

Town of Schroon

Request for Proposals

Town of Schroon Comprehensive Plan Update



**Released on: January 6, 2023 Proposals
Due: February 10, 2023 - 4:00pm**

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The Town of Schroon is requesting proposals from qualified consultants to assist in the implementation of a project to update the community's 1977 Comprehensive Plan to address current conditions and guide future sustainable growth within the municipality. The project is being funded by a 2021 Smart Growth Comprehensive Planning Grant from the New York State Department of State.

PROJECT DESCRIPTION

The Town of Schroon (Contractor) and its Comprehensive Plan Steering Committee will prepare an update to the Town's existing Comprehensive Plan pursuant to New York State Town Law §272-a, which grants municipalities the authority to prepare and adopt comprehensive plans. The Town of Schroon will use 2021 Smart Growth Comprehensive Planning Grant funding for the consultant services necessary for the coordination of the planning process, preparation, and adoption of the updated Comprehensive Plan. The development of the Schroon Comprehensive Plan update will be driven by a robust community engagement process and will result in a planning tool and document that incorporates Smart Growth principles, addresses existing assets and local resources, identifies needs and opportunities for growth, outlines goals and priorities for future development, and better reflects the vision that the current population has for this vibrant, waterfront community. The selected planning consultant will work closely with the Steering Committee to develop the comprehensive plan through a public process that will engage a variety of stakeholders. The updated Comprehensive Plan will respond to the short-term and long-term needs of the community, establish the objectives that the Town of Schroon wants to achieve, guide future sustainable growth, enhance quality of life, and protect natural and cultural local resources.

The Comprehensive Plan update must address the following general Smart Growth principles, in addition to the elements suggested by the New York State statutes:

- Promote mixed land uses in focus areas
- Create an adequate range of housing opportunities and choices
- Promote development and redevelopment where infrastructure is adequate and sustainable
- Build on traits that make a distinctive and attractive community with a strong sense of place
- Promote well-planned and well-placed public spaces
- Promote sustainable compact neighborhoods
- Increase mobility and circulation within jurisdictional lines and improve connectivity with areas outside jurisdictional lines
- Promote sustainable mass transit that reduces the local levels of greenhouse gas emissions
- Promote walkable/bikeable neighborhood designs
- Promote and integrate clean energy resources and related incentives
- Improve green infrastructure and resident's participation in this effort
- Increase resiliency to extreme weather events
- Encourage social diversity and integration

- Expand planning and implementation efforts across jurisdictional lines, to increase effectiveness, sustainability, and resiliency
- Promote community and stakeholder collaboration in planning

SCOPE OF WORK

As enumerated in the DOS Contract Work Plan, preparation of the Town of Schroon Comprehensive Plan update, shall include the following applicable tasks and provisions:

Task 5: Comprehensive Planning Committee Meetings

The Comprehensive Planning Committee will meet on a regular basis during the planning process to advance the preparation, review, and approval of the Comprehensive Plan, and to organize and conduct community participation events.

During the first meeting, the Comprehensive Plan Committee will review project requirements and roles and responsibilities, transfer necessary information to the team of consultants (if applicable), and identify new information needs and next steps. The Comprehensive Plan Committee or the consultant (if applicable) will prepare and distribute a brief meeting summary clearly indicating the understandings reached at the meeting.

All subsequent meetings will advance the preparation of the Comprehensive Plan and assess the evolution of the project, the new information needed, changes in roles and responsibilities, and next steps.

Works on subsequent tasks shall not proceed prior to Department review.

Products: Meetings held with appropriate parties. Written meeting summaries outlining what has been discussed and understandings reached and identifying the participants at the meeting.

Task 6: Community Participation Plan

Prepare a Community Participation Plan that describes the public outreach and participation efforts that will be conducted during the development of the Comprehensive Plan, pursuant to the local and State statutes. At a minimum, the Community Participation Plan shall include (in-person or virtual) interviews with local and regional stakeholders, a community survey, a public information meeting, one or more public workshops, one or more public hearings, and a webpage with links to announcements, presentations and documents prepared during the planning process. The Community Participation Plan shall identify key individuals, organizations, and entities to be involved, and shall identify roles and responsibilities in coordinating the entire outreach process, logistics, and the proposed schedule of the proposed public outreach and participation efforts.

