

REQUEST FOR PROPOSALS

New York State Brownfield Opportunity Area Predevelopment Activities

Issued June 28, 2024



BULL'S HEAD REVITALIZATION

**City of Rochester, New York
Department of Neighborhood & Business Development**

This RFP was prepared for the New York State Department of State
with funds provided under the Brownfield Opportunity Areas Program

CITY OF ROCHESTER
REQUEST FOR PROPOSALS

**Bull's Head Brownfield Opportunity Area
Predevelopment Activities**

JUNE 28, 2024

ISSUED FOR: Bull's Head Brown Field Opportunity Area (BOA)
Predevelopment Activities

ISSUED BY: City of Rochester
Neighborhood and Business Development
City Hall, Room 005A
30 Church Street
Rochester, New York 14614

**SUBMISSION
DEADLINE:** 4:00 p.m., Monday, August 19, 2024

CONTACT: Richard Rynski,
Manager of Special Projects
Email: Rick.Rynski@cityofrochester.gov

PHONE: (585) 428-6932

CITY OF ROCHESTER

REQUEST FOR PROPOSALS

**Bull’s Head Brownfield Opportunity Area
Predevelopment Activities - Consultant Services**

JUNE 28, 2024

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CITY OF ROCHESTER

REQUEST FOR PROPOSALS

Bull's Head Brownfield Opportunity Area Predevelopment Activities Project - Consultant Services

June 28, 2024

I. INTRODUCTION / BACKGROUND

The City of Rochester is seeking to engage qualified consultant services to assist in predevelopment activities within the Bull's Head Brownfield Opportunity Area (BHBOA).

Bull's Head marks the historic western gateway to downtown where West Main Street, Brown Street, West Avenue, Chili Avenue and Genesee Street all converge. The BHBOA consists of approximately 188 acres and is characterized by a disproportionately high percentage of vacant buildings and lots, documented and suspected environmental concerns for over 150 sites, low property values and overall disinvestment. The BHBOA area is generally bounded on the north by the CSX railroad, on the east by properties on the east side of Jefferson Avenue, on the south by properties on the south side on West Main Street and West Avenue, and on the west by property on the west side of Ames Street. See **Exhibit A** for the BHBOA location map.

Under the New York State Department of State (NYSDOS) Brownfield Opportunity Area Step 2 Nomination Phase grant, the City undertook a robust five-year community planning process for the revitalization of the Bull's Head neighborhood. After completing the BHBOA Step 2 Nomination Phase planning process, the City submitted the resulting Bull's Head BOA Revitalization Plan to NYSDOS. In 2021, NYSDOS officially designated the BHBOA, setting the stage for subsequent predevelopment activities under the NYSDOS BOA program. The BHBOA Revitalization Plan can be viewed [here](#) and associated appendices [here](#).

During the BHBOA Step 2 Nomination Phase work, the City, advanced land assembly activities and development planning within a portion of the BHBOA previously designated for urban renewal. The Bull's Head Urban Renewal Area (BHURA) is located in the center of the BHBOA and includes a targeted redevelopment area straddling north and south of W. Main Street. With considerable energy and focus on activities solely within the BHURA, the City sought assistance to address other key areas within the BHBOA as well. Accordingly, the City submitted the Bull's Head BOA Predevelopment Activities grant application to NYSDOS and subsequently was awarded \$300,000 (not-to-exceed amount for consultant services) to complete these activities.

II. PURPOSE

The BHBOA Revitalization Plan identified numerous strategic sites and opportunity sites within the BHBOA. This project focuses on the western and eastern portions of the BHBOA, as described below:

BHBOA West:

The western edge of the BHBOA includes a major transformative opportunity on and surrounding a 14.4-acre underutilized brownfield site at 95 Ames Street. See “**Figure 1 – 95 Ames Street Location Map**”.

