



Request for Quotes Consultant Services Stakeholder Engagement Process

Date of Request for Proposal:

November 26, 2021

Responses Due By:

December 16, 2021, at 3:00 pm

Deliver Complete Responses To:

Attn: Jenny Gingras, Town Planner
planning@town.pepperell.ma.us (E-mail Preferred)
1 Main Street
Pepperell, MA 01463

For Further Information Please Contact:

Jenny Gingras, 978-433-0336
E-mail: jgingras@town.pepperell.ma.us

OFFICIAL BID DOCUMENT



COVER SHEET

The Planning Office, acting through the Agricultural Commission, The Fitzpatrick Collaborative and Planning Board, is requesting quotes from qualified individuals and firms for Consulting Services to effectively engage diverse stakeholders to inform future food hub and commercial kitchen business development at The Fitzpatrick Collaborative (former Peter Fitzpatrick School) in the Town of Pepperell.

For further information, contact Jenny Gingras, Town Planner, at 978-433-0336, or jgingras@town.pepperell.ma.us. The RFQ may be viewed and downloaded from the Town website <https://town.pepperell.ma.us/>.

Proposals must be received by the Town of Pepperell, Massachusetts, on or before 3:00 pm on Thursday, December 16, 2021, to the Planning Office at: planning@town.pepperell.ma.us.

The Town reserves the right to cancel any request for proposals, and to reject in whole or in part any and all proposals, when it is deemed in the best interests of the Town to do so.

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I. OVERVIEW/PURPOSE

The Town of Pepperell is seeking to hire a consultant to work with its Agricultural Commission, The Fitzpatrick Collaborative, and the Town Planner to effectively engage diverse stakeholders to inform future food hub and commercial kitchen business development at The Fitzpatrick Collaborative (former Peter Fitzpatrick School) in Pepperell.

The purpose of this Request for Proposal is to develop a supply and demand side feasibility study to include food producers (supply side) and, on the demand side, wholesale buyers that constitute a food hub system. This research must assess and quantify producer and buyer interest in aggregation, sales, distribution, commercial kitchen and product packaging (co-packing) needs.

II. BACKGROUND INFORMATION

In the Fall of 2021, The Fitzpatrick Collaborative received a Collaborative Workspace Program grant from MassDevelopment to develop an operational business plan for a commercial kitchen and food hub located at The Fitzpatrick Collaborative. The Fitzpatrick Collaborative will hire the Director of the Worcester Regional Food Hub to develop the business plan, with future plans to execute upon the business plan and establish a self-sustained commercial kitchen and food hub for the community, managed by The Fitzpatrick Collaborative. The engagement process will include stakeholders from Pepperell and neighboring towns within a 25-mile radius.

III. SCOPE OF SERVICES

1. Supply side information to be gathered includes, but is not limited to:
 - the growing and harvesting capacity of local agriculture (Gap analysis);
 - issues regarding processing, selling direct to consumer and wholesale, and
 - needed technical and other support to scale up current businesses.
2. Demand capacity for a regional food hub and commercial kitchen includes, but is not limited to:
 - identification of targeted stakeholders and distribution outlets,
 - Price points and willingness to pay,
 - Supply volume needs (seasonality, food safety certification).
3. It is anticipated that the feasibility study will include surveys and group and individual interviews, as needed. The final report should include:
 - Pricing and margin strategy recommendations with achievable outcomes over a selected period of time for the local/regional area under study;
 - Pricing and profit margin analysis for products local farmers are producing;
 - Volume of production required to reach break-even;
 - Time to achieve profitability;
 - Competitive landscape analysis;
 - Further needed investment for scaling up (addressing constraints) for both food hub and commercial kitchen services to growers, institutional buyers and food entrepreneurs;



- Potential future revenue streams and services to develop a strong pipeline of growers, buyers, and commercial kitchen users;
- Potential funding sources to address further needed investments;
- Additional research “next steps” if called for.

