

REQUEST FOR PROPOSAL (RFP)
CATTARAUGUS COUNTY
COMMUNITY DEVELOPMENT INITIATIVE

CATTARAUGUS COUNTY
DEPARTMENT OF ECONOMIC DEVELOPMENT, PLANNING & TOURISM
303 COURT STREET
LITTLE VALLEY, NY 14755

JULY 28, 2017

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1. SUMMARY AND BACKGROUND

Cattaraugus County has a clear vision for its future based upon prior planning efforts, supplemented with new research, and public outreach. Consistently, the message has been that residents of the county want to see existing cities, villages and downtowns thrive and prosper. These communities anchor the surrounding countryside, and create centers for jobs, services and community interaction. Cattaraugus County is investing in projects and programs that make this area attractive to private investment and support the redevelopment and investment in the traditional downtowns as destinations to attract visitors.

Cattaraugus County is currently accepting proposals for ***Community Visioning Consultant*** that will develop and complete three area wide community assessments, (**4 four areas that include seven municipalities**) provide a two day intensive training for municipal leaders and follow-up assistance for municipalities in Cattaraugus County. The community assessments will be used to further economic development by providing baseline data or a foundation for the community development efforts. The contractor will be required to provide an "Assessment Findings & Suggestions Report," for each of the seven municipalities which will provide a baseline for the communities branding, product development, and marketing efforts. The assessment will show the communities what they look like from the eyes of a first-time visitor, and may uncover things you simply don't even notice, but that visitors do. For every shortcoming that is noted, a low-cost solution will be provided in the report.

The two-day intensive training will guide community stakeholders through a community visioning process that uses the community's values and development assets, to create quality public spaces that contribute to people's health, happiness, and well-being. It will build the capacity and skills of community members. The training will: assess the state of the County's communities; point out imperfections that can be improved upon; provide the motivation, education and eye opening experience from an outside source to demonstrate to all communities what the needs are and what can be done; and facilitate community discussions.

2. PROPOSAL GUIDELINES

This Request for Proposal represents requirements for an open competitive process. Proposals will be accepted until 4pm EST August 30th, 2017. Any proposals received after this date and time will be returned to the sender. Proposals can be submitted either by mail or electronically to:

Kate O'Stricker
Cattaraugus County
Department of Economic Development, Planning & Tourism
303 Court Street
Little Valley, NY 14755
kmostricker@cattco.org

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP.

3. PROJECT PURPOSE AND DESCRIPTION

The purpose of this project is as follows:

Cattaraugus County Department of Economic Development, Planning and Tourism (CCEDPT) will provide an opportunity for all municipalities in Cattaraugus County to develop a community vision, motivate community members and business owners to think about positive changes, and to develop a community improvement plan. The vision will guide goal-setting, actions, policies, and development of comprehensive plans, by providing context for understanding community concerns, prioritizing issues, determining action steps and identifying indicators to measure progress.

Project Description:

The Community Development Initiative has two main components. The first is a two day intensive training opportunity for all 43 municipalities in Cattaraugus County to develop a community vision, motivate community members and business owners to think about positive changes, and to develop a community improvement plan. The vision will guide goal-setting, actions, policies, and development of comprehensive plans, by providing context for understanding community concerns, prioritizing issues, determining action steps and identifying indicators to measure progress. The purpose of the workshop is to address the challenge of revitalization of the County's community centers. The workshop will provide the opportunity to learn the skills and tools such as Placemaking, Community Beautification, and Complete Streets to build stronger more vibrant community centers.

The second component will be the Community Assessment of three areas in Cattaraugus County. **The Area Wide Assessment** will be a fresh, objective viewpoint – a thorough review of the communities through the eyes of a first- time visitor. The assessment will provide an unbiased overview of the community – how it is seen by a visitor; and a review of local marketing efforts, signage, attractions, critical mass, retail mix, ease of getting around, customer service, visitor amenities such as parking and public restrooms, overall appeal, and the community's ability to attract overnight visitors.

Major Project Activities

An 18-month time frame will provide a start-up period sufficient to make arrangements and preparations for the two-day workshop, community assessments and sufficient amount of time for follow-up activities.

Community Assessments

Prior to developing workshop details, the CCEDPT will engage the consultant to discuss the expectations for the workshop agenda, community assessments and follow-up activities. First and foremost, CCEDPT will require the consultant to conduct countywide assessment of marketing materials from the county and various areas, complete onsite assessments in 3 areas including activities, shopping, and dining available during evening hours. The assessment will bring a fresh, objective viewpoint- a thorough review of the communities through the eyes of a first-time visitor. The contractor will be required to complete a report for each municipality that

will include the Assessment Findings and Suggestions that will be presented to participants at the workshop. The participants can then use the findings and suggestions to start to create their vision for a vibrant community, and begin putting together an action plan of programs and initiatives that will help to make their community a destination of choice, a place to invest in, move to, establish a business in, or visit.

Workshop Development

CCEDPT and the consultant will complete the following:

Identify workshop goals and objectives

Build an agenda

Identify potential participants

Develop workshop structure, venue, date and time

Recruit participants

Develop and reproduce participant notebooks, event evaluation

Two-Day Workshop

CCEDPT will complete the logistics of the two-day workshop including facilitation of focus groups, breakout sessions, meals, troubleshooting issues with the venue, and ensuring participants complete evaluation surveys.

