

TOWN OF JAY, ESSEX COUNTY, NEW YORK

PUBLIC NOTICE / REQUEST FOR PROPOSALS

**Expedited Downtown Revitalization Initiative Application Preparation and
Community Engagement Services**

NOTICE IS HEREBY GIVEN that the undersigned, on behalf of the Town of Jay, will accept sealed proposals until 2:00 p.m. on September 2, 2026, from qualified planning, economic development, community development, grant-writing, and downtown revitalization consultants to provide expedited professional services for preparation of a competitive New York State Downtown Revitalization Initiative (“DRI”) application for the next available funding round.

The selected consultant will assist the Town with application strategy, community engagement, downtown visioning, project identification and development, economic and demographic analysis, mapping, preparation of application narratives and exhibits, and final submission assistance.

The consultant will work closely with the Town of Jay Supervisor’s Office, North Country Rural Development Coalition (“NRDC”), Town of Jay Economic Development Committee, Town Board, property and business owners, residents, and other community stakeholders.

Proposals are due by 2:00 p.m. on Wednesday , September 2, 2026.

Specifications are available by contacting the Office of the Town Clerk, Carol Greenley-Hackel, at P.O. Box 730, 11 School Street, Au Sable Forks, NY 12912, or by calling (518) 647-2204. Specifications are also available on the website at www.townofjayny.gov.

All proposals submitted in response to this notice shall be clearly marked:

“Sealed Proposal – Town of Jay – DRI Application and Community Engagement Services”

The proposer’s name and address shall also be clearly identified on the outside of the envelope.

The Town of Jay is an Equal Opportunity Employer and encourages participation by Minority- and Women-Owned Business Enterprises (MWBES) and other disadvantaged business enterprises.

The Town reserves the right to reject any or all proposals, waive minor irregularities, request clarification, negotiate scope and fee, and make an award determined to be in the best interests of the Town.

**Carol Greenley-Hackel, Town Clerk
Town of Jay, Essex County, New York
P.O. Box 730
11 School Street
Au Sable Forks, NY 12912**

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***TOWN OF JAY, NEW YORK***

***REQUEST FOR PROPOSALS***

***Expedited Downtown Revitalization Initiative Application Preparation and Community Engagement Services***

***Issue Date: August 20, 2026***

***Proposals Due: September 2, 2026, at 2:00 p.m.***

***Anticipated Notice to Proceed: Immediately following selection***

## **1. PURPOSE**

The Town of Jay, New York, in partnership with North Country Rural Development Coalition (“NRDC”), is seeking proposals from qualified planning, economic development, community development, grant-writing, and downtown revitalization consultants to provide **expedited professional services for preparation of a competitive New York State Downtown Revitalization Initiative (“DRI”) application** for the next available funding round.

The selected consultant will provide application strategy, community engagement, downtown visioning, project identification and development, economic and

demographic analysis, mapping, preparation of application narratives and exhibits, and final submission assistance.

The consultant shall work closely throughout the engagement with the **Town of Jay Supervisor's Office, North Country Rural Development Coalition ("NRDC"), and the Town of Jay Economic Development Committee.**

The Town intends to begin this work immediately so that community engagement, project development, data collection, and application preparation are substantially underway before the State establishes the final application deadline.

As of August 2026, New York State has not yet posted a new DRI application deadline for the next funding round. The consultant will therefore be expected to begin the Town's planning and application-development work immediately and adapt the final application materials once New York State releases the applicable application requirements and deadline.

## **2. BACKGROUND AND EXISTING REVITALIZATION MOMENTUM**

The Town of Jay is not beginning this effort from scratch.

The Town, NRDC, and other public and community partners are already advancing a significant range of housing, downtown revitalization, small business, property rehabilitation, and community development initiatives.

Current and recent activities include:

- New York Main Street activities;
- NYMS Technical Assistance and downtown design guideline work;
- CDBG Microenterprise programming;
- CDBG housing initiatives;
- Essex County Land Bank activities;
- Vacant Rental Program ("VRP") activities;
- Housing rehabilitation and housing development;
- Small business and economic development initiatives;
- Property redevelopment and blight-removal activities; and
- Other public and private revitalization investments.

The selected consultant shall review and strategically incorporate these existing programs, investments, plans, and project pipelines into the DRI application as evidence

of the Town's **community momentum, implementation capacity, prior public investment, leverage, and readiness for additional transformational investment.**

The consultant will be expected to work with the Town Supervisor's Office, NRDC, and the Economic Development Committee to identify both existing investments and projects that may form the basis of a future DRI project portfolio.

