

Prepared for:

Dawn Guiditta, Town Clerk
PO Box 96
45 Watson Hollow Road
West Shokan, NY 12494

Submitted by:

LaBella Associates
300 State St.
Suite 201
Rochester, NY 14614
(585) 454-6110



Comprehensive Plan

TOWN OF OLIVE

JUNE 1, 2023



June 1, 2023

Jim Sofranko, Supervisor
Town of Olive
P.O. Box 96
45 Watson Hollow Road
West Shokan, NY 12494

**RE: Professional Services Proposal
Comprehensive Plan – Phase 2**

Dear Supervisor Sofranko:

Based on our recent discussions, enclosed is a proposal for preparation of Phase 2 of the Town of Olive Comprehensive Plan. The proposal describes our scope of work and includes a detailed breakdown of the fee by task.

Our fee to prepare Phase 2 of the Comprehensive Plan is lump sum of \$60,000. The fee includes sub-consultant fees of \$16,200 for CC Environment & Planning, a certified Woman-Owned Business, \$8,000 for Simon Gruber as part of our team for this project, as well as \$1,100 for travel, printing, and other out-of-pocket expenses. I will coordinate with LaBella’s GIS and planning staff to ensure sufficient staffing to complete the project within the proposed timeframe.

If the proposal is acceptable please sign and date the acceptance below and return a copy to me. If you have questions or would like to discuss details associated with this engagement, please call me at your earliest convenience. We look forward to working with the Town on this application.

Sincerely,

Accepted by the Town of Olive

By: _____

Barbara Johnston, AICP, LEED AP ND
LABELLA ASSOCIATES, D.P.C

Date: _____

TABLE OF CONTENTS

SECTION 1

Team Qualifications

SECTION 2

Scope of Work

SECTION 3

Resumes

SECTION 4

Schedule

SECTION 5

Budget



SECTION 1

TEAM QUALIFICATIONS

ABOUT LABELLA

At LaBella Associates, our job is to create – structures, plans, ideas, results. As a nationally recognized Design Professional Corporation, that's a given, right?

But here's what really drives us: creating partnership between our team and our clients. So much so that we become one team, unified in the unrelenting pursuit of exceptional performance on each and every project. Reliability. Accountability. Collaboration. Respect. Not skills we went to school for, but innate in LaBella team members.

The pursuit of partnership is embedded in our culture – has been since our inception in 1978. And it affects client outcomes in profound ways. It means we're built to expertly execute projects from start to finish. That we have the talent and resources to take on any challenge. That projects are completed on time, on budget, and beyond expectations. And that we win awards – not just for our talent, but also for our ethics, employee culture, and growth.

Today, our wheelhouse is broad, with four key service offerings: Buildings, Energy, Infrastructure, and Environmental. Our reach is widespread with staff located throughout the country and Madrid, Spain. We're headquartered in Rochester, NY – but our impact is seen, felt, and experienced around the world.



LaBella
Powered by partnership.

SOLVE COMPLEX PROBLEMS



INFRASTRUCTURE

We're planning, designing, and building the systems and structures that enable modern life. It's innovation meets heavy-duty insight.

ENHANCE OUR EXPERIENCE



BUILDINGS & FACILITIES

It's about more than creating, maintaining, and resurrecting the buildings in which we work, learn, and engage – it's about beautifying and bettering the communities we call home.

ADVOCATE FOR THE FUTURE



WASTE, RECYCLING, & ENVIRONMENTAL

Our services are leading the way to help study, restore, and safeguard the land, air, and waterways in and around our communities.

LEAD THE WAY



ENERGY

From traditional energy sources to renewable ones, we're helping power our regions through energy resource management, transmission, and distribution.

COMPREHENSIVE PLANS

LaBella Associates has completed comprehensive plans for numerous communities throughout Upstate New York including:

- Town and Village of Albion
- Town and Village of Arcade
- Town of Arcadia
- Town of Avon
- Town of Batavia
- Town and Village of Bergen
- Town of Butler
- Genesee County
- Village and Town of Greenwich
- Village of Hudson Falls
- Town of Indian Lake
- Town of Ithaca
- Town and Village of Lima
- Town of Long Lake
- Village of Lyndonville
- Town of Malta
- Village of Medina
- Village of Menands
- Town of Mendon
- Town of Murray
- Village of Newark
- Town of Newcomb
- Town of Ontario
- Town of Owasco
- Town and Village of Palmyra
- Town of Plattsburgh
- Town of Ridgeway
- City of Saratoga Springs
- Town of Sardinia
- Town of Shelby
- Town and Village of Sodus
- Village of South Glens Falls
- Town of Stillwater
- Town of Victor
- Town of Webster
- Village of Wolcott
- Town of Yates



Community involvement is a key part of preparing Comprehensive Plans. As part of the planning process, we engage key stakeholders and the public by holding a series of public forums on the topics to be addressed in the plan, including housing and residential neighborhoods, business and economic development, parks and recreation and infrastructure.

GIS mapping technology allows us to clearly depict existing conditions as well as future land use options. Drawing from the wide range of expertise among our staff, we can evaluate the feasibility of alternative approaches and guide communities to appropriate strategies.