All public outreach and participation efforts will be publicized in the community through press releases, announcements, individual mailings, and any other appropriate means. Public access must be provided to each public meeting or workshop. Outreach efforts should encourage participation from populations who are frequently underrepresented in this process, including

immigrants, refugees, and minorities. A summary of each public outreach and participation effort will be made available to the public in written form and through other appropriate means, such as websites.

Products: Draft and final Community Participation Plan.

Task 7: Community and Stakeholder Interviews

Develop a relevant and realistic community survey about current local conditions and issues. The survey should be made available to the public as a hard copy and online. In addition, identify a set of topics that shall be discussed with stakeholders to obtain additional relevant information and elicit stakeholder reactions and suggestions. Following the completion of the survey, develop a summary of results and analysis.

Products: Draft and final Community Survey. Draft and final list of topics to be discussed during the stakeholder interviews. Summary of survey and interviews responses and analysis.

Task 8: Review Local and Regional Planning Efforts and Ongoing Initiatives

Identify and review existing local and regional planning documents and ongoing initiatives. This review process will also include consultation with community leaders and with neighboring communities, if applicable, to identify common issues and assess if Smart Growth principals are the basis for addressing those issues.

The Comprehensive Planning Committee and the consultant(s), if applicable, shall develop a written findings report describing and assessing existing planning documents and the issues and opportunities identified by community leaders.

Products: Written findings report.

Task 9: Community Profile

Draft a Community Profile consisting in an inventory and analysis of existing conditions, including narrative, maps, and relevant data. The inventory will be used to assist in the identification of local issues and potential opportunities. The analysis of the local conditions and issues will be conducted from a Smart Growth perspective and identify potential solutions to existing issues and potential opportunities. A chart of smart growth principles will be provided to be included in the comprehensive plan which will summarize the opportunities and challenges to addressing each principle. The inventory and analysis of existing conditions may include the following, at a minimum:

- History of the municipal jurisdiction and boundaries.
- Description of previous comprehensive plan development and adoption processes.
- Demographic characteristics (population and growth trends, age distribution, average household size, ethnic composition, average household income, social diversity and integration, demographic trends).

- Local and regional economic characteristics (unemployment rates and trends, work force characterization, dominant business sector type, major employers and industries, sales tax information, property tax rates, economic trends and jobs range).
- Housing characteristics (the age, type, and condition of structures, type of occupancy - renters versus owners, vacancy rates and trends in the community and length of residency - percentage of residents five years in home, the extent and availability of low-income housing throughout the community and in identified neighborhoods, assessment of housing opportunities and choices, housing trends and access to jobs).
- Local and regional economies and development trends (including housing, commercial, industrial and agricultural development).
- Land use and smart growth focus areas.
- Agricultural and forest lands, uses, and districts.
- Infrastructure and public utilities (i.e., drinking water supply, sewage disposal, solid waste disposal, stormwater management and green infrastructure, communications, gas and electricity) extent, capacity, age, and maintenance.
- Transportation systems, local levels of greenhouse gas emissions, levels of mobility and circulation, walkable/bikeable neighborhood, connectivity with areas outside jurisdictional lines, distance to jobs.
- Natural resources and climate (air quality, watercourses, wetlands, floodplains, aquifers, forests/tree cover, steep slopes, soil types, and rare plant and animal habitats, precipitations, winds, temperatures, etc.).
- Extreme weather events, flooding, erosion hazards, and local resiliency.
- Health and emergency services and facilities.
- Parks and public spaces, recreation facilities, range of passive and active recreation, capacity and maintenance, accessibility etc.
- Historic, cultural, and scenic resources.
- Waterfront resources and public access.
- Zoning and other relevant local development controls.
- Fiscal resources.

