



REQUEST FOR PROPOSALS  
CITY OF DUNKIRK  
2017/2018  
COMPREHENSIVE PLAN  
UPDATE  
JULY 2017

**SUBMIT TO:**

Rebecca Yanus, Director of Planning and Development  
City of Dunkirk Planning & Development Department  
342 Central Ave.  
Dunkirk, New York 14048

**RFP SCHEDULE:**

Dates of Publication	July 31, 2017
RFP Submission Deadline	August 22, 2017
Consultant Interviews	Last Week of August
Final Selection	Second Week of September



**REQUEST FOR PROPOSALS**  
*FOR THE PREPARATION OF THE*  
**CITY OF DUNKIRK**  
**2017/2018 COMPREHENSIVE PLAN UPDATE**

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## **PURPOSE**

The City of Dunkirk (“City”) is requesting proposals from qualified consultants with expertise in land use planning, transportation, environmental assessment, and economic feasibility to assist in the evaluation, update, and completion of the City of Dunkirk’s Comprehensive Plan (Plan). The City has not updated their “Master Plan” since 1976. The City of Dunkirk has gone through immense changes since the 1970s and is in dire need of an updated plan that will reflect the future vision of the entire City. The City will engage the community in a participatory process to build consensus around a vision for the development and redevelopment of the City. By assessing the City’s needs and the community’s goals, the City will be able to prioritize how it invests in its physical infrastructure and create a sense of place where people will want to live, work, and play. The selected consultant will undertake completion of the Comprehensive Plan Update by:

- Encouraging and Creating Community Participation and Input
- Inventory and Analysis of Existing Conditions
- Reviewing Existing Plans
- Meeting with Community Leaders and Stakeholders
- Visioning for the Future
- Looking at Potential Growth and Redevelopment Opportunities
- Conceptualizing Site Plans
- Portraying Recommendations in a Clear and Easy to Understand Format

The Plan will be adopted by the City Council in order to provide direction to City officials, staff, residents and the development community to implement the City’s vision.

### **1.0 COMMUNITY PROFILE**

The City of Dunkirk, incorporated in 1880, is located on Lake Erie in Chautauqua County, New York. Dunkirk is located approximately 45 miles southwest of Buffalo, New York and roughly 50 miles northeast of Erie, Pennsylvania. Dunkirk is the westernmost city in the state of New York. The City’s prime location on Lake Erie makes it an attracting summer destination. In addition, this central location allows residents to be able to access a variety of different cities with ease. It currently occupies 4.6 square miles of land and, based on the 2010 U.S. Census Bureau estimate, serves a population of 12,563. Uniquely, the City has a large Hispanic population. According to 2011-2015 ACS 5 year estimates, 26.6% of the city is of Hispanic or Latino origin.

The median household income in the City of Dunkirk is \$38,937 with 25% of the population falling below the poverty level (2015 US Census, ACS 5 year estimates). The employment base is approximately 27.8% Educational services, health care, and social assistance, 23.4% Manufacturing, 11.7% Retail Trade, and 8.8% Arts, Entertainment and Food Services. The unemployment rate is 6.5%.

The City of Dunkirk has significant community development needs. Approximately 57.5% of the total housing stock is over 78 years old (2015 US Census, ACS 5 year estimate), and many houses

are in need of rehabilitation. Roughly 35.6% of all homes in the City are multi-family units. The City is focused on housing rehabilitation opportunities as well as blight reduction.

The City of Dunkirk provides a full range of services, including police and fire protection; water service; refuse collection; recycling collection; yard waste collection; parks; recreational programs; senior center; public library; and the care of streets.

It is important to note that the Comprehensive Plan Update is a tool to help guide Dunkirk's vision of what its future is going to be. Just outside of the City of Dunkirk, 320,000 sq ft pharmaceutical manufacturing company, Athenex, will be bringing in approximately 900 new jobs to the area. This pharmaceutical company will significantly change the way the City of Dunkirk currently exists. The Comprehensive Plan Update should keep this in mind in regards to buildout opportunities, quality of place, and overall benefits to our community. The construction is anticipated to begin this summer and operational in 2021. The Comprehensive Plan Update is crucial to be completed and ready for this development.