COMMUNITY ENGAGEMENT & PARTICIPATION

LaBella Associates has extensive experience conducting successful outreach programs that rely on educating the public through the use of high-quality graphics and face-to-face or virtual communication. We use a variety of methods to obtain public and stakeholder input during the planning and design process including, but not limited to:

- Public meetings
- Community workshops including charrettes
- Online surveys
- Stakeholder meetings
- Focus group meetings

We place an emphasis on stakeholder buy-in from the traveling public, residents, neighborhood groups, and business associations. We work with communities to utilize the most effective public participation technique based on the community's preferred approaches.

At a minimum, we explain the purpose and goals of the project, ask for community input, and present the results of the study to the community for additional input.

Some of the tools we use include mapping/GIS, visualization and case studies.



These renderings created for a project in the Village of Waterloo helped community members and stakeholders visually understand how the design would increase safety of the corridor and improve the bicycle/pedestrian experience.



Ben Wolfe, PE speaks with participants at "Take a Bike", a bike demonstration day in Glens Falls, NY.



DOWNTOWN AND ECONOMIC DEVELOPMENT STRATEGIC PLANNING



Renderings from recently completed plans in Upstate New York.



LaBella provides market driven, community supported Downtown and Economic Development Strategic Planning services to municipalities, IDAs, Business Improvement Districts (BIDs), Local Development Corporations (LDCs) and other downtown or economic development organizations. Our firm can help a community define its downtown or economic development vision, develop a strategic action plan, and then secure funding sources for implementation.

The planning process begins with a thorough understanding of local planning priorities, initiatives, and existing conditions to lay out the foundations for change. LaBella will identify those specific actions which, once implemented, would help a community or organization realize the potential of the significant built environment, community assets and existing infrastructure in the area.

In concert with the planning phases of the project, LaBella's architects and urban designers will identify what is needed

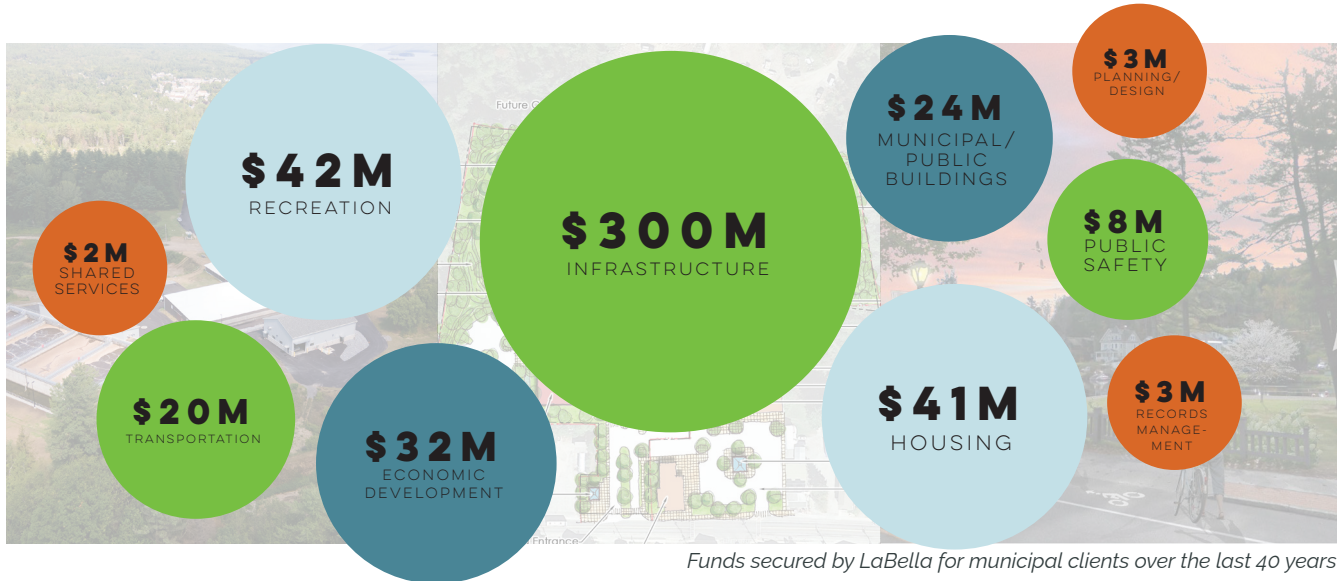
to achieve a coherent and integrated development program that preserves and protects the best of what exists and incorporates new development in a compatible manner. The urban design task will build on existing infrastructure, incorporate existing historic fabric where appropriate, and identify appropriate patterns and forms for new development.

Strategic plans are typically include a public consultation strategy coordinated by LaBella that is based on the engagement of stakeholders and the public early on and throughout the project. This will be accomplished through public meetings and stakeholder meetings, exposure in local publications, and communication with the media.

The LaBella Team will also analyze the economic, market and real estate trends impacting the project area and the region. This practical analysis will identify feasible land uses and priority sites.

The LaBella Team distinguishes itself through expertise in bringing multiple grant and financing programs together. LaBella's Planning staff can serve clients effectively with the knowledge gained from related experiences working with multiple grant programs and tax credits.

FUNDING COMMUNITY IMPROVEMENTS



The LaBella Associates Municipal Services team has achieved considerable success in helping clients find appropriate sources of funding for projects.

The team has been successful obtaining over \$540 million in aid on behalf of our clients for more than 40 years.

This success has enabled clients to implement priority projects while minimizing the direct impact of undertaking such projects on local finances.

