North Brooklyn Brownfield Opportunity Area
Request for Proposals

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   A. Details of Step Two Nomination
INTRODUCTION

Overview
Evergreen, formerly known as the East Williamsburg Valley Industrial Development Corporation (EWVIDCO), has received a Brownfield Opportunity Area (BOA) grant from the New York State Department of State (NYS DOS) to complete a Step Two Nomination Study. The grant program will result in the creation of a revitalization plan for a 721 acre study area in parts of Greenpoint, East Williamsburg, and Bushwick. This area corresponds with the North Brooklyn Industrial Business Zone (IBZ) and will therefore be referred to as the “North Brooklyn BOA.” It is an area with a high concentration of brownfields and other environmental challenges.

Evergreen is a membership organization that provides services dedicated to the development and retention of production, manufacturing and industrial businesses. Evergreen is the lead partner of the BOA Nomination Study and will be responsible for administering the grant via financial oversight, managing consultants and sub-contractors, leading the steering committee, implementing community engagement processes, and completing the plan. Previously in the BOA program, a Step One Pre-Nomination Study was completed. This was done in 2010 in partnership with the St. Nick’s Alliance. The Nomination Study will build on that effort, though the active real estate market in North Brooklyn and the time that elapsed since Step One was completed has removed or made infeasible for redevelopment many of the strategic sites identified then.

This BOA grant supports a community-based planning process that will facilitate the redevelopment of brownfield properties in the North Brooklyn IBZ. The abandoned and underutilized parcels identified as strategic sites in the study will present important opportunities to preserve and diversify the local economy. Evergreen will also establish a framework to guide the long-term economic and environmental growth of the area.

Evergreen seeks proposals for planning-related consultant work that will be consistent with all state agency requirements as itemized in Appendix A and the specific objectives of the BOA partners described in this document. The selected consultant team will work in collaboration with Evergreen to produce a detailed description and analysis of the existing conditions, engage local stakeholders, identify and profile strategic sites with special attention to their reuse potential, conduct an industrial market study and analysis, and develop a set of recommendations that will address key challenges and opportunities for economic development in the study area.

This document will serve as the framework for preparing responses to this RFP.
BROWNFIELD STUDY AREA

Background
North Brooklyn is generally defined as the neighborhoods that sit between the East River and the Newtown Creek. This area has seen incredible growth and change over the past decade. It is a hub of diverse activity, predominantly industrial in character, with small concentrations of residential and commercial use. It falls within Community Board District 1, including the neighborhoods of Greenpoint, Williamsburg, East Williamsburg, and parts of Bushwick. The boundaries of the North Brooklyn BOA correspond with the North Brooklyn IBZ, a large area of 721 acres in the eastern half of the district. It is comprised of an estimated 200 blocks and 3000 parcels. The study area spans from the Newtown Creek several blocks west, from the northern tip of Manhattan Avenue in Greenpoint to Flushing Avenue at its southern border as outlined in the map on the following page. There is a significant amount of waterfront properties, several of which are active creek users. Critical transportation thoroughfares include the BQE, Flushing Ave, McGuinness Boulevard, Metropolitan Avenue, and Grand Street.
History
Settled by the Dutch in the mid-1600s and home to their shipbuilding yards and foundries, the area has a deeply embedded history of manufacturing and industry. The close proximity to Manhattan and natural waterways led the first industrial sites to locate here. Businesses thrived over the centuries through the Industrial Revolution, the establishment of major transportation routes, and the explosive growth of Brooklyn. However, as it did in most US cities, manufacturing began to decline by the 1970s due to factors such as high costs of land, cheaper labor overseas, and stricter environmental regulations.

Recent decades have presented challenges and opportunities for the industrial sector of North Brooklyn. Environmental issues are significant. Newtown Creek, which has been the home of oil refineries, chemical plants, lumber yards, and coal yards, was placed on the National Priorities List in 2010 as a Superfund site. This will bring a long and costly remediation process. In 2012, Hurricane Sandy caused incredible damage, such as electrical service and phone line outages, flooding, and loss of computer systems and records. The area has generally been slow to receive upgrades to its infrastructure and has deficiencies in road quality, stormwater systems, and availability of high speed internet.

Nevertheless, the BOA study area continues to be an active industrial area for New York City. Traditional manufacturing has lessened, but an evolving array of creative production and industrial service businesses consistently make the area home. Many longstanding businesses have made smart investments to become more efficient and sustainable. Evergreen has been active in the community since 1982. The organization provides an array of business services, ranging from financing to advocacy, and has developed connections to many local property owners and stakeholders in the industrial community.
Land Use & Zoning
The IBZ designation, established in 2005, has provided some zoning protection and tax incentives. The study area remains exclusively M zoned, with sub-districts of M1-1, M1-2, and M3-1. The latter tends to be comprised of the large Creek-front properties. The M1’s buffer between residential blocks or commercial areas. There are some pockets of commercial (approximately 640,000 square feet or 2% of the total area) and residential (approximately 470,000 square feet or 1.5%) scattered throughout the study area, a mixture of legal non-conforming uses and illegal conversions.