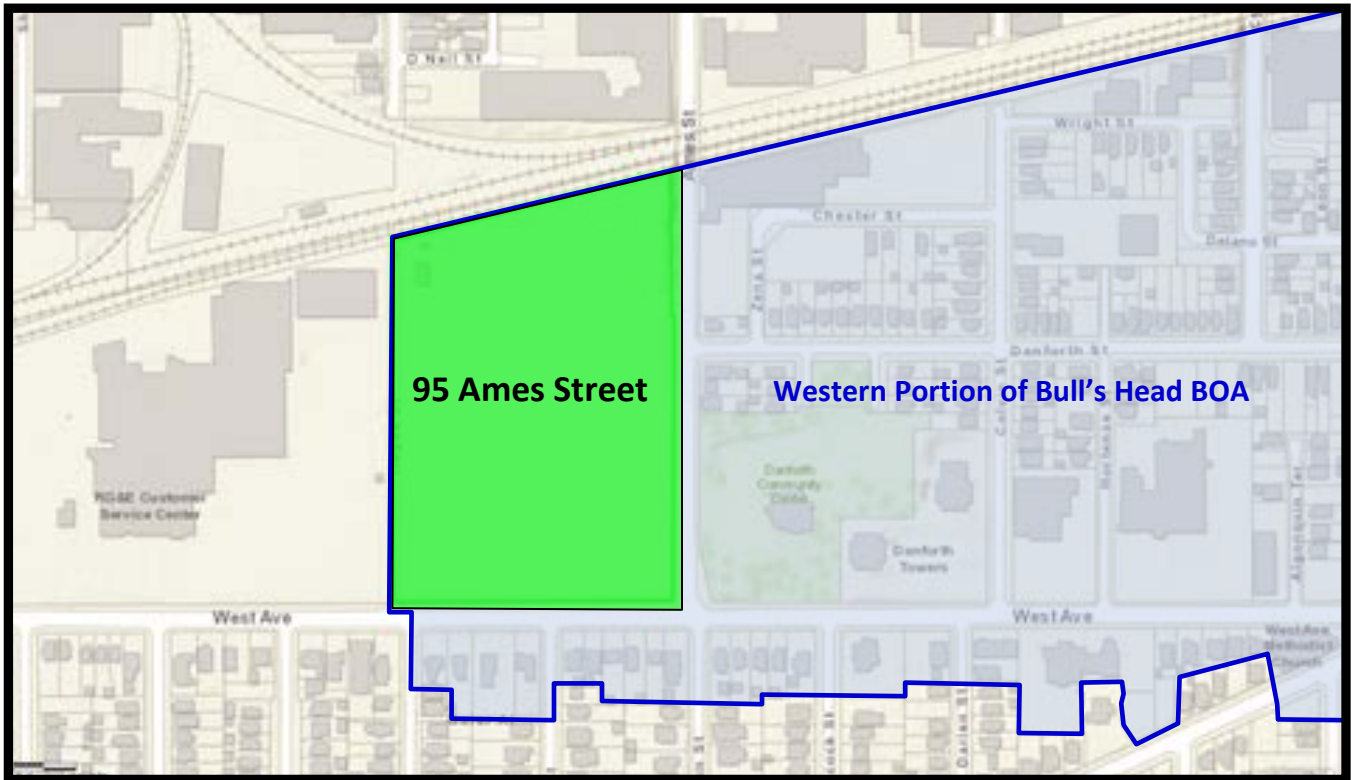


Figure 1 – 95 Ames Street Location Map

95 Ames Street was the former location of a small number of residential homes followed by a large industrial facility (Taylor Instruments) operated by different owners from 1904 to 1993. The facility was demolished over several years concluding in 2001. The vacant property was privately purchased in 2018 with several known environmental concerns, although some remedial activities were previously completed. In addition, the property is adjacent to the mainline railroad to the north, an office building to the west, Danforth Community Center and Lynchford Park to the east, residential homes to the east and south, and the Chili-West Historic District.

The property's significant land area presents its potential as a catalyst for neighborhood revitalization. This project will focus on both repurposing the site as well as strategies for integrating potential future uses of the site with the immediate surrounding area.

BHBOA East:

The eastern portion of the BHBOA includes a portion of the historic Susan B. Anthony neighborhood and sites being developed as an expansion to the National Susan B. Anthony Museum and House (SBAM&H) campus.

In light of ongoing plans for a new SBAM&H interpretive center and other supporting amenities, this project will assess access, circulation, and streetscape amenity needs in anticipation of increased visitors to this national landmark and local community. See “**Figure 2 – Susan B. Anthony Neighborhood / National Susan B. Anthony Museum and House Location Map**”

