



TOWN OF LONG LAKE
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REQUEST FOR PROPOSALS

Issued September 1st, 2023

Issued By:
The Town of Long Lake

Inquiries

All inquires should be in writing and submitted via fax
518-624-2010
No phone inquiries

Proposals are due at the Long Lake Town Clerks Office
1130 Deerland Road, Long Lake, NY 12847
12pm
DATE Friday, November 17th, 2023

GENERAL DESCRIPTION

The Town of Long Lake is seeking a qualified planning consultant or planning team to provide the Town with a Comprehensive Plan Update focusing on an inventory of infrastructure, assets, environment impact, demographic and economic information relevant to important trends in the Town and Hamlets of Long Lake and Raquette Lake. The comprehensive plan is an expression of the Town's goals and recommended action to achieve those goals. This update will focus on immediate and long-range protection, enhancement, growth, and development.

The work will involve gathering public input through a public participation process; visioning; addressing land use within the Adirondack Park and specifically within the Hamlets of Long Lake and Raquette Lake; economic development goals, and quality of life initiatives. The plan update will provide vision for continued investment in improving resident and visitor experiences as well as identifying sustainability goals, tourism goals, goals to develop a vision for the communities of Long Lake and Raquette Lake and project a vision for these communities 5, 10, 15 years from 2023. The aim is to set concrete goals and objectives for future development and projects. The plan will address "community resilience," by addressing the ability of the community of Long Lake to withstand shocks and stresses while maintaining essential functions, public safety, and community character. The plan will improve quality of life for residents while helping attract visitors and future residents by highlighting unique features of the community. The plan will include identifying strategic partners in the local community, the Adirondack region and beyond who can help the community attain these projected goals.

This plan will set the stage to execute transformational projects. It will identify barriers to economic growth and recommend local solutions. The plan will assist in identifying and securing grant funds for future project implementation. The plan will identify Town needs that require more specific planning efforts and create "signposts" within the comprehensive plan that point to these separate plans for more detailed and evolving guidance.

The scope will include public outreach, citizen surveys, stakeholder and community meetings, and economic analyses. Public participation will be prioritized, well documented and will include surveys, informational sessions, ongoing outreach, and design charrettes.

The cost will not exceed \$35,000 and will need to be complete by August 23rd, 2024. Once finalized, Town leaders and other stakeholders will initiate implementation and ensure progressive development of plan goals. This will involve citizens, stakeholders, and business owners. As a long-range policy document, the plan will address the community's needs in a cohesive, transformational, sustainable, resilient, and replicable manner.

The target start date is December 1, 2023 and the completion date is August 23rd, 2024.

BACKGROUND

The Town of Long Lake is located in the geographic center of the Adirondack Park on Routes 28N and 30. Long Lake is centrally located near important Adirondack tourism assets including the Adirondack Experience, The Museum on Blue Mountain Lake, Great Camp Sagamore in Raquette Lake, the Visitor's Interpretive Center in Newcomb, the Wild Center in Tupper Lake the Olympic facilities in Lake Placid and visitor activities in Old Forge driving regional traffic to our area. The Town of Long Lake is a partner with the Five Towns Upper Hudson Recreation Hub including the communities of Indian Lake, Newcomb, Minerva, and North Hudson. The Official Daily newspaper for the Town of Long Lake is Hamilton County News. A year-round roster of events, including free swimming lessons, Music by the Lake, The Great Adirondack Garage Sale, an outdoor skating rink, recreational sledding hill, tennis courts, soccer field and free soccer are sponsored through a year-round Parks and Recreation Department and Tourism program. The C.V. Whitney Long Lake Public Library is part of the Southern Adirondack Library System and is open year-round providing wireless internet, books and DVD's as well as a reading program in the summer. In the 2000 US Census the median age of residents in Long Lake is 47.1 and the median income was \$37,275. The Long Lake/Raquette Lake region is well known for its abundant hiking trails, canoe and paddling routes, extensive snowmobile trail system, cross-country skiing, and proximity to two world class downhill skiing resorts. Popular activities are hunting, fishing, swimming, boating, sailing, golf, and its many lakes, ponds, and streams. Both Long Lake and Raquette Lake pride themselves on being the home for its tight-knit, close communities with families' able trace back their roots to the Town's incorporation. Long Lake and Raquette Lake are the home of the oldest continuously operating hotel in the Adirondacks, the home of two seaplane bases and the birthplace of Great Camps Architecture and the home of historically significant former Marion River Rail, the shortest standard-gauge railroad line in the United States. The 711 year-round residents (from 2010 census) swell to approximately 5,000-6,000 in the summer tourism months. The main sources of employment for the community of Long Lake include 22% in the recreation, accommodation, and food services industry, 20.4% in educational, health, social services, 14% construction and, 12.5% state, county and town government employment.