However, by and large, the land use reflects the M zoning, with a majority of the properties housing active industrial and manufacturing uses. Planning data from the Step One study indicated more than 19 million square feet, or 57%, industrial & manufacturing land use and more than 8 million square feet, or 25%, transportation and utility in the study area. There are approximately 700 industrial businesses and 15,000 jobs.

The typical lot is large, houses a single business, and owner-occupied. The range of industrial uses is broad, including heavy manufacturing and energy facilities, metal fabrication and recycling, warehousing, transportation, construction, small production, woodworking, food distribution, printing, film studios, and more. The area also is home to several large government institutions, such as the Newtown Creek Wastewater Treatment Plant and a Department of Sanitation station.

The area contains an abundance of sites that are either vacant, under-utilized, contaminated, or some combination thereof. According to the NYC Mayor’s Office of Environmental Remediation’s database, the study area is comprised of approximately:

- 55 Vacant Sites
- 4 NYS Brownfield and Voluntary Cleanup Program Sites (BCP/VCP)
- 44 NYS Open Petroleum Spill Locations

A preliminary walkthrough of approximately 85% of the area in the spring and summer of 2014 was conducted. This informal survey assessed which lots might be vacant or under-utilized. Also considered were factors to prioritize the sites based on potential availability, such as the appearance of active use, lot size, and proximity to residential buildings. The primary finding is that there were about 40 parcels that looked like potential strategic sites based on all of this visual evidence, among several hundred that were logged. This list could be honed further during the inventory and strategic site analysis parts of the work plan outlined below.
Planning Context & Resources
There are several other planning studies for the proposed study area that have been conducted or are in progress. It is critical that the selected consultant team be familiar with these plans.

Newtown Creek Brownfield Opportunity Area Step Two Nomination Plan
This is the most important plan to know. Completed in 2012, it covers an area with significant geographic overlap to the North Brooklyn BOA – though due to distinctive priorities and interests, particularly as to what constitutes a strategic site, the boundaries will not be modified to remove overlap. This plan is more focused on the Creek itself and emphasizes environmental benefits and issues to a greater extent than anticipated for this BOA. Nevertheless, it is important that the North Brooklyn BOA plan not be duplicative of their thorough work and be complementary wherever possible.

Accessible at: http://www.gmdconline.org/projects/newtown-creek-boa

Department of City Planning’s Open Industrial Uses Study & New York City Council’s Engines of Opportunity Report
These two documents demonstrate the context of industrial area policy discussions happening at a citywide level. The Open Industrial Uses Study analyzes “manufacturing, distribution and waste-processing businesses that, due to the land-intensive nature of their operations, locate on largely unenclosed sites and pose certain environmental hazards and quality of life impacts such as noise, odor, dust and debris on surrounding businesses and residents.” It proposes six recommendations on zoning definitions and city codes, design standards, financial and technical assistance, and compliance.

The Engines of Opportunity Report examines the industrial sector. It provides an overview on land use policy changes over several decades that have led to the current challenges and opportunities. It makes proposals for mechanisms that can better address the city’s economic goals of protecting and growing the industrial base, supporting new kinds of economic activity, and promoting a diversity of uses.


PlaNYC & NYC Special Initiative for Rebuilding and Resiliency (SIRR)
These two documents are more broadly concerned with sustainability. PlaNYC was established in 2007 “to address New York City’s long-term challenges including the forecast of 9.1 million residents by 2030, changing climate conditions, an evolving economy, and aging infrastructure.” When Hurricane Sandy hit in 2012 and caused massive damage – including to many businesses along the Newtown Creek in the study area – the city decided to issue a long-term plan specifically for resiliency. Thus, SIRR is a “comprehensive plan [that] contains actionable recommendations based on the best available science to protect our city's coastline, buildings, infrastructure, and communities from future climate risks.”

SCOPE OF SERVICES

Priorities
The BOA study area was so chosen based on a confluence of environmental and economic factors. As a challenged industrial zone in a community that is becoming more residential and commercial, there is a clear need to pursue creative methods for preserving, maintaining, and supporting current, former, and future industrial land. An overall goal of the BOA program is to drill down to consider site-specific revitalization strategies and also look at the larger community to establish a holistic framework that accounts for the turbulent real estate market, environmental challenges, and relevant land use policy discussions.

Evergreen has developed a set of priorities for redevelopment in the North Brooklyn BOA, which include:

- **Redevelop Industrial Property**: identify strategic sites that have the potential to be redeveloped in order to expand the inventory of usable industrial space in the BOA and strengthen the economic base of the BOA.
- **Establish a Framework for Area-wide Industrial Development**: determine best practices and develop recommendations (ex: policies or incentives), as well as mutually beneficial solutions for the surrounding commercial and residential community.
- **Address Infrastructure Needs**: ensure that the area is more desirable for businesses to relocate to or for those here to remain competitive.
- **Address Environmental Concerns**: there are many, including historical contamination, flooding and resiliency, green infrastructure, traffic congestion, and more.
- **Plan for Future Implementation**: consider funding streams, partnerships, and programs for all recommendations and proposals to better set up for implementation of this BOA Nomination plan.

Tasks and Deliverables
Evergreen seeks proposals from a consultant to create the North Brooklyn Step Two Nomination Study as laid out in the following scope of services. They derive from a work plan approved by the NYS DOS (the requirements of the Nomination are included in full in Appendix A) and from goals formulated by Evergreen and the BOA Steering Committee.

