

## REQUEST FOR PROPOSALS

### Mixed Use Development District for NYS Route 250, Manitou Lake, Four Corners, and LaSalle's Landing

**Town of Penfield**  
Monroe County, New York

**Issue Date: June 8, 2012**  
**Deadline: July 20, 2012**

### Project Contact

The Town of Penfield is issuing this Request for Proposals (RFP) on behalf of the Penfield Town Board. If there are questions pertaining to this RFP, they must be received by July 6, 2012, and be sent in writing to:

Katie Evans, Planner  
Town of Penfield  
3100 Atlantic Avenue  
Penfield, New York 14526

or

planning@penfield.org  
(Please reference "Mixed Use Development District RFP" in subject line.)

Responses will be posted on the Town of Penfield's website ([www.penfield.org](http://www.penfield.org)) on the project's webpage.

### Study Purpose

The purpose of this study is to encourage mixed-use, pedestrian-oriented development in specific locations in the Town of Penfield, particularly along a section of NYS Route 250, through the creation of a zoning district with emphasis on interaction within the built environment rather than permitted use. The Town is seeking a qualified consultant to generate a mixed use development manual which is expected to be a central reference for all code requirements relating to mixed use development. The **manual is proposed to include** the following or similar components:

- **design standards** (written statements that identify the criteria, goals, or objectives of mixed use development)

- **design guidelines** (specific examples of techniques and materials that can be used to achieve design standards for placemaking and scale of the public and private realm within a specific geographic area)
- **adoption ready** Town of Penfield specific mixed use ordinance

The Town is requesting bids for three separate tiers each representing a different scope of work. The third includes the NYS Route 250 study area along with Manitou Lake, Four Corners and LaSalle's Landing study areas.

The study is funded by the Town of Penfield and the Genesee Transportation Council's Unified Planning Work Program. Study recommendations will be consistent with the Town of Penfield's Comprehensive Plan and the Genesee Transportation Council's Long Range Transportation Plan.

### **Study Area**

The proposed study area for the Tier I and II bid is centered on NYS Route 250, also referred to as Fairport Nine Mile Point Road, extending from Penfield Center Road south to approximately the YMCA property north of Whalen Road. The study area includes the intersection of Atlantic Avenue (NYS Route 286)/Fairport Nine Mile Point Road and Sweets Corners Road/Fairport Nine Mile Point Road. See the attached map indicating the study area. The area is currently zoned Rural Agricultural (2 acres) and Limited Business. The district is bounded to the east and west by environmentally sensitive areas that include state wetlands, federal wetlands, water courses, floodplains, woodlots, and steep slopes. The project area loosely defined consists of about 400 acres of a mostly vacant palette. Of the 400 acres, 200 are currently for sale or are available for development. The Town has felt development pressure from property owners and developers and is motivated to act quickly on the adoption of this new district.

The proposed study area for the Tier III bid includes the above described study area as well as the three other proposed mixed-use districts included on the Future Land Use Map within the 2010 Comprehensive Plan. These areas include Manitou Lake (former Dolomite Redman Sand Plant accessed off of Old Penfield Road), the Four Corners (centered at the intersection of NYS Route 441/Penfield Road and County Road 18/Five Mile Line Road), and LaSalle's Landing (centered along NYS Route 404/Empire Blvd. from the Irondequoit/Penfield town line extending approximately 1 mile east). See the attached maps indicating the three study areas.

### **Background**

The Town of Penfield recently completed its fifth comprehensive plan. During the **public participation** component of the planning process, the general public emphasized the need for residential options beyond the single family residence that is widely available all over town. Mixed use was identified as having a variety of residential development blended with community uses and neighborhood commercial. A safe transportation system offering options that can accommodate a spectrum of all people is desirable.

Other **key observations and viewpoints** from the Town's planning processes that must be recognized as part of this project:

- Mixed use developments have proven to be the most sustainable communities compared to typical suburban conventionally zoned single use districts.
- A transit supportive district that provides for interconnected streets, realistic travel options, and equal consideration to all modes of travel is desired.
- A district that will promote a coordinated approach to access management, traffic circulation, safe multi-modal elements, appropriate interconnections, lighting, landscaping, and community character is desired.
- Well-designed, higher-density development is both more sustainable in terms of reducing the development footprint, and also more effectively uses costly infrastructure, reduces costs associated with energy use and transportation, and increases access to amenities.
- A future mixed use district will provide for careful consideration of the public environment and its interaction with privately occupied spaces.
- A spectrum of the general public including younger and older people, singles and families, and people with a range of income levels are expected to be accommodated.
- The built environment must be designed and maintained with Upstate New York's four seasons in mind. Particular attention should be paid to design features that will encourage walkability even in inclement weather to the greatest degree possible.
- Housing market demands have shifted. There is a desire for neighborhood options that can offer alternatives to the isolated layout that conventional zoning encourages.
- There is an unmet need in the Town and region for alternatives to traditional suburban tract housing that enhances "quality of life," with walkability, safety, proximity to jobs, services, and entertainment, and higher standards for design and layout.
- The commercial component of a future mixed use district is expected to be neighborhood scale and not anticipated to serve regional markets.
- Rent levels for multifamily, office, and retail are relatively high in Penfield compared with the rest of the region, a sign of relatively healthy demand.
- Projects with the highest and best use for a site/district will be solely supported by the market and therefore financially feasible.
- Mixed-use zoning must be sufficiently flexible to allow developers to respond to a variety of market conditions.

There has been a **strong community focus** on a new mixed-use/transportation supportive district along NYS Route 250, from Penfield Center Road to Sweets Corners Road. This new district area was first discussed in the NYS Route 250 Corridor Study, which was accepted by

the Town Board in 2009. The 2010 Comprehensive Plan and the Corridor Study both identify the desire for a mix of housing and transportation options within convenient distance of employment, commercial and entertainment uses.

The NYS Route 250 corridor is a major urban arterial road that under current zoning has development pressures that will drastically impact the functionality of the corridor if a coordinated approach is not taken. The significant volumes and speeds of vehicles in this region, coupled with the potential for future development presents a unique opportunity to create a transit-supportive mixed use community. This new district will help to achieve a compacted mixed-use development while creating safe pedestrian and cycling options.

The 2010 Comprehensive Plan also identifies the three other proposed mixed-use districts included on the Future Land Use Map. One of which is the former Dolomite Redman Sand Plant known as Manitou Lake. The Town recognizes the 90+ acre lake and surrounding areas offer a unique opportunity for mixed use development. The Four Corners and LaSalle's Landing study areas each have adopted area plans in 2000 and 1997 respectively with subsequent zoning districts. The Town wishes to reexamine these areas to further encourage compact, efficient, and appealing patterns of development.

As a Genesee Transportation Council Unified Planning Work Program funded project, the Mixed Use Development Manual is expected to become a resource for other communities interested in implementing mixed use development.

### **Study Participants**

Key participants include the Town of Penfield, area businesses, neighborhood representatives, Monroe County Department of Transportation, Monroe County Health Department, Monroe County Department of Planning & Development, Monroe County Water Authority, New York State Department of Transportation, New York State Department of Environmental Conservation, and the Genesee Transportation Council. A Steering Committee of 10-15 stakeholders will be appointed by the Town Board to assist with the project.

### **Project Coordination**

The Consultant will coordinate all project activities with the Town of Penfield Planning Department, which will serve as project manager. The number of Consultant attended meeting will vary based on the tiers listed below. For meetings involving the Consultant, the Consultant will supply agendas and other meeting materials to the Planning Department one week in advance of scheduled meetings. The Consultant also must be available for informal project management meetings, as necessary; these meetings may be in person or via conference calls.

One public information meeting will be held to introduce the project intent, mixed use development components, and to seek input on the identification of goals, objectives, issues, concerns, opportunities, etc. Steering Committee meetings will be scheduled as needed. The Consultant will be expected to prepare a draft manual for the Steering Committee and subsequent final "draft" product for the Town Board's review and consideration. A Town Board

public hearing will be held. Modifications are anticipated as directed by the Town Board following public input. Except where noted within Tier III, staff will conduct an environmental review pursuant to the State Environmental Quality Review Act. The Consultant will generate a final manual and a separately bound executive summary.

A project webpage will be established by staff on the Town's website to assist with public outreach. Throughout the study, the webpage will be updated to keep interested individuals engaged and updated to ensure easy information sharing.

### **Scope of Work**

The following scope of work has been developed to complete the study successfully. The work described below should not be considered to represent a rigid structure for the study. It is expected, for example, that different tasks may take place concurrently. The Consultant is encouraged to propose alternate strategies for consideration by the consultant selection committee. The Consultant is requested to provide three separate price proposals for each tier (I, II, and III) below. It should be noted that additional studies will not be undertaken unless the data is essential to the project and will utilize a minor amount of the project budget.

