



REQUEST FOR PROPOSALS

for the

Village of LeRoy

Waterfront & Downtown Revitalization Strategy

April 3, 2017

PART 1: INTRODUCTION

This Request for Proposals (RFP) is being issued by the Village of LeRoy, herein referred to as the Village, to assist in the preparation of a Waterfront and Downtown Revitalization Strategy partially funded by a grant from the New York State Department of State, herein referred to as the Department. The Village of LeRoy is seeking assistance with the preparation of a Waterfront and Downtown Revitalization Strategy pursuant to the provisions of New York State Executive Law, Article 42, and will focus on community waterfront land use issues, public access to the shore, and water quality, in addition to fostering sustainable economic development, and developing well planned marketing and promotion of tourism.

The Village has received a matching grant from the New York State Department of State, with funds provided under Title 11 of the Environmental Protection Fund, to retain a consultant to provide planning services for the Oatka Creek Waterfront and Downtown Revitalization Strategy. The cost breakdown for this planning project is as follows:

- State Share = \$20,000
- Village Share = \$20,000
- Total Project Amount for Consultant Services = \$40,000

This RFP is being issued by the Village of LeRoy for coordination and completion of the Waterfront and Downtown Revitalization Strategy as detailed in Section 4 of this RFP. The selected consultant shall be responsible for the gathering of information, attending meetings of the Project Advisory Committee, writing the Strategy and presenting the Strategy at all required public hearings. The Village will determine when a particular draft component of the Scope of Work is deemed complete for submission to the Department of State. All draft products will be reviewed and commented upon by Department of State staff, and revised to the Department's satisfaction, before approved by the Department as a final product.

For information contact: Sharon Jeary, Village Clerk-Treasurer
3 West Main Street
LeRoy, New York 14482
(585)768-2527
SJeary@villageofleroy.org

The top three (3) "short listed" firms may be asked to give presentations related to the depth and experience of their team, understanding of the project, creativity and knowledge of the issues. Should the Village request interviews, the presentations would be given to a selection committee and limited to one hour.

PART 2: PROJECT DESCRIPTION

The Village will prepare a Waterfront and Downtown Revitalization Strategy. (The project area boundary is shown on maps included at the end of this RFP.) Development of the Strategy will result in a unified vision and approach for economic growth. This project will result in a Waterfront and Downtown Revitalization Strategy that will contain: an inventory and analysis of cultural and natural features; an economic analysis of the local area and region to better determine the village's economic niche and realistic opportunities for future Main Street/NYS Route 5 businesses; a range of projects to be undertaken by the public-and private-sectors; and, an implementation strategy including project priorities, responsible entities, potential funding sources, and implementation time-frames.

The Strategy will advance the Village's Comprehensive Plan (2001) and serve to articulate a local vision and list of priorities to guide decision-making over the next decade, creating a sense-of-place around the Village's central business district and Oatka Creek waterfront, and foster community livability, sustainability, and economic stability while protecting and enhancing important historic, cultural and natural resources. The project will be completed using consultant planning services to be procured by the Village of LeRoy and overseen by a Project Advisory Committee, which may include but not be limited to: members of the LeRoy Business Council, Town of LeRoy, Genesee County Economic Development Center, Genesee County Planning Office, Genesee County Soil and Water Conservation District, New York State Department of State, New York State Department of Environmental Conservation, and New York State Department of Transportation.

PART 3: PROJECT ATTRIBUTION & NUMBER OF COPIES

The selected Consultant must ensure that all materials printed, constructed, and/or produced acknowledge the contributions of the Department to the project. The materials must include the Department of State logo and the following acknowledgment:

"This (document, report, map, etc.) was prepared with funding provided by the New York State Department of State under Title II of the Environmental Protection Fund."

The Consultant must submit to the Department all required products, clearly labeled with the NYS Comptroller's Contract # and where applicable, the related Task # from the approved Work Plan. The Consultant shall submit:

- Draft products: two paper copies of each product. In addition, all draft products must be submitted as an electronic copy in Word or Word Perfect and Adobe Acrobat Portable Document Format -PDF (created using 300 dpi scanning resolution).
- Final products: two paper copies of each product. In addition, all final products (including reports, designs, maps, drawings, and plans) must be submitted as an electronic copy in Word Perfect or Microsoft Word and Adobe® Acrobat® Portable Document Format -PDF (created using 300 dpi scanning resolution) and

be submitted on a labeled CD-R type CD. The CD must be labeled with the contractor name, the Departments contract #, and project title.

