

300 State Street, Suite 201 | Rochester, NY 14614 | p 585.454.6110 | f 585.454.3066 | www.labellapc.com

November 20, 2015

Doug Finch, Director of Development
Town of Canandaigua
5440 State Route 5 & 20 West
Canandaigua, NY 14424

**RE: Request for Qualifications/ Request for Proposals
Consulting Services for Farmland Protection Plan**

Dear Mr. Finch:

I am pleased to submit qualifications to prepare an Agricultural Enhancement Plan for the Town of Canandaigua. The proposal includes our proposed work program, timeline and fee proposal as well as a summary of our firm's qualifications, resumes of key personnel, and information about our partner firms.

Our approach is designed to assist the Town to prepare an Agricultural Enhancement Plan that reflects the goals and priorities of multiple stakeholders, including farmers, landowners, residents and the community at large. The plan will be designed to provide practical guidance to the Town Board, Town Planning Board, and other Town officials and to support partnerships with local and county agencies and organizations. The process that we propose incorporates extensive outreach to farmers, landowners, and the general public so that the resulting plan can be widely supported by the community.

Our firm is uniquely qualified for this project as we have completed several municipal agricultural & farmland protection plans as well as land use regulations to implement these plans. We have developed criteria to rank the priority of parcels for protection using GIS mapping software and a variety of rating schemes, tailored to the needs of individual communities. We will apply our knowledge of agricultural protection programs and techniques and our experience in facilitating planning programs to complete this project in a cost effective and technically proficient manner.

We are partnering with CC Environment & Planning, a Women-owned business with exceptional capabilities in GIS mapping and analysis. LaBella is currently a sub-contractor to CC Environment & Planning for the Green Genesee project that is underway in Genesee County. Our other partner, Panther Graphics, is a Minority-owned business that will provide printing services. These two partners will utilize at least 20% of the total fee.

If you have any questions about our qualifications, or need additional information, please do not hesitate to contact me by phone at (585) 295-6636 or email at bjohnston@labellapc.com. We look forward to the opportunity to work with the Town of Canandaigua on this important project.

Sincerely,

LABELLA ASSOCIATES, PC



Barbara Johnston, AICP, LEED AP ND
Senior Planner

Submitted by LaBella Associates, D.P.C.
300 State Street, Suite 201
Rochester, New York 14614
www.labellapc.com

LABELLA
Associates, D.P.C. | Engineering
Architecture
Environmental
Planning

Proposal for Consulting Services Farmland Protection Plan



Town of Canandaigua Agricultural Enhancement Plan

Submitted to:
Town of Canandaigua
Doug Finch, Director of Development
5440 NYS Route 5 & 20 West
Canandaigua, New York 14424
dod@townofcanandaigua.org

November 20, 2015

Table of Contents

Project Understanding and Work Program

Firm Descriptions and Resumes

Timeline

Budget

Project Understanding and Work Program

-

-

Project Understanding and Work Program

PROJECT UNDERSTANDING

The Agricultural Enhancement Plan for the Town of Canandaigua will document the farmland and agricultural resources in the Town and help to communicate its significance to residents and others with an interest or stake in the Town's future. It will help decision-makers to consider potential impacts on agriculture from development, investment, policies and regulations. Finally, it will recommend specific measures to retain farmland and support the continued viability of the agricultural economy in the Town.

The Plan will identify agricultural resources suitable for protection, delineate high-priority conservation areas and identify and rank farm parcels for long-term protection. It will also present tools to:

- Retain farmland for agricultural production
- Balance agricultural production with the protection of water quality and natural resources
- Promote agriculture-related business development and enhance the contributions impact of local farms on the local and regional agricultural economy
- Manage impacts of infrastructure extensions and public improvements on farming and farmland protection
- Revise land use and other local regulations to better support agriculture and discourage the conversion of high quality farmland to other uses

The process we propose will engage farmers, landowners, local boards, County and not-for-profit agencies and other community stakeholders. It will establish a framework for regular and effective communication regarding agricultural issues among the Town Board, Planning Board, CIC and Environmental Conservation Board.

The consultants' role in the planning process is to facilitate community goal-setting, document existing conditions, identify issues and opportunities, evaluate alternative approaches, and to prepare a usable guide to Town decision-making.

The LaBella Team will work with the Agricultural Project Team, CIC, Town Environmental Conservation Board, Planning Board, Town Board, Town officials, Ontario County Planning Department, Cooperative Extension, Soil & Water Conservation District, and other organizations to identify issues, evaluate alternative strategies, and determine appropriate roles for the implementation of the Plan's recommendations.

The following Work Program outlines the tasks that will be undertaken to prepare the Agricultural Enhancement Plan for the Town.

Project Understanding and Work Program

WORK PROGRAM

1. Outreach and Public Meetings/ Workshops

- a. Kick-off meeting with Town representatives:
 - o Review and discuss the project scope, timeframe, expected products and the roles and responsibilities of participants
 - o Discuss the format and timing of public meetings
 - o Identify key stakeholders and farmers to be interviewed
- b. Organize and facilitate a public meeting to Identify Strengths, Weaknesses, Opportunities, Threats (SWOT)
 - o A public meeting held early in the process will introduce the project and identify the key concerns of farmers, farmland owners, residents and other stakeholders and identify Strengths, Weaknesses, Opportunities and Threats (SWOT). Farmers and farmland owners will be invited via mailed invitations to attend.
- c. Organize and facilitate a series of educational and interactive workshops to address the priorities identified by the Ag Project Team and the CIC and listed as project components in the Request for Proposals. The workshops will engage a wide range of stakeholders as well as residents and the many members of boards and committees that are working to advance the recommendations of the Town's Comprehensive Plan. The topics will be determined by the Committee.