The draft Community Profile shall be submitted to the Department for review before being used to design workshop activities and prepare materials needed to conduct community visioning workshops or to draft the Comprehensive Plan.

Products: Community Profile report, including a comprehensive inventory and analysis in the form of relevant data, narrative, maps, and graphics.

Task 10: Community Visioning Workshops

Conduct at least two public workshops that will inform the public about the findings of the planning process conducted up to this point, present a clear assessment of how Smart Growth policies are integrated in the municipality's planning efforts, governmental decisions, and ongoing initiatives, and will solicit public input on existing resources, community character, and future growth. The workshops are also intended to identify Smart Growth solutions to current issues and future growth.

Each workshop shall be advertised with generous advance notice to garner maximum publicity, awareness, and participation. The site of the workshops must be accessible to the public.

Products: Published workshops announcements and fliers. Materials prepared for each public workshop. Workshops held.

Task 11: Draft Comprehensive Plan

Assemble the draft comprehensive plan that addresses each of the Smart Growth policies and establishes a long-term strategy for future growth and protection of resources, and may include the following topics commensurate with the community's needs and vision for future actions:

- Goals, objectives, principles, policies, and standards upon which proposals for the immediate and long-range enhancement, growth, and development of the community.
- Consideration of regional needs and the official plans of other government units and agencies within the region.
- The existing and proposed location and intensity of land uses.
- Consideration and recommendations for the protection of agricultural and forest lands, historic and cultural resources, natural resources, and sensitive environmental areas.
- Consideration of population, demographic and socio-economic trends and future projections.
- Location and types of transportation facilities that reduce the local levels of greenhouse gas emissions.
- Existing and proposed general location of public and private utilities and infrastructure, including clean energy generation.
- Existing housing resources and future housing needs, including affordable housing.
- The present and potential future general location of educational and cultural facilities, historic sites, health facilities, and facilities for emergency services.
- Existing and proposed recreation facilities and parkland.
- The present and potential future general location of commercial and industrial facilities.
- Specific policies and strategies for improving the local economy in coordination with other plan topics.
- Proposed measures, programs, devices, and instruments to implement the goals and objectives of the various topics within the comprehensive plan.
- All or part of applicable plans of other public agencies.
- Any and all other items which are consistent with the orderly growth and development of the community.

A detailed strategy implementing the community's policies, concepts, projects, and programs shall be identified in the plan. This includes phased implementation approach (short-term, mid, and long-term), as well as anticipated costs, and priorities.

Submit the draft Comprehensive Plan to the Department for review and approval and incorporate the Department's comments in the final plan.

Products: Draft Comprehensive Plan, including relevant data, narrative, maps, and graphics.

Task 12: Review by Adirondack Park Agency (if applicable)

Submit the draft Comprehensive Plan to the Adirondack Park Agency for review, comments, and Agency guidance and assistance to ensure interest and regulatory alignment.

The comments and recommendations prepared by the Adirondack Park Agency shall be addressed and incorporated into the final plan and prior to making the draft available for public review.

Products: Comments and recommendations received from the Adirondack Park Agency.

Task 13: Review by the Local Municipal Board

Submit the draft Comprehensive Plan to the local municipal board, for review, comments, and recommendations. The comments received from the local municipal board shall be addressed before the initiation of the SEQRA compliance process.

The comments and recommendations prepared by the local governing board/local legislature shall be addressed and incorporated into the final plan and prior to making the draft available for public review.

Products: Comments and recommendations received from the local municipal board submitted to the Department.

Task 14: Environmental Quality Review

Prepare materials necessary for compliance with the State Environmental Quality Review Act (SEQRA). The adoption of a new or amended Comprehensive Plan is classified as a Type I action, pursuant to the State Environmental Quality Review Act (SEQRA) and 6 NYCRR Part 617. The Comprehensive Planning Committee or the consultant(s) shall prepare the Generic Environmental Impact Statement (EIS) to provide a review of land use actions proposed in the comprehensive plan. The local municipal board shall declare to be the Lead Agency for the action of adopting the new or amended comprehensive plan.