- Electronic data for all Geographic Information System-based mapping products must be included in either ArcGIS format, or similar product acceptable to the Department, and comply with the requirements for Contract GIS Products.
- Electronic data for all designs, drawings, and plans must be submitted in the original software that they were created (such as CAD format or other similar product acceptable to the Department) as well as in JPEG or GIF format.
- Pictures and photographs must be dated and captioned with the location and a brief description of the activity being documented. Electronic data for all pictures and photographs must be submitted in JPG or GIF format or other similar product acceptable to the Department.

The contributions of the Department must also be acknowledged in community press releases and other notices issued for the project, including web site postings and other forms of digital distribution. Project press releases and other notices shall be submitted to the Department for review and approval prior to release, to ensure appropriate attribution.

PART 4: SCOPE OF SERVICES

Preparation of the Waterfront and Downtown Revitalization Strategy shall involve the following tasks:

Task 1: Project Initiation Meeting - In consultation with the Department, the Village shall hold a project initiation meeting, that includes the Consultant(s) and other project partners as appropriate, to review project requirements, site conditions, and roles and responsibilities; identify new information needs and next steps; and transfer any information to the consultant(s) which would assist in completion of the project. The consultant(s) shall prepare and distribute a brief meeting summary clearly indicating the agreements/understandings reached at the meeting. Work on subsequent tasks shall not proceed prior to Department approval of the proposed approach as outlined in the meeting summary.

Products: Project initiation meeting held with appropriate parties. Written meeting summary outlining agreements/understandings reached.

Task 2: Community Visioning Workshop/ Public Meeting #1 - The Consultant(s) shall facilitate a public meeting to obtain input regarding downtown and local waterfront issues, opportunities and goals for the future. This meeting/workshop shall be designed to obtain public input for the development of a Vision Statement for the project area and the proposed/potential redevelopment site(s) in the area. The consultant(s) shall document public feedback and develop a Vision Statement that summarizes community goals and objectives as described in Task 3. The Contractor shall submit the summary of the public meeting to the Department for review.

Products: Minutes/written summary of the public meeting.

Task 3: Vision Statement - Based on feedback provided during the community visioning workshop, and in consultation with the Project Advisory Committee, the consultant(s) shall develop a vision statement and summary description of the redevelopment goals and objectives for the project area. This statement or summary shall guide all project work, including community and site assessment; analysis of constraints, needs and opportunities; and, development of a strategy, action plan, and/or list of priority projects. Examples of redevelopment goals and objectives may include, but are not limited to, the following:

- Strengthening the physical and economic linkages between the waterfront and downtown business district.
- Sustaining and improving existing water-dependent and non-water-dependent businesses.
- Determining appropriate new uses to strengthen the relationship of economic redevelopment on the waterfront to the downtown business district.
- Determining an appropriate mix of new waterfront and downtown commercial, recreational, industrial, and residential uses.
- Identifying new uses that would enhance the waterfront area as a regional destination by increasing public access and enjoyment of the waterfront.

The Contractor shall submit a draft vision statement or summary to the Department for review and approval, and shall incorporate the Department's comments into the final vision statement and summary. The approved statement and/or summary shall be incorporated into the draft and final project reports.

Products: Written vision statement and/or summary of goals and objectives.

Task 4: Study Area Profile - The Consultant(s) shall complete a thorough inventory and analysis of the study area, describing and characterizing the study area, sectors, and subareas in terms such as: total acres; acres developed and acres vacant; percent of the total area or sector developed with specific land use types; percent of land area vacant; total linear feet of shoreline; linear feet of natural shoreline; linear feet of shoreline developed; linear feet of 'hardened' shoreline; and other terms as may be appropriate to characterize and describe the study area. The inventory and analysis may include, but should not be limited to, a description of the following:

- Location of study area as it relates to the community.
- Total land area in the project area.
- Land ownership patterns including: land and acres held in public ownership (municipality, county, state, and federal); land held in private ownership; and land committed to roads/right-of-ways and surface waters.
- Existing and adjacent land and water uses including but not limited to water-dependent, water-enhanced, residential, commercial, industrial, vacant or underutilized, parks and dedicated open space, and institutional.
- Land area committed to each land use category.
- Existing zoning and other relevant local laws.

- Area buildings including building name, levels, gross square footage, original use, current use, condition, reuse potential, and ownership.
- Historic or archeologically significant areas, sites, districts, or structures.
- Transportation systems, circulation, and types (truck, car, bus, recreational and commercial vessels, pedestrian, bicyclists, etc.).
- Parking lots and garages.
- Infrastructure and utilities (land and waterside), location, extent, condition, capacity.
- Natural features and conditions including upland and waterside features and conditions.
- An analysis that identifies and describes needs and opportunities in the study area, each sector, and subarea.