Each workshop will include:

- o An informational presentation by people knowledgeable about the topic
- o Activities to encourage discussion among participants with various perspectives on the issues
- o Facilitated discussion to reach consensus on appropriate role of the Town.

The following workshops are envisioned.

- Agricultural, Natural Resources and Environmental Protection
 - o This workshop will review water quality and other environmental issues associated with agriculture, address how farms help to protect the environment through best management practices, introduce programs that offer incentives to farmers.

Project Understanding and Work Program

- Resource people will include representatives from the Soil & Water Conservation District, farmers that have installed best management practices and the Canandaigua Lake Watershed Manager
- Farmland Protection Techniques
 - This workshop will review conservation easements, the role of land trusts and the NYS Purchase of Development Rights program.
 - Resource people will include representatives of the Finger Lakes Land Trust and landowners who have preserved land through conservation easements or PDR.
- Zoning and Subdivision Tools
 - This workshop will review the findings of the Code Audit, discuss the effectiveness of the Town's Conservation Subdivision and Incentive Zoning provisions and review zoning district regulations and boundaries.
 - Resource people will include Planning Board members, Code Enforcement Officer and representatives of the real estate industry or developers.
- Agricultural Economic Development
 - This workshop will review the economic impact of agriculture on the regional economy, economic development tools available to agricultural operations and opportunities to enhance the agricultural economy through farmers markets, institutional sales, value-added processing and financial incentives.
 - Resource people will include Ontario County economic development officials, farmers involved in complementary businesses, Cooperative Extension and others.
- d. Farmer and Stakeholder interviews (minimum 10)
 - Conduct interviews with local farmers and farmland owners to be identified by the Town.
 - Interview representatives of County and regional agencies and organizations involved with agriculture in the Town of Canandaigua to identify issues and document programs that affect farming and farmland protection in the Town.

Project Understanding and Work Program

- Meet with Town staff (assessor, code enforcement officer) to discuss land use and development trends and land use regulatory and other techniques that may be suitable to support agriculture and protect farmland in the Town.
- e. Design and distribute a Farmer/ Landowner Survey
 - Prepare and distribute a written survey of farmers and farmland owners to identify key issues and determine levels of support for existing and potential agricultural and farmland protection strategies
- f. Meet with Ag Project Team, CIC, Town Board, Town Planning Board
 - In addition to regular progress meetings with the Ag Project Team, meet with the CIC, Planning Board and other boards and committees to facilitate coordination and communication and ensure that all Town representatives have an opportunity to contribute to the Plan's recommendations
- g. Organize and facilitate a public informational meeting to present draft Plan recommendations.

Deliverables:

- Press releases, flyers, invitation letters and other promotional materials to encourage attendance at the public informational meetings
- Written summaries of discussions and findings from the meetings
- Written summary of issues identified in farmer and stakeholder interviews – aggregated to preserve privacy of individual respondents
- Questionnaire and written summary of survey responses

This component will address the following RFP tasks:

Task a) Meetings/ Workshops

Task f) Farmer/ Stakeholder Interviews

Task e) Informational meeting/ Ongoing communications

Task l) Coordinate with other Teams

Project Understanding and Work Program

2. Inventory Agricultural Resources in the Town of Canandaigua

- a. Characterize the types of farm operations in the Town.
- b. Prepare a series of GIS maps that depict the location and extent of agricultural resources. Compile additional information and map resources to supplement the information in the Town's 2011 Comprehensive Plan Update. New and referenced maps will include: prime and important agricultural soils, farm parcels by type of farm, active cropland, Agricultural Districts, local zoning, natural constraints to agriculture and/or development such as wetlands, stream corridors and flood zones.
- c. Delineate land in agricultural production based on recent aerial photos. If the shapefiles prepared for the land cover analysis prepared by Dr. Bruce Gilman in 2003 for the Canandaigua Lake Watershed Plan are available, document changes between 2003 and 2015.
- d. Characterize the agricultural soil capability of land in agricultural production and other open land suitable for farming. Create a map that depicts farmland by parcel and agricultural soil capability. This map is intended for use as a reference by Town boards and officials in reviewing development proposals and capital investment projects.

Deliverable:

- o Reference maps depicting agricultural parcels, active farmland, prime and important agricultural soils, development trends, areas subject to development pressure, and agricultural land suitable for protection
- o Technical report that summarizes the history, types, and economic impact of farming in the Town.

This component will address the following RFP tasks:

Task k) Inventory Agricultural Land and Resources,

Task g) Review soil information with SWCD, and

Task j) Address Project Components.

3. Identify and prioritize land suitable for protection in the Town.

- a. Using the reference map of agricultural resources and associated data, calculate the number of acres in each parcel with farmland in each agricultural soil classification (prime, prime when drained, soils of statewide importance, other soils). Create a database of parcels for use by Town boards and officials, local land trusts and others to identify parcels with high quality agricultural land.

Project Understanding and Work Program

- b. Work with the committee to determine the criteria to prioritize parcels for long-term protection. Potential factors, in addition to agricultural suitability, may include presence of/ buffering of natural resources, development pressure, scenic value and other community priorities.
- c. Group parcels by farm owner/ operator to evaluate high priority farms for long-term protection. Work with the committee to update the criteria used to create the 2006 list of priority farms. Assign weighting factors to rate the suitability of parcels for long-term protection
- d. Working with the Ag Project Team, the CIC and others, delineate those areas in the Town that are most suitable for continued agricultural and farmland protection. The map of farmland protection areas will help to guide the Town's zoning and infrastructure policies.

