

CITY OF ONEIDA  
109 N. MAIN STREET  
ONEIDA, NY 13421

**REQUEST FOR PROPOSALS (RFP) FOR  
PROFESSIONAL PLANNING SERVICES FOR COMPREHENSIVE PLAN AND  
FORM-BASED ZONING UPDATES  
CITY OF ONEIDA, NEW YORK**

**March 1, 2024  
RFP# Plan01-2024**

The City of Oneida is requesting proposals from qualified consultants to assist in the completion of a Smart Growth Comprehensive Plan which will guide future sustainable growth within the municipality, enhance the local cultural identity, protect local natural and cultural resources, and coordinate with the Form-Based Code Zoning Update funded by the Governor’s Downtown Revitalization Initiative (DRI). Both project funds are administered by the New York State Department of State (NYSDOS).

**BACKGROUND**

The City of Oneida received a Smart Growth Comprehensive Planning Program Grant from the Department of State to prepare a City of Oneida Smart Growth Comprehensive Plan (*Comp Plan*). Additionally, the update must be closely coordinated with the Form-Based Code Zoning Overlay Update (*Overlay*), which aims to enhance the city's zoning regulations to promote a more walkable, mixed-use, and visually appealing urban environment.

The City of Oneida was awarded funds through Governor Hochul’s Downtown Revitalization Initiative (DRI) to develop an Overlay that will encompass the DRI Boundary developed by the City’s DRI Local Planning Committee (LPC) and New York State. The Zoning Overlay is to ensure that future development is consistent with the City’s built and natural environments.

Consultants or consultant teams are required to submit a digital PDF copy of their Qualifications as outlined herein on or before Friday April 19, 2024, by 3: 00 p.m. Selected proposers may be required to provide oral and visual presentations to the City of Oneida.

**PROJECT ADVISORY COMMITTEE**

Preparation of the plan will be undertaken through consultant(s) procured by the City of Oneida and overseen by a Project Advisory Committee. At a minimum, the Project Advisory Committee will include the City of Oneida Department of Planning and Development (DPD) staff, the City

Manager, the City Mayor, at least one member from the planning board (PCZBA), and shall include representatives from a large range of ethnic, social, and cultural backgrounds as well as a diverse range of stakeholders, such as residents, civic leaders, business owners, elected officials, environmental experts, and municipal board members. Input from New York State Department of State; New York State Canal Corporation; New York State Office of Parks, Recreation and Historic Preservation; New York State Department of Environmental Conservation; NYS Department of Transportation; Environmental Protection Agency; and the Madison County Planning Department will be sought and considered for inclusion during the development of the City of Oneida Smart Growth Comprehensive Plan and the Form-based Code when deemed appropriate.

## **PROJECT DESCRIPTIONS**

### **Project A: City of Oneida Smart Growth Comprehensive Plan**

The City of Oneida (Contractor) and its Comprehensive Planning Committee will prepare a Comprehensive Plan pursuant to General City Law § 28 / Town Law § 272-a / Village Law 7-722. The Comprehensive Plan will establish the objectives that the community wants to achieve, and will guide future sustainable growth within the municipality, enhance the local cultural identity, and protect local natural and cultural resources.

The Comprehensive Plan must address the following general Smart Growth principles, in addition to the elements suggested by the New York State statutes:

- Promote mixed land uses in focus areas.
- Create an adequate range of housing opportunities and choices.
- Promote development and redevelopment where infrastructure is adequate and sustainable.
- Build on traits that result in a distinctive and attractive community with a strong sense of place.
- Promote well-planned and well-placed public spaces.
- Promote sustainable compact neighborhoods.
- Increase mobility and circulation within jurisdictional lines and improve connectivity with areas outside jurisdictional lines.
- Promote sustainable mass transit that reduces the local levels of greenhouse gas emissions.
- Promote walkable/bikeable neighborhood designs.
- Promote and integrate clean energy resources and related incentives.
- Improve green infrastructure and resident participation in this effort.
- Increase resiliency to extreme weather events.
- Encourage social diversity and integration.
- Expand planning and implementation efforts across jurisdictional lines, to

- increase effectiveness, sustainability, and resiliency.
- Promote community and stakeholder collaboration in planning.

