

Request for Proposals
Town of Holland Comprehensive Plan
November 9, 2016

Town of Holland
47 Pearl Street
PO Box 36
Holland, NY 14080

The Town of Holland and the Town of Holland Planning Board are soliciting the services of a planning consultant to update the Town of Holland Comprehensive Plan.

I. OVERVIEW AND BACKGROUND

The Town of Holland is a rural suburb of Buffalo with a population of 3401. The Town last updated its Comprehensive Plan in 1994 and the plan was adopted by the Town Board in 1994. In the 23 years since the current plan was initiated a number of planning and zoning codes have been updated.

All of these planning, zoning and redevelopment code updates should be rolled into a new comprehensive plan for the Town of Holland.

II. SCOPE OF WORK

The updated master plan or comprehensive plan is to provide a blueprint for the development, preservation and enhancement of residential, commercial and industrial neighborhoods as well as public facilities and infrastructure. This plan, with a year 2030 horizon, will incorporate visions, ideas, and foresight and provide recommendations and an implementation plan. Town/Village departments will participate in preparation of the Comprehensive Plan. The consultant shall confer with the departments in developing plans for the out-years.

Final Products to be produced

1. Comprehensive Plan including topical items, supporting maps and other graphics. Text and maps shall be provided in a digital format compatible with the Town/Village's GIS system.
2. An executive summary not to exceed four pages.
3. SEQR materials necessary to approve the Comprehensive Plan



SCOPE OF SERVICES:

TASK 1 Project Initiation and Current Plans and Conditions

Kick-off the project and secure information on existing plans, recognized issues and ideas for the future. Map, describe and analyze current existing conditions as a base for looking to the future.

1.1 Initiation. Meet with the Comprehensive Plan Committee to establish project schedule, become familiar with the Town organization and discuss Town interfaces and communication policies.

1.2 Current plans, Issues and Ideas. Review existing completed plans and on-going activities, identify issues/problems and explore ideas for the future by personal meetings with Town officials, Town department heads, the public, key stakeholders, Chamber, Service Clubs, ECIDA, Invest Buffalo-Niagara, GBNRTC, Erie County, the One Region Forward Implementation Council, regional NYS DOT, and NFTA. Obtain pertinent plans, prepare an initial list of apparent issues and collect ideas. Summarize the information secured at each meeting in memos.

1.2.1 Public Information Meeting. Coordinate a public information meeting to inform public about the comprehensive plan initiative and to solicit initial input. The Town's website should be used to provide notification and resources.

1.3 Existing Conditions and Analyses. Examination of where the "Town " is today and analyses to support subsequent tasks. Review and, where possible, utilize information from Town department heads and GIS system.

1.3.1 Socio-economic and Demographic Analysis. Based on year 2010 and prior census data from all available sources, evaluate values and trends of population, age, income, occupation and other parameters for individual Town/Village neighborhoods. Particular attention should be given to population trends including Town/Village population gains, household size/income trends, vacancy numbers and rates.

1.3.2 Environment: map and describe environmental and cultural features and conditions such as open spaces, recreational facilities such as parks and marinas, streams, wetlands, flood plains, waste sites, brownfields, and soil conditions. Review plans and initiatives of local environmental organizations. Review and analyze watersheds within the municipality and consider ways to enhance and improve water quality by utilizing the Genesee Finger Lakes Regional Planning Council's Practices and Ordinances Assessment Form or similar checklist. Consideration of agricultural uses, stormwater phase 2 requirements, historic, cultural, natural resources and sensitive environmental areas including development of farmland protection policies. Consideration of impacts of solar and wind energy infrastructure development.

1.3.3 Land use and Zoning: Map and describe current different land uses and zoning including residences, businesses, parks, community facilities, schools, grocery stores. hospitals, police and fire facilities.

1.3.4 Housing and Neighborhoods: Evaluate existing housing and business building supply, occupancy, condition, affordability and rehabilitation need/potential concentrating on current and projected future potential blight areas. The consultant shall determine areas that may qualify for HUD Community Development Block Grant projects by virtue of census eligibility or survey work. A listing of potential CDBG eligible and appropriate projects shall also be prepared. Review landscape codes for adequacy. Secure inputs from Town departments and realty and commercial professionals.