Deliverable:

- o GIS-based parcel rating system and maps that depict agricultural parcels with the highest priority for protection.
- o Map that delineates Farmland Protection areas

This component will address the following RFP tasks:

Task k) Inventory Agricultural Land and Resources,

Task j) Address Project Components.

4. Document and Analyze Development Pressure

- a. Document development trends in the Town, including the locations of new residential subdivisions, commercial and other development. Maps prepared for the 2011 Comprehensive Plan will be used unless updated information is needed.
- b. Prepare a series of GIS maps (or compile existing maps) to document development trends as well as infrastructure and regulations that may affect development potential. These will include:
 - o Existing land use, identifying residential, commercial, industrial and institutional land uses as well as agricultural parcels
 - o Residential development, including subdivisions and scattered lot development
 - o Zoning
 - o Water and sewer infrastructure

Project Understanding and Work Program

- c. Prepare a build-out analysis that projects future development consistent with current zoning and existing and planned infrastructure

Deliverables:

- o Maps, tables, charts and graphics, summarizing development trends and projections
- o Map depicting future build-out scenario

This component will address the following RFP tasks:

Task h) Evaluate existing and proposed infrastructure

Task i) Review economic issues and trends relative to farmland values. Estimate current and future conversion pressure

Task o) Prepare a build-out analysis

Task j) Address Project Components.

5. Document economic impact of agriculture

- a. Characterize the contributions of agriculture in the Town and surrounding areas to the regional economy. Sources will include statistics from the USDA Census of Agriculture, studies of agricultural impacts in Ontario and neighboring counties, and interviews with farmers, agri-businesses, and agencies such as Cornell Cooperative Extension.
- b. Identify key markets and support services that Canandaigua farms depend upon. Sources will include other published studies as well as the farmer survey and interviews.
- c. Document conditions and identify issues that may affect the future viability of agriculture in the Town, with a focus on those that can be impacted by Town actions. For example, document development trends and infrastructure extensions that may affect the future availability of land for agricultural operations.
- d. Based on findings from the public workshops, steering committee meetings, farmer and stakeholder interviews and input from the Town representatives, identify and document the key issues and needs that affect farmland and agriculture in the Town.

Deliverables:

- o Tables, charts, text and graphics summarizing the economic conditions relating to farmland and agriculture in the Town and issues/ opportunities analysis

This component will address the following RFP tasks:

Project Understanding and Work Program

Task m) Estimate impact of farms on economy

Task j) Address Project Components.

6. Analyze trends in ownership, land values and fiscal impact of agriculture

- a. Compile data from the Town Assessor and other sources to characterize trends in agricultural land values and ownership.
- b. Document the tax revenue generated directly by agriculture. Review and summarize existing studies of the fiscal impact of development on Towns similar to Canandaigua.

Deliverables:

- o Summary of land values, trends and fiscal impact issues

This component will address the following RFP tasks:

Task i) Review economic issues and trends relative to farmland values

Task j) Address Project Components.

7. Review and evaluate existing Plans, programs and regulations.

- a. Summarize the relevant findings and recommendations in existing plans and studies, including but not limited to:
 - o Town Comprehensive Plan
 - o Ontario County Agricultural Enhancement Plan (in progress)
 - o Prioritizing Farmland and Scenic Views in the Town of Canandaigua
- b. Prepare an “audit” of the Town’s zoning, subdivision and other regulations and suggest revisions to increase support for agricultural operations and farmland protection.
- c. Describe agencies and programs to support agriculture in Ontario County, including programs to address environmental management, tax relief, economic development, financial assistance, and land conservation.

Deliverables:

- o Summary of programs and regulations that affect agriculture in Canandaigua as well as agricultural policies in existing Plans and studies
- o Code Audit to identify provisions in existing regulations that may constrain agriculture and suggest provisions that would increase support for agricultural operations.

Project Understanding and Work Program

This component will address the following RFP tasks:

Task d) Evaluate potential strategies

Task j) Address Project Components.

8. Articulate Vision Statement and Goals

- a. Work with the Steering Committee to finalize the language of the Vision Statement and the Goals and Objectives of the Plan.

Deliverable:

- o Vision statement and goals

This component will address the following RFP tasks:

Task j) Address Project Components.

9. Evaluate and Recommend Strategies and Programs

- a. Evaluate and recommend specific tools and strategies to support agriculture and retain farmland for continued agricultural production. As the Town already has many tools in place, this Plan will focus on improving the effectiveness of existing policies and regulations and leveraging the resources and expertise of other agencies and organizations. Innovative strategies will be identified that meet the particular needs of Canandaigua farms.
- b. Building on the regulatory tools already in place in the Town, such as Incentive Zoning and Conservation Subdivisions, evaluate how well these tools have succeeded in supporting agriculture and protecting farmland and identify ways that the tools can be modified to improve their effectiveness.
- c. Evaluate the effectiveness of other tools and strategies that have been used successfully in Canandaigua to support agriculture and protect farmland and will recommend revisions and improvements to improve their effectiveness. An audit of the Town's zoning and subdivision regulations will identify any provisions that unreasonably restrict agricultural practices and recommend revisions to improve support for agriculture.
- d. Reference and incorporate into the Agricultural Enhancement Plan, as appropriate, the policies and recommendations of existing plans. These include the Town's Comprehensive Plan and Paddleway Creek Greenway plan as well as regional documents such as the Canandaigua Lake Watershed Plan and Ontario County Agricultural Enhancement Plan.

Project Understanding and Work Program

- e. Identify actions that the Town can take to enhance the economic viability of local farms. These may include support for local farmers markets,
- f. Identify and evaluate public education activities that the Town can take, either independently or in partnership with other organizations, to increase public awareness of the contributions of agriculture to the Town's character and the regional economy.