Tasks to be performed by the Consultant include:

**Public Meetings and Outreach**
Evergreen and the BOA partners will lead on the public outreach requirements of this process, including promoting the meetings and running them, but the consultant team will be expected to assist in these efforts and be in attendance at all meetings to present findings.
A community participation plan and a plan of techniques to enlist partners will be jointly developed early on to guide the public process and serve as the basis for documenting outreach. The appropriate points to hold events will be determined, as well as the best methods of running meetings and gaining feedback outside of them. Consultants will be expected to document all meetings and provide summaries. The Community Participation Summary will be written jointly, with Evergreen providing oversight and editorial leadership.

There will be small group meetings with key stakeholders. Participants will include CBOs, community residents and businesses, governmental agencies and elected officials. Also, it is expected that at least three large meetings with the community will be held in order to ensure their values are included in the planning and vision. A community-wide kick off meeting will be the first public meeting of the BOA process to present preliminary BOA goals, an overview of existing conditions, next steps, and timeline for the community planning process. Attendees will be given an opportunity to respond to the presentation during organized group activities or discussions. It is anticipated subsequent meetings will include a mid-point meeting to provide updates on the project and gain additional feedback and a closing meeting at the end which will summarize findings and recommendations for the BOA sites. Consultants will be expected to present findings on the existing conditions, strategic sites, summary analysis, and recommendations.

The planning and results of outreach will be written up as Section 2 of the Nomination.

*Deliverables/Outcomes: Meeting calendar; Public outreach strategy document; Meeting agendas and presentation materials; Meeting summaries and notes; Stakeholder interview transcripts; Community Vision, Goals, and Objectives, Community Participation Summary Report.*

**Project Description and Boundary & Analysis of Brownfield Opportunity Area**

The analysis corresponds to Sections 1 and 3 of the Nomination.

Section 1 is comprised of:

- Lead Project Sponsors
- Project Overview and Description
- Community Vision, Goals and Objectives
- Brownfield Opportunity Area Boundary Description and Justification

Evergreen will take the lead on this section but draw on data found by the consultant team through completing the analysis of the BOA. Evergreen will need assistance with all map requirements, which include: community context map; study area context map; BOA boundary map.

Section 3 involves a significant amount of research to conduct an in-depth analysis of the BOA study area itself. Consultants will be responsible for the entirety of this section, aside from general oversight.
by Evergreen and specific guidance on the strategic site portion. The output will be data, maps, and narrative reporting on the following subjects:

- Existing land use and zoning
- Brownfield, abandoned, and vacant sites
- Strategic sites
- Land ownership pattern
- Parks and open space
- Building inventory
- Historic or archeologically significant areas
- Transportation systems
- Infrastructure
- Natural resources and environmental features

Further details on these elements are outlined in Appendix A.

**Deliverables/Outcomes:** Key components of the BOA Report - Description of the Project and Boundary; Community and Regional Setting, Inventory and Analysis

**Strategic Site Analysis**

One of the most important aspects of the plan is the identification of strategic sites to serve as potential catalysts for revitalization. The consultant should be able to assist Evergreen with identifying such sites, then, based on established criteria, finalize a short list upon which to focus research into redevelopment potential. This will include individual, in-depth assessments of the sites. The assessments will focus on each site’s potential for redevelopment and include an environmental contamination profile and possibly ASTM Phase 1 Environmental Review.

Furthermore, one of the priority outcomes is to identify properties suitable for industrial use that can contribute to stabilizing and expanding the inventory of affordable industrial storage space available for local manufacturers. The sites should be locations attractive to developers who will honor this goal and the other priorities outlined in this RFP and those voiced by the community during the engagement process.
For reference, the strategic sites identified in Step One were:

<table>
<thead>
<tr>
<th>Parcel</th>
<th>Address</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>2837-1</td>
<td>Porter Avenue</td>
<td>Keyspan Energy</td>
</tr>
<tr>
<td>2927-110</td>
<td>362 Maspeth Avenue</td>
<td>Newtown Development, LLC</td>
</tr>
<tr>
<td>2942-101</td>
<td>200 Morgan Avenue</td>
<td>Greenpoint Bushwick LLC</td>
</tr>
<tr>
<td>2998-1</td>
<td>Knickerbocker Avenue</td>
<td>Elias &amp; Alba Ramirez</td>
</tr>
<tr>
<td>3010-1</td>
<td>117 Thames Street</td>
<td>Thomas Zawalich</td>
</tr>
<tr>
<td>3010-21</td>
<td>156 Grattan Street</td>
<td>M &amp; S Levy Realty</td>
</tr>
<tr>
<td>3073-84</td>
<td>251 Boerum Street</td>
<td>251 Boerum Realty LLC</td>
</tr>
<tr>
<td>3073-97</td>
<td>221 Boerum Street</td>
<td>Bushwick Place Venture LLC</td>
</tr>
<tr>
<td>3083-16</td>
<td>328 Boerum Street</td>
<td>Bogart Plaza LLC</td>
</tr>
<tr>
<td>3083-30</td>
<td>79 Bogart Street</td>
<td>Bogart Plaza LLC</td>
</tr>
</tbody>
</table>

As mentioned previously, many of these may no longer be feasible for various reasons, but they should be reassessed.

