

REQUEST FOR PROPOSAL

TO: Economic Consultants

FROM: The Town of Clarence, Erie County, Industrial Development Agency

DATE: July 26, 2017

SUBJECT: Request for Proposal – Economy Assessment (“RFP”)

Project Description and Purpose

The Town of Clarence, Erie County, Industrial Development Agency (“CIDA”) is seeking the services of an Economic Consultant to accurately characterize the current economy of the Town of Clarence, and consider its position with respect to contemporary economic development trends and those that will shape the growth in Clarence, and more specifically information which should support the Main Street Corridor Economic Redevelopment Plan Study (“Plan”), over the near term (5-10 years) and longer term (10-20 years) future.

Background – Main Street Corridor Economic Redevelopment Plan Study

The Main Street Corridor Economic Redevelopment Plan Study was commissioned in 2016 with the first phase completed in May of 2017. The Plan is led by the professional consulting design firm of Clark Patterson Lee (the “Planner”) with the Steering Committee for the Main Street Corridor Economic Redevelopment Plan Study (“Steering Committee”), the CIDA and the Department of Planning.

The Plan study includes most all of Main Street, Route 5 in the Town of Clarence and is divided into four (4) distinct sections. The Main Street corridor has been identified for strategic improvement based on three factors:

- *Physical* - The physical make-up of Main Street features a heavily car-dependent section with concerns regarding traffic volume and speed. This has created a hostile and unsafe environment for pedestrians due to the lack of adequate crossing options and the overall unpleasing aesthetics of the streetscapes.
- *Sociological* - From a sociological standpoint, Main Street Clarence lacks identity. This presents a potentially unfavorable environment when trying to maintain a sense of community and seeking opportunities for development and future growth.
- *Economical* – The physical and sociological conditions contribute to a lack of character that has become well-defined and associated with Main Street, leaving missed investment opportunities.

Request for Proposal

Subject: Request for Proposal- Economy Assessment July 26, 2017

The Plan study is available on the CIDA website, clarencida.com.

Economic Consultant's Scope of Services

The scope of work to be accomplished by the Economic Consultant can be separated into two categories: data collection, analysis and projections, and reconnaissance and policy recommendation. Each of these is described as a separate work activity and requires a stand-alone product and fee proposal.

Activity 1: Data Collection, Projections and Analysis

Data, analysis and projections activity provides the objective information that forms the basis for characterizing the Town's current economy, and discusses its position relative to contemporary regional and national economic development trends. To facilitate comparisons between communities, basic economic data related to commercial inventories, growth and absorption rates should also be provided. The deliverable for this task will be a stand-alone report including statistical tables, analysis and projections with a focus on the Main Street corridor.

Activity 2: Reconnaissance and Trends

Interview commercial realtors, major businesses, real estate developers, realtors and investors in order to assess the current state of development in the region with emphasis on the Town of Clarence. In addition, contact State, regional and private sector economic development organizations to determine statewide trends. These contacts will be focused on determining the exact nature of the current market and the factors leading to any changes that are not reflected in the current Main Street Corridor Economic Redevelopment Plan and associated policies. The purpose of these interviews is to identify the nature of changes and to solicit ideas for policy shifts, amendments to land use regulations, and actions designed to assist in accommodating changes to the Town's development plans, policies and practices.

Based on the information gathered from stakeholder interviews, identify communities similar to Clarence that have successfully accommodated changes in their economic sectors. Specifically, identify and characterize land use policy changes, code amendments and economic development practices that were necessary to respond to the changing economy with emphasis on analysis and recommendations for the Main Street corridor. The deliverable for this activity will be a stand-alone report characterizing the economy of the Town and presenting the key issues raised by commercial development stakeholders, identification of communities that have

Request for Proposal

Subject: Request for Proposal- Economy Assessment July 26, 2017

successfully addressed similar issues and recommendations for changes to the Town's economic development plans and policies.

Submittal Requirements

The proposal must be clearly written, concise and include sufficient detail for effective evaluation. It must not restate the RFP requirements, but provide the rationale as to how the consultant intends to meet the activity requirements. Each activity and related fee proposal must be presented as a separate work item capable of independent evaluation and, if required, undertaken under a separate contract. All submittals will become the property of the CIDA which retains the right, if appropriate, to authorize separate contracts with separate firms. The following information is required for a complete submission:

1. The names and contact information for each firm involved in the proposal and designation of a lead consultant.
2. A detailed description of the study methods proposed to accomplish the scope of work.
3. Each firm's experience in successfully undertaking similar assignments and including the project tasks they will be assigned.
4. Names and resumes of the partner, manager and staff persons that will be assigned to this study.
5. Samples of similar studies undertaken by the firm.
6. A description of the firm's approach to the project and a discussion of the process used to communicate with the client.
7. A separate fee proposal in spreadsheet form documenting all proposed expenditures inclusive of all expenses. Separate fee proposals for Activity 1 and Activity 2 must be provided. Depending on the proposed fees that are received, the Town may complete this work in phases and award Task 1 only as a first phase.
8. Only those proposals that contain complete information will be considered.
9. The CIDA requires that the RFP response fee proposal includes not less than four (4) meetings with such meetings to be designated by the CIDA. Please provide how many meetings are included within your fee.
10. The CIDA's goal is to receive a completed and final report by January 31, 2018. Please include within your response a schedule illustrated by week(s), month(s), etc. of activities by task to include final review and completion.

Evaluation Criteria

All proposals will be evaluated by the CIDA. Proposals will be evaluated on the basis of a demonstrated understanding of the scope of work and objectives **(20%)**, methodologies **(20%)**,

Request for Proposal

Subject: Request for Proposal- Economy Assessment July 26, 2017

completeness **(10%)**, experience with similar projects **(20%)** and cost **(30%)**. Percentages shown indicate the level of emphasis for each evaluation criteria. The CIDA reserves the right to select different consultants to provide services for each task contingent upon experience, timing and the availability of funding.

If required, interviews will be scheduled with select responders. The CIDA reserves the right to accept or reject any and all proposals.

Additional Information or Questions

No verbal interpretations as to the requirements of this Request for Proposal will be made to any prospective responder. Request for clarification or interpretation shall only be made in writing to:

Cindy Rosel, crose1@clarencen.y.us

Request for clarification or interpretation shall be received in writing no later than 15 days before the established proposal submission date. Inquiries will not be considered after that date.

Any interpretation deemed necessary will be in the form of an addendum to the Request for Proposal and, when issued, will be delivered to all firms receiving the initial solicitation and shall be posted on the CIDA website at clarencida.com. All addenda will become part of the request for proposal.

Proposal Due Date

Submit electronic copy to the e-mail provided below. Hard copies shall include one (1) signed original and three (3) copies of the proposal in a sealed opaque envelope clearly marked with the name of the proposal and name, address and email address of the proposer **no later than August 31, 2017 to:**

Cindy Rosel

Town of Clarence

c/o The Town of Clarence, Erie County, Industrial Development Agency

One Town Place

Clarence, New York 14031

Email: crose1@clarencen.y.us

Request for Proposal

Subject: Request for Proposal- Economy Assessment July 26, 2017

Submission Conditions

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the CIDA, or the Town of Clarence to reimburse any firm or individual for any costs incurred in preparing or submitting proposals, preparing or submitting additional information as may be requested, or for participating in any selection interviews.

Verbal, faxed or telephoned submittals or modifications thereof will not be accepted. The CIDA reserves the right to waive any and all requirements of this proposal and to reject any and all proposals. The CIDA may at any time, and by written notification, change any portion of this Request for Proposal.