The following strategies will be considered for inclusion in the Plan:

Permanent conservation easements/ Purchase of Development Rights

- Continue to identify farms that may be good candidates for the NYS Purchase of Development Rights Program
- Encourage local land trusts to work with landowners to consider donating conservation easements, potentially as part of succession or estate planning
- Encourage the donation of conservation easements in exchange for higher density or other incentives in growth areas in the Town through Incentive Zoning provisions
- Encourage permanent protection of farmland as part of conservation subdivisions that are designed with suitable buffers.

Land use regulations

- Revise zoning regulations to remove any unreasonable restrictions on farm practices
- Revise zoning to accommodate complementary business uses on farms
- Revise subdivision and site plan review regulations to ensure that agricultural infrastructure is protected and that new development does not impact farm productivity
- Revise the zoning map and district regulations to guide more intensive development to areas outside of designated farmland protection areas.

Infrastructure management

- Manage the extension of utilities, especially sewer and water, in a way that supports agricultural needs and discourages development pressure that would accelerate the conversion of farmland to other uses
- Continue to limit new residential hook-ups through lateral restrictions within Agricultural Districts

Project Understanding and Work Program

- Conduct maintenance of roads in a manner that minimizes impact on farmland and agricultural operations

Agricultural Economic Development

- Support local farmers markets and institutional purchases of local farm products
- Work with Ontario County and New York State economic development agencies to support projects that benefit Canandaigua farms
- Extend infrastructure to farm operations to support expansions or value-added processing
- Encourage landowners who have suitable farmland to rent to farmers to participate in the Agricultural Use property tax exemption program

Public education/ awareness

- Support farm tours and organize festivals or other community events that celebrate the Town's agricultural heritage
- Maintain information about farming and agricultural land at the Town offices
- Continue to implement the Town's Right to Farm law
- Prepare an implementation strategy that identifies the entity responsible for the recommended action, the anticipated cost, potential funding sources and timeframe for carrying out the action.

Deliverables:

- Vision Statement, goals and objectives
- Evaluation of alternative strategies
- Recommended strategies and actions
- Written Implementation Strategy including tables that identify responsible entity, relative timeframe for implementation, estimated cost and sources of funding

This component will address the following tasks identified in the RFP:

Task b) Review and analyze the effectiveness of provisions in existing plans, policies and programs

Task c) Prepare an audit of existing zoning, subdivision and other laws. Coordinate with the Ontario County Agricultural & Farmland Protection Plan

Task d) Evaluate potential strategies

Task p) Recommend strategies and specific tools and actions

Project Understanding and Work Program

10. Prepare Draft and Final Plans and Facilitate Approvals

- a. Prepare and print complete draft plan and an Executive Summary for review by the Ag Project Team, CIC and other stakeholders
- b. Revise draft plan and Executive Summary and prepare copies for public review.
- c. Assist with the approval process, including participating in the Town Board public hearing and referral to the County Agricultural Enhancement Board and submittal of the final plan to the NYS Commissioner of Agriculture & Markets.
- d. Prepare and print final plan documents and Executive Summary

Deliverables:

- o 10 copies of the Draft final Plan and digital copy on pdf and Word formats
- o 15 printed copies each of the final Agricultural Enhancement Plan and 50 copies of the Executive Summary.
- o Electronic copies of the final plan in pdf and Word formats, GIS maps and all associated data and shapefiles.

Firm Descriptions and Resumes

-
-
-



*Robert Pepe, CFO
Sergio Esteban, PE, CEO
Robert Healy, AIA, President
(from left to right)*

FIRM BACKGROUND

LaBella Associates, a Professional Corporation, was formed in 1978 by professional engineer, Salvatore A. LaBella. From the very beginning, our goal was to build strong relationships with our clients that drive successful results. We provide services that take a project from start to finish—from an initial study to determine a project's feasibility to construction administration and start up, and everything in between.

LABELLA TODAY

LaBella has grown significantly over the years, expanding and improving to offer full-service architecture, engineering, environmental consulting, and planning services. With over 230 staff members, and eight office locations, our clients can rest assured that LaBella Associates has the resources and knowledge to implement successful projects within budget and on time. In recent years, LaBella Associates has been included in the Top 100 Fastest Growing Companies in Rochester, and has won awards for projects at the local, regional and national levels.

OUR PHILOSOPHY

Our approach to all project types can be summarized simply...

Relationships. Resources. Results.

Relationships.

There's a reason LaBella's motto is "Relationships. Resources. Results." Relationships come first, and LaBella is committed to achieving client trust and loyalty by demonstrating professional, fair and ethical practices. Client satisfaction is our number one priority and we are committed to building partnerships that will last a lifetime. Strong client relationships offer significant mutual benefits. Increased level of client satisfaction results in a collaborative effort and improved level of understanding on how we can improve your community!

Resources.

Our full service firm has an array of talents and resources in-house to apply to your project. Our staff of experienced professionals excels at finding and bringing together the human, technical, and financial resources needed for successful projects.

Results.

LaBella Associates strives for excellence with every project we take on. Successful project execution means completing projects on budget, on time and beyond client expectations. Our firm is proactive when it comes to assessing and predicting project challenges, and flexible in our approach to problem solving. We want our clients to know that we're committed to each and every project from start to finish. The LaBella team will work hard to ensure each phase of the project is completed efficiently and effectively.