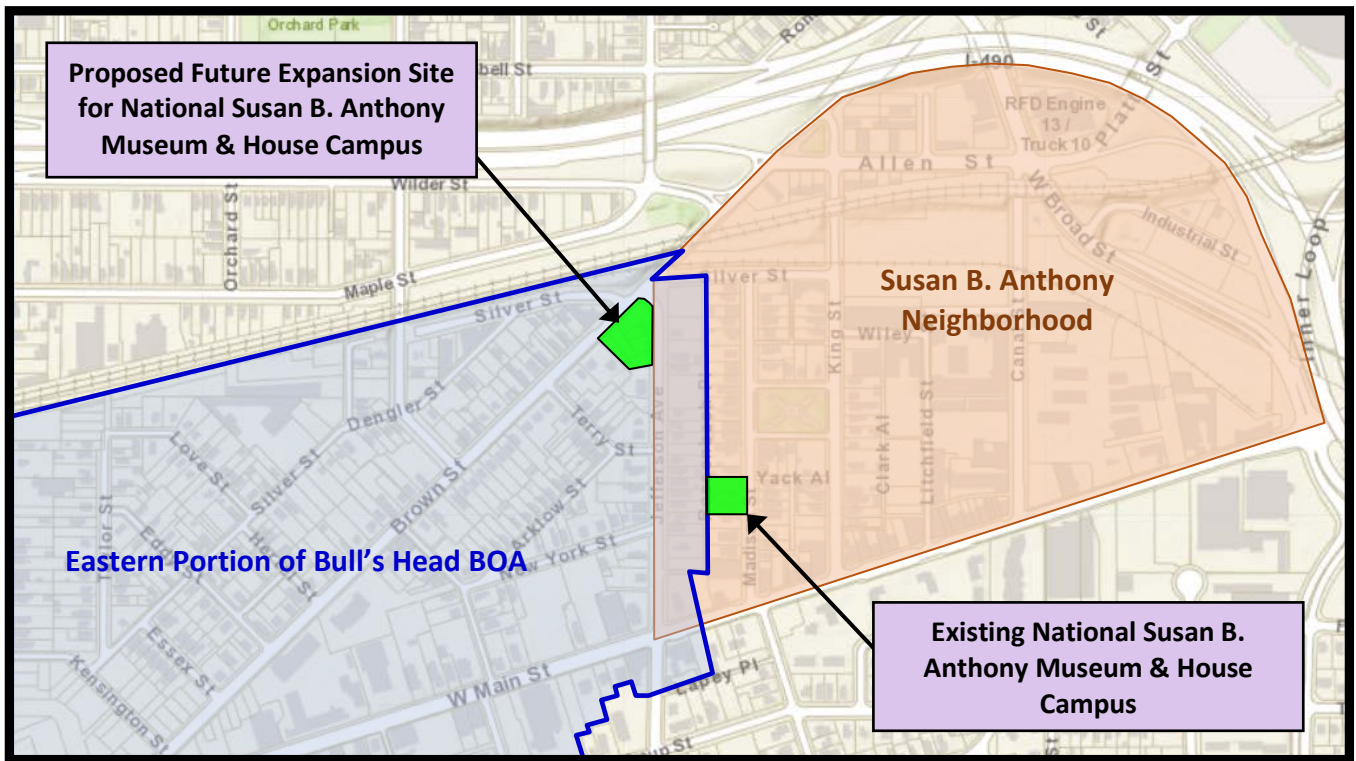


Figure 2 – Susan B. Anthony Neighborhood / National Susan B. Anthony Museum and House Location Map

West Main Street Multimodal Transportation and Placemaking Study

Focus within BHBOA East takes into account the goals and recommendations of prior planning studies, the most recent of which is the West Main Street Multimodal Transportation and Placemaking Study completed in 2021. This planning study included the West Main Street corridor between West Broad Street on the east and West Avenue on the west. Together with community partners, the City and the Genesee Transportation Council undertook this plan to engage communities on and around West Main Street in a discussion about transportation and placemaking investments for the corridor. Additional information on the West Main Street Multimodal Transportation and Placemaking Study is available [here](#).

Although this BHBOA Predevelopment Activities project primarily focuses on the western and eastern portions of the BHBOA, the context of the entire BHBOA study area neighborhood will be integral to considerations and recommendations included in the work completed. Additional information on the overall Bull's Head Revitalization Project is available [here](#).

III. PROJECT DESCRIPTION

The City of Rochester will undertake several strategic planning and predevelopment activities within the State designated BHBOA to advance community revitalization. These activities will provide the groundwork for future infrastructure investment and private development in an area characterized by disinvestment, high poverty, and high unemployment. The City of Rochester will advance the BHBOA through the following predevelopment activities:

- A. Market Analysis** – Targeted analyses will be conducted to determine the market potential of up to three sites, including 95 Ames Street, to gain a firm understanding of the possible reuses and support marketing efforts for redevelopment. Sites to be determined with steering committee input.
- B. Phase I Environmental Site Assessments** – Environmental assessments will be completed for up to three sites to provide an updated understanding of potential soil and groundwater contamination on site. Sites to be determined with steering committee input.
- C. Site Reuse Conceptual Designs** - This task involves the completion of feasibility studies and master plan development for up to three sites, including 95 Ames Street. This will include determining the feasibility of repurposing or developing the sites, conceptual design alternatives and plans for purposes of redevelopment. This component will also include cost estimates for all preferred alternatives. Sites to be determined with steering committee input.
- D. Infrastructure/Utility Needs Analysis** – An analysis that will complement the Site Reuse Conceptual Designs for various sites will be completed. This will include an assessment of existing gas, electric, water and sewer infrastructure to understand current utility systems and forecast potential future needs based on site reuse scenarios. Potential improvements to public infrastructure and utilities surrounding and serving the site(s) may also be evaluated.
- E. Traffic Impact Study** – A traffic impact study will be completed for the eastern side of the BHBOA to understand existing and future traffic volumes and circulation patterns, including residential and commercial vehicles in the area. This study will involve a focus on access to and from the SBAM&H campus.
- F. Visitor / Tour Bus Access Feasibility Study** – This study will examine existing rail bridges within and adjacent to the BHBOA to understand their clearance height and ability for larger vehicles/tour buses to access. This will also include existing infrastructure conditions review of rail infrastructure and develop recommendations / preliminary cost estimates for improvements to enhance tour bus access in the proximity of the SBAM&H campus. Potential

areas of focus include the railroad tracks and crossings near Canal, Brown, and King Street, as well as the I-490 bridge just north of the BHBOA.

- G. Streetscape and Gateway Enhancement Conceptual Designs** – This task involves the creation of conceptual streetscape and gateway enhancement designs intended to increase accessibility, improve vehicular and pedestrian circulation, and provide a welcoming environment within and adjacent to the BHBOA. Potential areas of focus include Jefferson Avenue, Brown Street, and West Main Street.
- H. Implementation Strategy** – A strategy will be prepared to outline specific actions the City of Rochester and partners can take to implement recommended improvements within the BHBOA. This implementation strategy will include phasing, responsible parties, partnerships, and cost estimates. Recommendations with specific actions, changes, and/or amendments to guide the City of Rochester will be presented.
- I. Public Outreach and Marketing** - This component involves continuation of public outreach efforts that supported the Bull’s Head BOA Revitalization Plan (Nomination Study) process and includes project steering committee meetings, public workshops, stakeholder interviews/meetings, open houses and/or summits, direct outreach (flyers, mailings, etc.), website updates and associated preparation including development of graphics, handouts, brochures, summaries and other presentation materials.

IV. BOA CONSULTANT SCOPE OF SERVICES

The Consultant shall perform services on behalf of the City (Contractor) for the project. In addition to the required project meeting related Consultant services described below, the City has identified the following Consultant scope of services components/tasks from the approved BOA Work Plan (attached as **Exhibit B**):

Component 1: Project Start-up

Tasks 1.2: Project Advisory Committee

The Contractor shall establish a project advisory committee to oversee all aspects of the project in cooperation with municipal officials and the project consultant(s), if applicable. The committee shall be representative of project stakeholders, including representatives of state, county, and municipal agencies with jurisdiction over project activities or the project area, and non-governmental and community-based organizations. A draft list of proposed members shall be provided to NYSDOS for review and approval prior to establishment of the committee.

Products:

- Draft and final list of proposed members of project advisory committee
- Establishment and approval of the project advisory committee

NOTE: As the project includes two focus areas within the Bull's Head BOA, two Focus Teams will be formed to address the specific matters regarding each focus area. The Focus Groups may include members of the Project Advisory Committee as well as other community stakeholders as identified during the initial stages of the project.

Component 2: Pre-Development Activities

Tasks 2.1: Draft Site Preparation and Access Studies

The Contractor or its consultant(s) will complete several studies and analyses to inform future development opportunities within the Bull's Head BOA. These will include a targeted market analysis on up to three key strategic sites to determine viable reuse options, an infrastructure and utility capacity analysis to determine the location/capacity of utilities and future potential needs on key strategic sites, a traffic impact study on the eastern side of the BOA understand current and future volumes as well as review and test transportation network alternatives involving right-of-way alignments, intersections, geometries, widths, opportunities for incorporating multi-modal infrastructure, and determine optimal road configurations and alignments. A visitor/tour bus access feasibility study will also be completed to examine existing rail bridges within and adjacent to the Bull's Head BOA to understand their clearance height and ability for larger vehicles/tour buses to access.

If necessary, Phase I Environmental Site Assessments may be completed on up to three select strategic sites within the Bull's Head BOA to examine the potential likelihood of environmental contamination in soil and groundwater.