#### TIER I BID

NYS Route 250 Corridor Study Area ONLY  
Staff Led, Consultant Assisted Project

#### TASK 1. INITIAL REVIEW AND ANALYSIS

- A. **Documentation:** The Consultant will familiarize themselves with Town supplied documentation of the physical details of the study area including topography, view sheds and corridors, existing and proposed infrastructure, and built environment. The Consultant will review all pertinent resources (see list below).
- B. **Study Area Analysis:** The Consultant will analyze and document the historic patterns of architecture and urbanism in Penfield and the surrounding region. The analysis need not be exhaustive but adequate to form the basis for zoning and design recommendations.
- C. **Scope of Issues:** The Consultant will draft a scope of issues to be addressed with the Steering Committee and staff.
- D. **Public Meeting:** The Consultant will assist staff with preparation of a public informational meeting to introduce the project intent, mixed-use development components, and to seek guidance on the identification of goals, objectives, issues, concerns, opportunities, etc. The Consultant is not expected to attend the meeting, but familiarize themselves with the results of the meeting.
- E. **Steering Committee Meetings:** The Consultant will organize and lead up to six Steering Committee Meetings to aid in the preparation of the draft manual document. A visual preference survey, or similar technique, will be conducted to formalize the committee's thoughts. The Consultant will tailor these meetings to maximize committee input.

## TASK 2. DRAFT PRODUCTS

- A. **Design Standards and Guidelines:** Following consultation with the Steering Committee and staff, the Consultant will draft design standards and guidelines concepts as part of the zoning ordinance to establish the placemaking and scale of the study area. The standards and guidelines will govern basic building form and placement to ensure that all buildings compliment neighboring structures and the street. They will also define design attributes and geometries of public spaces that balance the needs of motorists, bicyclists, and pedestrians while promoting a vital public realm. The Design Standards and Guidelines will also accommodate key observations and viewpoints identified within the "Background" section above. The Consultant will provide up to three concept alternatives for the Committee to consider.
- B. **Zoning Ordinance:** The Consultant will draft a Mixed-Use Development District Ordinance to enable a mixture of uses including housing, retail, commercial, and office space which are consistent with the vision set forth in the community's comprehensive plan. The Town desires an ordinance that moves away from a strict list of permitted uses and bulk area requirements and instead focuses on placemaking and scale. The Town does not desire a conventional zoning district based on automobile transportation and the separation of uses. The ordinance shall be adoption ready and expected to be included within the manual as a model ordinance.

*Note:* All components of the Mixed-Use Development District Ordinance must be integrated into Penfield's existing zoning and development regulations in a manner that ensures procedural consistency, meshes with state and local legal requirements, provides clarity as to the applicability of existing regulations, and maximizes the effectiveness of the zoning code.

- C. **Mixed-Use Development Manual:** The Consultant will compile the design and zoning recommendations into a stand-alone document that will be a reference for the Town of Penfield and a model of mixed-use development planning and regulations for other communities. The Mixed-Use Development Manual should have a well-designed format and appropriately utilize text, maps, and other visual aids to convey the recommendations concisely and effectively. The format should be straightforward for the average reader and policy maker.
- D. **Maps:** The Consultant will generate necessary background maps as needed throughout the project. The Town of Penfield will provide base map information including geodatabase and shape files from Penfield's Geographic Information System.

## TASK 3. FINAL PRODUCTS

- A. **Revisions:** The Consultant will revise the design standards, design guidelines, zoning ordinance and subsequent manual based on Steering Committee input. The Committee's "final" draft will be submitted to the Town Board for review and consideration.

- B. Public Hearing: At the Town Board's direction, a public hearing will be scheduled to consider the draft manual. The Consultant will assist staff with preparation of a public hearing to present the drafts document to the Town Board and public.
- C. Final Revision: The Consultant will modify the revised drafts as directed by the Town Board following the public hearing.
- D. Final Products: The Consultant will prepare adoption-ready final products for the Town Board. The Consultant will also prepare a separately-bound Executive Summary of the Mixed-Use Development Manual.

TIER II BID  
 NYS Route 250 Corridor Study Area ONLY  
 Consultant Led, Staff Assisted Project

Tier II Bid includes all items listed within Tier I above, expect where modified below.