Planning Division Overall Qualifications & Performance

Firm Introduction & Qualifications

The Planning Division staff consists of nine professionals whose various specialties provide strong staffing capabilities in these areas:

- Agricultural and Farmland Protection Plans
- Comprehensive Plans
- Land Use Regulations
- Grant Applications and Administration
- Market Research
- Environmental Analysis
- Downtown Revitalization
- Economic Development
- Geographic Information Systems (GIS)

Prior Relevant Experience

Agricultural and Farmland Protection Plans

LaBella Associates has completed eleven (11) municipal Agricultural and Farmland Protection Plans that were funded with planning grants from the NYS Department of Agriculture and Markets. These include:

- Four plans for towns located in developing and suburban areas in Monroe County (Towns of Parma, Perinton, Wheatland and Chili)
- Three plans for towns in Madison County (Cazenovia, Nelson and Lincoln)
- A plan for the Town of Batavia in Genesee County
- Plans for rural, predominantly agricultural communities in Seneca County (Junius and Romulus) and Wayne County (Town of Butler)
- GIS maps for the Erie County Agricultural & Farmland Protection Plan

This experience has resulted in familiarity with the various programs, regulations, and alternative techniques for farmland preservation and agricultural support at the local government level and helped us to develop techniques to encourage meaningful involvement of farmers and stakeholders in the planning process.

Firm Introduction & Qualifications

Farmland and Resource Protection Plan

LaBella Associates prepared the Farmland, Open Space and Resource Conservation Plan for the Town of Gorham in Ontario County. This project included:

- Development of a GIS-based rating system that is used by the Town to evaluate parcels that are being considered for preservation; and,
- Specific recommendations for changes in local land use regulations and other actions to preserve farmland, natural resources, and open space.

This Plan included an inventory and assessment of the Town's land resources and provided the basis for a program to acquire lands or development rights for permanent protection from development.

Comprehensive Plans with Significant Agricultural Components

LaBella Associates has successfully completed numerous municipal comprehensive plans for rural communities that include significant farmland protection components. These include comprehensive plans for: the Towns of Fayette and Varick in Seneca County; the Towns of Ontario, Sodus and Palmyra in Wayne County; the Towns of Yates, Ridgeway, Shelby, Albion and Barre in Orleans County; the Towns of Lima, Sparta, York, Mt. Morris and Avon in Livingston County; the Town of Owasco in Cayuga County; the Towns of Batavia and Bergen in Genesee County; and the Town of Bennington in Wyoming County.

The planning process in each of these communities incorporated a citizen-based process including resident surveys and stakeholder interviews as well as public workshops, meetings and hearings. Farmers, agribusiness representatives and other stakeholders helped to identify major issues and assess the acceptability of potential implementation actions.

Land Use Regulations and Other Implementation Techniques

LaBella Associates has provided assistance in preparing land use regulations to more than 60 communities throughout western and central New York. In addition, LaBella Associates has extensive knowledge of innovative regulatory techniques that can be used to protect rural character, including the use of incentives, "density averaging," and regulations to support agricultural operations.

Agricultural Protection Grant Applications

LaBella Associates assisted the Town of Perinton with two applications to the NYS Department of Agriculture and Markets for the purchase of development rights to farmland. The firm is familiar with the criteria for obtaining state and federal funding for the purchase of development rights to farmland.

Firm Introduction & Qualifications

Grant Funding

LaBella Associates has an outstanding record of success in obtaining grant funding to implement the recommendations of community plans. We have assisted municipalities in obtaining funding for community facilities, infrastructure, planning studies, downtown revitalization and business development activities.

Firm Introduction & Qualifications

PARTNERS

For the Canandaigua Agricultural Enhancement Plan, LaBella will partner with CC Environment & Planning, a Women-Owned Business with expertise in environmental analysis and GIS. CC Environment & Planning will prepare the GIS maps required for the project and will assist with the analysis of the relationship between agriculture and environmental protection.

Panther Graphics, a Minority-Owned Business, will provide printing services, including the draft and final copies of the complete Agricultural Enhancement Plan and 50 copies of an Executive Summary.

Key Staff – LaBella Associates

The following LaBella staff members will have significant roles in undertaking the proposed scope of work. Each of the individuals has had considerable experience in preparing municipal farmland protection plans, comprehensive plans and related services. Our workload is such that we are available to commence work upon completion of a signed agreement.

Barbara Johnston, AICP – Project Manager



Ms. Johnston has extensive planning experience as well as knowledge of farmland protection techniques that can be applied by local governments. She has prepared several municipal farmland protection plans and comprehensive plans that include farmland protection components, as well as land use regulations that help to minimize the impact of development on farmland and support the economic viability of agriculture.

Ms. Johnston was the Project Manager and author for the preparation of Agricultural and Farmland Protection Plans in the Towns of Butler (Wayne County), Perinton, Parma, Chili and Wheatland (Monroe County), Romulus and Junius (Seneca County), Batavia (Genesee County), Cazenovia, Nelson and Lincoln (Madison County), and Chili that were funded in part by local planning grants from the NYS Department of Agriculture and Markets. She was also the project manager for the preparation of the *Town of Gorham Farmland, Open Space and Resource Conservation Plan*, as well as comprehensive plans for the Town and Village of Lima, Town of Ontario, Town and Village of Sodus, Town and Village of Palmyra, Town and Village of Bergen and the Towns of Fayette and Varick.



Wes Pettee | Planner

Wes Pettee will assist with the Code Audit and evaluation of zoning and subdivision tools. He has extensive experience reviewing proposed site plans and subdivisions and identifying natural and agricultural resources to be preserved as part of the development design. His experience with the Town of Victor brings knowledge of how zoning and subdivision regulations can be used to protect farmland and other natural resources.

