

**TOWN OF CANANDAIGUA**

**REQUEST FOR QUALIFICATIONS**  
**REQUEST FOR PROPOSALS**

**FARMLAND PROTECTION PLAN**  
**TOWN AGRICULTURAL ENHANCEMENT PLAN**

CONSULTING SERVICES FOR FARMLAND PROTECTION PLAN

INTRODUCTION

The Town of Canandaigua New York is seeking proposals for qualified parties to help develop and write a town agricultural farmland protection and enhancement plan. The plan is identified as an action item in the Town of Canandaigua's Comprehensive Plan update.

The Request for Qualifications (RFQ) / Request for Proposals (RFP) is posted on the Town of Canandaigua's website at [www.townofcanandaigua.org](http://www.townofcanandaigua.org).

Proposals **MUST BE RECEIVED** by 4:00 p.m. November 20, 2015.

Proposal Submission Requirements:

Proposals must be submitted through postal mail to:

Town of Canandaigua

Attn: Doug Finch, Director of Development

5440 State Route 5 & 20 West

Canandaigua, NY 14424

Email and facsimile copies will not be accepted.

QUESTIONS CONCERNING THE RFQ/RFP

All questions or clarifications needed about this RFQ/RFP should be submitted to the above address or to [dod@townofcanandaigua.org](mailto:dod@townofcanandaigua.org). All questions must be submitted by 4:00 p.m., October 29, 2015.

A proposed consultant's Q&A discovery meeting will be held with the Ag Project Team on November 5, 2015 @ 6:00pm with Ag Team– Town Hall @ 5440 Route 5 & 20 Canandaigua – you are welcome to attend.

# TOWN OF CANANDAIGUA

## AGRICULTURE ENHANCEMENT PLAN

### Farmland Protection Plan RFQ/RFP

#### **PROJECT PURPOSE**

The purpose of this project is to create a comprehensive Town of Canandaigua Agriculture Enhancement Plan/Program to contribute to the protection of farm lands and promote agriculture in the Town of Canandaigua. The purpose of the plan is to look forward over the next twenty years charting a course that will assure the long term economic viability of agriculture and the protection of the Town of Canandaigua's valuable farmland resources.

Existing plans express strong support for and recognition of the importance of agriculture, but they do not lay out specific strategies for preserving farmland and the local agricultural economy. This project will insure that local planning documents contain clear language and explicit policies and goals that are supportive of local agricultural activities. **Your proposal should include specific strategies for preserving farmland and the local agricultural economy.**

The Town of Canandaigua Agriculture Enhancement Plan will identify the location of farmland which should be considered for protection, the value of that land to the local economy, the value of that land as open space, consequences of possible conversion, and the level of conversion pressure on the proposed land.

#### **BACKGROUND**

Residents of the Town of Canandaigua, and the Canandaigua Lake area, enjoy a wonderful quality of life. Residents often cite the beauty of Canandaigua Lake, transportation opportunities, a more rural character in some parts of the Town, and the beauty of a balanced community having development while also understanding the importance of agriculture.

The Town of Canandaigua's proposed Agricultural Enhancement (Farmland Protection Plan) Program is in response to the Town of Canandaigua's Comprehensive Plan Implementation actions taken during 2014, and a NYS Ag and Markets Land Protection Planning Grant awarded in December 2014.

In 2011, the Town of Canandaigua conducted a Comprehensive Plan update including approximately twenty goals. Goal # 1 was identified “establish a regulatory and economic framework that supports the protection and continued development of agriculture.” One of the finds of the 2011 update showed a loss of approximately 7.1% (2,605 acres – based on 2011 figures) of the agricultural lands between 2003 and 2009. Since that time the Town of Canandaigua has continued to grow putting additional development pressure on many of the farms in the Town of Canandaigua for development purposes.

In April 2014, under the direction of a new Town Supervisor, the Town Board of the Town of Canandaigua created a group of interested residents and staff to form what is referred to as the Citizen’s Implementation Committee (CIC) in order to work toward the full implementation of the town’s comprehensive plan.

The mission statement of the CIC is:

*By focusing on each individual goal of the 2011 Comprehensive Plan Update, we will examine every action step and, if necessary, amend the description to allow for quantifiable objectives in order to track progress and ultimately achieve the goals identified, while keeping in mind the original plan for the future development of the Town of Canandaigua.*

Appreciating the strong value agriculture has on the Town of Canandaigua, the CIC recommended to the Town Board of the Town of Canandaigua the creation and implementation of a Town of Canandaigua Agriculture Enhancement Program designed to work toward agriculture protection and promotion.