### **3. PROJECT COORDINATION**

The selected consultant shall work collaboratively throughout the assignment with the:

- Town of Jay Supervisor's Office;
- North Country Rural Development Coalition;
- Town of Jay Economic Development Committee;
- Town Board;
- Property and business owners;
- Residents;
- Nonprofit and civic organizations;
- Employers;
- Community institutions; and
- Other public and private stakeholders as appropriate.

The **Town of Jay Supervisor's Office shall serve as the primary municipal point of contact.**

NRDC will provide technical and programmatic coordination related to housing, downtown revitalization, community development, grant programs, economic development, and existing investments.

The Town of Jay Economic Development Committee will assist with community priorities, local business and property-owner engagement, project identification, and stakeholder outreach.

The consultant shall participate in regular project coordination meetings and maintain an accelerated work schedule throughout the engagement.

### **4. REVIEW OF DRI REQUIREMENTS AND APPLICATION STRATEGY**

Immediately following Notice to Proceed, the consultant shall:

- Review the most current DRI program requirements and application materials;
- Review prior successful DRI applications, particularly within the North Country;
- Review applicable North Country Regional Economic Development Council priorities;
- Evaluate Jay's strengths and weaknesses against DRI selection criteria;
- Confirm municipal eligibility requirements;
- Confirm applicable Pro-Housing Community requirements;
- Identify required resolutions, certifications, maps, exhibits, and supporting documentation;
- Develop an expedited application work plan;
- Identify gaps in data or documentation; and
- Recommend an overall strategy for presenting Jay as a competitive DRI community.

The DRI is intended to support communities capable of using concentrated investment to create vibrant downtowns with increased housing and economic diversity, business activity, redevelopment, and quality of life.

## **5. DOWNTOWN BOUNDARY ANALYSIS**

The consultant shall work with the Town Supervisor's Office, NRDC, and the Economic Development Committee to establish and refine an appropriate and competitive DRI boundary.

The analysis shall consider:

- Existing commercial and mixed-use concentrations;
- Civic and institutional anchors;
- Housing;
- Parks and public spaces;
- Recreational assets;
- Vacant and underutilized properties;
- Redevelopment opportunities;
- Existing and planned public investment;
- Existing and planned private investment;
- Transportation and pedestrian connections;
- Infrastructure;
- Property conditions;

- Potential catalytic projects; and
- Opportunities to create a compact and cohesive downtown revitalization area.

The consultant shall prepare professional, application-ready maps and graphics depicting the proposed DRI area.

## 6. COMMUNITY ENGAGEMENT

Meaningful community engagement shall be a major component of this assignment.

The consultant shall develop and implement an **expedited but substantive public-engagement process** in coordination with the Town Supervisor's Office, NRDC, and the Economic Development Committee.

At minimum, the consultant shall:

- Conduct an initial stakeholder and project kickoff meeting;
- Conduct at least **two public community-engagement sessions**;
- Develop an online and paper community survey;
- Conduct targeted stakeholder interviews;
- Engage downtown businesses and property owners;
- Engage residents and families;
- Engage nonprofit and civic organizations;
- Engage employers and community institutions;
- Solicit potential public and private DRI projects;
- Document participation and community feedback; and
- Demonstrate how community input informed the final downtown vision and project portfolio.

Community outreach should explore:

- What residents want downtown Jay to become;
- Existing strengths and community assets;
- Housing needs;
- Business and commercial needs;
- Vacant and underutilized properties;
- Recreation and tourism opportunities;
- Public spaces;
- Arts and culture;

- Historic and architectural assets;
- Infrastructure;
- Pedestrian and bicycle connections;
- Youth and family needs;
- Year-round economic activity;
- Community services; and
- Projects capable of creating meaningful transformational change.

## **7. EXISTING CONDITIONS AND INVESTMENT ANALYSIS**

The consultant shall prepare a concise analysis of existing conditions relevant to the DRI application.

The analysis shall include, as appropriate:

- Population and household trends;
- Housing supply and affordability;
- Vacancy;
- Employment and workforce trends;
- Business activity;
- Commuting patterns;
- Tourism and recreation;
- Property conditions;
- Infrastructure;
- Transportation;
- Pedestrian connectivity;
- Community and civic resources; and
- Recent development activity.

The consultant shall also work with the Town and NRDC to identify and quantify recent and planned investment, including:

- Public investment;
- Private investment;
- Housing investment;
- Building rehabilitation;
- Small business investment;
- Land Bank investment;
- Infrastructure improvements;

- NYMS activities;
- CDBG-supported initiatives;
- VRP activities; and
- Other grants, projects, and redevelopment efforts.