Copies of all SEQRA documents shall be submitted to the Department.

Products: SEQRA documents.

Task 15: County Planning Board Review

Submit the draft Comprehensive Plan to the County Planning Board for review and recommendations pursuant to Section 239-m of the New York State General Municipal Law. Comments received from the

County Planning Board shall be addressed in the final version of the Comprehensive Plan that will be locally adopted.

Comments received from the County Planning Board shall be submitted to Department.

Products: Comments and recommendations prepared by the County Planning Board.

Task 16: Final Comprehensive Plan

Address all comments and recommendations received from the public and involved local, regional and State agencies and incorporate into the Final Comprehensive Plan and schedule a public hearing and the local adoption of the plan.

The final Comprehensive Plan and the date of the public hearing and local adoption of the plan shall be submitted to Department.

Products: Final Comprehensive Plan ready for local adoption.

Task 17: Public Hearing and Local Adoption

Conduct a public hearing prior to adoption of the comprehensive plan. Notice of the public hearing shall be published in a newspaper of general circulation in the community at least ten calendar days in advance of the hearing. The proposed comprehensive plan shall be made available for public review during said period at the office of the municipal clerk and public library and shall be posted on the municipal website. The public hearings may also be publicized in the community through press releases, announcements, individual mailings, and any other appropriate means.

Copies of the public hearing minutes and the local adoption resolution shall be submitted to the Department.

Products: Minutes from the public hearings and record of decision submitted to Department.

Task 18: MWBE Reporting

Comply with MWBE Reporting Requirements by completing the following actions:

- Submit Form C - Workforce Employment Utilization to report the actual work force utilized for this contract broken down by specified categories (every March 31, June 30, September 30 and December 31).
- Submit Form D - MWBE Utilization Plan to indicate any state-certified MWBE firms selected to work on this contract. Form D must be updated and submitted to the Department whenever changes to the selected MWBE firms occur (addition or removal).
- Record payments to MWBE subcontractors using DOS funds through the New York State Contract System (NYSCS).

Technical assistance for use of the NYSCS system can be obtained through the NYSCS website at <https://ny.newnycontracts.com> by clicking on the “Contact Us & Support” link.

Products: Ongoing reporting through NYSCS during the life of the contract. Form C submitted on a quarterly basis and Form D submitted as necessary.

Task 19: Project Status Reports

Submit project status reports semi-annually (every June 30 and December 31) on the form provided, including a description of the work accomplished, the status of all tasks in this work plan, schedule of completion of remaining tasks, and an explanation of any problems encountered.

Products: Completed project status reports submitted during the life of the contract.

SUBMISSION OF PROPOSALS

Interested respondents must submit three (3) paper copies and one (1) electronic version (USB flash drive) of their proposal no later than **4:00 P.M. on Wednesday, February 10, 2023**. Proposals should be submitted to:

Town of Schroon - Town Hall
15 Leland Ave
PO Box 578
Schroon Lake, NY 12870
Attention: Supervisor Meg Wood

Proposals received after the scheduled time and date will not be accepted. Facsimile and email proposals will not be accepted.

PROPOSAL CONTENT AND CONDITIONS

Each proposer must submit a complete proposal which addresses each component of the RFP.

1. A cover letter expressing the firm’s interest in working with the Town of Schroon and Schroon Comprehensive Plan Steering Committee.
2. A description of the general approach to be taken to complete the project, an explanation of any variances to the proposed project scope of work as outlined in the RFP, and any insight gained as a result of developing the proposal.
3. A full description of how the Scope of Work will be completed along with a schedule detailing when tasks will be completed, and products/deliverables resulting from each task.
4. Budget and expense information which details all costs including:
 - Personnel expenses which state the name/title of everyone assigned to the project, hourly rates and the number of estimated hours the individual will be working on the project. The same information should be submitted in detail for subcontractors.
 - Administrative costs for travel, postage, photocopying, telephone, printing, and other related expenses must be detailed.
 - Estimates of expense for each of the tasks with assumptions.
5. A description and/or resume for each staff member or sub-consultant who will be involved with this project and their roles/responsibilities.
6. A representative work sample comparable to the work being requested.