The Contractor shall submit the draft inventory and analysis to the Department for review and approval, and shall incorporate the Department's comments into the final study area profile/inventory and analysis. The approved study area profile/inventory and analysis shall be incorporated into the draft and final Waterfront and Downtown Revitalization Strategies.

Products: A completed inventory and analysis of uses and conditions.

Task 5: Economic and Market Analysis - A Community Revitalization Plan was completed for the Towns of LeRoy and Bergen in November, 2015. As part of this planning effort an economic base analysis was prepared. The Consultant(s) shall utilize and build upon the information and recommendations contained in the Community Revitalization Plan to determine market demand for a range of potential future land uses that are economically viable, compatible, and appropriate within the Waterfront and Downtown Revitalization Strategy target area. The updated analysis shall take into account any changes in existing and projected socio-economic conditions within the municipality and the region. The following factors should be considered: population; labor force and earnings; employment (public and private); transportation factors; land available for development; types of potential future land uses; development impacts; and a description of benefits such as employment, impact on the area targeted for redevelopment, municipal tax revenues, economic benefits from construction and subsequent business operations, and economic multipliers to the municipality and region from desired future land uses.

The Contractor shall submit a draft summary of findings to the Department for review and approval, and shall incorporate the Department's comments into the final summary of findings. The approved summary of findings shall be incorporated into the draft and final Waterfront and Downtown Revitalization Strategies.

Products: A summary of findings that updates the information contained in the 2015 Community Revitalization Plan and provides sufficient justification for future land uses to occupy the area targeted for redevelopment.

Task 6: Future Land Uses Defined and Described - The Consultant(s) shall identify and describe the most appropriate development/land use alternatives based upon the earlier analyses. The initial project vision, goals and objectives will be re-evaluated to determine their appropriateness as the analysis may warrant new or revised goals and objectives. The descriptions shall include the following:

- The range of most appropriate development/land uses.
- The economic benefits (in terms of tax revenues, jobs created, and associated economic generators) to the community and region.
- The costs associated with the desired development.
- Infrastructure improvements needed to support the proposed development alternatives, such as improvements to transportation systems, infrastructure and utilities, and environmental conditions (such as containing runoff through grading or drainage structures, revegetating the shoreline, etc.).

The Contractor shall submit draft proposed land use descriptions to the Department for review and approval, and shall incorporate the Department's comments into the final development/land use alternatives. The approved development/land use alternatives shall be incorporated into the draft and final Waterfront and Downtown Revitalization Strategies.

Products: Written description and justification of proposed land uses, including maps and other graphic materials, as appropriate.

Task 7: Action Plan for the Study Area - The Consultant(s) shall prepare an action plan that includes recommendations to achieve the desired redevelopment objectives for the study area. The recommendations will describe in detail the specific steps that must be taken to achieve the desired redevelopment objectives. The actions will be categorized, described in priority order, and include the short- and long-term actions that must be taken to redevelop the area or achieve the desired changes. The types of project categories may include: studies, reports assessments, or feasibility studies; legislative or regulatory actions; preconstruction actions such as the preparation of design drawings and specifications; and construction or capital projects. The description will include the date when the action should occur, estimated cost, responsible entity, and potential funding sources. Examples of recommended actions include:

- Site specific designs, studies, reports, and strategies.
- Remedial investigations and action plans for contaminated sites.
- Erosion management - shoreline protection planning.
- Streetscape of facade improvement plans.
- Drafting new local laws or revising existing local laws.

The Contractor shall submit a draft action plan and recommendations to the Department for review and approval, and shall incorporate the Department's comments into the final action plan. The approved action plan and recommendations shall be incorporated into the draft and final Waterfront and Downtown Revitalization Strategies.

Products: Description of actions to achieve desired redevelopment objectives.

Task 8: Complete Draft Waterfront and Downtown Revitalization Strategy - The Consultant(s) shall produce a draft strategy in narrative form, incorporating the results and products developed under previous tasks. Appropriate graphics (maps, tables/charts, site plans, elevation and perspective drawings, renderings) shall be included. Maps and other graphics will be reproducible and prepared at an appropriate scale. Maps and other graphics shall also be prepared for presentation to the community. The draft strategy and all related materials shall be provided to the Department for review and approval prior to presentation to the community and finalization of the strategy.

Product: Draft Waterfront and Downtown Revitalization Strategy.

