

REQUEST FOR PROPOSALS

**CITY OF DUNKIRK
BROWNFIELD OPPORTUNITY AREA (BOA)
MARKETING PROJECT**

February 2021



HON. MAYOR WILFRED ROSAS

SUBMIT TO:

**Edward Hayes, Deputy Director of Planning and Development
City of Dunkirk Department of Development
338 Central Ave. Suite 210
Dunkirk, NY 14048**

RFP TENTATIVE SCHEDULE

Activity

Date

Date of Publication

February 22nd, 2021

RFP Submission Deadline at 4:00 P.M. EST

March 19th, 2021

Steering Committee Selection and Notification of Award

April 23rd, 2021

REQUEST FOR PROPOSALS FOR THE PREPARATION OF A BOA MARKETING PROJECT

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I. PROJECT SUMMARY

The City of Dunkirk completed the Phase II Brownfield Opportunity Area (BOA) Study and was designated a BOA community in 2018 (<https://drive.google.com/file/d/1xnYJWZRBWepHB5pjCp6Hf5cqaAjAlXs9/view>). Dunkirk's BOA boundary includes sites along Dunkirk's waterfront, downtown, and industrial zones. The Study focused on the waterfront and downtown brownfields that would have the most economic impact if redeveloped. The BOA Study has given Dunkirk the direction that the City needs and is now at the point where the City is ready to market its brownfield sites and bring in private investment and redevelopment.

The project includes hiring a consultant to help market these brownfield sites to local, regional, and national developers to attract a master developer and/or developers to the City. A consultant would review the materials and incorporate the results of the BOA into an Expression of Interest (EOI) document in addition to reviewing any additional information generated about the subject sites. Ultimately, the goal of the project will be to receive solid offers from substantive entities that have full knowledge of the issues they face in successfully completing a transaction and sustainably redeveloping an individual site, group of sites or the entire waterfront and downtown.

The project should be completed in a one-year timeframe.

II. BOA BOUNDARY

The total area including all right of way (ROW) within the BOA boundary is 537.37 acres. It includes all of the Central Business District (CBD) and most of the Tourism and Commercial District. The BOA's extreme limits are the Dunkirk city line to the east, North Point Drive to the west, Wright's Point to the north and Willowbrook Avenue to the south.

The Brownfield Opportunity Area (BOA), comprising more than 500 acres encompasses six focus areas; The Waterfront District, the Central Business District (CBD), three former industrial areas - Roblin Steel, Al-Tech, and NRG, as well as a large undeveloped area within the northeastern portion of the City of Dunkirk. These focus areas contain several potential brownfields as well as vacant and underutilized sites. A map can be found in Appendix A.

III. OBJECTIVES

The project is meant to spur private investment in Dunkirk's downtown and waterfront areas. At a minimum the project seeks to deliver the following outcomes:

- Determine specific BOA sites to include in the Expression of Interest (EOI);
- Develop a highest and best use analysis to support economic repositioning for the sites;
- Create a list of developers that the EOI will be marketed to;
- Develop an EOI that incorporates materials that have already been developed at the local and County level;
- Market the EOI to developers;
- Hold a developer forum in the City of Dunkirk that either includes a tour of priority sites or a presentation of the sites;
- Help navigate possible deals with interested developers;
- Work with city staff, the Mayor, and Common Council to sell or lease City owned property;
- Establish a recommended redevelopment strategy and realistic process/timeline for a redevelopment schedule; and
- Identify funding sources and scenarios to support the redevelopment of these sites.

IV. SCOPE OF WORK

It is essential that we undertake the requisite due diligence in order to provide a rationale that supports how we move forward with the redevelopment of the City's BOA sites, the marketing of these sites, what type of redevelopment will support our current market, how it meets the needs of the community, and how the redevelopment will support a

sustainable City and County in the long-term. This will lay the groundwork for what happens over the next several years in order to revitalize the City of Dunkirk's downtown and waterfront areas.

Respondents are encouraged to be creative and thorough in their response to this RFP, and to carefully read below for details on developing a detailed scope of work for this project. The respondent should also be aware that **the project has a 30% MWBE requirement (15% MBE, 15% WBE) and the cost of the project is not to exceed \$135,000.**

Below are some of the key components that are likely to be included in the project; however, the consultant is encouraged to include components that they feel are imperative to fulfilling the objective of the study:

BOA MARKETING GENERAL SCOPE OF WORK

Task 4: Draft Expression of Interest Documents

The consultant(s) shall develop a draft Expression of Interest and supporting materials, and documentation of the selection process for the developer and/or master developer for the Brownfield Opportunity Area. The Expression of Interest documents shall be provided to the City, Department of State and the public for review. Comments from the Department and the public must be addressed to the satisfaction of the Department in subsequent revisions of the products and the final design.