*Deliverables/Outcomes: Strategic Site Analysis; Strategic Site Development Feasibility*

**Economic and Market Trends Analysis & Urban Manufacturing Study**

Respondent will have the skills and expertise to undertake an in-depth economic profile of the North Brooklyn BOA. The local economic analysis will identify opportunities for the expansion of existing businesses and the attraction of new businesses utilizing both economic data and the physical constraints and opportunities present in North Brooklyn. It should include an overview of the regional and citywide economic landscape as well as a detailed analysis at the area level. Key factors of focus include industry, labor market, and real estate. The economic analysis will help the consultant team develop recommendations for strategic site redevelopment.

In addition to fulfilling the requirements of the Nomination, the consultant will complete a broader urban manufacturing market analysis. It will have two main components: a sector review and a land use analysis. The first component will be a review of successful urban manufacturing clusters in similarly situated industrial districts/neighborhoods nation-wide. The second will examine the effects of various land use policies on business growth and market trends in the North Brooklyn BOA. The purpose of the urban manufacturing market analysis is to clearly convey information that will support the attraction and retention the highest and best industrial uses. For purposes of the study, Evergreen defines “highest and best use” as: high growth, innovative, investment friendly, and/or resulting in positive and accessible job growth.

The study will look city- and nation-wide to determine the most successful practices for high-performing manufacturing properties and districts, in both specialized (manufacturing-only) and mixed-use contexts. The study will also evaluate policies and programs that have the potential to create either positive or adverse economic impacts on industrial users. The outcome of the study will be a series of
illustrative examples backed by data as well as a series of recommendations that will help establish and protect highly competitive industrial areas.

The study should include:

**Urban Manufacturing Sector Review**
- An analysis of successful urban industrial clusters outside of New York City.
- A review of high-value sectors and companies and their economic and social impact on local communities.
- If applicable, an analysis of current market forces that make similar industrial development a challenge using the Step One strategic sites listed above.

**Land Use Analysis**
- Exploration of what type of regulations and mechanisms might incentivize or require industrial uses within mixed-use zoning districts.
- Examination of the range of accepted uses in M zones that are not industrial, like hotels, and assessing their impact on industrial land use area over time and property tax rates.
- Determination of what density and FAR will provide a rate of return to make industrial projects feasible, particularly for brownfield properties in need of remediation prior to redevelopment, and in what context – empty lot, existing 1-story building, existing multi-story building, etc.

In addition to any narrative elements, findings should also be demonstrated with quantitative data, such as (where applicable):
- Property revenues
- Number of firms by sector
- Jobs by sector
- Percentage of parcels by land use/zoning
- Market supply and demand
- Density and FAR levels
- Pro formas
- Costs to business and community
- Returns to business and community

The analysis should also include between one and three renderings of high value industrial use in North Brooklyn that visually demonstrate potential urban design, architectural, landscape and neighborhood integration strategies. The final scope of the urban manufacturing study will be determined at the start-up meeting with the selected consultant.

*Deliverables/Outcomes: Economic Analysis; Urban Manufacturing Study: case study research, scenario modeling, and recommendation guidelines.*
Finalizing the Revitalization Plan

In collaboration with the BOA partners and steering committee, the consultant team will develop an analysis of issues and opportunities for key strategic sites within the BOA boundaries. This report will include recommendations for the best use of these strategic sites and action items to implement the vision for the broader area. At all times, particular attention will be given to the five priorities listed at the beginning of this section. Additionally, the consultant team will assist in the completion of the final Nomination Document as required pursuant to the Brownfield Opportunity Area grant, including graphic materials, GIS, and other data.

**Deliverables/Outcomes: Key Components of the BOA Report – Findings and Recommendations for Strategic Sites, Summary Analysis, Findings, and Recommendations for Area; Completion of Revitalization Plan**

**Meetings, Reporting, and Invoices**

This project assumes a kick-off meeting and several interim meetings and/or conference calls to review deliverables and project progress. Final deliverables include a final report, all interim reports and presentations, and all data collected and maps prepared in a ready-to-use format. Throughout the duration of the project, the Consultant will be required to provide summary progress reports and invoices on a monthly basis.
INSTRUCTIONS FOR RESPONSES

Applicants & Eligibility
Applicants may be private sector, sole proprietorships, or organizations with an urban planning or related practice, including academics and non-profits. Firms should be knowledgeable of New York City regulatory and planning processes. Direct experience with the New York State DOS BOA program is preferred. Background in real estate and economic development, particularly in North Brooklyn, is a plus. Given the range of skills needed to complete this project, it is anticipated that most competitive teams will be comprised of more than one firm, each with distinct areas of expertise.

To develop a plan for redevelopment that is both comprehensive and appropriate, it will be critical for the consultants to work with community groups, government agencies, and existing plans and studies. Additionally, both Evergreen and the NYS DOS encourage minority- and woman-owned business enterprise participation by contractors, subcontractors, and suppliers. The contract has a target MBE/WBE mark of 20%: 10% WBE, 10% MBE.

