



Town of Waterford

RFP for the Waterford Economic Development Strategy.

10/2023

Project Description

Project Name: RFP for Town of Waterford Economic Development Strategy

Project Location: Town of Waterford Economic Development Strategy

Town of Waterford, CT

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The Town of Waterford requests proposals from qualified planning consulting firms to facilitate the development of a comprehensive Economic Development Strategic Plan (EDS). The plan will be grounded in a real estate market demand analysis by asset class (office, industrial, retail, etc.) as well as a leakage surplus analysis for traditional retail goods and services. The plan will also focus on development strategies for key geographic areas including, the Millstone Point, the Crystal Mall, the Route 85, 1 and 156 commercial corridors, Mago Point, the I-95 corridor, the Frontage Roads and the Cross Road “Business Triangle.”

Demonstrate experience in successfully writing EDSs in the State of Connecticut. Firms should clearly illustrate expertise in evaluating current and desired conditions in a community’s economic development. Respondent will provide expert advice in Economic Development and innovative strategies based on analysis of information provided, other regional plans, research of national best practices, interviews and other methods. Firms should demonstrate expertise in mapping, interpreting and generating relevant data, facilitating consensus surrounding community goals and objectives, and crafting achievable implementation actions. Substantial expertise in public engagement is desired.

Scope of Services

1. Assess the Town’s current Economic Development program and provide recommendations for strategies, services, and organizational capacity to achieve economic development goals. The assessment should include an evaluation of Waterford’s role in the regional economy and identify growth opportunities.
2. Develop a comprehensive Economic Development Strategy for the Town that identifies and provides direction on issues of economic development.
3. Execute a robust and creative public engagement program in partnership with the Economic Development Commission and Town Staff. The engagement program at a minimum should include strategies to ensure meaningful engagement with key stakeholders including but not limited to the Waterford business community and the

Eastern Connecticut Chamber of Commerce. The engagement program should proactively identify ways to engage underrepresented members of the business community and provide equitable opportunities for participation. The program should also include a summary of proposed meetings within the project timeline.

4. Ensure compatibility with the Southeastern Connecticut Enterprise Region (seCTer) Comprehensive Economic Development Strategy and the Town's POCD (which is currently being updated).

Additional Information:

At the end of the project, the successful firm will deliver:

- A comprehensive Economic Development Strategy in print (and ready-to-print) and digital formats. Materials will be user-focused, easily navigable, with clear graphics and searchable text (digital format).
- Draft materials in print (as needed) and digital formats.
- An executive summary identifying key issues and objectives raised in the final plan.
- Single Page summary documents highlighting key goals identified in the Plan and actions associated with achieving them. The final number of summary pages TBD with the selected firm.
- A digital form to assist Town Staff in drafting annual reports to the Economic Development Commission on implementation progress.
- GIS data for use in future municipal planning and economic development activities.

Firms should clearly identify their approach to performing the scope of services and providing all deliverables. Information in the proposal should include:

- Description of Firm(s) history, expertise, and experience.
- Identification of key team members and qualifications.
- Clear public engagement strategy that meets the objectives identified in the scope of services. The strategy should include in-person and virtual tools.
- For budgeting purposes, firms should anticipate a minimum of five in-person commission meetings, ongoing discussions with Town planning staff, and two presentations at the time of final plan adoption. Up to five additional meetings for topic-specific discussions with key stakeholders, Boards and Commissions, or a combination thereof should be anticipated. A per-meeting cost for in person and virtual meetings proposed above the minimum amount should be provided.