## **2.0 OBJECTIVES**

The Comprehensive Plan is a tool used to dictate public policy in the terms of transportation, parks and recreation, land use, zoning, housing, and infrastructure to name a few. A Comprehensive Plan is a process that determines a community's goals and aspirations in terms of community development. The Comprehensive Plan provides many benefits to communities including:

- Giving a clear understanding of current community conditions.
- Describing the changes that have occurred over time.
- Preparing a strategy for future community development involving the community's environmental, social, and physical conditions.
- Providing a framework to empower local officials to make decisions based upon a coordinated plan to guide the orderly growth and development of the community.
- Positioning a community for increased financial assistance through grants and other sources.

The City of Dunkirk aims to develop an updated plan that will provide the mentioned benefits above.

## **3.0 SCOPE OF WORK**

Completion of the Comprehensive Plan will involve the tasks below, which are extracts from the DOS Work Plan and contract with the City of Dunkirk and pertain to work that is to be undertaken by the Consultant chosen from this RFP. The *products* identified under each task are the deliverables expected; please take note of these products.

NOTE: The numbering below matches the numbering of tasks in the DOS Work Plan. The consultant's responsibilities begin with task 6. A complete list of tasks is available in Appendix 1:

Department of State – Work Plan. In addition, the scope of work below is the bare minimum required to complete the DOS’s requirements. Consultants are encouraged to think outside of the box and be creative in their proposals. This is especially important with the community participation piece.

**Task 6: Second Project Meeting**

In consultation with the Department, the Contractor shall hold a second project meeting with the consultant(s), and other project partners as appropriate, to review project requirements, site conditions, and roles and responsibilities; identify new information needs and next steps; and transfer any information to the consultant(s) which would assist in completion of the project. The consultant(s) shall prepare and distribute a brief meeting summary clearly indicating the agreements/understandings reached at the meeting. Work on subsequent tasks shall not proceed prior to Department approval of the proposed approach as outlined in the meeting summary.

Products: Meeting held with appropriate parties. Written meeting summary outlining agreements/understandings reached.

**Task 7: Preparation of a Community Outreach Plan**

The Contractor, the Project Advisory Committee, the consultant(s), and other partners as appropriate, shall prepare a method and process to encourage community participation in the project. At a minimum, the process shall include at least four public workshop type meetings, and additional public and stakeholder meetings as necessary. The Outreach 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 public meetings. The Outreach Plan should be a creative approach to community engagement and should take into account the large Spanish speaking population. All public meetings will be publicized in the community through press releases, announcements, individual mailings, and any other appropriate means. A summary of each public outreach session will be made available in written form and through other appropriate means, such as websites. The Outreach Plan is subject to review and approval by the Department.

Product: Approved community outreach plan.

**Task 8: Review Existing Plans and Meet with Community Leaders**

In an effort to understand the issues of the municipality and neighboring communities, the Contractor or its consultant(s) shall identify and review existing planning documents. This review process will also include consultation with community leaders, and with neighboring communities, if applicable. Representatives from the Contractor and its consultant(s) will meet with the leaders of neighboring communities, if applicable, to identify common issues.

The Contractor, or its consultant(s), shall develop a written findings report describing and assessing existing planning documents and the issues and opportunities identified by waterfront/community leaders. If applicable, information on common waterfront issues, and the potential joint waterfront planning, between neighboring communities shall also be included in this report. The findings report shall be submitted to the Department for review and approval.

Product: Written findings report with identification of preliminary issues and opportunities.

**Task 9: Community Inventory and Analysis**

Based on the review of existing planning documents, meetings with community leaders, and appropriate additional research and analysis, the Contractor or its consultant(s) shall develop an inventory and analysis of existing conditions, including narrative, maps and relevant data. This inventory will be used to assist in the identification of issues and opportunities for the City of Dunkirk. Based on preliminary findings and the inventory and analysis, the Contractor and its consultant(s) shall also design workshop activities and prepare materials needed to conduct the first community visioning workshop. The inventory and analysis of existing conditions may include, but is not limited to, the following:

- Demographics
- Land Use, Community Character, Zoning and other relevant local development controls
- Transportation and Infrastructure (i.e. water supply, sewage disposal, solid waste disposal, stormwater management, green infrastructure and transportation systems)
- Housing and Neighborhoods
- Local and Regional Economy
- Natural and Environmental Resources
- Public Facilities, Parks and Recreation
- Historic Resources
- Waterfront Resources
- Municipal Services
- Fiscal Conditions

Products: Inventory and analysis, including written narratives, maps and relevant data and information. Workshop handouts and materials.