The Contractor will use the funding/grant for consultant services that are necessary for the coordination of the planning process and preparation of the Comprehensive Plan.

## **SCOPE OF WORK**

### **Task A1: Comprehensive Planning Committee Meetings**

The Comprehensive Planning Committee will meet on a regular basis during the planning process to advance the preparation, review, and approval of the Comprehensive Plan, and to organize and conduct community participation events.

During the first meeting, the Comprehensive Plan Committee will review project requirements and roles and responsibilities, transfer necessary information to the team of consultants (if applicable), and identify new information needs and next steps. The Comprehensive Plan Committee or the consultant (if applicable) will prepare and distribute a brief meeting summary clearly indicating the understandings reached at the meeting.

All subsequent meetings will advance the preparation of the Comprehensive Plan and assess the evolution of the project, the new information needed, changes in roles and responsibilities, and next steps.

Work on subsequent tasks shall not proceed prior to City of Oneida DPD review.

***Products: Meetings held with appropriate parties. Written meeting summaries outlining what has been discussed, understandings reached and identifying the meeting participants.***

### **Task A2: Community Participation Plan**

Prepare a Community Participation Plan that describes the public outreach and participation efforts that will be conducted during the development of the Comprehensive Plan, pursuant to the local and State statutes. At a minimum, the Community Participation Plan shall include (in-person or virtual) interviews with local and regional stakeholders, a community survey, a public information meeting, one or more public workshops, one or more public hearings, and a webpage with links to announcements, presentations and documents prepared during the planning process. The Community Participation 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 the proposed public outreach and participation efforts.

All public outreach and participation efforts will be publicized in the community through press releases, announcements, individual mailings, and any other appropriate means. Public access must be provided to each public meeting or workshop. Outreach efforts should encourage participation from populations who are frequently underrepresented in this process, including immigrants, refugees, and minorities. A summary of public outreach and participation efforts will be made available to the public in written form and through other appropriate means, such as websites.

***Products: Draft and final Community Participation Plan.***

### **Task A3: Community Survey and Stakeholder Interviews**

Develop a relevant and realistic community survey about current local conditions and issues. The survey should be made available to the public as both hard copy and online. Identify a set of topics that shall be discussed with stakeholders to obtain additional relevant information, and elicit stakeholder reactions and suggestions. Following the completion of the survey, develop a summary of results and analysis.

***Products: Draft and final Community Survey. Draft and final list of topics to be discussed during the stakeholder interviews. Summary of survey, and interview responses and analysis.***

### **Task A4: Review Local and Regional Planning Efforts and Ongoing Initiatives**

Identify and review existing local and regional planning documents and ongoing initiatives. This review process will also include consultation with community leaders and with neighboring communities, if applicable, to identify common issues and assess if Smart Growth principles could be the basis for addressing those issues.

The Comprehensive Planning Committee and the consultant(s), if applicable, shall develop a written findings report describing and assessing existing planning documents and the issues and opportunities identified by community leaders.

***Products: Written findings report.***

### **Task A5: Community Profile**

Draft a Community Profile consisting of an inventory and analysis of existing conditions, including narrative, maps, and relevant data. The inventory will be used to assist in the identification of local issues and potential opportunities. The analysis of the local conditions and issues will be conducted from a Smart Growth perspective and identify potential solutions to existing issues and potential opportunities. A chart of smart growth principles will be provided to be included in the comprehensive plan which will summarize the opportunities and challenges to addressing each principle. The inventory and analysis of existing conditions may include the following, at a minimum:

- History of the municipal jurisdiction and boundaries.
- Description of previous comprehensive plan development and adoption processes.
- Demographic characteristics (population and growth trends, age distribution, average household size, ethnic composition, average household income, social diversity and integration, demographic trends).
- Local and regional economic characteristics (unemployment rates and trends, work force characterization, dominant business sector type, major employers and industries, sales tax information, property tax rates, economic trends and jobs range).
- Housing characteristics (the age, type, and condition of structures, type of occupancy - renters versus owners, vacancy rates and trends in the community and length of residency - percentage of residents five years in home, the extent and availability of low-income housing throughout the community and in identified neighborhoods, assessment of housing opportunities and choices, housing trends and access to jobs).
- Local and regional economies and development trends (including housing, commercial, industrial and agricultural development).
- Land use and smart growth focus areas.
- Agricultural and forest lands, uses, and districts.
- Infrastructure and public utilities (i.e., drinking water supply, sewage disposal, solid waste disposal, stormwater management and green infrastructure, communications, gas, and electricity) extent, capacity, age, and maintenance.
- Transportation systems, local levels of greenhouse gas emissions, levels of mobility and circulation, walkable/bikeable neighborhoods, connectivity with areas outside jurisdictional lines, distance to jobs, traffic patterns.
- Natural resources and climate (air quality, watercourses, wetlands, floodplains, aquifers, forests/tree cover, steep slopes, soil types, and rare plant and animal habitats, precipitations, winds, temperatures, etc.).
- Extreme weather events, flooding, erosion hazards, and local resiliency.
- Health and emergency services and facilities.
- Parks and public spaces, recreation facilities, range of passive and active recreation, capacity and maintenance, accessibility etc.
- Historic, cultural, and scenic resources.
- Waterfront resources and public access.
- Zoning and other relevant local development controls.
- Fiscal resources.

The draft Community Profile shall be submitted to DPD review before being used to design workshop activities and prepare materials needed to conduct community visioning workshops or to draft the Comprehensive Plan.

***Products: Community Profile report, including a comprehensive inventory and analysis in the***

*form of relevant data, narrative, maps, and graphics.*

#### **Task A6: Community Visioning Workshops**

Conduct at least two public workshops that will inform the public about the findings of the planning process conducted up to this point, present a clear assessment of how Smart Growth policies are integrated in the municipality's planning efforts, governmental decisions, and ongoing initiatives, and solicit public input on existing resources, community character, and future growth. The workshops are also intended to identify Smart Growth solutions to current issues and future growth.

Each workshop shall be advertised with generous advance notice to garner maximum publicity, awareness, and participation. The site of the workshops must be accessible to the public.

***Products: Published workshops announcements and fliers. Materials prepared for each public workshop. Workshops held.***

#### **Task A7: Draft Comprehensive Plan**

1. Assemble the draft comprehensive plan that addresses each of the Smart Growth policies and establishes a long-term strategy for future growth and protection of resources, and may include the following topics commensurate with the community's needs and vision for future actions:
  - Goals, objectives, principles, policies, and standards upon which proposals for the immediate and long-range enhancement, growth, and development of the community will be 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 and recommendations for the protection of agricultural and forest lands, historic and cultural resources, natural resources, and sensitive environmental areas.
  - Consideration of population, demographic and socio-economic trends and future projections.
  - Location and types of transportation facilities that reduce the local levels of greenhouse gas emissions.
  - Existing and proposed general location of public and private utilities and infrastructure, including clean energy generation.
  - Existing housing resources and future housing needs, including affordable housing.
  - The present and potential 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 community.
  - Ensure that the Form-Based Code Zoning Overlay Update is seamlessly integrated into the Comprehensive Plan, with clear references and consistency in goals, policies, and implementation measures.
2. A detailed strategy implementing the community's policies, concepts, projects, and programs shall be identified in the plan. This includes a phased implementation approach (short-term, mid, and long-term), as well as anticipated costs, and priorities.
  3. Submit the draft Comprehensive Plan to the DPD for review and approval and incorporate the Department's comments in the final plan.

***Products: Draft Comprehensive Plan, including relevant data, narrative, maps, and graphics.***

#### **Task A8: Review by the Local Municipal Board**

Submit the draft Comprehensive Plan to the Common Council for review, comments, and recommendations. The comments received from the local municipal board shall be addressed before the initiation of the SEQRA compliance process.

The comments and recommendations prepared by the local governing board/local legislature shall be addressed and incorporated into the final plan and prior to making the draft available for public review.

***Products: Comments and recommendations received from the Common Council submitted to the DPD and the NYS Department of State.***

#### **Task A9: Environmental Quality Review**

Prepare materials necessary for compliance with the State Environmental Quality Review Act (SEQRA). The adoption of a new or amended Comprehensive Plan is classified as a Type I action, pursuant to the State Environmental Quality Review Act (SEQRA) and 6 NYCRR Part 617. The Comprehensive Planning Committee or the consultant(s) shall prepare the Generic Environmental Impact Statement (EIS) to provide a review of land use actions proposed in the comprehensive plan. The Common Council shall declare itself to be the Lead Agency for the

action of adopting the new or amended comprehensive plan.