Products:

- Draft Market Analysis on Strategic Sites
- Draft Infrastructure and Utility Capacity Analysis
- Draft Targeted Traffic Impact Study
- Draft Visitor / Tour Bus Access Feasibility Study
- Draft Phase I Environmental Site Assessment(s)

All documents created shall be provided to NYSDOS and the public for review. Comments from NYSDOS and the public must be addressed to the satisfaction of NYSDOS in subsequent revisions of the products and the final design. Map(s) and written summary describing the above information and any other appropriate information to assess site feasibility identified during the project initiation meeting shall be submitted to NYSDOS. Maps and relevant data and information, submitted in either ArcGIS format, or similar product acceptable to NYSDOS.

Tasks 2.2: Draft Site Preparation and Access Studies

Based upon the approved draft Site Preparation and Access Studies, the Contractor or its consultant(s) shall develop final deliverables and other supporting materials. The final documents shall be provided to NYSDOS for review at least two weeks prior to the due

date for comments. NYSDOS comments must be addressed to the satisfaction of NYSDOS.

Products:

- Final Market Analysis on Strategic Sites
- Final Infrastructure and Utility Capacity Analysis
- Final Targeted Traffic Impact Study
- Final Visitor / Tour Bus Access Feasibility Study
- Final Phase I Environmental Site Assessment(s)

Tasks 2.3: Draft Site Reuse Conceptual Designs

The Contractor or its consultant(s) shall select up to three individual strategic or opportunity sites, including 95 Ames Street, in which to develop conceptual reuse site plans. The Contractor shall prepare a minimum of two draft concepts for each of the individual strategic sites selected. These studies will determine the ability to repurpose or reuse former industrial, commercial, and residential sites, and develop master plans for both private and publicly owned sites within the BOA. The conceptual designs shall include building placement, vehicle and pedestrian access drives, existing/proposed impervious surfaces, and a preliminary landscape plan. Conceptual site plans shall be accompanied by the proposed square footage of all structures and their proposed use, proposed number of units, and number of parking spaces. This component shall also include cost estimates for all preferred alternatives.

Products:

- Draft Conceptual Site Plans / Master Plans
- Preliminary Cost Estimates

All documents created shall be provided to NYSDOS and the public for review. Comments from NYSDOS and the public must be addressed to the satisfaction of NYSDOS in subsequent revisions of the products and the final design. Map(s) and written summary describing the above information and any other appropriate information to assess site feasibility identified during the project initiation meeting shall be submitted to NYSDOS. Maps and relevant data and information, submitted in either ArcGIS format, or similar product acceptable to NYSDOS.

Tasks 2.4: Preferred Site Reuse Conceptual Plans

Following committee and stakeholder outreach, the Contractor or its consultant(s) shall select preferred conceptual site plans / master plans for each of the strategic or opportunity sites in the Bull's Head BOA. The Contractor shall also prepare a final planning-level cost estimate, inclusive of detailed line items for each improvement and contingency cost, for the preferred concept redevelopment plan.

Products:

- Preferred Conceptual Site Plans / Master Plans

- Final Cost Estimates

Task 2.5: Draft Streetscape / Gateway Design Alternatives

The Contractor or its consultant(s) shall develop conceptual design alternatives for selected streetscapes and gateways within the Bull's Head BOA. The Contractor shall prepare a minimum of two draft concepts for each streetscape or gateway feature. This component shall also include cost estimates for all preferred alternatives.

Products:

- Draft Conceptual Designs
- Preliminary Cost Estimates

All documents created shall be provided to NYSDOS and the public for review. Comments from NYSDOS and the public must be addressed to the satisfaction of NYSDOS in subsequent revisions of the products and the final design. Map(s) and written summary describing the above information and any other appropriate information to assess site feasibility identified during the project initiation meeting shall be submitted to NYSDOS. Maps and relevant data and information, submitted in either ArcGIS format, or similar product acceptable to NYSDOS.

Task 2.6: Final Streetscape / Gateway Design Alternatives

Following committee and stakeholder outreach, the Contractor or its consultant(s) shall select preferred streetscape and gateway design plans. The Contractor shall also prepare a final planning-level cost estimate for the preferred concept redevelopment plan.

Products:

- Preferred Streetscape / Gateway Design Plans
- Final Cost Estimates

Task 2.7: Draft Implementation Strategy

The Contractor or its consultant(s) shall prepare a strategy outlining specific actions the City of Rochester and partners can take to implement recommended improvements within the Bull's Head BOA. This implementation strategy will include detailed actions, phasing, responsible parties, partnerships, cost estimates.