Responses that demonstrate a creative and progressive planning approach, an outlook that gives attention to local, regional, and national scales, and an understanding of the challenges associated with an evolving industrial and mixed use area context are encouraged. Proposals and consultant teams should demonstrate the expertise and ability to undertake and integrate the diverse set of components laid out in the scope of work and complete all the items in this proposal.

Respondents should demonstrate expertise in the following areas:
- Area-wide and site planning
- Design
- Economic and market analysis
- Mapping and graphics
- Organization and compilation of data-heavy reports per agency programmatic requirements
- Public outreach

Consulting other relevant plans, including those listed in the “Planning Context and Resources” section – with particular emphasis on the Newtown Creek BOA – is highly advised. This Nomination Study should be complementary, not duplicative.
**Suggested Proposal Elements**

1. **Submittal Cover**
   Include the RFP title, submittal due date, and principal contact information: name, address, telephone, fax number, and email address.

2. **Cover Letter**
   Provide a letter of interest that includes a description of the Consultant’s/firm’s qualifications, contact information primary contact and anticipated project manager (if different), and a clear description of professional services that can be provided for all or some of the tasks above.

3. **Statement of Goals**
   Please list the goals your organization aims to achieve through the project, demonstrating an understanding of the BOA program and the concerns identified by the stakeholders.

4. **Methodology**
   Provide a written narrative that describes a creative and resourceful approach to implementing the project tasks outlined. Please include a description of the methodology for each task. Evergreen is interested in hearing how respondents can work within a limited budget and complete tasks. Specifically, learning about your approach to:
   - Data collection, mapping, and documenting
   - Integration of “site specific” and “area wide” components of the work scope
   - Integration of the NYS DOS requirements with Evergreen’s goals and the scope of service items listed above
   - Stakeholder engagement
   - Preparation of the final report and deliverables.

5. **Project Personnel**
   Please indicate key personnel who will be working on this project, with a clear delineation of the division of labor, including lead firm or individual, and how the team and invoicing will be managed. Each entity or organization participating in the consultant team must submit separate hourly rate schedules.

6. **Qualifications and Relevant Experience**
   A portfolio that includes a background on the organization(s) and describes any relevant experience, including project description, description of services provided, and estimated cost, especially in Brooklyn, New York City, New York State, and/or working under BOA or a State regulatory program. Please emphasize projects related to economic development, brownfield cleanup and/or area-wide planning within the last five years when possible.
7. **Staffing**
Describe the qualifications of the staff that will be involved in this project. The listing should include each individual's relevant work experience and educational background. Indicate the functional role for key staff and approximate time allocations for the project. Please include resumes or CVs.

8. **References**
Please list three references and their contact information, title, and affiliation with consultant/firm.

9. **Project Timeline**
Include a timeline for the project broken down into major tasks, with a final deadline of June 30, 2016.

10. **Project Costs/Budget**
Include a breakdown of costs according to tasks (as outlined in the scope of services) and timeline (monthly). The proposed budget is not a binding agreement, but please note it is not to exceed $179,040.

**Selection Process**
Proposals will be evaluated by the criteria and assigned weighted percentages listed in the table below. Please note that although consultant costs will be considered as part of the selection process, this project will not be awarded on a strictly low bid basis. Top-ranked bidders may be invited for an in-person interview and presentation prior to the final selection.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
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<tbody>
<tr>
<td><strong>PROJECT APPROACH</strong></td>
<td></td>
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<tr>
<td>- Demonstrates understanding of project/program goals and elements</td>
<td>30</td>
</tr>
<tr>
<td>- Well-organized, thoughtful, and offers a creative perspective</td>
<td></td>
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<tr>
<td>- Directly responds to this RFP</td>
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<tr>
<td><strong>QUALIFICATIONS/RELEVANT EXPERIENCE</strong></td>
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<tr>
<td>- Expertise in the range of planning areas indicated in the Scope of Work and throughout this RFP</td>
<td>20</td>
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<tr>
<td>- Sufficient resources on hand to perform the work in a timely manner</td>
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<tr>
<td>- Experience with similar projects, or if there is a gap, firm should demonstrate how it will be addressed</td>
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<tr>
<td><strong>STAFF CAPACITY/PROJECT TEAM</strong></td>
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<tr>
<td>- Clear delineation of roles, responsibilities, and division of labor, including lead firm or individual, and how the team and invoicing will be managed</td>
<td>20</td>
</tr>
<tr>
<td>- Includes resumes and bios of key personnel for the proposed project</td>
<td></td>
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<tr>
<td><strong>CLEAR BREAKDOWN OF PROJECT TIMELINE, PROJECT COSTS, AND ASSOCIATED FEES</strong></td>
<td>15</td>
</tr>
<tr>
<td><strong>OVERALL BUDGET EFFICIENCY</strong></td>
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</tr>
<tr>
<td><strong>MBE/WBE CRITERIA</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>OVERALL PRESENTATION</strong></td>
<td>5</td>
</tr>
</tbody>
</table>

**TOTAL: 100 POINTS**
Submission Guidelines
All submissions should be sent electronically in PDF format to Leah Archibald at larchibald@evergreenexchange.org and Stephen Fabian at sfabian@evergreenexchange.org. Thumb drive submissions are also acceptable.

