TOWN OF GUILDERLAND
COMPREHENSIVE PLAN UPDATE
REQUEST FOR PROPOSALS
DUE DATE: July 29, 2022 at 3:00 PM

I. PURPOSE


II. BACKGROUND

The Town Board will appoint a Comprehensive Plan Update Committee (“Committee”) under NYS Town Law § 272-a(4) which will be responsible for the preparation of the Plan Update. The Committee will have public meetings on a monthly basis at Town Hall. While the Town Planner and other Town staff will provide services in support of the Committee, the selected Consultant will have the primary responsibility for the scope of work.

III. SCOPE OF WORK.

The following tasks are general requirements for the Plan Update. The selected Consultant and the Town will agree upon specific recommendations for approaches, tasks and deliverables in a final agreement for services.

Consultants may respond individually or as a member of a team or both to the Tasks described below. The Town reserves the right to negotiate any Task or element of this project. The Town reserves the right to award all Tasks to the Consultant team as submitted, including subconsultants of a team, or to individual Consultant submittals allowing the Town to create a team based on the Town’s selection.

Consultants shall actively solicit bids for contracts from qualified State certified MWBEs listed in NYS Directory of Certified Firms (https://ny.newnycontracts.com/). Consultants shall retain records of the procurement process including direct solicitation of MWBEs; evidence of good faith efforts to achieve MWBE contract participation goals; and any actions taken toward meeting these goals.

A Proposal shall include a schedule with estimates for each Task’s duration, related deliverables and community engagement elements, estimated number of hours and hourly rates of persons involved for each Task, associated costs, and proposed completion dates. The Proposal shall include a not-to-exceed cost for each Task.
Task 1. Project Initiation and Management

A Proposal shall include, at a minimum, the following:

- Consideration of the 2001 Comprehensive Plan and subsequent neighborhood studies identified in the Appendix, and reviewing progress towards meeting their recommendations.

- Researching development patterns throughout the Town over the past 20 years using Town records, and other sources.

- Researching and compiling demographic and economic data available through the US Census Bureau and other sources.

- Providing support in the form of GIS mapping of existing conditions for inclusion in the Plan Update.

Task 2. Public Participation

A Proposal shall propose methods for encouraging and providing public participation in preparing the Plan Update and should include, at a minimum, the following:

- Creating and maintaining a website for posting timely updates and documents relating to the Plan Update process. A Proposal shall include how the website will incorporate the Town’s social media accounts. A Proposal should note that, while Town staff will have access to the website, the Consultant has primary responsibility for maintaining the website.

- Methods of community engagement that foster public outreach and participation using traditional and innovative techniques, including, but not limited to, organizing, publicizing, and facilitating public surveys, public meetings, visioning workshops, open houses, “tent” events, and creative ways to engage the community.

- Arranging, publicizing, attending and coordinating meetings with the Committee, Town staff, residents, developers, landowners, appointed and elected officials, and other stakeholders.

Task 3. Preparation of Plan Update

The Plan Update should articulate a shared community vision and desired future, define short-, medium-, and long-term goals and objectives, respond to a range of
issues, and provide a blueprint for accomplishing community objectives.

A Proposal shall detail an implementation and action framework outlining specific steps, roles, and responsibilities, and projected timeframe and performance measures to accomplish the identified recommendations and goals.

A Proposal shall consider the preparation of the Plan Update, including, at a minimum, the following tasks:

**Task 3A. Prepare Community Profile and Inventory**

A Proposal should include consideration of relevant data and trends related to population, employment, housing, aging, work force and other relevant forecasts. A Proposal should also focus on demographics, environment and natural resources inventory, land use and zoning, housing and neighborhoods, transportation, traffic patterns, public utilities and infrastructure, parks, recreation, and open space, schools, library, economic conditions, and similar factors.

A Proposal should consider the Town’s existing planning and related studies in the attached Appendix. The Proposal shall consider potential impacts and propose recommendations in response to developments plans in adjacent municipalities.

The Capital District Regional Planning Commission has provided the Town with “Town of Guilderland Demographic and Growth Analysis, 1990-2020” which provides background on housing growth and characteristics, demographic composition, population, diversity, education, and economic overview.

A Proposal shall include methods for incorporating the community profile and inventory with the Town’s GIS mapping platform.

**Task 3B. Articulate Goals**

A Proposal shall include methods for identifying and articulating the Plan Update’s goals, and creating specific short-, medium-, and long-term recommendations and goals for various topics, including, but not limited to:

- Sustainability and responding to climate change;
- Land use and open space conservation;
- Beautification and reduction of blight;
- Protecting natural resources and environmentally sensitive areas;
- Transportation and traffic;
- Promoting walkability and pedestrian safety;
• Advancing non-motorized connectivity of neighborhoods and destinations;
• Planning for water, sewer, and stormwater infrastructure;
• Economic development and responsible growth;
• Protecting farmland and agricultural uses;
• Expanding Parks & Recreation’s programs;
• Analyzing Police, EMS, and Fire services;
• Addressing needs of aging population, senior services, and affordable housing;
• Resiliency and emergency mitigation and preparedness;
• Short and long-term impacts of COVID-19 pandemic;
• Promoting diversity and social justice;
• Protecting the Town’s character and established residential neighborhoods;
• Community development and resources; and
• Historic preservation.