Barbara Johnston, AICP, LEED AP ND



Ms. Johnston, Project Manager, has 25 years experience in community planning and project management. She has prepared numerous municipal agricultural and farmland protection plans as well as Comprehensive Plans and strategic plans for downtown revitalization, waterfront redevelopment, and economic development. Ms. Johnston has extensive experience in engaging the public and stakeholders in the planning process.

Key Projects:

- **Agricultural Preservation Plans**

As part of a team led by American Farmland Trust, prepared GIS maps, developed a parcel rating system and summarized recommendations in existing municipal land use plans for the Erie County Agricultural & Farmland Protection Plan.

Prepared municipal Farmland & Agricultural Protection Plans for the Towns of Chili, Wheatland, Parma, Perinton, Batavia, Butler, Junius, Romulus, Nelson, Cazenovia and Lincoln. Each plan includes an inventory of agricultural resources, identifies land suitable for long-term protection, and recommends strategies that can be pursued by local governments to preserve farmland and support the agricultural economy. Organized and facilitated public workshops and landowner meetings to ensure that recommendations are appropriate to the community and acceptable to the affected stakeholders.

- **Comprehensive Plans**

Principal author, researcher and facilitator for the preparation of comprehensive plans for the Towns of Mendon, Webster, Batavia, Alexander, Bennington, Ontario, the Town/ Village of East Rochester, the Town and Village of Albion, the Village of Fairport, and the Town of Sweden/ Village of Brockport.

- **Resource Conservation Plan, Town of Gorham**

Principal author for the preparation of a Farmland, Open Space and Resource Conservation Plan for the Town of Gorham. Identified techniques that could be used to implement the Town's goals to retain farmland, natural resources and scenic views. Utilized GIS software to prepare resource maps and a numerical rating system to prioritize the acquisition of land.

- **Wayne County Economic Development Strategy, Wayne County Industrial Development Agency**

Principal author, researcher and facilitator for the preparation for a Strategic Plan for Economic Development in Wayne County. Utilized IMPLAN software and data to quantify impacts of various economic sectors and to identify key economic clusters. Addressed the economic impact of agriculture and related industries on the Wayne County economy.

- **Comprehensive Land Use Regulations**

Prepared comprehensive land use regulations for the Towns of Batavia, Barre, Bennington, Gorham, Palmyra, Town and Village of Albion, and Town and Village of East Rochester. Assisted the Town and Village of Lima to prepare revisions to zoning regulations as recommended in the recently adopted Comprehensive Plan.

- **Municipal Agricultural & Farmland Protection Grants**

Prepared grant applications for the Town of Perinton for the purchase of development rights to farmland pursuant to the NYS Farmland Protection Implementation Projects grant program.

Education:

- Cornell University:
Candidate for Masters of
City and Regional
Planning
- Wesleyan University: BA

Certification/Registration:

- American Institute of
Certified Planners (AICP)

Professional Affiliations:

- American Planning
Association
- Past President and Current
Board Member of the
Genesee Finger Lakes
Section, Upstate New
York Chapter of the
American Planning
Association

Published Articles:

- Planning for Agricultural
and Farmland Protection
by Local Governments,
Association of Towns,
Talk of the Towns
November/December
Issue

Wesley Pettee, AICP

Wes has over 15 years of experience as a Planner at the regional and local level. He has assisted local government administrative and legislative boards with land use decisions, and has also conducted environmental review processes for planning and grant projects. Wes has managed planning projects to cultivate public participation and community involvement. His effort helps create consensus-based visions and action plans geared towards project implementation, and also provides GIS and mapping skills. He also has a background in grant writing to fund housing, infrastructure, planning, recreation, and beautification projects.



Project Experience

Open Space and Conservation Planning, Town of Victor, NY

Co-author with the Town of Victor Conservation Board in developing a Natural Resources Inventory (NRI) as well as regulatory language to preserve important natural resources in the Town.

Planning Advisory Service, Town of Victor, NY

Under the Town Engineering contract, Wes conducts comprehensive reviews of site plan, subdivision, and rezoning applications. A written staff development report is created for the planning board, which outlines associated issues with proposed actions, including impacts to farmland and natural resources. Attendance at planning board and town board meetings allows an open dialogue for project consultation.

Comprehensive Plan, Town of Victor, NY

Assist the Victor Comprehensive Planning Committee, as well as town and village officials to complete a comprehensive plan for the Town and Village of Victor.

Comprehensive Plan, Town of Butler, NY

Assist in the development of a joint agricultural preservation and comprehensive plan by helping to facilitate public participation, conducting stakeholder interviews, and researching solutions to locally significant issues.

Senior Planner with 15 years of experience.

Education:

- University at Buffalo: BA, Environmental Design

Certification:

- American Institute of Certified Planners

Professional Affiliations:

- American Planning Association

Projects Completed Under Previous Employment

NYS Dept. of Agriculture & Markets, Town of Sennett, NY

Secured agricultural preservation plan funding through the NYS Department of Agriculture and Markets for the Town of Sennett. Developed agricultural section of the Town's comprehensive plan that focused on preserving active and valuable agricultural land while accommodating well-managed growth.

S tatement of Qualifications

CC Environment & Planning



SUSTAINABILITY, BALANCE, VITALITY

CC Environment & Planning was formed in 2009 (originally named Conservation Connects, LLC) to provide environmental expertise for communities, corporations, developers, and conservation organizations. With more than twenty years experience in natural resource conservation, Sheila Hess founded CC Environment & Planning to provide innovative and integrated services that facilitate a balanced approach to land use, conservation, and economic and community development.