### **THIS PROJECT**

While the Town of Canandaigua has recently been very active in Farmland Protection Implementation Grant applications, discussion of a proposed Padelford Brook Greenway, and previously supported Purchase of Development Rights (PDR) applications which were awarded to Canandaigua farms; the Town of Canandaigua is lacking a comprehensive document designed to incorporate all previous plans and activities into a single agricultural promotion and protection plan.

Please review the Project Components section for more information relative to specific points requested for consideration as part of this project.

## **PROJECT OVERSIGHT**

The Town of Canandaigua Town Board will have ultimate oversight over this project. Key project personnel and teams include the Town Supervisor, Pam Helming; the Director of Development, Doug Finch; the Citizens Implementation Committee; and the Agriculture Project Team.

NOTE: Throughout the process reviews and approvals will need to include the Town of Canandaigua Planning Board, the Town of Canandaigua Environmental Conservation Board. Advisory opinions will be requested from the Ontario County Planning Board, and the Ontario County Agricultural Enhancement Board.

## **SCOPE OF SERVICES**

a) Hold meetings with Town Board, Town Planning Board, CIC, County Ag Board, and Ag Project Team, and to determine the planning process. Hold at minimum ten meetings during which farmland issues will be discussed and strategies for the plan developed.

- Meetings will be open to the public to encourage an understanding of the planning process, with time for public comment.

b) Review existing agricultural and farmland protection policies in the Town of Canandaigua, and analyze their effectiveness.

c) Review existing Town ordinances and land use regulations to determine if these are consistent with the agricultural and farmland protection policies contained within the Town's Comprehensive Plan.

- Ontario County's Ag & Farmland Protection Plan should also be reviewed to discern complementary goals and ensure that local policies are consistent with the county plans (in process).

d) Evaluate the full range of zoning and land use techniques available to protect agriculture with CIC, taking into account the geographic, economic, legal and cultural realities in the Town, and present preferred approaches.

e) Hold regular meetings with steering committees, farmers, agencies and residents to identify agricultural and farmland protection concerns and needs,

and to engage the public in the planning process. Members of the County Agricultural Enhancement Board and local officials will be invited to attend. These meetings will also serve to educate participants about the importance of farmland protection, and to build support and commitment for the Agriculture Enhancement Plan.

- Meetings will be publicized through press releases and online through municipal websites.

f) Conduct at least ten (10) stakeholder interview meetings;

g) Work with the Ontario County Soil & Water Conservation District Office to review soil information in existing comprehensive plans to determine if adequate information is available to make land use decisions.  
Update as necessary.

h) Evaluate existing and proposed infrastructure plans for possible impact on agriculture including 2016 Town of Canandaigua Sewer Master Plan;

i) Review economic conditions and trends relative to the value of farmland in the Town of Canandaigua. Determine value of Town agricultural economies, open space value and consequences of conversion. Estimate current and future level of conversion pressure.

j) Incorporate as many of the project components into the final plan as possible dependent on communication, feedback, review by committees, and interviews with stakeholders.

k) Inventory existing farming and agricultural operations of agricultural land use in the Town of Canandaigua, utilizing existing resources including:

- Farmland and Open Space Conservation Program (Feb. 2004);
- Prioritizing Farmland and Scenic Views Canandaigua (Dec. 2006);
- Gather existing information from the Town Assessor in terms of operations and inventory;
- Gather information from Ontario County Ag Enhancement Priority Issues Action Plan (Jan. 2014);
- Gather information from the Ontario County Ag Enhancement Board;

l) Have an understanding and include relative information from the other project teams simultaneously working on projects including:

- 1) Agricultural Enhancement Team (this project);
- 2) Natural Resources Inventory Team;
- 3) Conservation Easement Team;
- 4) Sewer Master Plan Team;
- 5) Mixed Use Overlay Team.

m) Provide a total economic impact of agriculture in the Town of Canandaigua, and the Town of Canandaigua's agriculture economic impact on Ontario County, the region, and the State of New York.

o) Complete a S.W.O.T. analysis on agriculture in the Town of Canandaigua.

p) Select protection approaches of farmland in the Town of Canandaigua. Conduct a build-out analysis that identifies:

- (1) the capacity for growth based on zoning and buildable areas,
- (2) appropriate location, amount and type of development, and
- (3) public infrastructure requirements, and shows the outcome of policies.