We have had success in obtaining funding for various needs, including:

- Public Water and Sewer Systems
- Downtown Revitalization
- Economic Development
- Housing
- Municipal/Public Buildings
- Transportation
- Parks and Recreation
- Planning/Design
- Energy Efficiency and Conservation
- Brownfields
- Records Management

Grant Programs

- Community Development Block Grant (CDBG) Infrastructure Programs
- CDBG Housing Programs
- CDBG Economic Development Programs
- New York Main Street Program (NYMS)
- Local Government Efficiency Grants (LGEG)
- Local Waterfront Revitalization Program (LWRP)
- NYS Restore NY Communities Initiative Program
- Environmental Protection Fund (EPF)
- Transportation Alternatives Program (TAP)
- USDA (Rural Development) Infrastructure Grants
- USDA Community Facilities Grants
- Brownfield Opportunity Area (BOA) Grants
- NYS Consolidated Funding Applications (CFA)

Grant Administration and Project Management Services

LaBella also has an extensive record of assisting grantees in the administration of approved grant projects. Project management typically involves "hands-on" assistance to ensure compliance with program requirements including, but not limited to: financial management and reporting, M/WBE compliance, SEQR/NEPA reviews, procurement and labor standards.

Project Execution, Start to Finish

As a full-service firm, a successful grant application is not a bookend. LaBella is built to expertly execute projects from start to finish. We provide a long list of in-house expertise and engage outside partners where appropriate. Our engineers, architects, environmental consultants, land surveyors, landscape architects, transportation consultants and more seamlessly integrate planning, funding, and design to provide a one-stop shop for our municipal clients.

NEW YORK MAIN STREET PROGRAM

LaBella Associates has been very active with the New York Main Street program. Twelve New York Main Street grant applications prepared by LaBella Associates totaling more than \$3 million have been approved for funding by the New York State Office of Community Renewal.

LaBella Associates also has extensive experience in administering New York Main Street grants.

We have administered more than 150 building improvement projects totaling more than \$11 million throughout upstate New York in eighteen communities. Projects include administration of façade improvements, interior building improvements, structural upgrades and streetscape improvements.

Administration of NY Main Street projects includes:

General Administration

- Project setups and requests for disbursement of funds
- Program marketing
- Compliance with NY Main Street Administrative Plan

Individual Building Improvement Projects

- Application forms & contracts
- Work write ups
- Request & review bids
- Environmental clearance
- Manage inspections
- Conformance with design guidelines
- State Historic Preservation Office review



LaBella understands the importance of the New York Main Street program because downtown and neighborhood business district revitalization are critical components of an economic or community development plan.

Biography and Selected Projects

Simon L. Gruber
P.O. Box 202, Cornwall, NY 12518
845-534-5622 h/o 845-857-7165 cell
sgruber100@gmail.com

Simon Gruber is an environmental planning, community engagement, communications, research, writing and education consultant who's worked in Orange County and adjacent areas for over 30 years. Most of his work has involved working directly with local and county government and non-profit organizations on issues related to land use planning, water resources, energy, and other infrastructure and environmental issues. In the water sector, he's worked on programs and projects for drinking water protection, stormwater and wastewater management, stream monitoring, stream corridor and shoreline planning, education about water law and policy for local government and environmental audiences, community engagement in local and regional watershed planning, dam removal and stream restoration, and green infrastructure planning and implementation for stormwater management. On energy issues, his experience includes planning and leading many educational workshops and conferences, research and development for developing case studies of completed building retrofits, strategic communications on state legislation, and obtaining and working with NYSERDA grants and contractual funding for research, outreach, and demonstration projects. He's obtained many grants from NYS DEC for green infrastructure and watershed planning, dam removal and stream restoration, and water law trainings. In 2020-21, he's focusing in part on research into NY State's climate planning process being led by NYS DEC and NYSERDA in preparation for ongoing work on resilience and climate planning and adaptation.

Gruber has expertise in infrastructure, innovative technology, policy analysis, and communications, and he has substantial experience in leading or staffing stakeholder committees and small non-profit boards. His skills and expertise include project design and development, research, writing, strategic planning, community engagement and public participation, environmental monitoring, scientific, cultural and historic resources research, grant research and writing, education and training, public speaking, event planning, and project management. In 2010 he was appointed as an Institute Fellow at the Institute for Sustainable Cities at Hunter College, City University of New York. He is an appointed voting representative for the Town of Cornwall on the Moodna Creek Watershed Intermunicipal Council, and until January 2019, he served for over seven years as the President of the Hudson River Watershed Alliance, chairing the board of this non-profit educational organization that he helped form in 2005.

Selected Projects

In the water resources sector, Gruber has worked extensively in Orange County and other areas in the Hudson and Delaware watersheds since the early 1990s. Starting in 2014, he's worked on a dam removal and stream restoration project for the Browns Pond dam in Hamptonburgh, NY, working with The Chazen Companies and other partners including Stantec Inc., the town, the dam owner, and NYS DEC. He wrote the Historic Resources Assessment Report for the Browns Pond Dam Study as part of this ongoing series of projects. From 2010-2019, he worked with three grants to produce water law education trainings and wrote related articles including *Regulating Water Withdrawals in New York: The Water Resources Protection Act*, *Watershed Rules and Regulations for Protection of Drinking Water in New York*, *Emerging Stormwater Management Options in New York: Overview of the City of Ithaca Stormwater User Fee Case Study*, and *Onsite Wastewater Treatment in New York: Links to Water Quality & Land Use Planning*, for the Hudson Valley Regional Council (HVRC). From 2008-2012, he led several major projects for HVRC on green infrastructure (GI) planning and related trainings in the region, including a GI planning project for seven geographic areas, stormwater job skills trainings, and producing a number of conferences and workshops. From 2007-2011, Gruber worked on shoreline planning for the Village of Cornwall-on-Hudson, including consulting services and volunteer contributions for grant writing, chairing Riverfront Revitalization Committee, managing a grant-funded master plan for the Donohue Memorial Park at Cornwall Landing, and