The success of CC Environment & Planning is based on a strong network among federal, state, and private entities including regulatory agencies, economic development organizations, municipal government, planners, watershed groups and nonprofit organizations. Recently, the company has added a strong environmental planning component to complement the ecological foundation of the company's mission. With a focus on balance, integration, collaboration, and communication, CC Environment & Planning creates strategies that optimize land use, facilitate economic growth, and conserve our resources.

The mission of CC Environment & Planning is to balance natural resource conservation with economic vitality to stimulate sustainable development, preserve a healthy environment, and support a high quality of life.

LIST OF SERVICES

- Ecological assessment and inventory
- State and federal environmental review
- Science-based/community-based land use planning
- Municipal and watershed planning
- Green infrastructure assessment and planning
- Mitigation strategies (avoidance, minimization, compensation)
- Habitat protection and restoration
- Aquatic resource investigations/permitting
- Project development, partnerships and funding
- Grant writing
- Graphic design – interpretive signs, education materials, outreach materials, websites
- Project coordination and management

FEATURE PROJECTS

- **Green Genesee Smart Genesee**
Land use/energy planning – Genesee County, NY
- **Western New York STAMP**
Environ. review/permitting – Genesee County, NY
- **Pardee Road Wetland Delineation**
Onondaga County, New York
- **Conesus Lake Stream Remediation**
Restoration design/permitting – Livingston County, NY
- **Lower Buffalo River AOC Wildlife Surveys**
Erie County, NY
- **Solid Waste Management Facility Expansion**
Environ. review/permitting – Jefferson County, NY
- **SWMF Natural Resource Management Plan**
Jefferson County, NY
- **Enrico Fermi Atomic Power Plant Expansion**
Wetland design/permitting – Monroe County, MI

STAFF

Sheila Hess – Principal Ecologist/CEO

Liza Norment – Environmental Scientist/GIS Analyst

Richard Sutherland – Environmental Planner/Operations Manager

Jennifer Martino – Administrative Assistant/Graphic Designer

23 Jackson Street, Batavia, NY 14020 • PO BOX 356, Alexander, NY 14005 P: 585-219-4030 www.ccenvironment.com



SHEILA HESS

PRINCIPAL ECOLOGIST/CEO

CC ENVIRONMENT & PLANNING

Phone: 585.219.4030

Email: shess@ccenvironment.com



EDUCATION

*M.S. Environment and Ecology, 1997
State University of NY-College of
Environmental Science and Forestry*

*B.S. Environmental Biology, 1994
State University of NY-College at
Brockport*

AREAS OF EXPERTISE

*Innovative Planner/Problem Solver
Ecological Inventory and Assessment
Project Management*

Green Infrastructure Planning

*Permit Review, Mitigation and
Compensation strategies*

*Habitat Protection, Restoration and
Management*

AFFILIATIONS

New York Green – Executive Director

FLREDC Sustainability Workgroup

Society of Wetland Scientists

NYS Wetlands Forum

Friends of Iroquois NWR

WNY Land Conservancy

Finger Lakes Land Trust

The Wetlands Trust

*Association of State Wetland
Managers*

Genesee County Farm Bureau

Leadership Genesee



SUMMARY OF EXPERIENCE

Sheila Hess formed CC Environment & Planning in 2009 and serves as Principal Ecologist and CEO. She works with communities, corporations, economic developers, and conservation organizations to integrate natural resource conservation into land use planning and economic development strategies. Sheila leverages her 18 years of experience in ecology, natural resource conservation and aquatic resource restoration and mitigation, along with the relationships she has developed, to create new opportunities for landscape level ecosystem restoration and protection. She facilitates collaborative and interdisciplinary problem solving processes and focuses on solutions that serve as catalysts for sustainable change. Sheila joined New York Green in 2011, a non-profit organization emphasizing sustainable growth and development, where she serves as Executive Director.

Sheila works at regional and local levels to advance the integration of resilience into community and land-use planning. She participated extensively in the public review process that helped guide development of the Finger Lakes Regional Sustainability Plan, she serves on the Sustainability Workgroup for the Finger Lakes Regional Economic Development Council, and was successful in building a partnership that launched Green Genesee/Smart Genesee – one of the first Cleaner Greener Communities funded planning projects.

CERTIFICATIONS/TECHNICAL TRAINING

- Wetland/Stream Restoration and Mitigation
- Green Infrastructure and Landscape Design
- Watershed Assessment and Planning
- Wetland Classification, Assessment and Delineation
- Business Negotiation and Executive Leadership
- Geographic Information Systems (GIS) and Global Positioning Systems (GPS)
- Wildlife Trapping, Marking and Radio Telemetry
- Level I Firefighting Certification
- First Aid and CPR Certification
- Program Management
- Grant Writing

LIZA NORMENT

ENVIRONMENTAL SCIENTIST/
GIS ANALYST

CC ENVIRONMENT & PLANNING

Phone: 585.590.6450

Email: lnorment@ccenvironment.com



EDUCATION

*B.A. Biology
Lewis and Clark College*

*M.E.M. Environmental Science and
Conservation
Duke University*

AREAS OF EXPERTISE

Environmental Science

Ecology

Conservation

Geospatial Analysis

Remote Sensing

Cartography

Ecological Assessment

Wetland Delineation

Statistical Analysis

GPS Data Collection

AFFILIATIONS

New York State Wetlands Forum



SUMMARY OF EXPERIENCE

Ms. Norment is a biologist, environmental scientist, and GIS analyst with a wide range of experience, including analysis of remote sensing and land use data, ecological assessment, stormwater management, public education and outreach, threatened and endangered species research, and permitting/environmental review. With an undergraduate degree in biology, a masters in environmental science and conservation, education in environmental law and policy, and certification in geospatial analysis, Liza will provide valuable perspective and skills to our natural resource, sustainability planning, permitting and environmental review projects.