TASK 1. INITIAL REVIEW AND ANALYSIS

- A. Website and Mass Media: The Consultant will provide information for Penfield's website related to the project, such as narrative text, photos, maps, renderings, and other materials either created for this project, highlighting similar projects, or collected through the analysis of local conditions. The Consultant will also help develop media releases, as necessary.
- B. Public Meeting: The Consultant will organize and lead a public informational meeting to introduce the project intent, mixed-use development components, and to seek guidance on the identification of goals, objectives, issues, concerns, opportunities, etc. The Consultant will tailor this to obtain maximum community input.

TASK 3. FINAL PRODUCTS

- A. Public Hearing: At the Town Board's direction, a public hearing will be scheduled to consider the draft manual. The Consultant will organize and lead a public hearing to present the drafts document to the Town Board and public.

TIER III BID  
 NYS Route 250 Corridor Study Area AND three additional Study Areas  
 Consultant Led, Staff Assisted Project

Tier III Bid includes all items listed within Tier II above for the four study areas including NYS Route 250 Corridor, Manitou Lake, Four Corners, and LaSalle's Landing and any additional items listed.

TASK 1. INITIAL REVIEW AND ANALYSIS

- A. Study Area Analysis: The Consultant will analyze and document the physical details of the study area including topography, view sheds and corridors, existing and proposed infrastructure and building environment, and the historical patterns of architecture and urbanism in the four study areas as needed to supplement Town provided documentation.
- B. Steering Committee Meetings: The Consultant will organize and lead up to ten Steering Committee Meetings to aid in the preparation of the draft manual document. A visual preference survey, or similar technique, will be conducted to formalize the committee's thoughts. The Consultant will tailor these meetings to maximize committee input.

## TASK 2. DRAFT PRODUCTS

- A. Design Standards and Guidelines: Following consultation with the Steering Committee and staff, the Consultant will draft design standards and guidelines concepts as part of the zoning ordinance to establish the placemaking and scale of each of the four study areas. The Consultant will provide up to three concept alternatives for each study area the Committee to consider.
- B. Mixed-Use Development Manual: The Consultant will compile the design recommendations for all four study areas and zoning recommendations into a stand-alone document that will be a reference for the Town of Penfield and a model of mixed-use development planning and regulations for other communities.

## TASK 3. FINAL PRODUCTS

- A. Environmental Review: The Consultant will be responsible for performing the mandatory state environmental review (SEQR) for the zoning changes [up to and including completing a long EAF]. The environmental review will ensure that the final recommendations will not have an adverse environmental impact.

### **Project Deliverables**

1. All materials for Consultant attended meetings.
2. Maps, drafts, and final products in both hard copy and electronic files. The electronic files shall be in PDF and in formats to allow the Town to make modifications to the documents as it moves toward implementation. All final maps, diagrams, and text shall be in town approved format.
  - Twenty (20) hard copies of the Draft Mixed-Use Development Manual.
  - Fifteen (15) hard copies of the Final Mixed-Use Development Manual.
  - Thirty (30) hard copies of the Final Mixed-Use Development Manual Executive Summary.
  - One (1) copy each of the Draft Manual, Final Manual, and Final Executive Summary in both PDF and town approved electronic/digital formats.

3. All documents necessary for compliance with the mandatory State Environmental Quality Review Act for Tier III only.

### **Resources Available**

1. Route 250 Sewer Capacity Study, 2012
2. GTC-Approved NYS Route 250 Transit Supportive Mixed Use Development District Scope of Work, 2012\*
3. 2010 Comprehensive Plan, 2011\*
4. 2010 Comprehensive Plan DGEIS/FGEIS, 2011
5. Tree Preservation Guidelines, 2010\*
6. Route 250 Corridor Land Use Analysis, 2009\*
7. Route 250 Corridor Transportation Study, 2009\*
8. Economic Development Action Plan, 2008\*
9. Bicycle Facilities Master Plan, 2008\*
10. North Penfield Crossroads Area Plan, 2007\*
11. Parks and Recreation Five Year Master Plan, 2007\*
12. Open Space Update, 2006\*
13. Browncroft/Blossom/Creek Neighborhood Plan, 2003\*
14. Irondequoit Bay Harbor Management Plan, 2003\*
15. Penfield Planning Board Design Guidelines, 2003\*
16. Incentive Zoning Local Law, 2003\*
17. Open Space Plan, 2001\*
18. Four Corners Plan, 2000 (includes design guidelines)\*
19. Route 286 Corridor Study, 2000\*
20. Open Space Inventory, 1999\*
21. Route 404 Corridor Study, 1999\*
22. Panorama Area Plan, 1998\*
23. LaSalle's Landing Development Plan, 1997 (includes design guidelines)\*
24. Townwide (Penfield) Strategic Traffic Study, 1997\*
25. Land Use and Access Management Plan – Routes 250/441, 1996\*
26. Long Range Transportation Plan for the Genesee-Finger Lakes Region 2035
27. Highway Monitoring System Report, 1989\*
28. Geographic Information System (ATLAS-GIS, ARC-VEW) files\*\*
29. Penfield Zoning Ordinance\*
30. Design and Construction Specifications, 2010\*
31. GTC, MC DOT, and NYS DOT Traffic Data (volumes, travel demand, accident data, etc.)