Products:

- Draft Implementation Matrix and Narrative

Task 2.8: Final Implementation Strategy

Based upon the approved draft implementation strategy, the Contractor or its consultant(s) shall develop final deliverables and other supporting materials. The final documents shall

be provided to NYSDOS for review at least two weeks prior to the due date for comments. NYSDOS comments must be addressed to the satisfaction of NYSDOS.

Products:

- Final Implementation Matrix and Narrative

Component 3: Public Engagement and Outreach

Task 3.1: Public Outreach and Stakeholder Interviews

The Contractor and/or its consultants shall facilitate public outreach methods to ensure transparency of planning and pre-development efforts within the Bull's Head BOA. Public outreach efforts may include, but is not limited to up to three public workshops or open houses to solicit input and feedback, direct outreach via mailings or flyers, and City webpage updates. Public outreach efforts may also include interviews with key stakeholders, such as property and business owners, non-profit organizations, community leaders, and City officials. Stakeholder interviews will allow for the Contractor and/or consultants to understand local and regional market dynamics/trends, facilitation of conversations between key property owners, and understanding of goals/objectives of the larger community.

Products:

- Steering committee meeting materials, including agendas, presentations, notices and summaries
- Public workshop meeting materials, including agendas, presentations, notices, and summaries
- Stakeholder interview/meeting summaries
- Public notice flyers and mailings
- Website content

Component 4: Environmental Review and Final Documents

Task 4.1: Environmental Quality Review

The Contractor shall prepare, or cause to be prepared, all documents necessary to comply with the State Environmental Quality Review Act (SEQRA) through determination of significance. If a positive declaration is made, a Draft Environmental Impact Statement shall be prepared.

Products:

- SEQRA documents
- Draft Environmental Impact Statement (if necessary)

Task 4.2: Final Bull's Head BOA Pre-Development Activity Documents

Based upon the approved draft Bull's Head BOA Pre-Development Activity documents, the Contractor or its consultant(s) shall develop a final Bull's Head BOA Pre-Development Activity documents and other supporting materials. The final Bull's Head BOA Pre-Development Activity documents shall be provided to NYSDOS for review at least two weeks prior to the due date for comments. NYSDOS comments must be addressed to the satisfaction of NYSDOS.

Products:

- Final Bull's Head BOA Pre-Development Activity documents and supporting materials

Component 5: Project Reporting and Close-Out

Task 5.1: 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 NYSDOS whenever changes to the selected MWBE firms occur (addition or removal).
- Record payments to MWBE subcontractors using NYSDOS 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

Task 5.2: Project Status Reports

The Contractor 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 during the life of the contract

Task 5.3: Final Project Summary Report

The Contractor shall work with the NYSDOS project manager to complete the Final Project Summary Report.

Products:

- Completed Final Project Summary Report

Meetings:

For purposes of submitting a proposal, the respondent shall assume a requirement for their coordination, participation, presentation, and meeting minutes for the following project meetings:

- One (1) virtual Project Scoping Meeting with the City Project Staff City Project Staff & NYSDOS representative
- Four (4) virtual Project Startup Orientation Meetings with the City Project Staff
- Twenty-four (24) virtual Monthly Progress Meetings with the City Project Staff
- Eight (8) virtual Quarterly Coordination Meetings with the City Project Staff & NYSDOS representative
- Three (3) virtual Semi-annual Project Advisory Committee Meetings
- Eight (8) virtual Quarterly Focus Group Meetings (four meetings per Focus Group)
- Three (3) hybrid Community-wide Meetings

V. MWBE REQUIREMENTS

In compliance with Article 15-A of the New York State Executive Law, and as required by NYSDOS, the Consultant's contract shall include business participation goals for minorities and women. The Minority and Women-owned Business Enterprises (MWBE) goals for this contract include an overall goal of 30% for MWBE participation. The % of MWBE participation shall be defined as the percentage of the total grant amount of \$300,000. MWBEs on the project are defined as NYS Certified MWBEs listed on the NYS directory which is accessible via the "certified MWBE directory" link found on the following website: <https://www.osc.ny.gov/state-vendors/resources/minority-and-women-owned-business-enterprises-mwbes>

VI. PROJECT DOCUMENTATION REQUIREMENTS

The Consultant shall submit all required documentation in hardcopy format and as a digital copy submitted in Microsoft Word and Acrobat® portable document format (PDF).

All digital mapping and attribute table files must be provided in ESRI Shapefile or Geodatabase file format including all associated metadata on Recordable CD or DVD, external hard drive, via email attachment (preferably in a WinZIP file) or downloadable from an ftp site on the Internet. Alternatively, the digital products may be provided as ArcInfo/GIS coverages or CAD files on the same media types upon approval by the City.