IV. PROJECT SCHEDULE

Work is expected to begin in early 2022. The goal is to have the final report in the early spring (March-April) of 2022. The Consultant shall prepare a reasonable timeline to initiate and complete all aspects of the project.

V. DELIVERABLES

The Consultant will deliver ten (10) printed copies of all final reports, along with high-quality electronic copies of the same in a Microsoft Word compatible version and a searchable PDF version. All materials will become the property of the Town of Pepperell.

VI. CONSULTANT QUALIFICATIONS

At a minimum, the proposing firm/team must meet the following requirements:

1. The firm/project manager/team must have at least five (5) years of experience in the successful preparation of similar types of projects.
2. Successful completion of a minimum of three (3) such projects within the last five (5) years is required, and completion of five (5) overall is desired.
3. The principal and project manager to be assigned to this project must be available for meetings with the committee on days or evenings, as required.
4. The volume of the proposed project manager's and firm's current and projected workload must not adversely affect its ability to immediately initiate work and to follow through with the project in a timely and professional manner. The firm and all team members must be capable of devoting a significant amount of time to this project in order to complete the work within the schedule outlined in this RFQ.

VII. SUBMITTAL REQUIREMENTS

Each interested qualified firm must submit its response including, at a minimum, each of the following:

- Three (3) paper copies and one electronic copy of the proposal including the following:
 1. Cover letter, including a profile introducing the firm, as well as the name, telephone number, and email address of the primary contact for the project.
 2. General description of the firm/team's experience.
 3. Description, with examples, of the firm/team's experience in working with municipalities to successfully implement recent projects.
 4. Completed Required Forms.
 5. Evidence of insurance coverage, including general and professional liability and Workers' Compensation insurance.

The Town reserves the right to reject any or all proposals, to waive any non-material irregularities



or information in any RFQ, and to accept or reject any item or combination of items. The Town also reserves the right to seek additional information and revised proposals prior to selection of a Consultant through written notice to all of the respondents.

Responses to the RFQ are due by 3 PM on December 16, 2021. Facsimile and/or emailed responses will not be accepted. All responses should be submitted to:

Jenny Gingras
Town Planner
Town of Pepperell
1 Main Street
Pepperell, MA 01463

If it is determined to be necessary, any interviews with prospective Consultants will be scheduled in January 2022.

VIII. REQUIRED FORMS

All required forms must be submitted with the proposal.

- A. General Proposal Form (Certificate of Non-Collusion and Taxes Paid Certification)
- B. Price Proposal Form

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Form A – General Proposal Form

The accompanying Proposal Price Form is hereby submitted in response to the RFQ cited above. All information, statements and prices are true, accurate and binding representations of its intentions and commitments in responding to this RFQ.

This Proposal applies to the category(s) of goods and/or services marked with an "X" below.

- Consultant Services for Stakeholder Engagement Process**

Vendor Name: _____
Mailing Address: _____

Phone: _____
E-mail: _____
Website: _____

Non-Collusion Statement

The undersigned certifies under penalties of perjury that this Proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

Taxes Paid Certification

Pursuant to M.G.L. c. 62C, §49A, I certify under the penalties of perjury that, to the best of my knowledge and belief, I am/my company is in compliance with all laws of the Commonwealth relating to taxes, reporting of employees and VENDORS, and withholding and remitting child support.

For the Proposer:

X _____ Date: _____

Name: _____

Title: _____



FORM B – PROPOSAL PRICE FORM

The PROPOSER proposes to provide the following services (and as described in detail in **Section 3 (Scope of Services)** of the RFQ:

CONSULTANT SERVICES FOR STAKEHOLDER ENGAGEMENT PROCESS

PROPOSED PRICE:

\$ _____

Please attach estimated budget and breakdown by planning element of professional service fees, assigned project staff and hourly billing rates of staff.

Signed

Title

Print Name

Date Signed

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