This information shall be used to demonstrate that the Town already has substantial revitalization activity underway and that a DRI award would build upon and leverage that momentum.

## **8. DOWNTOWN VISION AND STRATEGIC FRAMEWORK**

Using community input, existing plans, prior investments, and technical analysis, the consultant shall assist the Town in developing a clear and compelling **Downtown Jay Revitalization Vision**.

The vision should integrate, as appropriate:

- Housing;
- Small business development;
- Building rehabilitation;
- Historic preservation;
- Public spaces;
- Infrastructure;
- Recreation;
- Tourism;
- Arts and culture;
- Transportation and connectivity;
- Year-round economic activity; and
- Quality of life for residents and families.

The consultant shall develop corresponding goals and strategies that provide a coherent framework for the proposed DRI project portfolio.

## **9. PROJECT IDENTIFICATION AND DEVELOPMENT**

The consultant shall work with the Town Supervisor's Office, NRDC, the Economic Development Committee, and community stakeholders to identify and develop potential DRI projects.

The consultant shall not simply compile a list of project ideas.

Promising projects shall be evaluated and developed based on:

- Project sponsor;
- Property or location;
- Site control;
- Preliminary scope;
- Estimated total project cost;
- Potential DRI request;
- Other committed or anticipated funding;
- Project readiness;
- Permitting and regulatory requirements;
- Implementation schedule;
- Sponsor capacity;
- Public benefit;
- Economic impact;
- Housing impact, where applicable;
- Job creation or business development potential;
- Community support;
- Leverage;
- Relationship to the downtown vision; and
- Likelihood of successful implementation.

The consultant shall assist promising public, private, and nonprofit project sponsors with developing application-quality project descriptions and supporting information.

The project portfolio should consider a balanced range of potential investments, which may include:

- Building rehabilitation;
- Mixed-use redevelopment;
- Housing;
- Small business development;
- Public spaces;
- Infrastructure;
- Streetscape improvements;
- Parks and recreation;
- Arts and cultural projects;

- Historic preservation;
- Transportation and pedestrian improvements; and
- Other catalytic downtown investments.

## **10. APPLICATION PREPARATION**

The selected consultant shall prepare all substantive components necessary for the Town's DRI application in accordance with the requirements established by New York State for the applicable funding round.

Services shall include, as applicable:

- Downtown profile;
- Downtown boundary narrative;
- Community vision;
- Existing conditions;
- Community need and opportunity;
- Recent and planned investment;
- Economic development potential;
- Housing;
- Quality of life;
- Local implementation capacity;
- Community engagement;
- Public and private investment;
- Project portfolio;
- Maps;
- Photographs;
- Graphics;
- Supporting data;
- Required exhibits;
- Municipal certifications and resolutions;
- CFA responses;
- Review and editing; and
- Final submission assistance.

The consultant shall evaluate the draft application against the State's published selection criteria and identify any areas requiring additional documentation or strengthening before submission.

## **11. PRESENTATION AND INTERVIEW ASSISTANCE**

If the Town is invited to participate in a presentation, interview, or additional review as part of the DRI selection process, the consultant shall provide assistance including:

- Preparation of presentation materials;
- Talking points;
- Selection and preparation of presenters;
- Anticipated questions and responses;
- At least one rehearsal; and
- Participation in the presentation or interview if requested.

## **12. EXPEDITED SCHEDULE**

**Time is of the essence.**

The Town wishes to begin community outreach and application development immediately rather than waiting for the next State application window to open.

The anticipated schedule is:

**RFP Issued:** August 20, 2026

**Proposals Due:** September 2, 2026, at 2:00 p.m.

**Consultant Selection:** Within approximately three business days of proposal deadline

**Notice to Proceed:** Immediately following selection

**Kickoff Meeting:** Within three business days of Notice to Proceed

**Initial Community Outreach:** Within seven days

**First Public Workshop:** Within approximately two weeks

**Stakeholder and Project Outreach:** Immediately upon Notice to Proceed

**Preliminary Boundary, Vision, and Project Inventory:** Within approximately 21 days

**Substantially Complete Application Framework:** Within approximately 30 days

**Final Application:** In advance of the deadline established by New York State

Upon release of the next DRI application, the consultant shall immediately review the final application requirements and revise the Town's materials as necessary.

## **13. DELIVERABLES**

The selected consultant shall provide:

1. Project work plan and expedited schedule;
2. Existing conditions and investment summary;
3. Downtown boundary analysis;
4. Application-quality boundary mapping;
5. Community-engagement plan;
6. Community survey;
7. Public workshop materials;
8. Community-engagement summaries;
9. Stakeholder outreach;
10. Downtown vision and goals;
11. Potential project inventory;
12. Detailed project profiles;
13. Public and private investment analysis;
14. Draft DRI application;
15. Final DRI application and supporting materials;
16. CFA submission assistance;
17. Presentation and interview assistance, if required; and
18. Editable electronic copies of all work products.