Electronic data for all designs, drawings, and plans must be submitted in the original software that they were created (such as CAD format) as well as in JPEG or GIF format.

Electronic data for all pictures and photographs must be submitted in JPG or GIF format.

All documents distributed for the project must include the following attribution: "This (document, report, map, etc.) was prepared with funding provided by the New York State Department of State under the Brownfield Opportunity Areas Program."

Additional requirements for project documentation as required by the NYSDOS and/or the City, will apply and will be discussed in further detail with the selected consultant before the project commences. All applicable documentation requirements are included in the City's contract with the NYSDOS.

VII. ISSUING OFFICE / PROJECT MANAGEMENT

The City's Department of Neighborhood and Business Development (NBD) is the Issuing Office for the RFP and is responsible for management of the Bull's Head BOA Predevelopment Activities project with continuous participation of other City departments, neighborhood organizations and stakeholders including but not limited to those to serve on the Project Advisory Committee.

Rick Rynski, Manager of Special Projects, NBD, will serve as the project manager and point person of contact during the consultant selection and planning process. All correspondence, questions, submissions, etc., related to this project should be addressed to:

Rick Rynski, Manager of Special Projects
Neighborhood and Business Development
City Hall, Room 005A
30 Church Street
Rochester, New York 14614
Telephone: 585-428-6932
Email: Rick.Rynski@cityofrochester.gov

VIII. PROPOSAL CONTENT / SUBMITTAL REQUIREMENTS

Proposals should provide a clear and concise methodology for satisfying the required tasks within the scope of this RFP. The proposals should outline the Respondent's qualifications to complete the project. Proposals may include background, unique qualifications, relevant project information, previous awards, references, and other information that may support the response.

The City will not be limited solely by the information provided by the Respondent by the submission due date. Additional information or modifications to proposals may be requested by the City. Respondents are required to submit the following information to enable the City to consider each proposal:

A. General Information

- i. Name, address, e-mail address, telephone number, and title of contact person for the Respondent.
- ii. Company Name, Type of Business (i.e., corporation, limited liability company, partnership, sole proprietorship, etc.), principal name and title, and Tax ID number of Respondent.

B. Narrative Statement and Project Approach

Provide a narrative description of four pages or less describing your firm or team's approach toward the development of the Bull's Head BOA Predevelopment Activities project and why the City of Rochester should consider your firm or team for the above referenced BOA predevelopment activity services. The project approach should not repeat the requirements of the BOA Work Plan or Sections III and IV of this RFP. Rather, the Narrative Statement and Project Approach should demonstrate the Respondent's understanding of the primary issues and opportunities for the project and include its approach toward implementing the project and identify key tasks, project activities, and decisions. In addition to the narrative of up to four pages, the Respondent should also include a listing of any assumptions made in the preparation of the proposal.

C. Project Staff

The proposal must include resumes of the proposed Respondent's project manager and those individuals who would provide the BOA consulting services described in Sections III and IV of this RFP. Distinguish between in-house and proposed subconsultant services. If possible and where applicable, please provide the names and qualifications of subconsultants that your firm anticipates would be used for project services. Provide a basic project organizational chart, and identify the geographic location of the personnel and offices providing specific services and areas of expertise. By identifying and presenting the qualifications of staff, the Respondent is indicating its intention to assign these individuals to work with the City on the project.

D. Experience and Capabilities

Provide individual resumes and a description of your firm/project team's experience and capabilities with:

- i. **The NYS Department of State Brownfield Opportunity Area program**
Indicate the number, types, and outcomes of BOA projects that your firm or project team has completed or is currently undertaking. For each project identify the BOA project municipal or nonprofit client with a contact person and telephone number. Provide information on your firm's roles and responsibilities for the identified BOA project(s). Provide a more detailed written case study or example of a BOA project that your firm has undertaken with the most similarity to the Bull's Head BOA Predevelopment Activities project.

ii. **Municipal and Institutional Neighborhood Planning**

Indicate the number, types, and outcomes of neighborhood planning projects that your firm or project team has completed or is currently undertaking including your firm's roles and responsibilities in such projects. Provide the name and telephone number for the appropriate contact person for those projects identified.

E. References

Provide up to three references for your firm or project team that can attest to the performance and quality of work provided for the BOA scope of services identified in Section IV of this RFP. Provide names, organizational affiliations, email addresses, and phone number for each reference. At least one reference should demonstrate the team's experience in relevant urban neighborhood development planning and ability to work with neighborhood based organizations.