working with the McLaren Engineering Group and partners on this master plan. Gruber and the McLaren Group also worked on research and coordination for responding to a FEMA grant award that was ultimately rejected by the Village to avoid exorbitant local costs that were not anticipated when the grant was requested. In 2010-2011, he did research, writing and outreach for the *Strategic Plan for the Wawayanda Creek* planning and revitalization project for the heart of the business district in the Village of Warwick, NY, a project of Restaino Design Landscape Architecture for the Village of Warwick NY. A related education project about the Wawayanda Creek watershed was also completed by Gruber and Restaino on behalf of the Town of Warwick during this period, with a grant from NYS DEC that Gruber wrote for the town.

Earlier, Gruber worked with appointed citizens' committees in three towns in the Croton River watershed to provide research, writing and other support for the Whole Community Planning pilot program for protecting NY City's drinking water from 1992-1994, followed by other policy and outreach work related to NY City's watershed protection programs later in the 1990s. From 2003-2008, he was a consultant to the Orange County Water Authority (OCWA) for outreach, writing, project management and other tasks for projects including designing and managing a county-wide stream water quality biomonitoring program, education and technical support for MS4 municipalities, development of the Decentralized Wastewater Planning and Demonstration Project with funding from US EPA and NYSERDA, and development of the Moodna Creek Watershed Conservation and Management Plan. In 2009-2010, he worked with HDR Inc. on outreach for creating the Moodna Creek Watershed Intermunicipal Council, formed by formal intermunicipal agreement of 14 local municipalities (now 15) and OCWA. In 2008, he was the Co-Principal Investigator with Dr. Allan Frei for "Potential Impacts of Climate Change on Sustainable Water Use in the Hudson River Valley," a study focusing on the Moodna Creek basin.

In the climate and energy sectors, Gruber published *Precipitation & Storm Recurrence Trends in the Hudson Valley and Catskill Mountain Regions in NY State* in 2018, a short article summarizing changing precipitation patterns from 1950-2016 to highlight major changes in precipitation patterns that are evident in weather records for these regions and larger areas of the Northeast U.S. In 2016, Gruber worked with the Town of New Paltz to write a grant for the Town of New Paltz Climate Smart Communities certification project. In 2012-2013, he worked with Dr. Bill Solecki on stakeholder interviews and writing for a report to NYSERDA, *Hydrology, Vulnerability and Adaptation Implications of Hurricane Irene and Tropical Storm Lee: Case Study of the Mid-Hudson Valley and Greater Catskills Regions*, to analyze how local officials and others responded to storms Irene and Lee, which hit the mid-Hudson and Catskills regions about 10 days apart in late August and early September 2011. In 2011-2012 and again in 2016, he worked with the Energy Improvement Corp. of NY State, aka Energize NY, on several research and outreach projects. He produced regional conferences and workshops on green buildings, energy efficiency, renewable energy and sustainable design in Newburgh, Chester, Woodbury, and Millbrook, NY from 2005-2016 in partnership with the Hudson Valley Regional Council, the Cary Institute of Ecosystem Studies, the Orange County Citizens Foundation, the Newburgh Free Library, and the Energize NY program, with funding from the NY State Energy Research and Development Authority, Enterprise Community Partners the Environmental Finance Center at Syracuse University and other sources. In 1999, he was the consulting coordinator for producing a conference, *Greening our Buildings and Landscapes: Linking Economics, Ecology & Human Health*, working with the Dominican Sisters of Hope and Mount Saint Mary College in Newburgh, NY, and this is believed to be the first conference on green buildings presented in the mid-Hudson region in recent years.

Gruber started introducing health-related issues into his green infrastructure training work years ago and he's had a growing focus on public health and health-related issues in recent years. In 2017 he produced *Growing Green Cities: Urban Forests & Green Infrastructure for Health, Resilience & Sustainability*, a day-long conference in Newburgh NY, with funding from NYSERDA and other sponsors, as the first conference produced for the Growing Green Cities initiative he founded, and in 2018 this became a project of the Open Space Institute. The second conference in this series, *Back to the Garden: Nature's Role in Health, Child Development & Resilience* was presented in May 2019 at Black Rock Forest in Cornwall, NY.

P roject Experience

CC Environment & Planning



County and Land Use Planning

CC Environment & Planning works with counties and municipalities on land-use related issues including comprehensive plan development, natural resource inventory, green infrastructure planning, and assessment and development of local laws to protect natural resources, watersheds, and preserve rural character and quality of life. CC Environment facilitates the development of high quality plans and municipal tools based on a foundation of data collection and public engagement with an emphasis on resiliency, organization, communication, and efficiency.