**Task 10: Community Visioning Workshops**

The Contractor, its consultant(s), and the Project Advisory Committee shall conduct at least four public workshops. The community visioning workshops will present an inventory and analysis of

existing conditions, preliminary issues and opportunities identified, and will solicit public input on existing resources, community character, and future growth. The workshops are intended to encourage identification and discussion of important community issues and future growth. These meetings are encouraged to be creative and present a variety of options. In order to reach the Hispanic community, consultants should have a bilingual person in attendance.

The Contractor, its consultant(s), and the Project Advisory Committee may also conduct a community survey in order to broaden the level of community participation in the planning process and assist in the establishment of community values, preferences, and policy.

Product: Workshops held. Presentation materials and written summary of the workshops.

**Task 11: Draft Comprehensive Plan**

The Contractor or its consultant(s), in cooperation with the Project Advisory Committee, and other partners as appropriate, shall prepare the City's draft comprehensive plan. The draft comprehensive plan will establish a long term strategy for future growth and protection of resources, and may include the following topics at the level of detail adapted to reflect the City's needs:

- General statements of goals, objectives, principles, policies, and standards upon which proposals for the immediate and long-range enhancement, growth and development of the City are based.
- 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 of historic and cultural resources, natural resources, and sensitive environmental areas.
- Consideration of population, demographic and socio-economic trends and future projections.
- The location and types of transportation facilities.
- Existing and proposed general location of public and private utilities and infrastructure.
- Existing housing resources and future housing needs, including affordable housing.
- The present and 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 City.

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

The draft comprehensive plan shall be provided to the Department for review.

Product: Draft comprehensive plan, accepted by the Project Advisory Committee and the Department.

**Task 12: Review by Common Council**

The Contractor or its consultant(s), in cooperation with the Project Advisory Committee, shall submit the draft Comprehensive Plan to the City of Dunkirk Common Council, for review, comments, and recommendations. The comments received from the Common Council shall be addressed before the initiation of the SEQRA compliance process. The draft comprehensive plan updates shall be made available for public review on the City website.

The comments and recommendations prepared by the Common Council shall be submitted to the Department for review.

Products: Comments and recommendations received from the Common Council submitted to the Department.

**Task 13: SEQRA Compliance**

The Contractor or its consultant(s), in cooperation with the Project Advisory Committee, shall assist the Common Council in the preparation of the materials necessary for compliance with the State Environmental Quality Review Act (SEQRA), 6 NYCRR Part 617 through the Determination of Significance.

Copies of all SEQRA documents shall be submitted to Department for review.

Products: SEQRA documents prepared and submitted to the Department for review.

**Task 14: County Planning Board Review**

The Contractor or its consultant(s), in cooperation with the Project Advisory Committee, shall submit the draft Comprehensive Plan to the Chautauqua County Planning Board for review and recommendations pursuant to Section 239-m of the New York State General Municipal Law. Comments received from the Chautauqua County Planning Board shall be addressed prior to public hearing.

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

Products: Draft Comprehensive Plan referred to the Chautauqua County Planning Board. Recommendations received from the Chautauqua County Planning Board submitted to the Department for review.

**Task 15: Final Comprehensive Plan**

The contractor, its consultant(s) or the Project Advisory Committee shall prepare the Final Comprehensive Plan which incorporates comments and recommendations received from the public, the City of Dunkirk Common Council, Chautauqua County Planning Board, and the Department.

Products: Final Comprehensive Plan Update submitted to the Department for review.

**Task 16: Public Hearing and Common Council Adoption**

The City of Dunkirk shall 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 City 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 city clerk and may be made available at any other place, including a public library.

The public hearings may also be publicized in the community through press releases, announcements, individual mailings, and any other appropriate means.

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

**Task 17: MWBE Reporting**

The consultant shall comply with all provisions in the contract between the NYS DOS and City of Dunkirk, including the NYS DOS Minority and Women-owned Business Enterprise (MWBE) goals. NYS DOS has established an overall MWBE participation goal of 30% with 15% for Minority-Owned Business Enterprises (MBE) and 15% for Women-Owned Business Enterprises (WBE).