A Proposal shall include methods for articulating other goals and identifying future challenges and opportunities.

**Task 3C. Identify Strategies**

A Proposal shall identify strategies to meet the short-, medium-, and long-term goals for each of the topic areas listed above. This shall be accomplished using methods including, but not limited to:

• Consulting with subject matter experts; and
• Identifying best practices from comprehensive and other planning documents from other communities and through other research.

A Proposal shall describe specific steps, roles, responsibilities, costs, and performance measures to accomplish the identified strategies described above. A Proposal shall identify funding sources and implementation mechanisms.

**Task 4. Prepare Draft Plan Update**

A Proposal shall explain how the Consultant will work with the Committee and Town staff to consider the information gathered in addressing the Tasks and drafting the Plan Update.

A Proposal should detail opportunities for public review of the draft Plan Update, presentations to the Committee, open houses at neighborhood meetings or other community gatherings, public meetings, and should include these activities as part of the community engagement in Task 2.
A Proposal shall include a plan for integrating the Plan Update with other relevant plans and initiatives adopted by the Town, and developing feasible and fiscally responsible recommendations as determined by the Plan Update. A Proposal should identify and recommend specific strategies to address the goals, objectives, and associated costs.

**Task 5. Prepare Final Plan Update and Support Plan Adoption Process**

A Proposal should include the preparation of the final Plan Update based on comments received during the draft plan review.

A Proposal should detail opportunities for public review of the final Plan Update, presentation to the Committee, open houses at neighborhood meetings or other community gatherings, public meetings and hearings, and should include these activities as part community engagement.

A Proposal should include the final steps for adopting the final Plan Update including:

- Prepare a Long Form Environmental Assessment Form under the State Environmental Quality Review Act for consideration by the Town Board in making a declaration of significance on whether the adoption of the final Plan Update will have an impact on the environment.

- Provide all necessary materials for the Town Board to make a motion on the adoption of the final Plan Update, and filing the final Plan Update with the NYS Secretary of State and other state agencies.

A Proposal should include 20 hard copies and 10 DVDs or thumb drives of the final Plan Update and web-based interactive format so that the community can easily use the final Plan Update.

**Proposed Fee for Tasks – Awarding of Tasks**

Consultants may respond individually or as a member of a team or both to Tasks 1, 2, 3, 4, and 5. A Proposal shall provide a separate fee for each Task so the Town can evaluate all responses comparatively. The Town reserves the right to award all Tasks to the Consultant team as submitted including sub-consultants of a team, or to individual Consultant submittals allowing the Town to create a team based on the Town’s preferred selection. The selected Consultant(s) and Town shall enter into a formal agreement for services and approved by the Town Board.
Submittal Requirements

The Consultant shall submit one (1) unbound original, seven (7) copies and one (1) digital copy of the Proposal submittal. The Town encourages the use of recycled paper products and double sided print.

The deadline to submit Proposals is **Friday, July 29, 2022 at 3:00 PM**.

The Proposal submittal should be submitted in a sealed envelope labeled “**RFP: 2022 Comprehensive Plan Update Proposal**” and delivered to:

Town of Guilderland  
Attn: Lynne Buchanan Town Clerk  
5209 Western Turnpike, PO Box 339  
Guilderland, NY  12084

Proposal Format and Requirements
Proposals should contain the following information:

1. **Title Page**: Provide the name of your firm, mailing and email addresses, website, telephone number, and name of contact person on a title page.

2. **Letter of Transmittal**: Provide a complete statement regarding the understanding of the project and your interest in working with the Town on the Plan Update. A duly authorized officer shall sign the transmittal letter with the right to bind the Consultant submitting a Proposal for consideration.

3. **Firm Background**: Provide information on the size, location, available resources and brief discussion on experiences related to updating comprehensive plans, and/or the specific task addressed in the Proposal.

4. **Project Team**: Identify the project team (including subconsultants) and provide a statement of qualifications for each individual, including education, professional registration, areas of expertise, and years of service in their respective field. Identify the project manager with overall responsibility for the effort and communication with the Town and include an organization chart. Explain good faith efforts to achieve MWBE contract participation.

5. **Work Samples**: List and provide in electronic format only (webpage link to the document or electronic format) three (3) samples of comprehensive plans for communities similar to the Town or planning documents completed by
your firm. Identify client and contact information for each sample.

6. **Methods and Approaches:** Provide detailed descriptions of the methods and approaches proposed by the firm to complete each listed Task and to prepare the Plan Update. Identify how the Town’s background and characteristics might affect the proposed methods and approaches.