Copies of all SEQRA documents shall be submitted to the NYS Department of State.

***Products: SEQRA documents***

**Task A10: County Planning Board Review**

Submit the draft Comprehensive Plan to the Madison County Planning Department for review and recommendations pursuant to Section 239-m of the New York State General Municipal Law. Comments received from the County Planning Board shall be addressed in the final version of the Comprehensive Plan that will be locally adopted.

Comments received from the County Planning Board shall be submitted to DPD and NYS Department of State.

***Products: Comments and recommendations prepared by the Madison County Department of Planning***

**Task A11: Final Comprehensive Plan**

Address all comments and recommendations received from the public and involved local, regional and State agencies and incorporate into the Final Comprehensive Plan and schedule a public hearing and the local adoption of the plan.

The final Comprehensive Plan and the date of the public hearing and local adoption of the plan shall be submitted to the DPD and NYS Department of State.

***Products: Final Comprehensive Plan ready for local adoption.***

**Task A12: Public Hearing and Local Adoption**

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 community 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 municipal clerk and public library and shall be posted on the municipal website. The public hearings may also be publicized in the community through press releases, announcements, individual mailings, and any other appropriate means.

Copies of the public hearing minutes and the local adoption resolution shall be submitted to the DPD and NYS Department of State.



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

#### **Task A13: 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 the Department whenever changes to the selected MWBE firms occur (addition or removal).
- Record payments to MWBE subcontractors using DOS 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. Form C submitted on a quarterly basis and Form D submitted as necessary.***

#### **Task A14: Status Reports**

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 during the life of the contract.***

#### **Task A15: Final Project Summary Report and Measurable Results**

Submit the Final Project Summary Report and Measurable Results electronically at: <https://forms.office.com/g/eZERFeEeKM>.

***Products: Final Project Summary Report and Measurable Results submitted DPD and to the NYS Department of State***

The total project budget, including all consultant fees, and other related costs is \$63,000 as the project hinges on grant funding.

Pursuant to New York State Executive Law Article 15-A, the State recognizes its obligation under

the law to promote opportunities for maximum feasible participation of certified minority- and women-owned business enterprises and the employment of minority group members and women in the performance of State contracts. These requirements include contracting opportunities for New York State certified Minority-owned Business Enterprises (“MBEs”) and Women-owned Business Enterprises (“WBEs”), collectively MWBEs.

## **Project B: Regulatory Code Revisions or Form Based Code Zoning Overlay**

**PRIMARY WORK PRODUCT:** This contract will result in a proposed form-based code zoning overlay, meant to supersede (either entirely or in part) the present zoning ordinance and other local land development regulations that apply to the Downtown Revitalization Initiative Boundary. The code will also be consistent with the updated Comprehensive Plan.

### **Task B1: INITIAL REVIEW AND ANALYSIS**

- Interviews. The Consultant will interview appropriate stakeholders involved with the project. These interviews will include groups and individuals including elected officials, nonprofit organization leaders, property owners, neighborhood representatives, local design professionals, developers, business organizations, and municipal staff, and utilize members of Advisory Committee.
- Site Analysis. The Consultant will become familiar with the physical details of the DRI Boundary, and the historic patterns of urbanism and architecture in the surrounding region. Coordinate this analysis with the Comprehensive Planning Grant process.
- Media coverage. The Consultant will participate in a press conference with local officials and draft a press release to inform the local citizenry about the planning efforts to be undertaken.
- Website. The Consultant will provide information for the official municipal publication, the Oneida Daily Dispatch, and for the official municipal website, [www.oneidacityny.gov](http://www.oneidacityny.gov). As officials deem appropriate, the Consultant will provide materials including text, photographs, maps, renderings, and other images for the publication and web site. This material will describe the Consultant’s credentials and help explain the project’s process.

***Products: Interview Documentation; Press Releasees; Website materials; maps, renderings and other appropriate images.***

### **Task B2: PUBLIC DESIGN PROCESS**

- Generate necessary background maps. The City of Oneida will provide all necessary

base map information as needed by the Consultant. These documents will be used to produce the maps that will be used during the preparation of the form-based code.

