

**Request for Proposals**  
**Market Analysis**  
**Grand Island Economic Development Advisory Board**  
**August 10, 2020**

**Project Description and Purpose:**

The Town of Grand Island, New York is an outer ring suburb of Buffalo (Erie County) with a population of 21,000. Our location is strategic for Canadian companies interested in a US presence close to the border and population density of Toronto. The Town completed its Comprehensive Plan in 2018, a Farmland Protection Plan in 2019 and is currently developing a Local Waterfront Revitalization Plan as we seek to guide future commercial and residential development on Grand Island while reflecting the plans and preferences of the community.

Grand Island is the largest island in the Niagara River with over 22 miles of waterfront. It serves as the primary conduit connecting 70,000 daily travelers and commerce along the I-190 corridor between the Queenston-Lewiston Bridge to Buffalo. Recent State investments include siting a Western NY Welcome Center and creation of a West River Shoreline Trail, which strengthen the Island's direction to capitalize on its location and green assets.

With support from the State and the Niagara River Greenway Commission, the Town has also begun Phase I construction of Scenic Woods Bicentennial Park, a 260-acre nature preserve with over 5 miles of multi-use recreation trails and direct access to the Niagara River. Further efforts by the Town to strengthen its trail systems and create a walkable Town Center include a soon-to-be-completed Sidewalk Accessibility Project, installing a network of sidewalks in the Town Center, along with drainage, lighting and landscaping.

Grand Island's green assets include two New York state parks: Beaver Island State Park and Buckhorn State Park. The Island is also home to several golf courses, campgrounds, marinas and is a popular locale for boating, kayaking and birding. In 2019, the Niagara River Corridor, which surrounds Grand Island, gained national prominence when it was designated a Wetland of International Importance under the Ramsar Convention.

The Town is seeking qualified consultants to perform a Market Analysis Study to help lay the groundwork for zoning, wayfinding needs, streetscapes and identify potential businesses to support community investment in placemaking with emphasis on natural resources that are important to the Town and region. The successful economic consultant would be tasked to accurately characterize the current economy of the Town of Grand Island, and consider its position with respect to contemporary economic development trends and those that will shape growth in Grand Island over the near term (5-10 years) and longer term (10-20 year) future. To ensure that future development in the Town is sustainable, the study will examine the potential for, and

barriers to, growth in existing residential districts and hamlets, activity centers and business corridors.

The 2018 Comprehensive Plan can be accessed at the following link:

[http://cms5.revize.com/revize/grandislandny/Advisory%20Boards/Long%20Range%20Planning/2018%20Master%20Plan\(FinalW\).pdf](http://cms5.revize.com/revize/grandislandny/Advisory%20Boards/Long%20Range%20Planning/2018%20Master%20Plan(FinalW).pdf)

### **Scope of Services:**

The scope of work to be accomplished by this study can be separated into two categories: data collection, analysis and projections; and reconnaissance and policy recommendation. Each of these is described as a separate work activity and require a stand-alone product and fee proposal.

It is anticipated that COVID-19 will have an impact on current and future land use and the successful consultant will need to demonstrate an approach to factor this pandemic into the work activities.

### **Activity 1: Data Collection, Projections and Analysis**

This activity provides the objective information that forms the basis for characterizing the Town's current economy (eco/agri-tourism, light-industrial, mixed use residential/retail), and discussing its position relative to contemporary regional and national economic development trends. To facilitate comparisons between communities, basic economic data related to retail, residential and industrial inventories, growth and absorption rates should also be provided. The deliverable for this task will be a stand-alone report including updated statistical tables, analysis and projections.

### **Activity 2: Reconnaissance and Trends**

This activity involves interviews with major developers, property owners, realtors and investors in order to assess the current state of development in the Town of Grand Island. In addition, State, Regional and private sector economic development organizations should be interviewed to determine statewide trends. These contacts will be focused on determining the exact nature of the current eco/agri-tourism and other commercial markets and the factors leading to any changes that are not reflected in the current Comprehensive Plan and associated policies. The purpose of these interviews is to identify the nature of changes and to solicit ideas for policy shifts, amendments to land use regulations, and actions designed to assist in accommodating changes to the Town's current zoning as it relates to transitioning from conventional zoning to form-based zoning.