Products:

- Draft Expression of Interest and supporting materials

Task 5: Environmental Quality Review

The Consultant 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 6: Final Expression of Interest Documents and Developer Selection

Based upon the approved draft Expression of Interest documents, the consultant(s) shall develop a final Expression of Interest and other supporting materials. The final Expression of Interest documents shall be provided to the Department for review at least two weeks prior to the due date for comments. Department comments must be addressed to the satisfaction of the Department. The Contractor shall also provide documentation of the selection process for the master developer.

Products:

- Final Expression of Interest and supporting materials
- Developer Forum
- Selection process for the master developer

Task 7: 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 Attachment A-1, Part I, Section M, Paragraph 6, 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 Attachment A-1, Part I, Section M, Paragraph 6 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 6, of Attachment A-1.

Product:

- Ongoing reporting through NYSCS during the life of the contract

V. SUBMISSION OF PROPOSALS

Interested respondents must submit five (5) full copies of their proposal and one digital copy no later than 4:00 p.m. on **Friday, March 19th, 2021**, which are to be mailed to:

Edward Hayes, Deputy Director of Planning and Development
RE: BOA Marketing Project
City of Dunkirk Department of Development
338 Central Ave., Suite 210
Dunkirk, NY 14048

Digital copies of the proposal must also be e-mailed to ehayes@cityofdunkirk.com. Please attach as a PDF or provide a link to the PDF.

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

VI. PROPOSAL CONTENT AND CONDITIONS

Each proposer must submit a complete proposal, which addresses each component of the RFP. Please note the described objectives are 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 the Scope of Work, along with a schedule detailing when milestones will be reached and when the project will be completed.
- A description of each staff member or sub-consultant who will be involved with this project, along with a description of his or her role in this project.
- A client list for similar projects in the last three years, including contact name and phone number, and a brief description of the project(s).
- Budget and expense information which details all costs including:
 - Personnel expenses that state the name and title of each individual assigned to the project, their hourly rate, and the number of estimated hours the individual would be working on the project. The same information and detail should be submitted 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.

VII. 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 Steering Committee 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; and
 - to award a contract for any or all parts of a proposal and negotiate with the successful bidder.
- By submitting a proposal, the respondent 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 Steering Committee will not utilize any of the materials submitted in the RFP process included in unsuccessful proposals without permission.

VIII. INQUIRIES

All inquiries regarding the RFP should be made by e-mail or in writing, and must cite the RFP section in question. Answers to substantive questions will be provided to all inquirers. Inquiries should be directed to:

Edward Hayes, Deputy Director of Planning and Development
Phone: (716) 366-9876
Email: ehayes@cityofdunkirk.com

IX. 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.

X. EVALUATION PROCESS

The Steering Committee 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.

Qualified proposers may be asked to make a presentation to the Steering Committee. The Committee will require that all key managerial personnel, as well as key personnel working on the project, be in attendance at the proposal presentation. The Committee will provide each presenting firm with an agenda with their key questions at least one week in advance of their scheduled presentation.

XI. SELECTION CRITERIA

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

- **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 proposed Scope of Work will be addressed and how the required 30% MWBE goal will be obtained. **35 Points**
- **Implementation Schedule:** Proposals will be evaluated based on their ability to complete the project within the time frame described in this RFP. The proposal must include an implementation schedule that lists all milestones for the development and implementation of project deliverables. **30 Points**
- **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 experience. **10 points**
- The proposer must designate an individual as the Project Manager who will be directly responsible for all activities of the organization relevant to this RFP 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 a similar scope and nature. A description of the project must be submitted with the resume.
- Team members will be evaluated based on relevant education, work experience and professional accreditation.
- **Relevant Experience:** The proposer must provide a list of all projects of similar scope and nature completed in the last five years. 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. **10 points**
- **Cost Proposal:** A Cost Proposal Outline must be submitted. Proposers must break down each task in the Scope of Work and assign a detail of cost for the action including personnel costs and reimbursable expenses. **10 Points**
- **References:** The proposer must submit **five references** from projects of a similar scope and nature. Each

reference should include a contact person and phone number along with a statement describing the project. The Steering Committee reserves the right to obtain information from other sources. **5 points**

XIII. NOTIFICATION OF AWARD

The Steering Committee 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 Dunkirk will authorize the award of a contract to the successful proposer based upon the evaluations 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 into negotiations with the consultant which received the second highest evaluation

APPENDIX A. PROJECT LOCATION MAP