Two hard copies should also be mailed to the following address:

Leah Archibald, Executive Director
Evergreen
2 Kingsland Avenue
Brooklyn, NY 11211

For further information, please contact Stephen Fabian, Evergreen’s Program Associate: 718-388-7287 x212 or sfabian@evergreenexchange.org.

The submission deadline is June 7, 2015. Following a review and interview process, it is anticipated a consultant will be selected by July 6, 2015.
APPENDIX A
Details of Step 2 – Nomination

The Nomination (Step 2) and Implementation Strategy (Step 3) comprise the BOA Plan. The Sections outlined under Nomination (Sections 1-3) comprise the first three sections of the BOA Plan. The Sections outlined under Implementation Strategy (Sections 4 - 5) comprise the last two sections of the BOA Plan.

Nomination
The Nomination should be organized as outlined below:

Executive Summary

Section 1 - Project Description and Boundary
- Lead Project Sponsors
- Project Overview and Description
- Community Vision, Goals and Objectives
- Brownfield Opportunity Area Boundary Description and Justification

Section 2 - Public Participation Plan and Techniques to Enlist Partners
- Public Participation Plan
- Techniques to Enlist Partners

Section 3 - Analysis of the Brownfield Opportunity Area
- Community and Regional Setting
- Inventory and Analysis
- Existing Land Use and Zoning
- Brownfield, Abandoned and Vacant Sites
- Strategic Sites
- Land Ownership
- Parks and Open Space
- Building Inventory
- Historic or Archeologically Significant Areas
- Transportation Systems
- Infrastructure
- Natural Resources and Environmental Features
- Economic and Market Trends Analysis
- Summary Analysis, Findings, and Recommendations of the BOA and Strategic Sites
Nomination Description of Contents
The Nomination should include the requirements outlined below:

Executive Summary

Provide an executive summary to describe the Nomination. The executive summary shall include: the community and project overview and description; the study area boundary; the community's vision for the area and major goals and objectives; the public participation process; existing conditions in the study area and key natural resources; key economic opportunities based in part on the economic and market trends analysis; strategic sites and associated redevelopment opportunities; and key findings and recommendations. Please note information in the Pre-Nomination Study approved by the State should be used in Step 2 as appropriate and not duplicated under Step 2.

Section 1 - Project Description and Boundary

Lead Project Sponsors - Describe the relationship and organizational structure between the sponsoring municipality and involved community organizations or the relationship and organizational structure between the sponsoring community organization and the municipality.

Project Overview and Description - Provide a project overview and description including: the relationship of the study area to the community and region; acreage in the study area; and the number and size of brownfield sites and other abandoned, vacant, or partially developed sites located in the proposed Brownfield Opportunity Area (BOA). Describe the area’s potential in terms of opportunities for: new uses and businesses; creating new employment and generating additional revenues; new public amenities or recreational opportunities; and restoring environmental quality. If relevant, describe the relationship of the BOA to any existing comprehensive plans or economic development reports and strategies.

Map Requirements
Community Context Map - that shows the location of the BOA in relation to the municipality, county and region.
Study Area Context Map - that shows the location of the BOA in relation to the entire municipality.

Community Vision and Goals and Objectives - Describe the community's vision statement and specific goals and objectives to be achieved relative to community redevelopment and revitalization. Goals may be expressed in terms of opportunities for community-desired new development projects, improving economic conditions, addressing environmental justice issues, transportation, infrastructure, recreation opportunities, improving quality of life and environmental quality.

The community's vision and associated goals and objectives will reflect, to the degree appropriate, the principles of sustainable community development, including, but not limited to:

- Strengthening and directing development towards existing community centers;
- Fostering distinctive, attractive communities with a strong sense of place;
- Mixing land uses;
- Taking advantage of “green” building design;
• Creating a range of housing opportunities and choices, including affordable housing;
• Reusing historic buildings and preserving historic sites;
• Preserving open space, farmland, natural beauty, and critical environmental areas;
• Providing a variety of transportation choices (public transit, pedestrian, bicycle, etc.);
• Creating walkable neighborhoods;
• Using best management practices for stormwater management;
• Making development decisions predictable, fair and cost effective; and
• Encouraging community and stakeholder collaboration in development decisions.

If relevant, describe the relationship of the proposed vision, goals, and objectives to any existing community vision, revitalization strategies, or comprehensive plans.

**Brownfield Opportunity Area Boundary Description and Justification** - Describe the proposed BOA boundary and describe and justify why certain borders were selected. The borders should follow recognizable natural or cultural resources such as but not limited to: highways, local streets, rail lines, municipal jurisdictions or borders, water bodies, or other clearly recognizable features. Project study areas should be between 50-500 acres. The borders must be justified in terms of:

• Land uses that affect or are affected by identified brownfield sites.
• Natural or cultural resources with a physical, social, visual or economic relationship to identified brownfield sites.
• Areas necessary for the achievement of the expressed goals of the BOA.

**Map Requirement**
Brownfield Opportunity Area Boundary Map - that shows the entire BOA, borders, and location of brownfields sites and other underutilized, vacant or abandoned properties.

**Section 2 - Public Participation Plan and Techniques to Enlist Partners**

**Public Participation Plan** - Describe the public outreach methods and techniques used to ensure public participation throughout the course of preparing the Nomination. Methods and techniques may include, but are not limited, to: the use of steering committees; establishing and maintaining a project contact list; public informational or outreach meetings; vision sessions; design charrettes; workshops; discussion groups; surveys; and public meetings and hearings.