Based on the information gathered from stakeholder interviews, identify communities similar to Grand Island that have successfully accommodated changes in their economic sectors. Specifically, identify and characterize land use policy changes, code

amendments and economic development practices that were necessary to respond to the changing economy with emphasis on sustainable development. The deliverable for this activity will be a stand-alone report characterizing the economy of the Town and presenting the key issues raised by development and business stakeholders, identification of communities that have successfully addressed similar issues and recommendations for changes to the Town's economic development plans and policies.

### **Submittal Requirements**

The proposal must be clearly written, concise and include sufficient detail for effective evaluation. It must not restate the RFP requirements but provide the rationale as to how the consultant intends to meet the activity requirements. Each activity and related fee proposal must be presented as a separate work item capable of independent evaluation and, if required, undertaken under a separate contract. All submittals will become the property of the Town of Grand Island which retains the right, if appropriate, to authorize separate contracts with separate firms. The following information is required for a complete submission:

1. The names and contact information for each firm involved in the proposal and designation of a lead consultant.
2. A detailed description of the study methods proposed to accomplish the scope of work.
3. Each firm's experience in successfully undertaking similar assignments and including the project tasks they will be assigned.
4. Names and resumes of the partner, manager and staff persons that will be assigned to this study.
5. Samples of similar studies undertaken by the firm.
6. A description of the firm's approach to the project and a discussion of the process used to communicate with the client.
7. A separate fee proposal in spreadsheet form documenting all proposed expenditures inclusive of all expenses. Separate fee proposals for Activity 1 and Activity 2 must be provided. Depending on the proposed fees that are received, the Town may complete this work in phases and award Task 1 only as a first phase
8. Only those proposals that contain complete information will be considered.

### **Evaluation Criteria**

All proposals will be evaluated by the Town's Economic Development Advisory Board (EDAB) who will recommend a consultant contract to the Town of Grand Island Town Board. Proposals will be evaluated on the basis of a demonstrated understanding of the scope of work and objectives **(20%)**, methodologies **(20%)**, completeness **(10%)**, experience with similar projects **(20%)** and cost **(30%)**. Percentages shown indicate the level of emphasis for each evaluation criteria. EDAB reserves the right to select different

consultants to provide services for each task contingent upon experience, timing and the availability of funding.

If required, interviews will be scheduled with select responders. The Town of Grand Island reserves the right to accept or reject any and all proposals.

### **Additional Information or Questions**

No verbal interpretations as to the requirements of this request for proposal will be made to any prospective responder. Request for clarification or interpretation shall only be made in writing to the designated contact person below no later than 10 days before the established proposal submission date. Inquiries will not be considered after that date.

Mary West  
Vice-Chair, Economic Development Advisory Board  
Town of Grand Island  
2255 Baseline Road  
Grand Island, New York 14072  
[Marywest.commercial@gmail.com](mailto:Marywest.commercial@gmail.com)

Any interpretation deemed necessary will be in the form of an addendum to the request for proposal and, when issued, will be delivered to all firms receiving the initial solicitation. All addenda will become part of the request for proposal.

### **Proposal Due Date**

Submit one (1) signed original of the proposal, eleven (11) copies and one (1) electronic copy on a USB drive in a sealed envelope clearly marked with the name of the proposal and name, address and email address of the proposer no later than 4 P.M. on Friday, November 30, 2020 in the offices of the Town of Grand Island Town Board (address provided above).

### **Submission Conditions**

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the Town of Grand Island to reimburse any firm or individual for any costs incurred in preparing or submitting proposals, preparing or submitting additional information as may be requested by the Town, or for participating in any selection interviews.

Verbal, faxed, emailed or telephoned submittals or modifications thereof will not be accepted. The Town of Grand Island reserves the right to waive any and all requirements of this proposal and to reject any and all proposals. The Town of Grand Island may at any time, and by written notification, change any portion of this request for proposal.