1.3.5 Transportation and circulation: Map and describe existing roadways, including the transportation and land use connection. For major arteries and intersections evaluate; vehicular connectivity, traffic count, travel lanes, level of service, condition rating, accident rates including pedestrian and bicycle accidents, ownership and planned capital improvements. Identify multi-modal transportation options including complete streets, bicycle trails, bus and truck routes and rail resources. Use available data from GBNRTC and Town GIS.

1.3.6 Utilities: Map and compile information on size, capacity, location and age of water, sanitary and storm sewer systems using department information. Identify available excess capacity relative to potential Town build-out needs. Identify for inclusion in the plan, sanitary sewer overflow and storm water phase 2 accomplishments relative to current state and federal requirements. Identify major electric, oil and gas lines, telecommunication and fiber optic installations and discuss areas of concern for the Town.

1.3.7 Economic Development: Collect and analyze relevant data on Town commerce and industry such as growth, ownership status, tax delinquencies, vacancy rates, rental costs, investment, jobs history and project to plan horizon conferring with Erie County Industrial Development Agency and Empire State Development. Compare key parameters and trends with local, state and national data. Identify principal factors which need to be addressed. Analyze present and possible future locations of retail, commercial and industrial facilities with assessment of balance between community character and needed community components. List specific policies and strategies for improving the local economy in coordination with other plan topics.

1.3.8 Community Facilities (as used personally by residents): With department heads, identify existing facilities and services and evaluate adequacy for the future using census projections, municipal comparisons and figures of merit. Recommend future plans, in conjunction with Town/Village departments, for recreational facilities, parkland and senior services. Review locations of libraries, fire, schools and health care facilities.

TASK 2 Formulate Direction for Comprehensive Plan

Develop a description of what the Town seeks to be in year 2030, List goals, objectives and policies and refine issues.

2.1 Vision statement, Goals and Objectives Work with the Town to formulate a preliminary "vision for the future" of the Town character, appearance and content about 20 years hence utilizing Committee guidance and inputs from department heads, task 1.2 meetings and other sources. Prepare supporting goals, objectives and policy statements.

2.2 Issues Prepare a refined list of problems and issues, building on the preliminary list from task 1.2, which need to be addressed in the Comprehensive Plan.

2.3 Review with Town Board. Participate in an interactive public workshop to discuss the vision, goals and objectives.

TASK 3 Technical Investigations

The purpose of these tasks is to investigate specific high priority issues to provide inputs to the comprehensive plan which will contribute to achieving the overall goals of the plan. Develop conclusions and recommendations. The following list may be modified at mutual agreement of the consultant and the Committee.

3.1 Neighborhood Revitalization -Identify means for addressing residence and business degradation such as incentives and county, state and federal revitalization programs, property maintenance laws and actions found to be successful by other communities.

3.2 Major thoroughfares -Considering County and State plans, identify potential future problems and means to address items such as traffic volume, access management, ROW use, streetscape treatment and suggest specific recommendations and solutions to be addressed by the Town/Village, county and state on principal thoroughfares to strengthen safety, economic development and the transportation and land use connection.

3.3 Zoning -Examine zoning throughout the Town/Village, relative to satisfying plan goals and objectives and for consistency giving particular attention to sites on major thoroughfares, unzoned parcels, sites along environmentally sensitive areas and business improvement district concepts. Prepare a draft of recommended zoning revisions. Consideration must be given to zoning changes that have been made since 2010 or are currently in process.

3.4 Transportation -Make recommendations regarding street speed limits, parking, critical intersections, lanes and signalization, roundabouts, abandoned vehicles, pedestrian needs to accommodate safe and improved accessibility, bike trails, electric or alternative fuel stations and bus, truck and rail routes and facilities. Opportunities for multi-modal connections to neighboring municipalities should be explored. Make recommendations relative to the items of

task 1.3.5.

3.5 Watershed-based Planning –Consider principles relating to protecting water quality such as creating or protecting riparian buffers and other naturalized areas, inventorying natural resources including street trees, encouraging green infrastructure, reducing impervious surfaces, utilizing existing infrastructure, adjusting codes and regulations for climate resiliency, and adaptive reuse of buildings and parcels.

3.6 Food Systems Planning –Make recommendations regarding efforts to advance food access and contributions to the regional food system. Refer to food systems strategies in the One Region Forward Plan, the WNY Sustainability Plan and the Buffalo and Erie County Food Policy Council.

3.7 Agricultural Planning- Make recommendations regarding efforts to preserve and enhance the local agricultural industry.

