

28 April 2010

Mr. Stephen Ledoux  
Town Manager  
Town of Acton  
472 Main Street  
Acton, MA 01729

Re: Proposal for the Town of Acton Comprehensive Community Plan  
Phase 2 – Building the Plan

Dear Mr. Ledoux:

Planners Collaborative offers the attached revisions to our original proposal to extend our partnership with the Town of Acton in the proposed effort to build a Comprehensive Community Plan that will be of sustaining value to the Town's decision-making over the next 10 to 15 years.

As discussed in our original September, 2008, proposal to develop the Plan, our approach builds on the successful Phase 1 work that we performed to produce the *Emerging Vision and Goals for Acton's Future*. We propose to continue the vigorous public outreach as we develop recommendations and an implementation plan that confirms and fulfills the town's vision and goals. The Plan will be based on a thorough inventory and analysis of data provided by town departments, as well as existing planning documents. In developing the Plan, we will work closely with the town-appointed Steering Committee and the Planning Department and through a series of community-wide meetings over the next year to ensure that the Plan has a firm factual basis and reflects community values. An additional survey will also be used to validate the Plan's recommendations. As recently discussed with the Planning Director, we envision the final product as a well-designed and illustrated Comprehensive Community Plan report in electronic format, with a small number of hard copies, and a widely circulated executive summary that could be in poster format.

To complete this effort, the Collaborative is pleased to assign substantially the same senior staff that worked with the Town on the Phase 1 effort. This staff is familiar with the town and with the many Acton citizens who volunteered their time to make Phase 1 a success; we look forward to working with them again in Phase 2 so that their viewpoints are considered and their energy is utilized.

**Jim Purdy** will serve as our Project Manager. Jim, who participated significantly in a support role during Phase 1, is a multi-talented planner who will bring to the project his 30 years of strategic planning experience in project management, urban planning, facilities planning, transportation planning, and environmental assessment. **Daphne Politis**, a superbly qualified planner who led the Phase 1 public outreach effort will continue as the task manager for community outreach and as

Deputy Project Manager in the development of the Plan. Of significance to this project, Daphne is a seasoned expert in translating the results of the public process into concrete information that is directly applicable to formulating the Plan's recommendations.

As discussed with the Planning Director, the elapsed time since we submitted our original proposal for this work has increased costs, particularly to re-mobilize. Therefore, to stay within the town's budget we have made some modifications to the proposed scope of work, primarily in the number of meetings that are proposed (seven Steering Committee meetings and five community-wide meetings), and by eliminating a study of town governance. If additional meetings are desired, we will provide them at our regular hourly billing rates for the personnel involved. Our proposed cost to do the work is essentially the same as previously proposed; a portion of the budget, \$7,000 is designated as a contingency item to cover expenses such as additional meetings that may be desired.

However, to meet the available budget, we are proposing to provide without charge 250 hours of effort by John Hersey, a talented planner on our staff who is both well qualified (Master's in Urban Planning from UMass Amherst) and very interested in community planning in general and Acton in particular. In addition, Jim Purdy will be providing many hours of work beyond what is indicated in the budget without charge to the project.

As President of the firm, I have full authority to conclude, on behalf of the Planners Collaborative, Inc., any negotiations that may be required for the proposed project. My address and telephone number are found below. In addition, I wish to convey my personal commitment that the proposed Community Comprehensive Plan will receive the full attention and support of our corporate resources, talents and energies. Our proposed project team looks forward to the opportunity to meet with you and the citizens of Acton to discuss our proposal in more detail.

Very truly yours,

PLANNERS COLLABORATIVE, INC.



Joseph Brevard  
President  
jb@thecollaborative.com

Attachments:  
Revised Understanding and Scope of Work  
Revised Cost Proposal