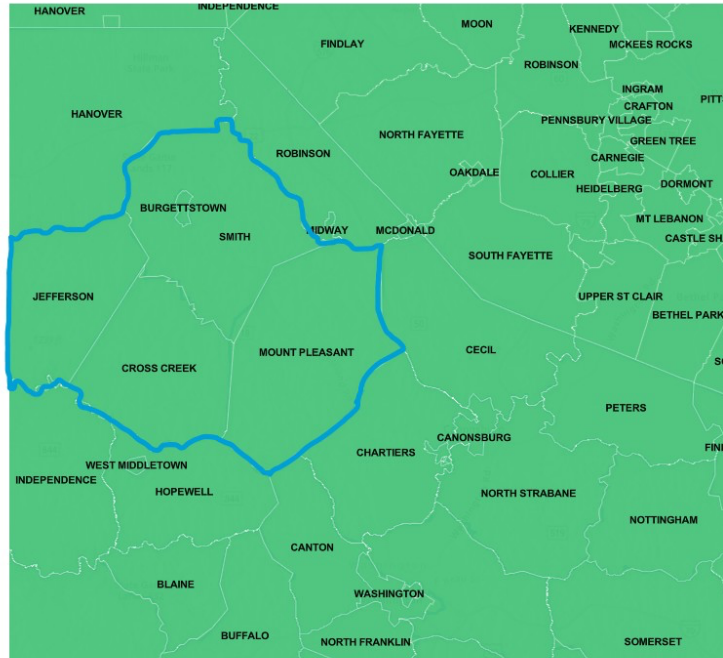


# Request for Proposals

Regional Strategic Plan for the:  
Borough of Burgettstown & Townships of Cross Creek, Jefferson, Mount Pleasant, and Smith of Washington County, PA

Proposals must be received no later than 5:00 PM on **06/8/2026**



The Borough of Burgettstown, Townships of Cross Creek, Jefferson, Mount Pleasant, and Smith (hereafter referred to as the Municipalities), are soliciting proposals from qualified professional planning consultants to provide planning services for the development of a Regional Strategic Plan ("Plan").

The Municipalities seek to leverage the strengths of each other and through cooperation and communication to outline goals for their future. This regional, multi-municipal alignment will be the overarching theme of the Plan. The Plan will present a vision for the Municipalities and provide actionable steps for attaining these shared goals. Public input shall be a significant part of this planning process and priority identification. The recommendations should be connected to the goals and strategies identified in the Washington County Comprehensive Plan.

The Plan will focus on:

- Business district revitalization
- Residential development
- Farmland preservation
- Regional tourism

- Shared services

**BACKGROUND:**

The Municipalities last adopted a multi-municipal comprehensive plan in 2003, aside from Mount Pleasant Township, which last adopted a comprehensive plan in 2016. The total population for the five municipalities is 11,438 covering 120.8 square miles. All are predominantly rural with a strong agricultural foundation and a commitment to preserving farmland and natural resources, and share interest in attracting new residential and retail development where appropriate. The Municipalities are a part of the Burgettstown Area School District, aside from Mt. Pleasant Township, which is in the Fort Cherry School District. All the municipalities have zoning. A potential opportunity for the collective is their proximity to the Pavilion at Starlake, an outdoor concert venue with a capacity of 23,000.

The Municipalities share a variety of services and cooperations amongst themselves and neighboring municipalities, some formally documented and some “handshake deals.”

These cooperative services include:

- Emergency medical services
- Emergency fire services
- Police services
- Road maintenance
- Public works

**Borough of Burgettstown:** Burgettstown Borough serves as the central hub for the region. The Borough’s strategic objective is to revitalize Main Street. They aim to do this by developing a mixed-use business and residential district, while also identifying target sites for relevant uses. The Borough has made notable progress on filling vacancies on Main Street and intends to apply to DCED’s Main Street Matters program for streetscape enhancement. The Borough aims to expand retail, dining, and service-based business on Main Street. The Borough has prime access to the Panhandle Trail with the Burgettstown Trail Head. This is the final amenity stop along the trail from McDonald Borough, PA to Weirton, WV. It has greatly increased foot traffic in the Borough along Main Street, making the continuation of Main Street revitalization of the utmost importance.