7. Demonstrated success on projects of similar scope and nature. Please include brief project Descriptions for each and project contact names/phone numbers for reference.
8. A description of the respondent's efforts to comply with New York State's MBE/WBE goals.

Proposal Items 2-5 should be limited to fifteen (15) pages. Resumes, professional qualifications and work sample(s) are not included in this total.

The electronic version must be in PDF format, divided into two (2) or more PDFs as described below:

1. First PDF – Project Letter of Interest, required proposal components, resumes, summary of previous relevant work, proposed budget and schedule.
2. Second PDF – Examples of previous relevant work.

CONDITIONS GOVERNING PROPOSALS

Only those proposals which contain complete information and are responsive to the RFP will be considered. Proprietary or patented information which may be included in the proposal must be clearly identified and brought to the committee's attention.

The Town of Schroon reserves the following rights:

- To accept or reject any or all proposals;
- To waive or modify minor irregularities in proposals received;
- To negotiate with proposers, within proposal requirements, to best serve the interests of the community and the Department of State;
- To amend specifications after their release, with due notice given to all bidders to modify their proposals to reflect changed specifications;
- To consider every offer as firm and not revocable for a period of sixty (60) days unless withdrawn in writing or unless otherwise specified in the solicitation;
- To award a contract for any and all parts of a proposal including award of specific project components to individual proposer team members and to negotiate with the successful bidder(s);
- By submitting a proposal, the proposer agrees that is will not make any claim for or have any right to damages because of any lack of information or misinterpretation of the information provided in this RFP;
- The Town of Schroon will not utilize any of the materials submitted in the RFP process included in unsuccessful proposals without permission.

The New York State Department of State must approve all consultants and subcontractors.

The Consultant must comply with all provisions of the contract between the New York State Department of State and the Town of Schroon, including all appendices. A copy of the contract is available upon request.

NEW YORK STATE MWBE PARTICIPATION REQUIREMENTS

Pursuant to New York State Executive Law Article 15-A, the State recognizes its obligation under the law to promote opportunities for maximum feasible participation of certified minority and women-owned business enterprises and the employment of minority group members and women in the performance

of state contracts. For the purposes of this project, the NYS Department of State has established an MWBE participation requirement of 30% of the total state grant contract value. The selected proposer, if not certified MWBE, must actively solicit for bids for contracts and subcontracts from qualified State certified MWBEs which can be identified using the NYS Directory of Certified Firms (<https://ny.newnycontracts.com/>). The Contractor must retain records of the procurement process including direct solicitation to MWBEs; results; and any actions that its subcontractors have taken toward meeting MWBE contract participation goals. To demonstrate good faith efforts to achieve MWBE contract goals the following should be retained:

- Evidence of outreach to MWBEs: mail, email, phone calls and follow-up.
- Written responses by MWBEs to the grantee/vendor's outreach.
- Copies of search(es) of the directory and advertisements for participation by MWBEs in appropriate general circulation, trade, and minority or women-oriented publications.
- Attendance at any pre-bid, pre-award, or other meetings, if any, scheduled by the grantee with MWBEs including dates and location.
- Description of how the scope of work maximizes opportunities for MWBE participation.
- Description of how non-MWBE subcontractors' have engaged MWBEs to undertake part of the project's work or to procure equipment/ materials/supplies.