**Minimum Public Participation Requirements:**
• Local Steering Committee to guide the plan’s preparation.
• Three public presentations and informational meetings on the draft Nomination (Sections 1-3). These meetings will provide opportunities for the general public to participate and be informed about the plan’s preparation at key junctures during the plan’s preparation.

**Techniques to Enlist Partners**
Partners - Describe the partners that have been consulted about the plan. Examples of partners may include: local, county, state or federal government agencies; property owners; private sector interests; not-for-profit organizations; academic institutions; and other stakeholders.
Consultation Methods and Techniques - Describe consultation methods and techniques used to inform project partners about the project's status and progress and to enlist their assistance in the process. Examples of consultation methods and techniques may include, but are not limited to: written correspondence; phone contact; and meetings and workshops involving local, county, state or federal government agencies, property owners, private sector interests, not-for-profit organizations, and academic institutions.

Describe meetings or workshops that have occurred at appropriate and key stages during the preparation of the Nomination. The purpose is to: improve communication and understanding about project objectives and needs; gain information about the status of ongoing remedial activities and the environmental condition of brownfield sites in the study area; gain information about funding opportunities available from government programs and private-sector or not-for-profit organizations to facilitate clean-ups, foster appropriate redevelopment, rehabilitate existing infrastructure or provide new infrastructure; gain support from government agencies for permitting and financing; and to coordinate government agency and private-sector actions.

Minimum Consultation Requirements (can be coordinated with the presentations above):
Presentation to partners on the Nomination (Sections 1-3) that describes existing conditions, strategic sites, and summary analysis, key findings and recommendations.

Section 3 - Analysis of the Proposed Brownfield Opportunity Area

Community and Regional Setting
Describe the contextual relationship of the proposed BOA by providing a descriptive summary and overview of the municipality and region that includes, but is not limited to: community size, population, and location in relation to the county and region; key demographic information and trends; housing trends and needs; the area’s economic history and current condition including income, dominant employment sectors, and unemployment figures; land use history and current status; transportation systems; infrastructure; and natural features. Complete this summary by relying primarily upon existing reports and plans.

Inventory and Analysis
The inventory and analysis must be completed for the entire brownfield opportunity area and provide an in-depth and thorough description and analysis of existing conditions, opportunities, and reuse potential for brownfield sites located in the proposed BOA with an emphasis on the identification and reuse potential of strategic sites that may be catalysts for revitalization. The inventory and analysis must include the information needed to develop specific and realistic recommendations for the use of land and groundwater in the proposed BOA and implementation projects.

Describe and characterize the BOA by conducting an inventory and analysis. Divide large areas into logical sectors or subareas to organize and facilitate the preparation of the inventory and analysis. Describe and characterize the study area, sectors, or subareas in terms such as: total acres; acres developed and vacant including strategic sites for redevelopment; percent of the total area or sector developed with specific land use types and percent of land area vacant. The inventory and analysis needs to include, but is not limited to, a description of the following:
**Existing Land Use and Zoning**
- Location of study area as it relates to the community;
- Total land area in acres and area of each sector or subarea in acres of the proposed BOA;
- Existing and adjacent land and water uses including, but not limited to, residential, retail, commercial, waterdependent, industrial, publicly or privately owned land, vacant or underused sites, dedicated parks and dedicated open space, institutional uses, and cultural uses;
- Land area committed to each land use category;
- Brownfield sites and other underused, abandoned, or vacant properties that are publicly and privately owned;
- Known data about the environmental conditions of the properties in the area;
- Existing zoning and other relevant local laws or development controls guiding land use including historic districts; and
- Local, county, state or federal economic development designations or zones (such as Empire Zones, Environmental Zones, Urban Renewal Areas, Federal Enterprise Business Zones, Business Improvement Districts, Industrial Parks, Special Assessment Districts, etc.)

**Map Requirements**
Existing Land Use Map - that shows the pattern of existing land use.
Existing Zoning Map - that shows the location and type of zoning districts.

**Brownfield, Abandoned, and Vacant Sites** - Describe the condition of relevant brownfield, abandoned, or vacant sites, including size and condition, current ground water conditions, and potential contamination issues based on: field observations, existing environmental information and remedial investigations, studies, and reports, review of existing or historical land use records, aerial or site photographs, interviews, or other available data.

For each relevant brownfield and abandoned or vacant site, a descriptive site profile shall be completed, which shall include but not be limited to:
- Site name and location, including owner, site address, and size in acres;
- Location on the Underutilized Sites Location Map;
- Current use or status and zoning;
- Existing infrastructure, utilities and site access points;
- Proximity to existing transportation networks;
- Natural and cultural resources or features;
- Adjacent uses;
- Environmental and land use history, including previous owners and operators;
- Known or suspected soil contaminants, and the media which are known or suspected to have been affected;
- Use potential including potential redevelopment opportunities.