4. PROJECT SCOPE

The Community Assessment will be a fresh, objective viewpoint – a thorough review of the community through the eyes of a first- time visitor. The assessment provides an unbiased overview of the community – how it is seen by a visitor; and a review of local marketing efforts, signage, attractions, retail mix, ease of getting around, customer service, visitor amenities such as parking and public restrooms, overall appeal, and the community's ability to attract overnight visitors.

The two-day intensive training will guide community stakeholders through a community visioning process that uses the community's values and development assets, to create quality public spaces that contribute to people's health, happiness, and well-being. It will build the capacity and skills of community members. The training will: assess the state of the County's communities; point out imperfections that can be improved upon; provide the motivation, education and eye opening experience from an outside source to demonstrate to all communities what the needs are and what can be done; and facilitate community discussions.

Through this initiative, municipalities will be given the tools to create a community vision for future planning and development. Defining a community vision is an important part of the process of becoming a sustainable community. This step allows local residents to look into the future, think creatively and ask themselves what they want their community to be in 20 or 50 years. A vision describes an ideal picture. The vision guides goal-setting, actions, policies, and development of comprehensive plans, by providing context for understanding community concerns, prioritizing issues, determining action steps and identifying indicators to measure progress. A community vision is the first step towards creating a comprehensive plan or

strategic plan; a solid product that can be as beneficial to a community as a strategic plan. The Community Vision will be retained on file for subsequent elected officials as leadership changes.

5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than 4pm EST August 30, 2017.

Evaluation of proposals will be conducted from September 1, 2017 until September 15, 2017. If additional information or discussions are needed with any bidders during this two week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than September 29, 2017.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by October 20, 2017.

Notifications to bidders who were not selected will be completed by September 29, 2017.

Project Timeline:

Hire Consultant- September 29, 2017

Program Planning- October 1-December 31st 2017

Community Assessments- January 2018-April 2018

Two Day Intensive Training- May 2018

Follow Up Activities-June 2018-December 2018

6. BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope including community assessments, facilitation of the two-day workshop, report development and travel expenses.

The cost for the RFP cannot exceed \$40,000.

NOTE: All costs and fees must be clearly described in each proposal.

7. RESPONSE FORMAT

Responses are to be self-explanatory and designed in a manner to provide the CCEDPT with a straightforward presentation of the firm's capabilities and qualifications. Elaborate brochures and other promotional type materials are not desirable. The firm is encouraged to submit, for the CCEDPT's review, any additional information pertinent to the project.

- General Background and Resources;
 - Executive summary of the firm's history
- Direct Project Experience on projects similar in scope and size
- Project Team

- Provide a detailed description of the person being proposed to be the “Vision Consultant” List any supporting personnel and their qualifications and experience who may be required to support the Vision Consultant
- Proposed Project Process Plan and Project Schedule/ Fee
 - Provide “Proposed Project Process Plan and Project Schedule” that addresses in detail the methodology and process design you propose using to achieve the project goals/tasks reflected in the CCEDPT’s Scope. The vision planning firm selected for this project will perform all those initial tasks reflected in the scope of services necessary to effectively execute the vision process reflected in their response. Once these initial tasks have been completed the Vision Consultant will then fulfill the role of a facilitator for the two day intensive workshop and be on call technical advisor throughout the life of the project. At the conclusion of area assessment, the contractor will provide a written report for each of the participating municipalities.
- Other Pertinent Information

8. PROPOSAL EVALUATION CRITERIA

All proposals shall be reviewed and evaluated by members of the County Planning Board, and CCDPT Staff. Those firms determined acceptable for the award based on an evaluation using the selection criteria reflected below, will be interviewed either in person or by phone whichever is deemed most appropriate by the selection committee.

- Quality of proposed staff filling key positions and record of previously completed projects (minimum of 3 not more than 5) of similar scope and size completed within the past 5-10 years. Please include a verifiable record of completing projects on time and on budget. A record of providing services that fully met or exceeded the client’s expectations.
- Proposed Project Process Plan that includes a process design that demonstrates a detailed and comprehensive understanding of the project scope of services. The plan/process design includes all the requisite resources and the proposed schedule meets the project required timeline for project completion. The individual proposed to act as the “Vision Consultant” has the requisite skills and direct experience necessary to successfully complete the project goals/objectives. The Process Plan accurately identifies all major challenges/opportunities and includes innovative/creative proposed solutions (best practices) that have produced verifiable positive results on past projects.
- Total fee for services.

AWARD OF A CONTRACT

After all interviews have been completed, the selection committee will forward their final recommendation for award to the Cattaraugus County Legislature for approval. The Award will be made to the most qualified firm after evaluation of all responses, interviews, a thorough review of their qualifications, and completion of negotiations and acceptance of their fee.

The right is reserved to reject any and all responses received; and, in all cases, the CCEDPT will be the sole judge as to whether the response has, or has not, satisfactorily met the requirements of this RFP.

Each bidder must submit (1) copy of their proposal by either **email** or **mail** to the address below by August 30, 2017 at 4pm EST:

Kate O'Stricker
Cattaraugus County
Department of Economic Development, Planning & Tourism
303 Court Street
Little Valley, NY 14755
kmostricker@cattco.org

If you have any questions please contact Kate, O'Stricker, Development Specialist at 716-938-2320 or by email at kmostricker@cattco.org.