KEY SKILLS AND COMPETENCIES

- Strong analytical skills
- Ability to accurately and quickly collect scientific data
- Knowledge of environmental regulations and regulatory structure
- Knowledge of ecology and environment of New York State
- Experience developing regulatory permits and documentation, scientific reports, and publication-quality figures
- Ability to quickly complete work under pressure

Computer Skills

- Working knowledge of Microsoft Office; Word, Outlook, Excel, and Publisher
- Advanced knowledge of Esri ArcGIS
- Proficient in statistical analysis with R and SPSS

CERTIFICATIONS/TECHNICAL TRAINING

- Graduate Certificate in Geospatial Analysis, Duke University
- 38-Hour USACE Wetland Delineation Training
- NEPA Implementation Training



465 Central Ave Rochester, NY 14605
PH 585.546.7163 FAX 585.325.3943

www.panthergraphics.net

PRINTING PROPOSAL Estimate # 112015	
Customer	LABELLA ASSOCIATES, D.P.C. Attention:- Jeanie
Quantity & Description	35 & 50 Coil Bind book & 20 pages self - cover booklet
Number of Pages	265 pages + 280{11x17} + 2{Tabs} + 2 pieces covers + 20 pages-self cover booklet
Trimmed Size	Flat Size - Text – 8-1/2 x 11, Maps – 11 x 17, Appendices 8-1/2 + 1/2” Tab x 11 Finished Size – 8-1/2 x 11, Maps – 8-1/2 x 11, Appendices 9 x 11
Inside Stock	Cover – Clear-Plastic & 120# Gloss Coated Cover
Cover Stock	Appendices Tabs – 120# Coated Cover Text Pages – 100# Gloss Text
Composition Artwork	Disk supplied
Negative & Plates	Epson Proofs
Presswork	4/4
Bindery	Trim, fold, collate, coil bind on the 11” dimension. Trim booklet, fold, saddle-stitch and bulk pack both items in carton
Delivery	Rochester, NY
Price	35 Coil Binding - \$1825.00 50 booklets - \$400.00
Remarks	35 of 265 pgs 2/sides + 280{11x17} Maps + 2-page {Appendices Die-cut Tabs} + 2 piece Cover Plastic in front and Cardstock in back + coil bindings.
Terms	20-pages self- cover saddle-stitch booklet {8-1/2 x 11}

Signature: Henry Ehindero

Date: 11/20/2015

Timeline

-

Town of Canandaigua Agricultural Enhancement Plan Schedule

TASK	1	2	3	4	5	6	7	8	9	10
1. Outreach/ Committee Meetings/ Workshops	M	PI	PW	PW	PW	PW	PW	M	PI	M
2. Inventory Agricultural Resources										
3. Identify and prioritize land suitable for protection in the Town										
4. Document and Analyze Development Pressure										
5. Document economic impact of agriculture										
6. Analyze trends in ownership, land values and fiscal impact of agriculture										
7. Review and evaluate existing Plans, programs and regulations										
8. Articulate Vision Statement and Goals										
9. Evaluate and Recommend Strategies and Programs										
10. Prepare Draft and Final Plans and Facilitate Approvals										
	1	2	3	4	5	6	7	8	9	10

M Ag Project Team, CIC or Town Board/ Planning Board Meetings or Town Board Public Hearings (3)

PI Public Informational Meetings (2)

PW Committee meeting with public Workshop (5)

Budget

Agricultural Enhancement Plan

Town of Canandaigua

Lump Sum Fee

TASK	LaBella	CC E&P (WBE)	Fee
	Project Manager/ Senior Planner (Hours)	GIS/ Natural Resources Specialist (Hours)	
a) Meetings/ Workshops with Ag Project Team, Town Board, Town Planning Board, CIC, County Ag Board, all open to the public (10)*	32	8	3,800
b) Review and analyze the effectiveness of relevant provisions of existing local and regional plans, policies and programs	12		1,200
c) Prepare audit of existing zoning, subdivision and other local laws. Coordinate with the Ontario County Ag & Farmland Protection Plan.	16		1,600
d) Evaluate potential strategies, including land use regulation, conservation easements, and economic development incentives	12		1,200
e) Organize and facilitate two public informational meetings and maintain ongoing communications with farmers, agencies and residents	8		800
f) Farmer/ Stakeholder Interviews (min. 10)	16		1,600
g) Review available and published soil information with SWCD	4		400
h) Evaluate existing and proposed infrastructure, including 2016 Sewer Master Plan, and assess potential impact on agriculture	4		400
i) Review economic conditions and trends, relative to farmland values. Determine value of farm parcels to open space as well as agricultural production and development. Estimate current and future conversion pressure.	16		1,600
j) Address and summarize the issues and opportunities listed as Project Components in the RFP	8	4	1,100
k) Inventory Agricultural Land & Resources	4	20	1,900
l) Exchange information and coordinate with teams addressing the NRI, Conservation Easements, Sewer Master Plan and Mixed Use Overlay	8		800
m) Estimate the impact of Canandaigua farms on the economy of the Town, County, region and State (markets, support services, local foods)	8		800
n) Summary of issues and opportunities (SWOT)	4		400
o) Conduct a build-out analysis	8	4	1,100
p) Recommend strategies and specific tools and actions	8		800
Prepare draft and final plan documents	22	1	2,275
Sub-Total: Hours	190	37	
Fee	\$19,000	\$2,775	21,775
Printing (MBE)			2,225
Other Expenses (not to exceed)*			1,000
Total:	\$19,000	\$2,775	\$ 25,000

*Other expenses include mileage, postage for landowner surveys, meeting supplies and presentation materials.