In 2011 the Town of Long Lake participated in the Hamlets 3 program to develop a plan to increase amenities available to residents and tourists tying together two areas of the community via a Nature Trail connecting the Long Lake Ball Field to the Long Lake Beach to encourage economic development, utilizing the framework of a SMART plan. In that process the community embraced the idea of developing an overall comprehensive plan to address the needs of an aging community, improve infrastructure, identify needed assets and to identify ways to offset the decline in population and to spur on economic development, and recognizing that to move forward in the future, that opening the dialogue with stakeholders in the community is vital to the success of such endeavors by developing a 5/10/20 -year comprehensive community plan to stimulate local economic development, promote business growth and retention and implement several qualities of life improvement projects.

In 2021, the Town of Long Lake adopted its first comprehensive plan. This plan outlined much of what is listed above. Since its adoption, many goals within it have been accomplished and other points have been controversial and need updated public input. It has also become clear that

there is a need to identify areas that require separate planning, and to use the comprehensive plan to direct attention to these more specific plans when appropriate.

SCOPE OF SERVICES AND WORK PRODUCTS

All proposals should be consistent with the objectives of NYSESD requirements. The scope may be modified based on a clear rationale that explains how the intent of the project will be met. The consultant should clearly identify any additional items/tasks that are essential to delivery of a quality product including assistance with the reimbursement request to ESD.

We expect that work products will include:

- 1. Initiation** Meet with Comprehensive Plan Project Advisory Committee (“PAC”) to establish roles and project schedule and determine communication protocols. The PAC will start the Request for Proposal (“RFP”) process for a comprehensive plan update as the first order of business. A consultant should be selected by the end of November. Consultant will work on the plan by the beginning of December. Summer and fall will be dedicated to public solicitation and information gathering. The updated plan should be reviewed by the public, and the Town Board, receive feedback, be completed and plan will be adopted in 2024.
- 2. Current plans, Issues, and Ideas.** During the first three months of the project the consultant will be engaged in soliciting feedback from the public, partnering communities and other organizational stakeholders. The consultant will be tasked with a review of regional and local plans and on-going activities, identify issues/problems, and explore ideas for the future with the Project Advisory Committee, Town Officials, Town Department Heads and key stakeholders.
- 3. Complete Community Profile.** Based on the existing Comprehensive Plan of 2021, and the 2020 Census data and estimates, evaluate trends impacting the community. Survey the community to gather appropriate information including infrastructure, historic, cultural, parks and recreation-based assets, NYS land, environmental considerations, health of lakes and streams, water quality, demographics of population, and housing inventory as well as the economic trends, tourism, local industry, public services, and public transportation. Additionally, include an overview and inventory of public infrastructure, streets, roads, sidewalks, water, electricity, internet, cell service, etc, serving the town and communities of both Long Lake and Raquette Lake.
- 4. Formulate Community Direction** Develop a description of what the Town seeks to be in the years 2025, 2030, 2035. Provide goals, objectives, and a clear and implementable action plan. The comprehensive plan will overlap with many of the North Country REDC’s eight key strategies and will focus on the tourism economy, seeking to diversify its portfolio and accelerate private investment. This effort will also coincide with the REDC’s goal of elevating global recognition of the unique style the North Country can

provide. The comprehensive plan will attract and nurture entrepreneurship. The plan will establish a clear and predictable direction for Long Lake and Raquette Lake making the Town more amenable to investment and development. The plan will focus on expanding economic opportunities for residents and workers by evaluating the best path forward to improving the Town's infrastructure.

- 5. Vision statement, Goals and Objectives.** Review the Vision statement, goals and objectives of the current comprehensive plan and develop updates and revisions as deemed necessary.
- 6. Develop an Implementable Action Plan.** Based upon the community's vision, goals and objectives, an action plan will be developed that accounts for the community's capacity, costs, and implementation timeframes. Additionally, a framework for the organizational structure necessary to guide implementation of the completed comprehensive plan should be included.
- 7. Host Community Meeting / Outreach.** Host community meetings in both Long Lake and Raquette Lake. Gathering information detailing the community profile, trends, a draft vision and draft goals and objectives to help prioritize goals, objectives, and actions.
- 8. Draft Comprehensive Plan Update.** Prepare a draft plan update that builds upon the steps outlined above at a minimum.
- 9. Draft Review.** Review the draft plan update with the Town Board at a public meeting.
- 10. Final Comprehensive Plan Report.** Based upon comments received and directions from the Project Advisory Committee, prepare the final plan update document.
- 11. Prepare SEQRA Documents for Adoption.**

Final Deliverables

1. Comprehensive Plan Update document that will serve as a guide for Long Lake's development over the next 5/10/15 years. The plan will guide Long Lake's efforts to stimulate economic development, promote business growth and retention and implement several quality-of-life improvement projects. The plan update will maximize the Town's natural resources and recreational assets. It will ensure the highest quality of life for residents, ensure a viable environment for investment and attract tourism as a driver of economic activity, including topical items, supporting maps and graphics, including a future land use map. Text and maps shall also be provided in digital format(s) for GIS and reproduction purposes.
2. Work products will be delivered in searchable PDF electronic format, as well as editable WORD document format, with 20 Hard copies of the final comprehensive plan provided by the consultant including maps and mapping products.