- **Genesee County—Green Genesee Road Map and Countywide Climate Resiliency –2014-2022**
CC Environment teamed with Labella conducted a science-based, community led inventory and ecological network planning project that included green infrastructure and agricultural priorities mapping, development of comp plan updates, zoning regs and local laws. As a second phase of this project the same team completed a Countywide Climate Resiliency Plan to identify assets and opportunities that help communities remain resilient in the face of a changing climate. This included a countywide vision for resilience, climate projections and risks, recommendations and best management to improve resiliency, and conceptual designs and implementation strategies for key resiliency projects. Client/Reference: Genesee County, Felipe Oltramari, Director of Planning, 585-815-7901/felipe.oltramari@co.genesee.ny.us and Town of Batavia, Greg Post, Supervisor, 585-356-9340/supervisor@townofbatavia.com.
- **Livingston County—Conesus Lake Stormwater Toolkit –2016-2018**
CC Environment assisted Livingston County with the development of a municipal stormwater toolkit for communities in the Conesus Lake Watershed. This included review of existing local laws in six municipalities and provided recommendations for improving regulations that support water quality in Conesus Lake. This project also included development of questionnaires and interviews with individual stakeholders, and identification of key stormwater management related concepts to include in educational materials for public distribution. Client/Reference: Livingston County Planning, Heather Ferrero, Deputy Planning Director, 585-243-7550, hferrero@co.livingston.ny.us.
- **Erie County—Municipal Comprehensive Plans—2017**
CC Environment & Planning teamed with Labella Associates to develop comprehensive plans for the Town of Holland and the Village of North Collins in Erie County. CC Environment led review and development of land use, agriculture, and natural resource issues and provided guidance on development of goals, objectives, and zoning regulations that would help these communities achieve their respective visions for their future. Client/Reference: Labella, Barbara Johnston, Senior Planner, 716-710-3042, bjohnston@labellapc.com.
- **Ulster County—Natural Resource Inventory & Municipal Toolkit –2022-Present**
CC Environment & Planning is working with Ulster County Department of the Environment to develop an innovative online ArcGIS Hub Natural Resource Inventory with interactive mapper and an associated cloud-based municipal toolkit to guide informed and sustainable land use decisions for municipalities in Ulster County, NY. Client/Reference: Ulster County Dept of the Environment, Ben Ganon, 845-338-7287/bgan@co.ulster.ny.us.





SECTION 2
SCOPE OF WORK

TOWN OF OLIVE SMART GROWTH COMPREHENSIVE PLAN SCOPE OF WORK

Approach

The Town of Olive is poised for change as a new wastewater treatment system is developed in the hamlet of Shokan, new housing is developed for second homes and permanent residents, and increasing numbers of tourists visit the Rail Trail, Catskill Forest and other regional attractions. The Town needs a coordinated plan to ensure that conservation and development of the Town is consistent with Smart Growth principles. The Comprehensive Plan needs to meet the needs of Town residents while accommodating appropriate business development, retaining the Town's rural character, and protecting its natural resources.

As a rural community in the center of Ulster County, the Town of Olive has unique challenges that require a coordinated planning approach in consultation with local residents, businesses and property owners as well as regional partners. Key issues driving the Comprehensive Plan include:

- A planned new wastewater treatment plant in the hamlet of Shokan that will connect 560 properties to public sewer
- Rising housing prices due to increased interest in second homes and rural lifestyles among people relocating from urban areas
- Increased tourism traffic at the Ashokan Rail Trail, Catskill Forest and other regional attractions
- Watershed protection imperatives associated with the New York City water supply reservoir

The Comprehensive Plan will address these issues as well as concerns about housing equity, employment, natural resource protection, government operations and Town fiscal health.

Our approach builds on the tasks completed by the Town during 2022 (Phase 1):

- Summarized findings and recommendations of existing plans & studies
- Conducted a community survey and public outreach to engage residents in the comprehensive plan process
- Identified community priorities to be addressed in the comprehensive plan
- Vision statement to guide the comprehensive plan.

Phase 2 of the Comprehensive Plan will result in a full comprehensive plan that incorporates Smart Growth principles. Tasks will include:

- Refine the vision statement and assessment of priority issues
- Update the summary of relevant provisions of existing plans and studies
- Public engagement, including interactive workshops, stakeholder interviews, public open house and public hearings
- Prepare resource maps and documentation of current conditions and trends
- Analyze issues, opportunities, and alternative approaches
- Prepare implementation strategies and Comprehensive Plan document
- Assist with adoption and environmental review

The Comprehensive Plan and the planning process will include all relevant tasks and comply with all requirements specified by NYS Department of State (NYS DOS), which is providing funding for the Comprehensive Plan. These include:

TOWN OF OLIVE SMART GROWTH COMPREHENSIVE PLAN

SCOPE OF WORK

- Attribution of NYS DOS support in all printed materials, press releases and other documents
- Preparation and submittal, on behalf of the Town, of quarterly MWBE reports and Semi-Annual Status Reports

The Comprehensive Plan will address the following general Smart Growth principles, in addition to the elements suggested by the New York State statutes:

- Promote mixed land uses in focus areas.
- Create an adequate range of housing opportunities and choices.
- Promote development and redevelopment where infrastructure is adequate and sustainable.
- Build on traits that make a distinctive and attractive community with a strong sense of place.
- Promote well-planned and well-placed public spaces
- Promote sustainable compact neighborhoods
- Increase mobility and circulation within jurisdictional lines and improve connectivity with areas outside jurisdictional lines.
- Promote sustainable mass transit that reduces the local levels of greenhouse gas emissions
- Promote walkable/bikeable neighborhood designs
- Promote and integrate clean energy resources and related incentives.
- Improve green infrastructure and resident's participation to this effort
- Increase resiliency to extreme weather events.
- Encourage social diversity and integration.
- Expand planning and implementation efforts across jurisdictional lines, to increase effectiveness, sustainability, and resiliency.
- Promote community and stakeholder collaboration in planning

Scope of Services

A. Review and summarize findings from existing plans & studies/ Identify key issues and opportunities

The LaBella team will work with the Advisory Committee and Town officials to confirm the key issues to be addressed in the planning process. The LaBella team will help the Town build consensus on community priorities and future goals, with input from the public through public meetings and stakeholder interviews.