In accordance with Appendix A-1, Part I, Section M, Paragraph 8, Contractor shall be required to use the New York State Contract System (“NYSCS”) to record payments to subcontractors

(including a breakdown of payments issued to state-certified MWBE firms) and otherwise report compliance with the provisions of Article 15-A of the Executive Law and regulations in relation to funds used pursuant to this Agreement. Contractor shall be required to submit utilization plans in paper format until such time as submission is made available through the NYSCS and notification of such availability is provided to Contractor by the State. Upon such notification by the Department, Contractor shall submit required utilization plans through the NYSCS. So long as Contractor complies with the reporting requirements stated above in the manner directed by the Department, the requirement of Appendix A-1, Part I, Section M, Paragraph 7 of this Agreement for paper filing of Quarterly Reports shall be waived. 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.

In the event Contractor does not have the capacity to use the NYSCS in the manner required above, an exception may be granted by the Department of State upon Contractor's written request and showing of good cause to allow for paper reporting. If such an exception is granted by the Department of State, paper reporting in a manner and form directed by the Department shall be required including but not limited to the submission of Quarterly MWBE Contractor Compliance Report (Form F) forms in accordance with Section M, Paragraph 7, of Appendix A-1 of this Agreement.

Products: Ongoing reporting through NYSCS during the life of the contract.

**Task 18: Project Status Reports**

The Contractor or its consultant(s) shall 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 to DOS during the life of the contract.

**Task 19: Final Project Summary Report and Measurable Results forms**

The Contractor or its consultant(s) shall work with the Department project manager to complete the Final Project Summary Report and Measurable Results forms. Final payment shall not be authorized until these forms have been completed and filed with project deliverables.

Products: Completed Final Project Summary Report and Measurable Results forms submitted to DOS.

#### **4.0 SUBMISSION OF PROPOSAL**

Interested respondents must submit four (4) full copies of their proposal and one digital copy no later than 4:30 pm on **August 22, 2017**. Hard copies must be mailed to:

**Rebecca Yanus, Director of Planning and Development  
City of Dunkirk Planning and Development  
RE: Comprehensive Plan  
342 Central Ave.  
Dunkirk, NY 14048**

#### **5.0 PROPOSAL CONTENT AND CONDITIONS**

Each proposer must submit a complete proposal which addresses each component of the RFP. Please note the described scope of work is the minimum scope that is acceptable. Proposers are encouraged to be creative and propose additional work that the proposer feels is beneficial, necessary, or improves the outcome of this planning effort.

- A full description of how the Scope of Work will be completed along with a schedule detailing when milestones will be reached and when the project (complete draft Comprehensive Plan) will be completed.
- Writing samples demonstrating the ability to condense and concisely present large amounts of information.
- A description of each staff member or sub-consultant who will be involved with this project and a description of their role in the project.
- A client list for similar projects in the last five years, including contact name and phone number, and a brief description of projects.
- Budget and expense information which details all costs including:
  - Personnel expenses which state the name and title of each individual assigned to the project, their hourly rate 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.
- The respondent's efforts to comply with New York State's MWBE goals. Respondents shall solicit participation of MWBE contractors (including subcontractors, consultants and service providers) in accordance with the aforementioned NYS DOS MWBE participation goals. The respondent must submit sufficient documentation to demonstrate good faith efforts to provide opportunities for MWBE participation for work related to the project in the event respective goals are not achieved.

## **6.0 INQUIRES**

All inquires regarding the RFP should be made in writing and must cite the RFP section in question. Answers to substantive questions will be provided to all inquirers. Inquirers should be directed to:

**Rebecca Yanus, Director of Planning and Development**  
**Phone: (716) 366-9879**  
**Email: ryanus@cityofdunkirk.com**

## **7.0 LIABILITY**

The Steering Committee is not liable for any costs 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 Steering Committee is not liable for any costs incurred prior to approval of the contract.

## **8.0 SELECTION CRITERIA**

The Steering Committee and the Department of State will review submitted proposals with reference to the qualifications and criteria as detailed in the Request for Proposals. The intent is to select the consultant having the technical capability and necessary experience to perform the services as outlined in this RFP within the time frame required.

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

- Quality and completeness of the response.
- Understanding of the proposed scope of work.
- Applicability of proposed alternative of enhancements to information requested.
- Cost-effectiveness of the proposal.
- Qualifications and relevant experience with respect to the tasks to be performed.
- Reputation among previous clients.
- Ability to complete all project tasks within the allotted time and budget.
- MWBE Goals.

## **9.0 NOTIFICATION OF AWARDS**

The Planning and development department will notify the successful bidder by phone, followed by a written confirmation. Each bidder whose proposal is not accepted will be notified in writing.

The City of Dunkirk will authorize the award of a contract to the successful proposer based upon the evaluation 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.