#### **14. CONSULTANT QUALIFICATIONS**

The Town seeks a consultant or consultant team demonstrating experience in:

- Successful DRI and/or NY Forward applications;
- Downtown revitalization;
- Rural economic development;
- Community engagement;
- Grant writing;
- Municipal planning;
- Housing and mixed-use redevelopment;
- Public/private development;
- Economic and demographic analysis;
- GIS and mapping;
- New York State funding programs; and
- North Country communities or comparable rural communities.

**Prior successful DRI or NY Forward application experience is strongly preferred.**

## 15. PROPOSAL REQUIREMENTS

Proposals should be concise and include:

- Understanding of the assignment;
- Proposed approach and methodology;
- Community-engagement strategy;
- **Firm expedited work schedule;**
- Proposed project team;
- Qualifications of key personnel;
- Relevant DRI and NY Forward experience;
- Identification of applications successfully prepared by the firm;
- Relevant rural downtown or economic development experience;
- Three references;
- Fixed or not-to-exceed fee;
- Hourly rates for additional services;
- Identification of subconsultants, if applicable;
- Confirmation of the consultant's ability to begin work immediately;
- Executed Non-Collusion Bid Certificate as required by New York State General Municipal Law §103-d; and
- Executed Certificate of Compliance with the Iran Divestment Act as required by New York State General Municipal Law §103-g.

## 16. EVALUATION CRITERIA

Proposals will be evaluated based upon:

- **Successful DRI/NY Forward and comparable experience – 25%**
- **Approach, understanding, and methodology – 20%**
- **Community engagement and project-development approach – 10%**
- **Ability to meet the expedited schedule – 10%**
- **Qualifications of proposed personnel – 5%**
- **Cost – 30%**

**Total – 100%**

The Town may conduct expedited interviews with one or more firms prior to selection.

## 17. RESERVATION OF RIGHTS

The Town of Jay reserves the right to:

- Reject any or all proposals;
- Waive minor irregularities;
- Request clarification or additional information;
- Conduct interviews;
- Negotiate scope, schedule, and fee;
- Modify the anticipated scope based upon State requirements; and
- Make an award determined to be in the best interests of the Town.

## **18. PROPOSAL SUBMISSION**

Specifications are available by contacting the Office of the Town Clerk, **Carol Greenley-Hackel**, at P.O. Box 730, **11 School Street, Au Sable Forks, NY 12912**, or by calling **(518) 647-2204**. Specifications are also available on the website at [www.townofjayny.gov](http://www.townofjayny.gov).

Sealed proposals must be received by the Town of Jay **no later than 2:00 p.m. on September 2, 2026**.

All proposals submitted in response to this notice shall be marked:

**“Sealed Proposal – Town of Jay – DRI Application and Community Engagement Services”**

clearly on the outside of the envelope, with the proposer's name and address.

Proposals shall be submitted to:

**Carol Greenley-Hackel, Town Clerk**

Town of Jay

P.O. Box 730

11 School Street

Au Sable Forks, NY 12912

Phone: (518) 647-2204

In addition to the proposal, the proposer shall submit an executed **Non-Collusion Bid Certificate** signed by the proposer or one of its officers as required by New York State General Municipal Law §103-d. The proposer shall also submit an executed **Certificate of Compliance with the Iran Divestment Act** signed by the proposer or one of its officers as required by New York State General Municipal Law §103-g.

The successful proposer will be notified promptly following selection and must be prepared to enter into a contract with the Town of Jay and commence work immediately upon issuance of the Notice to Proceed.

## **19. EQUAL OPPORTUNITY**

PLEASE TAKE FURTHER NOTICE that the Town of Jay affirmatively states that, in regard to any contract entered into pursuant to this solicitation, without regard to race, color, sex, religion, age, national origin, disability, sexual orientation, veteran status, or other protected status, disadvantaged and minority- or women-owned business enterprises will be afforded equal opportunity to submit proposals in response hereto.

The Town of Jay is an **Equal Opportunity Employer** and encourages participation by **Minority- and Women-Owned Business Enterprises (MWBEs)** and other disadvantaged business enterprises.

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**Dated: August 20, 2026**

**Carol Greenley-Hackel, Town Clerk**

Town of Jay, Essex County, New York

P.O. Box 730

11 School Street

Au Sable Forks, New York 12912