The LaBella team will review and update as needed the summary of relevant local, County and regional plans, studies and regulations completed during Phase 1. These include, but are not limited to, the Town's draft 2010 Comprehensive Plan, the results from the Boiceville Visioning Plan, the Town's recently completed Natural Resources Inventory, and numerous County, regional and state plans and studies. Appropriate data, maps, findings and recommendations of these plans will be incorporated into the Comprehensive Plan.

B. Articulate community vision/ goals/ community priorities

Based on the preliminary public engagement completed during 2022 and input from the Advisory Committee and webinars/ workshops, the LaBella team will draft a Vision Statement and Goal statements that align with community priorities.

TOWN OF OLIVE SMART GROWTH COMPREHENSIVE PLAN SCOPE OF WORK

C. Public Engagement/ Stakeholder Interviews

1. Project Coordination / Committee Meetings

The LaBella team will coordinate all project activities with an Advisory Committee established by the Town. We expect that the Advisory Committee will meet four times during the planning process.

The LaBella team will coordinate project management meetings with Town staff as necessary, facilitate the sharing of information, and keep the Advisory Committee engaged and up-to-date.

2. Public Engagement Strategy

The LaBella team will work with the Advisory Committee to prepare and carry out a Public Engagement Strategy to ensure broad public engagement in the planning process. The Public Engagement Strategy will incorporate a range of outreach tools, including but not limited to displays and tabling at "pop-up" events, focus group meetings, project webpage, direct mailings, social media and press releases.

3. Stakeholder Meetings

The LaBella team will interview key community members and subject matter experts about the key issues and opportunities to be addressed in the Comprehensive Plan. Stakeholders are expected to include representatives from Town staff, Planning Board, Town Board, County Planning or Economic Development, NYC DEP, NYS Parks, key businesses and/or property owners, community organizations and others as the Town may identify.

4. Educational Webinars/ Workshops

Three educational webinars or on-site workshops will bring together regional experts and/or representatives of agencies and organizations responsible for managing facilities or resources within the Town of Olive. The purpose of these webinars is to build partnerships and understanding of the complex issues that affect the Town of Olive and to identify opportunities and potential strategies.

Workshop topics may include:

- New York City Watershed protection policies and their impact on land use and recreation, with participation from NYS DEP representatives
- Options for long-term protection and stewardship of natural areas, including conservation easements and landowner education on forest management practices. Participants would include representatives from area land trusts and a forester from the NYS Department of Environmental Conservation
- Multi-modal transportation opportunities and streetscape improvements along NYS Routes 28 and 28A. Participants would include representatives of the NYS Department of Transportation, business representatives and technical experts in highway design.

TOWN OF OLIVE SMART GROWTH COMPREHENSIVE PLAN

SCOPE OF WORK

5. Hamlet walking tour/ design charrette

Walking tours in the hamlets of Shokan and Boiceville will give an opportunity for residents and Advisory Committee members to suggest design improvements and potential development sites that may be suitable for new business or housing development.

6. Public meetings and hearings

A Public Open House following the completion of the draft plan will allow the public to review and comment on the draft plan. This Open House will serve as the Advisory Committee's public hearing.

The Town Board will hold a public hearing on the draft plan prior to formal adoption.

D. Implementation Strategy and Comprehensive Plan Document

The Comprehensive Plan document will:

- Refine the community vision statement and goals established during the preliminary planning process
- Document current conditions and trends
- Analyze key issues and opportunities determined to be priorities during the preliminary planning
- Prepare Implementation Strategy
- Prepare draft and final Comprehensive Plan

1. Document current conditions and trends

The LaBella team will compile data on population, housing, land use, infrastructure, business development, vacant buildings, government services and community facilities. The inventory will help identify existing concerns, needs and opportunities. A series of GIS-based reference maps will document existing land use, community facilities, infrastructure, natural resources and other features.

Town officials and the Advisory Committee are expected to assist in this effort. A collaborative approach will ensure that the knowledge and experience of participants is incorporated into the Plan.

2. Analyze issues and opportunities

The LaBella team will analyze key issues and opportunities identified by participants in the planning process. For each issue/opportunity, the analysis will address the relevant laws and regulations, initiatives of other governments or organizations, and various perspectives of Town residents and stakeholders.

The evaluation of alternative approaches will describe the tools available to address the Town's priority issues and achieve its goals, which may include:

- Land use management strategies
- Long-term protection and responsible stewardship of natural resources and forested lands

TOWN OF OLIVE SMART GROWTH COMPREHENSIVE PLAN

SCOPE OF WORK

- Economic development initiatives, including business opportunities relating to the town's natural resources and tourism
- Cooperative service agreements with other municipalities.

The LaBella team will identify sources of funding and technical assistance available to the Town. This task will include identification of grants and loans that the Town may be eligible for. The availability of resources will help the Town identify high priority actions and partners who could help the Town achieve its goals.