7. **Understanding of Guilderland:** Provide information that demonstrates your understanding of the Town and the unique issues facing the Town. Identify any experience in preparing comprehensive plans for municipalities in Home Rule States such as New York.

8. **Schedule:** Include a detailed schedule for each listed Task, and an estimated completion time for each Task. The schedule shall include estimated duration for each proposed Task. The schedule should include an estimated start date and completion date of the Plan Update, based on an estimated Consultant selection date in August 2022.

9. **References:** Submit names, mailing and email addresses, and telephone numbers of municipal officials that we may contact to verify performance on projects identified in the Firm Background section of the submitted Proposal.

10. **Verify Firm Capacity:** Provide a statement verifying your ability to begin work on the Plan Update and complete the Tasks within the timeframes identified in the Methods and Approaches section of the submitted Proposal based on your firm’s current workload capacity.

11. **Cost Proposal:** Submit a not-to-exceed cost for each listed Task and not-to-exceed total cost for the Plan Update, inclusive of all costs and expenses. The cost proposal shall include not-to-exceed hourly rates for each category of staff involved.

12. **Supporting Information:** Provide other supporting information that further explains your firm’s qualifications and ability to complete the Plan Update.

### Tentative Schedule

The tentative schedule for this Request for Proposals is as follows:

- Release of RFP: June 22, 2022
- Deadline for questions: July 8, 2022
- Question responses and/or addenda to RFP: July 19, 2022
- Proposal submission deadline: July 29, 2022
• Selection of Consultant: August 18, 2022

Questions

The deadline for questions regarding the Proposal is July 8, 2022. Questions can be directed to Town Planner Ken Kovalchik by e-mail only at kovalchikk@togny.org. Responses to questions and/or addenda deemed by Town staff to clarify this RFP will be posted to the Planning Department’s webpage under a hyperlink entitled “2022 Comprehensive Plan Update” no later than July 19, 2022.

Evaluation and Consultant Selection Process

The Town will follow the below process to select the Consultant for the Plan Update:

1. The Committee to evaluate submitted Proposals and recommend a Consultant to the Town Board shall consist of Peter G. Barber, Stephen Feeney, Caitlin Ferrante, Ken Kovalchik, and Christine Napierski.

2. The Committee will review each Proposal submitted by the deadline to determine whether it includes all required materials by the RFP.

3. The Committee shall review the submitted Proposals based on evaluation criteria provided below.

4. After the Committee completes its evaluation of the submitted Proposals, it will narrow down the number of Proposals to a “short list” of Consultants for interviews. The interview process will include a brief presentation by the Consultant and a question and answer session led by the Committee. The Consultant shall bear all costs related to the interview process.

5. The Committee will recommend the selected Consultant to Town Board for approval at a Town Board meeting. The selected Consultant and Town shall enter into a formal agreement for services and approved by the Town Board.

Evaluation Criteria

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<tr>
<th>Evaluation Category</th>
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<td>Firm Background, Project Team, Firm Experience, and MWBE participation</td>
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<td>Work samples</td>
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<tr>
<td>Methods and Approaches for Each Task</td>
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<tr>
<td>Understanding of Guilderland</td>
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<td>Schedule</td>
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<td>Cost Proposal</td>
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<td><strong>Total</strong></td>
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Appendix – Supportive Plans, Polices, Studies, and Related Materials

Comprehensive Plan, Neighborhood Plans & Studies
- Comprehensive Plan (2001)
- McKownville Corridor Study (2003)
- Rural Guilderland: Open Space and Farmland Protection Plan (2005)
- Guilderland Hamlet Neighborhood Plan (2007)
- Route 20 Corridor Study (2008)
- Neighborhood Master Plan for the Guilderland Center Hamlet (2010)
- McKownville Drainage Study (2010)
- Railroad Avenue Area Transportation & Revitalization Plan (2011)
- Westmere Corridor Study (2016)
- Zoning Map
- Zoning Code (Town Code Chapter 280)
- Subdivision of Land (Town Code Chapter 243)

Capital District Regional Planning Commission’s “Town of Guilderland Demographic and Growth Analysis, 1990-2020”

Town of Guilderland – Biking & Trail Studies
- Parks, Trails & Open Space - UAlbany Graduate Planning Studio (2020)
- Hike Guilderland! (2019)
- Biking in Guilderland (2004)
- Guilderland Pathways Study (2005)
- Pathways Master Plan (2005)
- Walkable Destinations in Guilderland (2004)

Conservation Easement Program

Interactive Mapping

Watervliet Reservoir Relicensing Reports (2019-2022)
- City of Watervliet FERC Application
- Downstream Fish Passage and Protection Study
- Downstream Flow Study Report
- Water Chestnut Control Study
- Water Quality Monitoring

Normans Kill Riparian Corridor Study (2007)
- Normans Kill Report
- Normans Kill Report Maps
Water Gap Analysis – Pace University Land Use Law Center (2019)
- Water Gap Analysis

GIS Maps
- Water Systems Map