## **SIGNIFICANT PROJECT COMPONENTS**

Citizen and Community Participation including public hearings;

- a) Inventory of Community Agriculture;
- b) Needs assessment survey;
- c) Identification of Prime Soils and Soils of Statewide Importance;
- d) Economic impact of agriculture in the Town of Canandaigua;
- e) Establishment of an Agricultural Enhancement Plan Steering Committee;
- f) Agriculture Land Use Profile including: tables, charts, maps, graphics, narrative, etc;
- g) Development of a definition of agriculture;
- h) Conduct a S.W.O.T. analysis;
- i) Outreach and document public and agricultural owner operator involvement;
- j) Regular meetings with committees, boards, and stakeholders;
- k) Submit draft plan to Ontario County Ag Enhancement Board;
- l) Submit draft plans to Town Board, Planning Board, and CIC;
- m) Submission and approval by the NYS Department of Agriculture and Markets;
- n) MWBE consideration, this project is subject to MWBE requirements.

## **AG PROJECT TEAM INTERESTED COMPONENTS**

The Agriculture Project Team working with the Citizens Implementation Committee has identified a number of questions that they feel are important to understand about agriculture in the Town of Canandaigua. The final product should include answers or references to as many of these component questions as possible.

### **1) Profile of Agriculture:**

- What makes Canandaigua unique for attracting agricultural activities?
- How do the prime soils and soils of statewide importance in the Town of Canandaigua compare to other municipalities?
- What is the percentage of prime soils in the Town of Canandaigua?
- What other considerations should be considered for farm protection?
- Should we identify best management practices for farming in the Town of Canandaigua to maximize soil and erosion control?
- Are there specific best farm management practices that would benefit the greater Canandaigua community?
- What is the average education of farming operators in the Town of Canandaigua?
- Are education opportunities available for farming operators in the Town of Canandaigua or close proximity?
- Does the availability of Canandaigua Lake and our tributaries boost farming?
- What natural resources exist in the Town of Canandaigua lending themselves to support agriculture?
- What are the differences between larger and smaller farming operations?
- What is the inventory of the existing farm lands?
- What is the inventory of the agricultural operations?
- What are the needs of the current agricultural operators? .
  - o Natural gas?
  - o Septic / Sewer ?
  - o Access to clean water ?
  - o Internet ?
  - o Electric ?

2) Business Development:

- What is the opportunity for juice or dairy processing?
- What is our current inventory of business services available for the agricultural community?
- What businesses exist in the Town of Canandaigua or close proximity to support the agricultural industry?
- What incentive or other grant opportunities exist for farmers or in general the agricultural industry?
- Are there certain groups to support the concept of Agriculture and Farming in the Town of Canandaigua? (ie... Farm Bureau, etc)
- What is the economic impact of farming in the Town of Canandaigua?
- What is the agricultural contribution to the local economy?
- What other businesses are supported by the agricultural industry in the Town of Canandaigua?

3) Land Use:

- Does our active transportation network factor into agriculture?
- Are farms willing to utilize waterways, green strips, or other buffers to help mitigate storm water runoff in turn protecting Canandaigua Lake?
- Are there certain areas where development should be limited in an effort to assist in the protection of farmland?
- Is the current zoning doing enough to support and protect agriculture?

4) Marketing (How product is sold?):

- What is our current inventory of farm markets or availability of selling locally grown products?
- Is there a market for organic farming?
- What is available through the Ontario County Fairgrounds and/or the Ontario County Ag Society to support farming in the Town of Canandaigua?

5) Future Projections:

- Is there a need to advocate for an agri-business program at FLCC?
- What new ideas or innovation are trending in the agricultural industry which could position the Town of Canandaigua as an agriculture leader?



- What could be done to support the smaller farms? Agri-tourism? Other concepts?
- Do schools serving the Town of Canandaigua have any clubs or opportunities for students interested in agriculture?
- What needs are there for larger agricultural industry that might not currently be considered?
- What is the long term vision or farming opportunities for the next twenty to fifty years for agriculture in the Town of Canandaigua?
- Is there an opportunity for agriculture to continue to grow?

### **SCHEDULE**

Provide an implementation schedule based on a timeline that you will be able to deliver the final product.

### **RFQ – REQUEST FOR QUALIFICATIONS** **MANDATORY QUALIFICATIONS**

To be eligible for consideration the proposer must have previously completed at least two New York State Municipal Farmland Protection Plans and identify for whom they have provided such plans. Proposers must have familiarity with town-based Comprehensive Plans that have a significant agricultural emphasis.

### **NOTIFICATION OF AWARD**

The Town of Canandaigua will notify the successful proposer(s) verbally, followed by a written confirmation. Each proposer whose proposal is not selected will be notified in writing (either by email or postal mail) by the Committee. A contract defining all project terms and conditions and responsibilities of the successful proposer(s) is subject to development, review and approval by the Town Attorney and the Town Board.

### **MWBE**

This project must meet MWBE required goals (20%); proposers should include accommodations to achieve mandated MWBE provisions.