3.8 Topics recommended for future study. These topics shall be those recommended to be carried out to implement the comprehensive plan. For each topic address the need and purpose of the topic, description of the tasks that are recommended to be undertaken, approximate cost and duration of the study and potential funding sources. Technical contributions shall be solicited from Town/Village departments.

TASK 4 Draft Comprehensive Plan

4.1 Draft plan. Prepare a draft of the plan, extending to 2030, building on the comments of task 2.3 conferring with the Committee and department heads and incorporating material from all tasks.

4.2 Implementation. Include a section on implementation which identifies tasks and recommended strategies to be carried out following adoption of the plan directed to achieving the plan’s long term goals. Where subsequent studies are recommended, include information described in 3.7.

TASK 5 Final Steps

5.1 Draft Review. Review the draft plan with the Town Board, at a public meeting with limited organizations selected from the list in task 1.2.

5.2 Final Comprehensive Plan Report. Based on comments received from meetings of tasks 4.1 and direction from the Committee prepare the final plan document.

5.3 Generic Environmental Impact Statement. Prepare the GEIS and other materials necessary for carrying out the SEQR process for the plan.

III. ADDITIONAL INFORMATION

a) Periodic meetings will be held with a Comprehensive Plan Committee, appointed by the Town Board to provide direction, policy decisions, guidance and approval.

b) Public participation is a vital ingredient. Meetings early on followed by more formal sessions to receive comment on the plan. Conduct at least 3 public meetings. Creative approaches to public input including meetings and social media should be considered.

c) Regional context. The plan shall endeavor to be compatible with plans for adjacent municipalities and overall Erie County regional goals. Examples of regional plans to be considered include: One Region Forward; Healthy Niagara: Niagara River Watershed Management Plan Phase 1; Framework for Regional Growth: Erie Niagara Counties, New York; Initiatives for a Smart Economy; WNY Regional Sustainability Plan; Erie County Agricultural and Farmland Protection Plan; GBNRTC Bicycle and Pedestrian Master Plan and the WNY Regional Economic Development Council Strategic Plan.

d) Extensive GIS information is available from the Town for the consultant's use.

e) Deliverables shall include electronic documents for all comprehensive plan and SEQR text and graphics (formatted for spiral binding) all in a format compatible with the Town GIS System. The Technical Support Dept. will produce all hard copies for final report distribution.

f) Respondents are encouraged to recommend modifications to the above scope which will produce a better product.

g) Monthly billing with narrative progress report shall be required.

h.) The consultant will be required to enter into an agreement with the Town of Holland

i.) Approximately \$50,000 is available for this work.

IV. Submission Requirements and Selection Process

A. PROPOSAL REQUIREMENTS

Firms and/or teams are required to submit one (1) signed original, seven (7) copies and an electronic copy on a CD of materials that demonstrate the firm's capabilities and experience.

The RFP submission shall be limited to no more than 30 double-sided pages (min. 12 pt. font) that shall be spiral bound. Three-ring binders will not be accepted.

Your submittal should include the following information in the format outlined below and include:

Section 1. Description of Firm

- a. Professional Capabilities
- b. Proof of Authorization to do business in New York State*
- c. Proof of New York State Professional Licensure*
- d. Staffing Level/Organization Chart
- e. Project Mix/Client Mix for most recent projects

Section 2. Project Team

- a. Services to be provided
- b. Sub-consultants required to perform work
- c. Team Organization, including project role/function chart
- d. Total relevant human resource availability throughout agreement, particularly for the project manager and key personnel
- e. Design experience as a team and as individual firms.

Section 3. Qualifications and Experience

- a. Personnel
 - Principal in Charge
 - Project Manager, including relevant project management expertise, experience, credentials, and communication skills
 - Key technical personnel, including available licensed engineers/architects
 - Experience (as related to this project)
- b. Technical Experience
 - Proposers shall demonstrate specific technical experience and competence in providing high quality public design for each of the following areas:
 - Master Planning

- Architectural Design
- Engineering
- Cost Estimating
- Code Review
- Sustainable Design
- Project coordination with multiple public and private agencies, owners, and stakeholders
- Community Engagement

Section 4. Project Management Methodology

- a. Overall project management approach and methodology
- c. Schedule, quality, and cost control procedures
- d. Project tracking and performance monitoring procedures
- e. Project progress reporting procedures

Section 5. Technical Approach

Describe your approach to the Services that clearly demonstrates your understanding of the Scope of Services and your ability to manage and complete multiple projects in a timely and cost-efficient manner. The submittal must include a detailed statement of your approach and ability to provide the required Services and Work Product including, but not limited to a schedule for completing all aspects of the services.