3. A report describing the work performed, findings, recommendations for action, suggestions for collaboration, identification of the specific programs and activities that would work best for the Town, identification of specific goals, and possible methods for achieving those goals should be included.

- A mere listing of programs/activities available will not be sufficient. A specific strategy outlining short and long-term achievable and implementable objectives, goals, and programs to be explored will be required.
- Mapping products to identify suggested improvements. These should also be provided in individual digital files that can be accessed separately from those of the entire updated plan documents.
- Financial and Engineered planning, including cost estimates suitable for development of further funding requests in support of the proposed recommendations and projects.
- The specific role of the Town, County or other (non-consultant staff) should also be outlined, including specific tasks and timeframes.

PROJECT SCHEDULE

All work is to be completed by *August 23rd, 2024*. Work may start immediately following resolution by the Town Board for consultant selection November 29th, 2023. If more than one firm is to work on this project, a lead, or general contractor is to be noted, and a coordination schedule outlined.

CONSULTANT QUALIFICATIONS

The ideal individual or firm will have a broad background in developing planning studies, prior experience in developing community plans, the ability to coordinate diverse groups of citizens and organizations and be able to communicate findings in verbal and written forms.

SUBMITTAL REQUIREMENTS

Two (2) copies of proposals are to be submitted by November 17th, 2023, by noon and are to address the following:

- Roles and qualifications of personnel.
- A response to the Town proposed "scope of services" with a breakdown of the tasks the consultant proposes to carry out, with estimates of personnel time and costs for each task.
- Proposed project schedule.
- All cost information is to be presented on a separate sheet from the remainder of proposal, and including:
 - Total estimated fee for preparing the study.

- Estimated staff hours and fees for each task along with assigned personnel and respective hourly rate – to be included as part of the overall bid.
- direct costs
- A minimum of three (3) recent references highlighting first-hand experience and knowledge of developing plans for Adirondack municipalities for similar work performed.
- Examples of similar work performed.

SELECTION

The following criteria will be used in the selection process:

1. Technical Approach

- Statement of an interdisciplinary approach and methodologies used to draft the plan.
- Explanations of the rationale for the approach proposed.
- Description of the citizen participation process and extent of involvement

2. Previous experience

- Reliability and experience based upon completed projects.
- Degree of relevant experience
- Successful completion of similar plans and projects
- Familiarity with the Adirondacks, land use regulations, and municipalities operating within the Adirondack Park.

3. Project management

- Quality of the proposed work program and timetable
- Personnel and their availability to perform the required services.
- Allocation of sufficient supervisory staff and time
- In-house availability to perform services or immediate access to equipment, materials, and staff if not available in-house.
- Ability to perform the required services in an expeditious and timely manner to meet stated deadlines without sacrificing quality.

4. Project Cost

REVISIONS

If it becomes necessary to revise any part of this request, the revisions will be circulated to all those who received the original document. The Town reserves the right to modify any technical and submission requirements associated with this proposal.

LIMITATIONS OF LIABILITY

The Town assumes no responsibility and no liability for costs incurred by individuals responding to this request or in responding to any further requests for interviews, or additional information prior to issuance of a contract.

REJECTION

THE TOWN OF LONG LAKE RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS AND TO READVERTISE IF IT IS IN THE BEST INTERESTS OF THE TOWN TO DO SO.

OTHER REQUIREMENTS

The firm selected must meet minimum Town insurance requirements and must also meet requirements that address items such as, but not limited to Worker's Compensation Benefits, Non-Discrimination Requirements, Wage and Hours Provisions, and Equal Employment Opportunities for Minorities and Women including ESD's Non-discrimination and Supplier Diversity policies.

It is expected the project will proceed in the time frame set forth by The Town of Long Lake. If the implementation of a project fails to proceed as planned and is delayed for a significant period of time and there is, in the exclusive judgment of the Town of Long Lake, doubt as to its viability, The Town of Long Lake reserves the right to cancel its funding commitment to such project.

INSURANCE

Town insurance requirements will need to be met.

OWNERSHIP OF WORK

All material relating to this project shall be accessible by the Town of Long Lake during the process of developing this update, and delivered to the Town of Long Lake and becomes property of the Town of Long Lake upon completion.

Addendum:

Payment Schedule.

Payments will be issued in 25% increments based on deliverables agreed to by the Town Board and the consultant. Please attach a proposed schedule of deliverables and payment proposal with your bid.