**Cross Creek Township:** Cross Creek Township’s major offering is the Cross Creek County Park, a 5,500-acre park that offers typical outdoor recreation and amenities. They would like to expand their outdoor recreation offerings throughout the township, such as exploring ATV Trail systems. While Cross Creek values this quiet rural character, they also recognize opportunities for measured economic development along the Route 50 corridor, where public water was recently installed and continued expansion onto secondary roadways is desired. Independence Cross Creek Joint Sewage Authority intends to extend public sewer to allow for future development. Cross

Creek benefits from its proximity to regional transportation assets, specifically interstate highway corridors and the Ohio River at Wellsburg, WV.

**Jefferson Township:** Jefferson Township has the smallest population among the municipalities- 1,119 residents with 22.6 square miles, with zoning updated in 2025. Jefferson has a large number of farms and farmland that is under-utilized. Jefferson aims to explore tools to sustain farming across generations, including farmland preservation, succession planning, agritourism, agricultural support, and updated zoning approaches. Specifically, Jefferson aims to strengthen its role within the regional agricultural value chain. A strategy for preservation is to serve as a farm to table produce supplier for a variety of industries, such as regional farmers markets, restaurants, and grocery stores. Equine activities are important in Jefferson. There are a number of horse farms and training facilities that attract multi-generational participation, and Jefferson aims to explore ways to support these businesses and encourage equestrian-based tourism.

**Mt. Pleasant Township:** Mount Pleasant Township has the largest share of land within the Municipalities- about 36 square miles. Its residential areas include: the Villages of Hickory, Southview, Westview, and the Cherry Valley Estates Planned Residential Development. Mount Pleasant is also home to the first Marcellus Shale well pad in Washington County. The Township updated their zoning ordinance in 2018. Their northern border has direct access to the recently completed Rt. 576 turnpike McDonald interchange.

**Smith Township:** Similar to Mount Pleasant, Smith Township is primarily residential. They have the largest population among the municipalities- 4,233. Smith's primary objective is to increase residential and retail development- this includes a combination of local establishments and chain retail store and restaurants. They have the necessary infrastructure in place for additional residential development along the Route 18 corridor. Smith has a variety of blighted buildings and residential properties they aim to rehabilitate. They updated their zoning ordinance in 2025.

#### **SCOPE OF WORK:**

\*The Municipalities are open to consultant suggestions for alterations to the scope of work.

The Plan will focus on identifying:

- Three to five real and relevant community issues/needs.
- Three to five steps to address the three to five issues/needs.
- Groups/ entities responsible for addressing these issues, along with potential funding sources, projects, and programs to be developed.

The consultant will provide the full range of planning services necessary to undertake the Plan. In addition to the community issues/ needs that emerge from the planning process, the Plan should consider the following:

- Revitalization and reinvestment in target business districts, such as:
  - Route 18 in Smith Township
  - Route 50 in Cross Creek and Pleasant Township
  - Main Street in Burgettstown
  - Route 576 Turnpike Interchange
- Maximizing support for agricultural activities and businesses, such as:
  - Equestrian activities
  - Multi-use trails
  - Outdoor recreation
  - Producer to market pathways
- Exploring opportunities for multi-municipal cooperation, resource sharing, and shared services, and provide recommendations for formalizing existing “handshake deals.” Services include:
  - Regional police services
  - Emergency and Fire services
  - Joint road maintenance
  - Shared code enforcement
  - Shared land uses
- Strategies for preserving natural resources and open spaces, including:
  - Sensitive environmental areas
  - Agricultural land
- Community activities, organizations, and projects that will serve to increase connectivity, such as:
  - Burgettstown Area Library
  - Heritage Public Library
  - Panhandle Trail Heads

The Plan should be written for use by the Municipalities, elected and appointed officials of the Municipalities, stakeholders, and residents who will facilitate the implementation of the Plan after completion. The format and content should be designed to be straightforward so that it is easily understandable to the average resident and reader.

The recommendations should be realistic and based on the resources and capacity of the Municipalities and stakeholders. The consultant should connect partners to the project where relevant, and do due diligence to ensure partners, stakeholders, and residents are involved in the planning process and implementation. Recommendations should also be identified by feasibility, making note of the simplest recommendations that the Municipalities can easily accomplish, then detailing the steps needed to implement the more complex recommendations.