Section 6. References

- a. List representative experiences for the past three years.
- b. List five (5) references to which you provided services of a similar nature. Indicate scope of work, total compensation paid, points of contact and term of contract.
- c. List any previous work experience for the Town of Holland as either a prime or sub-consultant.
- d. Provide your information in the following format:
 - Project name and description
 - Your firm's scope of work or role on project
 - Client name, address and telephone number
 - Client contact (Full Name and Title)

Section 7. Cost Proposal

Design Teams are asked to provide a cost proposal for each Task outlined in section “II. Scope of Work”.

Proposals must include, at a minimum, the following items:

- 1) Provide itemized list of services offered.
 - i. Fee Proposal for each Task listed in section “II. Scope of Work”
 - ii. Hourly Billing Rates (provide the hourly billable rates for all positions, including, but not limited to, the following: Principal-in-Charge, Project Manager, Project Engineer, Project Designer, Contract Administrator – submit in a tabular format for consultants and all sub-consultants.)

A fully loaded resource schedule broken down by task and classification – submit rates and man hour projections in a tabular format.
 - iii. Typical Cost/Persons – hours per task

V. SELECTION PROCESS

A. Scoring

A maximum of three (3) proposers will be selected for interviews. Selection for interviews will be based on an independent evaluation based on a point system of 100 total points. The submitted proposals will be evaluated using the following criteria:

- **Project Understanding:** demonstrates understanding of the project’s objectives and potential for achieving objective, including but not limited to: knowledge of the work which has been completed to date; clarity, feasibility, cost-effectiveness and innovation of the site-specific plan; role of consultants and sub-consultants – 20 points.
- **Experience on Similar Projects:** including municipal comprehensive plans, particularly in fully built out communities. – 10 points.
- **Project Management:** including but not limited to resources, experience and qualification of project personnel specifically committed to the project, estimated time schedule, and the reasonableness of the estimated time to complete each task. The location and availability of personnel and the firm’s experience is conducting this type of work will also be considered – 20 points.
- **Work Plan:** including but not limited to the soundness of the technical approach and comprehensiveness of the plan in addressing the Town/Village’s identified scope of work – 35 points.
- **M/WBE Participation:** All proposals must meet the HUD goals of 10% MBE and 2% WBE participation. Additional points will be given to firms which surpass these goals.
- **Consultant Fee:** 10 points

Final selection will be based on the above factors, as well as interview performance. The Town of Holland reserves the right to award the contract to other than the proposer presenting the lowest overall cost. The contract resulting from this RFP will be awarded to the qualified proposer whose proposal the Town of Holland determines to be the most advantageous to the Town of Holland based on the evaluation of the criteria outlined above. The RFP and attachments will become an attachment to the agreement. Any scope, program or schedule changes differing from these documents require written mutual approval of the Town and the consultant.

B. Time & Place of Submission

Respondents are required to submit one (1) original and seven (7) copies and an electronic copy on a CD of their submittal prior to January 11, 2017 at 12:00 P.M. Responses shall be firmly sealed in an envelope or box, and contain the Respondent's name and return address. Please be advised that under no circumstances will the Town of Holland obligate itself to consider a response which is received after the deadline or does not include the basic items described above.

Responses shall be delivered to:

Mr. Michael C. Kasprzyk
Supervisor, Town of Holland
47 Pearl Street
PO Box 36
Holland, NY 14080

The Town of Holland reserves the right to reject a submittal if any document or item listed in this RFP is incomplete, improperly executed, indefinite, ambiguous, and/or is missing. Additionally, factors such as, but not limited to the following may also disqualify a respondent without further consideration:

- Evidence of collusion among Respondents;
- Any attempt to improperly influence any member of the evaluation panel;
- Discovery that a Respondent purposely misled or knowingly provided false or inaccurate information in a submittal;
- A Respondent's default under any type of agreement, which resulted in the termination of that agreement;

The Town of Holland reserves the right to reject any and all submittals and to waive any informalities or irregularities in procedure.

C. Additional information

Any all questions or requests for additional information or documents will be accepted no later

than **close of business on January 7, 2017** to:

Mr. Michael C. Kasprzyk
Supervisor, Town of Holland
47 Pearl Street
PO Box 36
Holland, NY 14080