3. Prepare Implementation Strategies

The Implementation Strategy will include focused implementation plans for key issues.

- Hamlet strategies for Boiceville and Shokan
- Multi-modal transportation plan
- Natural resource conservation and forest management strategy
- Sustainable energy strategy
- Housing and residential neighborhoods plan, focused on meeting the need for workforce housing
- Land use and zoning plan

The **hamlet strategies** will include sketch plans and renderings that identify appropriate locations and designs for new workforce housing, businesses, civic and recreational uses, including additional density that will be possible once the proposed wastewater treatment plant in the hamlet of Shokan is completed; areas within the floodplain to be repurposed for recreation or conservation uses; streetscape improvements utilizing green infrastructure for stormwater management and street trees; bicycle/ pedestrian improvements, including connections to the Rail Trail; and recommendations for business development and signage.

The **multi-modal transportation plan** will include concept plans for traffic calming through the Town's hamlets, bicycle lanes and sidewalk improvements along State Routes 28 and 28A, as well as recommendations for electric vehicle charging. The plan will investigate potential for car sharing or other programs to reduce the number of vehicle trips through the Town.

A **natural resource conservation strategy** will include program recommendations to ensure long-term protection of open lands in the Town, including educational programs for private forest landowners. The strategy will build on the Town's recently completed Natural Resource Inventory which identified the priority resources in the Town.

The **housing and residential neighborhoods plan** will include a needs assessment to determine the number and types of housing needed to provide housing for current and future residents of the Town and to ensure that employees of existing and future businesses have the opportunity to live in the Town of Olive. The plan will also address the needs of existing residential neighborhoods to maintain a high quality of life for both year-round and seasonal residents.

The **sustainable energy strategy** include recommendations to reduce fossil fuel use through energy efficiency, air- or ground-source heat pumps for heating and cooling, and renewable energy. It will identify suitable locations for renewable energy, including on-site and commercial or community solar facilities.

TOWN OF OLIVE SMART GROWTH COMPREHENSIVE PLAN

SCOPE OF WORK

The **economic development strategy** will focus on opportunities for business development related to tourism and the region's natural resources, as well as "Main Street" style business promotions and improvements in the Town's hamlets.

The **land use plan** will delineate suitable areas for residential, conservation, business and civic uses. Project build-out related to planned sewer extension. It will project the build-out potential made possible by the planned wastewater treatment plant.

An **Implementation Table** will summarize the recommended actions and specify the steps needed to achieve the Town's goals. For each recommended action, the Implementation Table will specify the relative priority, potential funding sources and the entity or entities responsible for implementation.

4. Draft and Final Plan Document

The written Comprehensive Plan Update, illustrated with maps, charts and graphics, will document existing conditions, needs and opportunities and strategies to address the Town's priority issues. The recommended actions and implementation strategy will help establish priorities for future capital investments and land use regulations and support funding applications.

E. Environmental Review and Adoption

1. Prepare SEQR Documentation

LaBella will prepare the Full Environmental Assessment Form (EAF) and assist the Town with complying with the State Environmental Quality Review Act (SEQRA.) Part 1 of the EAF will be provided for the Town Board's consideration. We will assist with distributing Part 1 to Interested Agencies, distributing required notifications, and completing Parts 2 and 3 of the EAF, including the Determination of Significance. This proposal assumes that an Environmental Impact Statement will not be required; however, we would provide the Town with a separate proposal should the need arise to undertake and complete an Environmental Impact Statement.

2. Public Hearing and Facilitate Adoption

LaBella will attend the Town Board public hearing on the draft Comprehensive Plan and present a summary of the project, highlighting proposed changes. To facilitate the adoption process, LaBella will assist with referrals to the County Planning Board, prepare required forms and resolutions to comply with the State Environmental Quality Review Act (SEQRA), and prepare draft resolutions for consideration by the Town Board.

Fee and Schedule

The Comprehensive Plan will be completed within twelve months unless the Town requests a longer timeframe. The attached Proposed Project Schedule will be adjusted as needed.

The fee will be \$60,000, which includes sub-consultant costs of \$16,200 for CC Environment & Planning, a certified Woman-Owned Business, and \$8,000 for Simon Gruber, a local environmental consultant (Simon Gruber) to assist with research, alternatives analysis, and public engagement.



SECTION 3 **RESUMES**



BARBARA JOHNSTON

Project Manager

Barbara Johnston has over 28 years of experience in community planning and project management. She has prepared numerous comprehensive plans, agricultural and farmland protection plans, and strategic plans for downtown revitalization, energy infrastructure, economic development and transportation services. Barbara has extensive experience in engaging the public and stakeholders in the planning process. She is also proficient in utilizing GIS software for mapping and data analysis. As a LEED accredited professional, she understands resiliency issues including energy, natural resources, green infrastructure and smart growth.

AICP, LEED AP ND American Institute of Certified Planners

LEED AP Neighborhood Development

EDUCATION

Cornell University: Candidate for Masters of City & Regional Planning

Wesleyan University: BA

ORGANIZATION

American Planning Association

Comprehensive Plans

Principal author, researcher and facilitator for the preparation of comprehensive plans for the Towns of Murray, Mendon, Webster, Batavia, Alexander, Bennington, Ontario, the Town and Village of East Rochester, the Village of Fairport, and the Town of Sweden/ Village of Brockport. Facilitated public engagement and visioning for the Town of Olive Comprehensive Plan Phase 1.