## **DELIVERABLES:**

- An initial meeting with the Project Committee to review the project scope and establish the project delivery schedule and public engagement program.
- Development of Steering Committee and Steering Committee meetings.
- Gathering public input through a variety of techniques, including but not limited to public workshops and surveys, resulting in a broad cross-section of people being consulted.
- Regular coordination and project progress reports with the Project Committee.
- Drafts of the Plan provided at key phases of the project.
- Executive Summary/Fact Sheet of the final Plan for ease of reference.
- The final Plan, ready for adoption, containing a phased implementable schedule, relevant graphics and maps, supporting metrics, estimated costs, funding acknowledgement, and a narrative description of recommendations.
- Completed electronic copies of the final Plan in PDF format.
- (1) Physical copy of the Plan for each Municipality.
- All materials necessary to conduct all meetings, workshops, and hearings. The consultant shall submit electronic copies of all materials, research, data, GIS files, maps, etc., developed or collected during plan development to the Municipalities in editable formats for the Municipalities' future use.
- A final presentation, after completion of the Plan, to municipal officials.

#### **BUDGET:**

The Municipalities are funding the Plan, so quotes should be realistic in terms of what this RFP outlines. Grant funding is being sought to cover 50% of project cost, but that funding is not secured as of this RFP. Consultant selection and project execution is contingent on the Municipalities being awarded grant funding.

#### **COMPLETION SCHEDULE:**

The consultant is expected to complete the Plan within eighteen (18) months of executing a contract.

#### **CONTRACTUAL REQUIREMENTS:**

If the project is partially grant funded, the consultant must comply with grant-mandated requirements and communicate with and inform representatives from the grant agency.

#### **PROJECT MANAGEMENT:**

The Project Committee includes at least one representative from each municipality. Communication for the Plan will be managed by the Project Committee Chair, Patty Lawrence, Jefferson Township Planning Commission. Patty will be the primary contact for communications with the consultant.

**Patty Lawrence**  
**pattylawrence2@icloud.com**  
**724-947-3771**

## **SELECTION CRITERIA:**

The Project Committee will evaluate proposals, and a consultant will be selected based on the following criteria:

- Relevant qualifications, skills, and overall experience of the consultants in performing work requested herein and working with communities similar in size and character to the participating municipalities.
- Qualifications, skills, and experience of personnel assigned to the project by the consultant. Experience of assigned personnel in meeting objectives outlined in this RFP.
- Proposed scope of work and approach, methods, etc., to carry out the project.
- Ability of consultant to meet the expected project completion schedule.
- Proposed costs, with elements clearly defined and priced.
- Cost-saving techniques.

## **PROPOSAL CONTENT:**

The following minimum information should be included in proposals:

- COVER LETTER - Include the applicant's full name, mailing address, phone number, email address, and the primary contact person's name, title, phone number and email address for the proposal evaluation period.
- PROJECT LIST - Provide at least two similar projects completed by the applicant.
- REFERENCES - Provide at least three municipal client references for which the applicant has provided similar planning services within the last three to five years. Include the name, address, and phone number of the primary contact person(s) and a description of services provided to that contact.
- PROJECT PERSONNEL - Provide a list of personnel directly assigned to the project, along with summaries of the primary responsibilities of each team member on this project. List all prospective subcontractors for the project and include their qualifications and specific responsibilities.
- PROJECT APPROACH - Provide a narrative describing the overall project approach, a description of the process and methods to be employed toward the completion of the project.
- SCOPE OF WORK - Include the work steps intended to be taken, separated by individual tasks. Include a list of proposed deliverables for each work step. Provide a summary of estimated labor hours by task and the number of hours performed by each participant organized by task. Identify the designated personnel responsible for completing the work, deliverables, and public outreach.
- WORK SCHEDULE - Provide a timeline for the performance of the Scope of Work that indicates project milestones and the completion of all tasks, the delivery of all materials for each phase, and the overall time for completion of the Plan.
- COST PROPOSAL - Provide a cost proposal outlining the number of hours and fees associated with each task and subtask. Please include any optional services that could be provided for an additional price, or services that could be removed to lower the price.

**SELECTION PROCEDURE:**

**Proposals must be received by email no later than 5:00 PM on 06/8/2026. Proposals should be sent by email to [pattylawrence2@icloud.com](mailto:pattylawrence2@icloud.com)**

Any questions on this RFP should be directed to the Project Committee. If a firm wishes to engage in an Office Hour to ask any clarifying questions, the request should also be directed to the Project Committee at:

**Patty Lawrence**  
**[pattylawrence2@icloud.com](mailto:pattylawrence2@icloud.com)**  
**724-947-3771**

**Timeline:**

RFP Issued: 4/20/2026

**Proposal Deadline: 6/8/2026 at 5:00 PM**

Proposals/ Interviews will be scheduled for July/August 2026.