Task 9: Public Meeting #2 - The Consultant(s) shall conduct a community meeting to present the draft strategy and obtain feedback from project stakeholder and the public. The Consultant(s) shall document public comment and submit a summary of the public meeting to the Department for review.

Products: Minutes/written summary of the public meeting.

Task 10: Complete Final Waterfront and Downtown Revitalization Strategy - Based on feedback provided during the community meeting #2 and any comments prepared by project partners and the Department, the Consultant(s) shall revise the draft strategy and supporting materials to complete a Final Waterfront and Downtown Revitalization Strategy. The Final Strategy shall contain all materials developed under previous tasks. The Final Strategy shall be submitted to the Department for review and approval, and shall reflect any Department revisions requested to the satisfaction of the Department prior to finalization, publication and distribution.

Products: Final Waterfront and Downtown Revitalization Strategy.

Task 11: Semi-Annual Reporting - The Consultant(s) shall submit to the Village semi-annual reports (every six months) on the form provided, including a description of the work accomplished, any problems encountered, and any assistance needed.

Products: Semi-annual reports during the life of the contract.

Task 12: Final Project Summary Report & Measurable Results Forms - The Consultant(s) shall work with the Department project manager to complete the Final Project Summary Report and Measurable Results forms. Final payment shall not be authorized until these forms have been completed and filed with project deliverables.

Products: Completed Final Project Summary Report and Measurable Results forms.

PART 5: PROPOSAL CONTENTS & SELECTION PROCESS

Three (3) hard copies and one electronic copy (PDF format provided via email) of the response to this RFP shall be submitted to:

Sharon Jeary, Village Clerk-Treasurer
3 West Main Street
LeRoy, New York 14482
(585) 768-2527
SJeary@villageofleroy.org

Proposals must be received by the Village no later than 12:00pm on Monday, April 17, 2017. The Village will not return any information submitted by the consultant during this process.

Each proposal shall not exceed 15 pages in length to provide the following information:

1. COVER LETTER - Identify the prime consultant and describe any subcontract arrangements. Please identify the person who is authorized to negotiate for the firm or team.
2. GENERAL DESCRIPTION OF THE FIRM OR TEAM - Provide a brief description of the Consultant's firm, size, organizational structure, number of full-time and part-time employees, area of practice, and number of years the firm has been in the business of conducting the described services. Describe the firm's background, resources (financial and personnel), and capabilities in the relevant areas. Please provide this information for any subconsultants.
3. ORGANIZATION AND MANAGEMENT - Provide the names, positions, responsibilities, and resumes of key personnel, including subconsultants, involved in the project and hourly rates for each staff person assigned to the project. In addition, include an organizational chart that graphically illustrates the staffing of the project.
4. SPECIFIC PROJECT EXPERIENCE - Include a brief description of projects completed or currently underway that served to address issues that may relate to this project.
5. CLIENT REFERENCES - Provide a list of at least three (3) references of past clients. Please include project title, name of contact person, phone number, and e-mail address. References may be contacted prior to contract award.

Upon project award, the Consultant will be required to provide the following information:

1. LACK OF CONFLICTS - Indication that the organization and/or individual to be involved in the project, including subcontractors, do not hold business interests in any alternative technology, vendor, equipment manufacturer or related enterprises, or with the Village of LeRoy. An affidavit of disclosure will be required of the selected consultant.
2. INSURANCE COVERAGE - The Consultant will be required to provide adequate insurance coverage to be detailed in the Consultant Services Agreement.

The Consultant shall also be required to adhere to the same standards and conditions as in the Village's contract with the Department of State. It should be noted that there are no minimum MWBE participation requirements for this project.

After the written proposals have been received, designated representatives of the Village and the Department, at their option, will meet to review, evaluate, and rate the response of offers. Evaluations will be based on completeness of response, best value, and experience of consultant.

The Village reserves the right to award a contract to perform a part or all of the tasks in the RFP. Once the prospective consultant is selected, the Village also reserves the right to negotiate a final scope of work with the selected consultant. In addition, the Village reserves the right to:

- Investigate a bidder's Proposals and financial stability, and to contact the references provided;
- Request additional information deemed necessary for proper evaluation of a proposal;
- Waive or modify any informal or immaterial deficiency in a bidder's additional information deemed necessary for proper evaluation of a Proposals;
- Reject any or all submissions that are not in compliance with the terms and conditions contained in this RFP;
- Reject any or all proposals, prior to selection of a Consultant, when it is in the best interest of the Village to do so;
- Abstain from the selection of any of the bidders; and/or
- Re-issue this RFP to obtain additional submissions.