and Experience: Provide your firm's experience conducting, preparing and analyzing data for a market analysis, and integrating the information in developing projections and action plan strategies for economic development. Provide relevant and recent project experience
7. Cost: Include a lump sum cost for completion of all tasks included in the Scope of Services. Please include a breakdown of costs including personnel time.
8. References: Provide a minimum of three professional references for similar projects. Include name, title, phone number, and email for each reference.

Evaluation Criteria

Proposals will be evaluated according to the following point system:

Inclusion of Cover Letter, Project Schedule, and Cost Breakdown	10 Points
Reasonable Project Approach	20 Points
Scope of Services and Responsiveness to RFP	30 Points
Project Qualifications and Experience	30 Points
References	10 Points



The proposal reviewers will include the Director of Planning & Development, the Assistant Planner, the Director of Economic and Community Development, and two members of the Bicycle and Pedestrian Advisory Committee.

RFP Schedule

The following is the anticipated schedule. The Town of Yarmouth reserves the right to extend the schedule and will post notice of such extension on the town's website at www.yarmouth.me.us/jobs.

RFP Available: July 14, 2025

Questions Due: July 30, 2025, at 4 PM

Responses to Questions Posted: by August 1, 2025, at noon

Proposals Due: August 11, 2025, at 4 PM

Interviews (if needed): week of August 25, 2025

Anticipated Agreement Award: September 2, 2025

Ownership of Material

All rights, titles to and ownership of the data, material and documentation in all forms resulting from this project and/or prepared for the Town pursuant to this RFP shall remain with the Town of Yarmouth except that consultants may reserve the right to preserve the integrity of deliverables so that they are not misrepresented or misused.

Contract Agreement

The selected firm will execute an Agreement for Services with the Town of Yarmouth describing the Scope of Work to be performed, the schedule for the completion of the work, compensation, and other pertinent provisions. The successful firm will be required to:

1. Enter into a contract with the Town of Yarmouth;
2. Create a working schedule for the Scope of Work;
3. Coordinate and work with the Town of Yarmouth Department of Planning & Development; and
4. Comply with invoicing, billing, and payment requirements of the Town of Yarmouth.

At any stage, the Town of Yarmouth reserves the right to terminate, suspend, extend, amend, or modify this selection process; reject any or all submittals at any time; and waive any informalities, irregularities, or omissions in submittals, as the best interests of the Town may appear. The RFP process shall in all respects be governed by, and construed in accordance with, the laws of the State of Maine. A Proposer has rights, and the Town has obligations, only when a lease agreement is executed by the Yarmouth Town Council and/or their designee and the Proposer. Thank you for your interest in doing business in the Town of Yarmouth.