INQUIRIES

All inquiries regarding the RFP should be made in writing and sent either regular mail or email (preferred) and must cite the RFP section in questions. Answers to substantive questions will be provided to all proposers. Inquiries should be directed to:

Jessica DesLauriers
Essex County Office of Community Resources
7514 Court Street, PO Box 217
Elizabethtown, NY 12932
518.873.3303
jessica.deslauriers@essexcountyny.gov

PROPOSER INTERVIEWS

The Town of Schroon will conduct interviews with the two to three (2-3) highest scoring proposals. The intent of the interview process will be to provide the Town and the Comprehensive Plan Steering Committee with an opportunity to obtain an understanding of:

- The extent of the firm's depth of knowledge of the subject matter of the RFP, overall project understanding, and insight into local conditions;
- Whether the methods and resources that will be used by the firm performing the services to achieve the project goals and objectives are appropriate, and cost effective;
- The firm's ability to draw together specialists and professionals with the necessary skills and experience to contribute to the overall project;
- To allow proposers to further define the primary features and benefits of their proposal; and
- To evaluate the communication and public presentation skills of the proposers.

LIABILITY

The Town of Schroon and the Steering Committee are not liable for any cost incurred by any individual or firm for work performed to prepare its proposal or for any travel and/or other expenses incurred in

the preparation and/or submission of its proposal. Further, the Town of Schroon is not liable for any costs incurred prior to approval of the contract.

EVALUATION PROCESS

The Town of Schroon, the Comprehensive Plan Steering Committee, and representatives from the NYS Department of State will review submitted proposals with reference to the qualifications and criteria as detailed in this RFP. The intent is to select the planning consultant firm having the technical capability and necessary experience to perform the services as outlined in this RFP within the time frame required. Please note that the total grant funding award has not been presented in this RFP as the Town of Schroon will select a consultant through a qualifications-based selection process. The selection of a consultant will be made without regard to race, color, age, religion, national origin, or political affiliation.

SELECTION CRITERIA

The selection of a consultant for this effort will be based on the following criteria:

1. Technical Proposal: Proposals will be evaluated based on their quality and clarity; creativity and thoroughness in addressing the Scope of Work; demonstration of overall project understanding and insight into local conditions and potential issues. Proposal must include a plan outlining how each Task in the Scope of Work will be addressed. (25 pts)
2. Relevant Experience: Proposer must provide a list of projects similar in scope and nature completed in the last 5 years. Proposer should demonstrate experience with New York State-based land use and planning, local laws, and regulations. Proposals will also be evaluated based on quality of representative work sample provided. (20 pts)
3. Implementation Schedule: Proposals will be evaluated based on ability and capacity to complete project by 03/31/2025. Proposal must include an implementation schedule that lists all milestones for the development and implementation of project deliverables. (15 pts)
4. Cost Proposal: A cost proposal outline organized to follow the outline of Scope of Work, with detail of cost assigned for the task/action, including personnel costs and reimbursable expenses. (10 pts)
5. Team Composition and Resumes: Evaluation will be based upon the experience of the consultant personnel working together as a team to complete comparable projects. The Proposer must provide a list of all person(s) who will be assigned work pursuant to this RFP (including subcontractors) and resumes showing qualifications and relevant experience. Proposer must designate an individual as the Project Manager who will be directly responsible for all activities of the organization relevant to this RFP and provide their resume and relevant experience. The designated Project Manager must have managed the implementation of at least one other project of similar scope and nature, a description of which must be submitted with the Project Manager resume. (15 pts)
6. Presentation/Communication Skills: The proposer will be evaluated based on their knowledge of the subject material, their overall understanding of the proposed project, their ability to relay the message in a clear, concise, and timely fashion and their ability to field questions posed to them from the Town and Comprehensive Plan Steering Committee members. (15 pts)

NOTIFICATION OF AWARD

The Town of Schroon will notify the successful bidder by phone and/or email, followed by written confirmation. Each bidder whose proposal is not accepted will be notified in writing.

The Town of Schroon will authorize the award of a contract to the successful proposer based upon the evaluations and recommendations of the Steering Committee. In the event that a contract cannot be finalized within thirty (30) days of the award, the Steering Committee reserves the right to enter negotiations with the consultant which received the second highest evaluation.

The New York State Department of State must approve all consultants and sub-contractors.