- **Public Workshop and/or Design Charrette.** The Consultant will organize and lead design workshops or a full planning charrette to engage the community, gather ideas and goals, and formulate implementation strategies. The Consultant will tailor the workshop or charrette to obtain maximum community input so as to produce the best possible master plan on which to base the new code. The charrette format will also take into consideration the findings of the initial site analysis, input from staff, and information obtained at previous meetings, workshops, and interviews. While the end result will be new land development regulations, the public process will include discussions of alternatives for street design, street connectivity, and City planning strategies that create vital city centers, corridors, and livable neighborhoods. At the conclusion of the workshop(s), the Consultant will present the work generated to date. Plans, renderings, and initial coding ideas that reflect ideas articulated in the workshops will be publicly presented and further feedback solicited from the community. It is essential that local government officials attend this presentation along with citizens, stakeholders and technicians.

***Products: Plans, renderings, and initial coding ideas in Word format.***

### **Task B3: DRAFTING THE FORM-BASED CODE**

- ***Design Parameters for the Form-Based Code.*** The new code will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, and office space. The new code will incorporate a regulating plan, building form standards, street standards (plan and section), use regulations as needed, descriptive building or lot types (optional), and other elements needed to implement the principles of functional and vital urbanism and practical management of growth.
- ***Integration of the Form-Based Code Overlay.*** The form-based code must be integrated into the City of Oneida’s existing regulatory framework (zoning and land development regulations) in a manner that ensures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code.

***Products: Draft of the Form-Based Code.***

- Sections of this document would typically include the following:
  - Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language.
  - Regulating Plan (a schematic representation of the master plan) illustrating

the location of streets, blocks, public spaces (such as greens, squares, and parks), and other special features. Regulating plans may also include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations.

- Building Form Standards governing basic building form, placement, and fundamental urban elements to ensure that all buildings complement neighboring structures and the street. These standards should be based upon study of building types appropriate for the region, climate, and neighborhood vitality.
- Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, parking, curb geometry, trees, signage, and lighting.

#### **Task B4: REFINING THE FORM-BASED CODE.**

- ***Presentation of First Draft.*** The Consultant will present the first draft of the form-based code for the purpose of gathering comments. Copies of the first draft will need to be in hardcopy and digital form and posted on the website. The presentation may be made to a special audience of neighborhood residents or stakeholders or may be presented before a joint gathering of municipal boards and committees, as determined by the City of Oneida.
- ***Presentation of the Second Draft.*** After making revisions in response to comments on the first draft, the Consultant will present the second draft of the form-based code at another meeting convened by the City of Oneida.
- ***Meetings with Stakeholders.*** The Consultant will attend and participate in up to 5 additional meetings with key stakeholders to explain the details of the new code and obtain further input and comments.

***Products: 1<sup>st</sup> and 2<sup>nd</sup> Drafts of the Code that reflect the sections described in Task 3.***

#### **Task B5: APPROVAL PROCESS**

- ***Public Hearing Presentations.*** The consultant will make formal presentations to the City of Oneida’s Joint Zoning Board of Appeals/Planning Commission and the Common Council.
- ***Additional Revisions.*** The Consultant will be responsible for two rounds of revisions that may become necessary between presentations. City of Oneida staff will be responsible for collecting comments, questions, and suggestions for these refinements from various sources and consolidating them into a series of action items for revision or responses.

***Products: Final Code Document that includes the sections described in Task 3, where the Final document includes all the additional feedback from the Public Hearings, and refinements requested by City of Oneida Staff.***

## **PROJECT BUDGETS**

The projects are identified as the following:

- **Project A: City of Oneida Smart Growth Comprehensive Plan**
  - **Funding:** Smart Growth Comprehensive Planning Program Grant
  - **Budgeted Amount:** \$65,000
  
- **Project B: Regulatory Code Revisions or Form Based Code Zoning Overlay**
  - **Funding:** DRI
  - **Budgeted Amount:** \$150,000
  
- **Total Budget:** \$215,000

The total project budget, including all consultant fees, and other related costs is \$215,000 as the project hinges on grant funding.