\*Document is available on the Town of Penfield website: [www.penfield.org](http://www.penfield.org)

\*\*Some GIS information is available on the Town's web-based GIS program. The rest is available as needed.

### **Desired Qualifications**

The Town of Penfield seeks a Consultant or a team of Consultants with the following preferred skills and expertise, or any combination of skills that complement the scope of services in this

RFP.

- Zoning Regulations: Expertise and skill evaluating and drafting zoning codes with an emphasis on mixed-use and sustainable development. Expertise and skill in all types of zoning codes from conventional to form-based.
- Design Standards: Expertise and skill evaluating and drafting design standards and guidelines with an emphasis on placemaking and scale of mixed-use development. The Town is seeking a Consultant who understands what works in mixed use developments and why.
- Public Engagement: Expertise and skill engaging diverse stakeholders around regulatory code projects.
- Legal: An understanding of New York State land use law is preferred to ensure that defensible strategies are proposed.

### **Project Schedule**

Notification to the successful firm is anticipated in August. The target completion date is July 2013. Below is a draft timeline for the project:

January 25, 2012

- Authorization from the Town Board to proceed with the project

March 15, 2012

- Received final confirmation of the \$25,000 grant from GTC

April 3, 2012

- Submit Scope of Work to GTC for approval

April 12, 2012

- Present the Scope of Work to GTC Committee at meeting
- Scope of Work Approved

May 2012

- The Advisory Committee (Town Staff and GTC Representative) is established
- Prepare the RFP

June 2012

- Town Board resolution to accept GTC grant
- Town Board resolution to issue RFP

July 2012

- Receive and review the submitted proposals

August 2012

- Select a consultant
- Town Board to appoint the Steering Committee

September 2012

- Town Board resolution to authorized selected consultant to commence work
- Town Board to appoint the Steering Committee

September 2012 – April 2013

- Public Information Meeting
- Steering Committee Meetings
- Consultant will generate the draft documents

May 2013

- Schedule a Town Board public hearing on the Mixed Use Development Manual and proposed Mixed Use Zoning District

June 2013

- Complete SEQRA process

July 2013

- Consultant will generate the final documents
- Town Board adoption and implementation

### **Proposal Format / Requirements**

All proposals shall include a table of contents and pages must be numbered. Proposals must not exceed 15 pages, *not* including the required forms.

The outside of the proposal package should be clearly marked "Mixed Use Development District". The package should contain three separate envelopes, as follows:

#### Envelope 1 (Technical Proposal)

The technical proposal must be enclosed in a separate sealed envelope marked "Technical Proposal" with the name of the Consultant shown on the outside.

1. Project Understanding — a demonstration of the Consultant's understanding of the proposed project and its various tasks.
2. Project Approach — including a detailed description of the Consultant's proposed technical approach and scope of services for completing the project's tasks; proposed stakeholder/public participation process; proposed visits to study area. You may base your project approach on RFP identified Scope of Work, or suggest alternative tasks that could improve the ability of the project to meet its objectives. The Town of Penfield wants to allow maximum flexibility for the ideas, initiative and creativity of the Consultant. However, if significant departures from identified scope are proposed, they should be fully explained and justified.
3. Statement of firm's qualifications and experience with similar projects.

4. Names, positions, responsibilities, and resumes of key personnel, including subconsultants, involved in the project and *estimated number of hours each will work on project*.
5. Three recent references from similar projects, including contact names, telephone numbers, and email addresses.
6. Target schedule for project, including task deliverables.
7. Indication that Consultant is certified to do business in New York State and can comply with all federal and state contracting requirements.
8. Indication whether Consultant or Subconsultants are certified as minority/ women-owned/disadvantaged businesses in New York State.
9. Availability to meet with the Consultant Selection Committee for an interview between August 13 and 24, 2012 at the Town of Penfield Town Hall.