For potential strategic brownfield sites, it is recommended that a Phase I report be prepared in accordance with American Society of Testing and Materials (ASTM) standards. Sites will be identified using tax map information (block, lot, section parcel numbers) as the primary means to identify each site.
**Strategic Sites** - Provide a description and analysis to determine strategic sites for redevelopment that have been identified through the planning process. Factors that may be used to identify strategic sites can include but are not limited to: overall importance to the community and revitalization effort; location; ownerships and owner willingness; on-site structures; level of contamination; property size and capacity for redevelopment; potential to spur additional economic development; potential to improve quality of life or to site new public amenities; community support; and adequacy of infrastructure, transportation systems, and utilities.

*Map Requirement*
Underutilized Sites Location Map - that clearly shows the location, borders and size of relevant brownfield sites and other underutilized, abandoned or vacant sites that are privately or publically owned.

**Land Ownership** - Describe the private and public land ownership pattern including: land and acres held in public ownership (municipality, county, state, and federal); land held in private ownership; and land committed to road/rights-of-way.

*Map Requirement*
Land Ownership Map - that shows the primary public and private land ownership patterns.

**Parks and Open Space** - Description of all public (municipal, county, state, and federal) and privately owned lands that have been dedicated for, or committed to, parks or open space use.

*Map Requirement*
Parks and Open Space Map - that shows lands that have been dedicated or committed for park or open space use.

**Building Inventory** - Describe key buildings in the area including building name, levels, gross square footage, original use, current use, condition, and ownership.

*Map Requirement*
Building Inventory Map - that shows the location of key buildings.

**Historic or Archeologically Significant Areas** - Describe historic or archeologically significant areas, sites, districts, or structures.

*Map Requirement*
Historic or Archeologically Significant Areas - that shows resources of historic significance (may be shown as part of the Building Inventory Map).

**Transportation Systems** - Describe the types of transportation systems (vehicular, rail, subways, air, navigable waterways) and types of users (truck, car, bus, ferry, train, subway, recreational and commercial vessels, pedestrian, bicyclists, etc.).

*Map Requirement*
Transportation Systems - that shows primary transportation networks and systems.
**Infrastructure** - Describe infrastructure (water, sewer, stormwater, etc.) and utilities including location, extent, condition and capacity. Include parking lots and garages.

**Map Requirement**
Infrastructure and Utilities - showing primary infrastructure.

**Natural Resources and Environmental Features** - Describe and analyze the area's natural resource base, environmental features and current conditions including, but not limited to: upland natural resources and open space; geologic, soil and topographic resources; surface waters and tributaries, groundwater resources and use; wetlands; flood plains; erosion hazard areas; fish and wildlife habitats; air quality maintenance areas; visual quality; agricultural lands; and locally, state, or federally designated resources.

**Map Requirement**
Natural Resources Map - that shows the location of primary natural resources and environmental features.

**Economic and Market Trends Analysis**
Describe and analyze economic conditions and market trends that, when combined with the inventory and analysis, sufficiently justify a range of realistic future land uses to occupy the area and strategic sites that are targeted for redevelopment. Describe future land uses that are economically viable, compatible, and appropriate for the area targeted for redevelopment.

The economic analysis shall include existing and projected socio-economic conditions within the municipality and the region and consider the following: population; labor force and earnings; employment (public and private); transportation factors; land available for development; types of potential future land uses most appropriate for the study area; development impacts; and a description of benefits such as employment, impact on the area targeted for redevelopment, municipal tax revenues, economic benefits from construction and subsequent business operations, and economic multipliers to the municipality and region from desired end land uses.

The economic and market trends analysis may consist of a macro and micro analysis, including a micro-economic and real estate trends analysis that addresses issues and opportunities at the municipal, neighborhood and block levels relevant to the proposed BOA.

**Summary Analysis, Findings, and Recommendations of the BOA and Strategic Sites**
The summary analysis and subsequent findings shall be provided and include, but are not limited to, the following:

- An analysis and findings based in part on the economic and market trends analysis, that provides an in-depth and thorough description of existing conditions, including an assessment and summary of existing land use and zoning;
- An analysis and findings of reuse and development opportunities and needs for properties located in the proposed BOA, with an emphasis on the identification and description of reuse and redevelopment opportunities for strategic sites that have been identified by the community as catalysts for revitalization;
• An identification of strategic brownfield sites that are potential candidates for site assessment grants;
• An analysis and findings that shall include anticipated end or future land uses including residential, commercial, industrial, recreational or cultural, and a clear comparison of proposed uses and necessary or desired zoning changes to existing land use and zoning;
• An analysis and findings regarding publicly controlled and other lands and buildings which are or could be made available for development or for public purposes;
• An analysis and findings regarding potential interim land uses for strategic brownfield sites that have been identified as catalysts for revitalization
• Anticipated future use of groundwater; and
• An analysis and findings of necessary infrastructure improvements and other public or private measures needed to stimulate investment, promote revitalization, and enhance community health and environmental conditions.

Prior to completion of the summary analysis and findings, the contractor shall hold discussions with the DEC and DOS regarding the identified strategic brownfield sites that may be candidates for site assessment funding. The recommended discussions will serve to aid in prioritizing the sites that may be eligible for Site Assessment funding or Technical Assistance under BOA, the State’s remedial programs, or other programs.

Following the summary analysis and findings, a series of key recommendations will be provided. These key recommendations will serve as the basis for the Implementation Strategy.