Pursuant to New York State Executive Law Article 15-A, the State recognizes its obligation under the law to promote opportunities for maximum feasible participation of certified minority-and women-owned business enterprises and the employment of minority group members and women in the performance of State contracts. These requirements include contracting opportunities for New York State certified Minority-owned Business Enterprises (“MBEs”) and Women-owned Business Enterprises (“WBEs”), collectively MWBEs. For purposes of this project, DOS established the following MWBE participation requirement of 30%.

### **Project A MWBE Requirement**

- Total Amount: \$18,900 in any combination of MBE or WBE. For example:
  - MBE Participation Requirement 15% in the amount of: \$9,450
  - WBE Participation Requirement 15% in the amount of \$9,450

### **Project B MWBE Requirement**

- Total Amount: \$45,000 in any combination of MBE or WBE. For example:
  - MBE Participation Requirement 15% in the amount of: \$22,500
  - WBE Participation Requirement 15% in the amount of: \$22,500

**The Service-Disabled Veteran-Owned Business Act recognizes the veterans’ service to and sacrifice for our nation, declares that it is New York State’s public policy to promote and encourage the continuing economic development of service-disabled veteran-owned businesses, and allows eligible Veteran business owners to become certified as a New York State Service-Disabled Veteran-Owned Business (SDVOB), in order to increase their participation in New York State’s contracting opportunities. To this effect, the Department of**

State (DOS) has implemented a Veteran-Owned Businesses (SDVOB) Program, as mandated by Article 17-B. To comply with the SDVOB Program goals of 6%, the Department of State strongly encourages all grantees (the City of Oneida) to make every effort, to the maximum extent possible, to engage certified SDVOBs in the purchasing of commodities, services and technology in the performance of their contracts with the Department. If SDVOB utilization is obtained, a quarterly SDVOB utilization report should be submitted to the Department with information of the utilization percentage achieved during that quarter. Contractor Reporting Forms are found at: <https://ogs.ny.gov/Veterans/>.

## **SUBMISSION OF PROPOSALS**

Interested respondents must submit three (3) paper copies of their proposals and one (1) electronic versions of their proposal no later than Friday April 19, 2024, by 3:00 p.m. Proposals should be submitted to:

City of Oneida Department of  
Planning  
109 N. Main Street  
Oneida, NY 13421  
Attention: Christopher Henry

Proposals received after the scheduled time and date will not be accepted. Facsimile will not be accepted.

## **PROPOSAL CONTENT AND CONDITIONS**

Each proposer must submit a complete proposal which addresses each component of the RFP.

- A full description of how the Scope of Work will be completed along with a schedule detailing when the items will be completed.
- Writing samples that demonstrate 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. Also, estimates of expense are required for each of the tasks.

## **CONDITIONS GOVERNING PROPOSALS**

Only those proposals which contain complete information and are responsive to the RFP will be considered. Proprietary or patented information which may be included in the proposal must be clearly identified and brought to the committee's attention.

The City of Oneida reserves the following rights:

- To accept or reject any or all proposals;
- To waive or modify minor irregularities in proposals received;
- To negotiate with proposers, within the proposal requirements, to best serve the interests of the community and the Department of State;
- To amend specifications after their release, with due notice given to all bidders to modify their proposals to reflect changed specifications;
- To consider every offer as firm and not revocable for a period of sixty (60) days unless withdrawn in writing or unless otherwise specified in the solicitation;
- To award a contract for any and all parts of a proposal including award of specific project components to individual proposer team members and to negotiate with the successful bidder(s);
- By submitting a proposal, the proposer agrees that it will not make any claim for or have any right to damages because of any lack of information or misinterpretation of the information provided in this RFP;
- The City of Oneida will not utilize any of the materials submitted in the RFP process that are included in unsuccessful proposals without the proposer's permission.

***The New York State Department of State must approve all consultants and subcontractors.***

The Consultant must comply with all provisions in the Contract between the New York State Department of State and the City of Oneida, including all appendices. A copy of the contract is available upon request.

## **INQUIRIES**

All inquiries regarding the RFP should be made in writing and sent either regular mail or e-mail and must cite the RFP section in question. Answers to substantive questions will be provided to all proposers. The due date for inquiries is March 15, by 3:00 p.m. Inquiries should be directed to:

Christopher Henry – Director of Planning and Development  
315-363-7467  
chenry@oneidacityny.gov

## **PRESENTATION BY PROPOSERS**

Presentations will be conducted for the two highest scoring proposals.