F. Fee Proposal

The fee proposal is to be based on a cost plus fixed fee contract structure. The fee proposal must include the following items:

- i. A summary table indicating for each Component from Section IV of this RFP: (1) direct and indirect labor expenses; (2) the proposed fixed fee amount and the percentage of the total proposed project budget that the fee represents; (3) proposed direct expenses and equipment charges, if any; and (4) any proposed subcontractor charges.
- ii. In addition, provide detail tables presenting itemized costs for 1,3, and 4 above. The detail tables must be presented according to the same project Tasks identified in Section IV of this RFP. The detailed labor cost table must show estimated staff titles, hours, rates and costs by project tasks.
- iii. All assumptions regarding the project tasks/roles

G. Scheduling and Workload

Provide a proposed project schedule and indicate a commitment that your team could provide for the Bull's Head BOA Predevelopment Activities project. Please provide a statement indicating your capacity to provide all necessary services given your firm's/team's current and projected workloads over the next 24 months.

H. MWBE Goals

Provide a completed MWBE Utilization Plan (attached as **Exhibit C**) indicating what MWBE firms will be utilized – and how they will be utilized - to achieve the MWBE goals listed in Section V of this RFP.

Proposal Submission Instructions:

Proposals must be received by the City of Rochester no later than 4:00PM, Monday, August 19, 2024. Submit proposals on a USB jump drive, or via Dropbox (<https://www.dropbox.com/>) or other file sharing website. Please only submit your proposal one time, using one method.

Proposals submitted via USB jump drive may be submitted to:

**City of Rochester - Department of Neighborhood and Business Development
Bureau of Business and Housing Development
Attn: Rick Rynski, Manager of Special Projects
30 Church Street - Room 005A
Rochester, New York 14614**

Proposals submitted via file sharing site should be sent to Rick Rynski, Manager of Special Projects, at Rick.Rynski@cityofrochester.gov

IX. PROPOSAL EVALUATION / SELECTION PROCESS

The City will convene a Proposal Evaluation Team comprised of various departmental staff to, in consultation with the NYSDOS, evaluate all submissions. A Short List of no more than three (3) respondents deemed most qualified for the project may be selected for interviews. Short Listed respondents will be notified in writing and will be requested to attend interviews conducted by the City's Proposal Evaluation Team. All respondents will be notified in writing as to the status of the selection process subsequent to establishing the Short List. Following the interviews, the respondent deemed best qualified for the project will be referred to the NYSDOS for approval and subsequently recommended to City Council. All Short Listed respondents will be notified in writing as to the results of the final selection. Selection of the best qualified respondent will be based upon, but not limited to, the following criteria:

- Quality and completeness of the proposal
- Team composition with resumes for all key team members
- Understanding of the project objectives and related tasks
- Understanding of the existing neighborhood context
- Experience in relevant urban neighborhood development planning and ability to work with neighborhood organizations
- Demonstrated success in creative, realistic, and implementable plans
- Demonstrated ability to identify and foster project partnerships for implementation
- Proposed project fee structure
- Proposed project schedule

The City may, when awarding professional services agreements, give preference to organizations located within the city of Rochester. The use of individuals or companies located in the city of Rochester as subcontractors or sub consultants is also encouraged.

Following selection of the preferred respondent with approval from the NYSDOS, the City intends to negotiate a detailed scope of services, project schedule, and fee for services. The City will then recommend to City Council for their consideration, an action authorizing the City to enter into a professional services agreement with the preferred respondent.

X. MISCELLANEOUS

The City reserves the right to amend or withdraw this RFP in the City's sole discretion, including any timeframes herein, upon notification of all Respondents as set forth above, and in such case, the City shall have no liability for any costs incurred by any Respondent.

The City reserves the right to accept or reject any and all responses, at its sole discretion, received as a result of this RFP, to waive minor irregularities, and to conduct discussions with any Respondent, in any manner necessary, to serve the best interest of the City of Rochester in completing the Bull's Head BOA Predevelopment Activities project.

The City may request additional information from any Respondent to assist the City in making its evaluation.

The proposal and all materials submitted with the proposal shall become property of the City and will be subject to NYS Freedom of Information Law. If any proprietary information is submitted with the proposal, it must be clearly identified and a request to keep such information confidential must be submitted.

Submission of a proposal shall constitute a binding offer by Respondent to provide the services at the prices described therein until such time as the parties enter into a PSA.

Any contract awarded in connection with this RFP will be subject to approvals as required by the NYSDOS and the City, including final authorization by the Rochester City Council.

**END OF RFP
(EXHIBITS follow)**