Envelope 2 (Price Proposal)

The price proposal must be enclosed in a separate sealed envelope marked "Price Proposal" with the name of the Consultant shown on the outside. Price proposals shall be for a firm fixed price for services provided and should include three separate price fixed proposals for each Tier (I, II, and III).

1. Budget for the entire project, and where applicable, disaggregated by component. Payments will be tied to task deliverables that are considered complete and acceptable by the Town of Penfield.
2. Billing rate schedule.

Envelope 3 (Required Forms)

The required forms must be completed, signed, and enclosed in a separate envelope marked "Required Forms" with the name of the Consultant shown on the outside:

REQUIRED FORM A – Certification Regarding Lobbying

REQUIRED FORM B – Sub-Contractor(s) Information

REQUIRED FORM C – Acknowledgement of Authority to Submit Proposal

REQUIRED FORM D – Non-Collusion Affidavit

REQUIRED FORM E – Eligible Bidder Certificate

REQUIRED FORM F – Affidavit of Non-Discrimination

REQUIRED FORM G – RGRTA Affirmative Action Program Questionnaire

REQUIRED FORM H – Offeror's Information

REQUIRED FORM I – Certification of Lower-Tier Participants Regarding Debarment, Suspension and Other Ineligibility and Voluntary Exclusion

REQUIRED FORM J – Compliance Under Executive Order 127 in New York State Finance Law Section 139-k

**Disadvantaged Business Enterprise (DBE)**

In the event that subcontractors are utilized for this contract, Consultants shall make a good faith effort to utilize qualified DBE contractors for sub-consulting opportunities. Only those DBE firms that are certified by the New York State Department of Transportation as DBE firms qualify under this provision. In accordance with federal regulations, Consultants shall demonstrate and document their good faith efforts to utilize certified DBE firms. To obtain a

listing of certified DBE firms or information about the New York State Department of Transportation's DBE Certification Program, contact:

New York State Department of Transportation  
Office of Equal Opportunity Development and Compliance  
50 Wolf Road; 1st Floor  
Albany, NY 12232  
Phone: (518) 457-1129 or (518) 457-1134  
Fax: (518) 457-9678

### **Submittal of Proposal for Consultant Services**

SEALED PROPOSALS for the "NYS Route 250 Transit Supportive Mixed Use Development District" will be accepted by **Mark Valentine, Planning Department Head; Town of Penfield; 3100 Atlantic Avenue; Penfield, New York 14526** until 4:00 p.m., Friday, July 20, 2012. No fax or email submissions will be accepted.

Required submissions:

- Envelope 1: The Consultant must provide 5 paper copies of the Technical Proposal and 1 electronic copy as pdf document on a CD.
- Envelope 2: The Consultant must provide 5 paper copies of the Price Proposal and 1 electronic copy as pdf document on a CD.
- Envelope 3: The Consultant must provide 1 set of the required forms and 1 electronic copy as pdf document on a CD.

The electronic submission should be placed on one CD with three folders representing each of the required envelopes listed above. The electronic submission should replicate the paper copy submission. A submission lacking the required electronic format will be considered incomplete and therefore rejected. The Town of Penfield reserves the right to reject any or all proposals and to negotiate with any firm submitting a proposal.

All proposals submitted to the Town of Penfield become the property of the Town and are subject to Public Information Policy. Any confidential information, if required by specifications, such as a company's financial status shall be submitted in a separate sealed envelope with the word "Confidential" on the outside. All confidential materials submitted shall be clearly marked on the top of each page as "Confidential".

Whether sent by mail, courier service, or personal delivery, the respondent assumes responsibility for having the proposal deposited on time at the location indicated in the Request for Proposals. Any proposal received after the designated time stated in the RFP will not be considered.

### **Evaluation Criteria**

Consultant(s) will be evaluated based on the following ranked criteria:

- Proposal's ability to meet the purpose of the study.
- Firm's experience with similar projects.
- Staff's qualification and experience with similar projects and staff credentials.
- Proposal's responsiveness to providing the information requested in the RFP.
- Quality of past projects.
- Ability to meet schedule.
- Cost of services.
- Proposal is in the best interest of the Town of Penfield.