The presentations will be made to provide the City and the Project Advisory Committee with an opportunity to obtain an understanding of:

- The extent of the firm's depth of knowledge of the subject matter of the RFP;
- Whether the methods and resources that will be used by the firm in performing services to achieve the project goals and objectives are appropriate, and cost effective;
- The firm's ability to draw together specialists and professionals with the necessary skills and experience to contribute to the overall project;
- Allowing proposers to further define the primary features and benefits of their proposal;
- Evaluating the public presentation skills of the proposers.

The presentation format is left to the discretion of the proposers. Presentations will be limited to a one-hour period per respondent, which includes questions. All key managerial personnel, as well as key personnel working on the project, must be in attendance at the proposal presentation.

## **LIABILITY**

The City of Oneida and the Project Advisory Committee are not liable for any cost 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, submission or presentation of its proposal. Further, the City of Oneida is not liable for any costs incurred prior to approval of the contract.

## **EVALUATION PROCESS**

The City and the Project Advisory Committee and the Department of State will review submitted proposals with reference to the qualifications and criteria as detailed in this 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.

## **SELECTION CRITERIA**

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

- 1) Technical Proposal: Proposals will be evaluated based on their quality, clarity, and



demonstrated understanding of the project objectives. The proposal must include a plan outlining how each item in the Scope of Work will be addressed.

- 2) Relevant Experience: The Proposer must provide a list of all projects similar in scope and nature completed in the last five years. The Proposer must demonstrate experience with New York State- based land use and watershed planning, local laws, and regulations. The projects listed will be used to determine the proposer's expertise, experience, and knowledge. Submission of sample reports or products from previous projects is encouraged.
- 3) Implementation schedule: Proposals will be evaluated based on their ability to complete the project within an eighteen-month time frame. The proposal must include an implementation schedule that lists all milestones for the development and implementation of project deliverables.
- 4) Cost Proposal: A Cost Proposal Outline organized to follow the outline of Scope of Work and assign a detail of cost for the action including personnel costs and reimbursable expenses.
- 5) Team Composition and Resumes: The Proposer must provide a list of all person(s) who will be assigned work pursuant to this RFP (including subcontractors), as well as their resumes showing qualifications, educational background, training and expertise.
  - a) Team members will be evaluated based on relevant education, work experience and professional accreditation.
  - b) The Proposer must designate an individual as the Project Manager who will be directly responsible for all activities of the organization and provide their resume showing qualifications, educational background, training and experience. The project manager must have managed the implementation of at least one other project of similar scope and nature. A description of the project must be submitted with the resume.
- 6) Approach and methodology for coordinating the Comprehensive Plan update with the Form-Based Code Zoning Overlay Update. Proposers should highlight how tasks between the two projects will be synergized for maximum efficiency, and budgetary maximization.
- 7) Presentation Skills: The Proposer will be evaluated based on their knowledge of the subject material, their ability to relay the message in a clear, concise, and timely fashion, and their ability to field questions posed to them. The Proposer will also be evaluated on form and format of their presentation, its professional nature, and the ability to captivate the audience and keep their attention. The Proposer may be asked to demonstrate their presentation skills, both written and oral, by providing samples of previous presentations and written material.
- 8) Location of Office: The Proposer will be evaluated based on their proximity to the community to ensure a physical presence when necessary, throughout the process of this

project.

## **SUBMISSION REQUIREMENTS**

References: The Proposer must submit five references from projects of similar scope and nature. Each reference should include a contact name and phone number along with a statement describing the project. The City of Oneida and the Project Advisory Committee reserves the right to obtain information from other sources.

## **NOTIFICATION OF AWARD**

The City of Oneida will notify the successful bidder by phone, followed by written confirmation. Each bidder whose proposal is not accepted will be notified in writing.

The City of Oneida will authorize the award of a contract to the successful proposer based upon the evaluations and recommendations of the Grant Coordinator and Project Advisory Committee. In the event that a contract cannot be finalized within thirty (30) days of the award, the City Council of the City of Oneida reserves the right to enter negotiations with the consultant which received the second highest evaluation.

***The City of Oneida and the New York State Department of State must approve all consultants and subcontractors.***