## **PAYMENT**

Final payment is dependent on the NYS Department of Agriculture and Markets approval and funding of an awarded \$25,000 grant. All payment questions shall be submitted to the following persons:

Town of Canandaigua  
Pam Helming, Supervisor  
5440 NYS Route 5 & 20 West  
Canandaigua, NY 14424

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

Termination:

The Agreement may be terminated if the Consultant is not completing the deliverables in accordance with the terms of this Agreement and subsequent contract.

## **PROPOSAL CONTENT**

Proposals must include the following information:

- (1) Resumes (or other written statement of qualifications) that clearly and concisely identify the experience of all individuals that will be working on the Plan and also state the specific individual that will be responsible for deliverables.
- (2) A written description of the Consultant's understanding of the project and how the Consultant will meet the deliverables. Consultants may propose options such as web casting or other uses of technology to facilitate completion of the Plan and minimize travel costs.
- (3) A time line for the duration of each of the plans.
- (4) A budget which clearly states the personal service costs to complete the project as well as other anticipated costs such as office supplies, printing and travel.

## **REQUIRED REPORTING**

The Consultant shall file monthly written progress reports. Progress reports shall provide a detailed narrative description of the work that has been completed and shall include an identification of specific objectives that have been accomplished to date.

## **FINAL PRODUCT**

As part of the final product the following must be submitted to the Town of Canandaigua:

- 5 copies of interim products will be provided as part of each submission. This will not be applicable to very large scale maps or graphics. An electronic version must be provided in addition to the paper version;
- 10 printed copies of the Draft Final Report and digital copy in PDR and MS Word formats;
- 15 copies of Final Report;
- 15 copies of Final Executive Summary;
- One (1) copy each of Final report and Executive Summary in electronic (PDF and MS Word) formats;
- All GIS shapefiles and any other electronic documentation this includes Shapefiles, Geodatabases, CAD files, GPS raw data, standalone tables, layer files, and any other spatial information prepared during the project. Output products including digital maps (Map Documents, PDFs, JPEGs, CAD files, etc.), hardcopy maps, etc.

## **DELIVERABLES**

Deliverables will be presented for each of the following categories:

Monthly Progress Reports submitted to the Ag Team and appropriate board(s) (due last Friday of each month)

Summary Report of Public Meetings (one week after each meeting)

Summary of Stakeholder Interviews (one week after each interview meeting)

Inventory and Mapping of Agricultural Resources

Draft Farmland Protection Plan (due on or before July 15, 2016)

Final Farmland Protection Plan (due on or before August 15, 2016)

## **NON-DISCRIMINATION AND NYS DEPARTMENT OF AGRICULTURE AND MARKETS CONTRACT REQUIREMENTS**

By submitting a proposal, the consultant or consultant team is agreeing to comply with the provisions of the contract between the Town of Canandaigua and the NYS Department of Agriculture and Markets and will fully comply with and cooperate in the implementation of NYS Executive Law Article 15-A ("the Human Rights Law") and 5 NYCRR Parts 142-144 (Minority and Women-Owned Business Enterprise (MWBE) Regulations).

## **PROPOSAL SUBMITTAL AND EVALUATION**

Responding firms are responsible for submitting their Proposal as described herein. Failure to submit a complete proposal by the submission deadline will disqualify a firm from consideration.

Fifteen copies of the Proposal along with an electronic version must be received on or before 4:00 p.m., on November 20, 2015. Proposals shall be addressed to:

Town of Canandaigua  
Doug Finch, Director of Development  
5440 NYS Route 5 & 20 West  
Canandaigua, NY 14424  
Email: [dod@townofcanandaigua.org](mailto:dod@townofcanandaigua.org)

All questions about this RFQ/RFP should be submitted to the above address or by email to Doug Finch, [dod@townofcanandaigua.org](mailto:dod@townofcanandaigua.org). All questions must be submitted by 4:00 p.m., October 29, 2015.

A proposed consultant's Q&A discovery meeting will be held with the Ag Project Team on November 5, 2015 @ 6:00pm with Ag Team– Town Hall @ 5440 Route 5 & 20 Canandaigua – you are welcome to attend.

This RFQ/RFP does not commit the Town of Canandaigua to award a contract, to pay for any costs incurred in the preparation of a Proposal, or to pay for any costs incurred in the preparation of a contract for services. The Town of Canandaigua reserves the right to 1) accept or reject any or all Proposals received, for any reasons, 2) cancel, in part or in whole, this RFQ/RFP, or 3) re-solicit Proposals in the event no response is deemed acceptable.

The Town of Canandaigua reserves the right to invite any or all Proposers for an interview before making a final selection. Such an invitation does not commit the Town of Canandaigua to pay any costs incurred in participating in said interview.