Erie Canal and link the Canal to the Bushnell's Basin business district. Prepared a grant application to the NYS Department of State that resulted in an award of more than \$500,000 toward the implementation of the Plan's recommendations.

Prepared the Village of Clyde Vision Plan for Downtown and Waterfront Revitalization. The plan aims to improve linkages between the Erie Canal and the downtown business district and recommends actions to improve for economic development, historic preservation, parks and trails.

Downtown Revitalization Strategic Plans

Principal author for the preparation of strategic downtown revitalization plans for the Albion, East Rochester and the Hamlet of Marion.

Agricultural & Farmland Protection Plans

Principal author, researcher and facilitator for the preparation of municipal and county agricultural & farmland protection plans for Schuyler and Niagara Counties and the Towns of Java, Perinton, Cazenovia, Nelson, Lincoln, Batavia, Junius, Romulus, Canandaigua, Wheatland and Chili.

Open Space, Conservation & Scenic Views Master Plan, Town of Canandaigua

Project Manager for the Town of Canandaigua Open Space, Conservation & Scenic Views Master Plan. Using GIS software, prepared maps of natural, cultural and scenic resources and Integrated map data into a database linked to tax parcels. Led a team of natural resource specialists to document the ecological communities present in the Town and to identify best practices to retain their ecological value.

Waterfront Revitalization Plans

Facilitated community input and prepared the Town of Huron Local Waterfront Revitalization Plan. The Plan articulates the Town's vision for its waterfronts and provides practical guidance to the Town and its partners regarding waterfront development, adjoining land uses, business development, natural resource conservation, and recreation.

Principal author and facilitator for the Town of Perinton's Bushnell's Basin Canal Access Plan which identified capital projects and programs to improve access to the





KATHERINE POWERS

Senior Planner

Kate is a planner with experience in both regional and local government including jurisdictions in north Texas, the D.C. metropolitan area, and upstate New York. Her experience in compliance, coordination, and outreach has aided in successful development review and project implementation.

EDUCATION

Syracuse University: Master of Public Administration

St. Lawrence University: Bachelor of Arts

ORGANIZATION

American Planning Association, Member

NY Upstate Chapter American Planning Association

CERTIFICATION

Crime Prevention Through Environmental Design (CPTED) Specialist - American Crime Prevention Institute, Issued June 2020

Computer Aided Design and Drafting Certificate - The University of Texas at Arlington, Issued March 2019

ASSOCIATIONS

City of Rochester Environmental Commission, Board Member

City of Rochester: Senior Planner*

Served as staff liaison to the City Planning Commission and liaison to the Rochester Preservation Board. Responsibilities included: establishing and publishing the agenda, preparing project-specific and comprehensive reports, writing and approving correspondence relating to activities and decisions, and updating information on the City's website; process special permits, official map/text amendments, certificates of appropriateness, and various building permits; review plans and proposals for compliance with the City's Zoning Code and Comprehensive Plan; conduct and attend meetings with applicants, developers, neighborhood groups, and government officials regarding development projects to identify code implications and neighborhood impacts; and communicate to residents, developers, attorneys, and other City staff members the intent and applicability of Zoning Code provisions.

City of Hyattsville, MD: City Planner*

Evaluated proposed development projects and site plans; oversaw programming including the City's GIS program and community development

efforts; supervise and conduct evaluations of Planning Dept. personnel (2 individuals); assist in community planning efforts; review zoning variance requests; coordinate City Planning Committee meetings; prepare land use planning policies and procedures; prepare and conduct oral and written presentations to City Council; prepare and present testimony related to planning and development on behalf of City Council to County Officials; and assist in the implementation of the City's Community Sustainability Plan.

North Central Texas Council of Governments: Environment & Development Planner - Arlington, TX *

Lead planner for the Regional Public Works Program including the Regional Public Works Council and Public Works Construction Standards; Texas Community Development Block Grant (CDBG) Program for North Central Texas; FEMA Community Health and Resource Management. Responsibilities included: committee and event facilitation; grant management; standard drawings edits; survey creation; regional outreach; and collaboration with elected officials, city and county representatives, and state agencies.



*Project completed under previous employment.



KYLE HATCH

Planner

Kyle has over five years of experience in community engagement, urban planning, grant management, data analysis, non-profit management, and research. He writes reports and plans including Comprehensive Plans, Brownfield Opportunity Area (BOA) plans, Local Waterfront Revitalization Plans (LWRP), streetscape plans, and health impact assessments. His experience also includes Hazard Mitigation Plans, NYS Article 10 and CLCPA Section 94-C solar and wind facility siting permit applications.

AICP

American Institute of Certified Planners

EDUCATION

SUNY Albany: Master's in Urban and Regional Planning

SUNY Albany: Graduate Certificate in Urban Policy

SUNY Albany: B.A. in Anthropology

ORGANIZATIONS

New York Bicycling Coalition: Board Member, Advocacy/Policy Subcommittee Member, Fundraising Committee Member

Panelist and Moderator, "Improving Equity and Access to Healthy Infrastructure: The Empire State Trail Health Impact Assessment", 2020 American Planning Association (APA) Upstate New York Chapter Conference

Moderator, "Data Moves Government – Collecting, Using, and Presenting Data to Advance Your Mission", 2017 New York State Bike Summit

Panelist, "Roundtable – Bikes as a Tool in Public Health Interventions", 2017 New York State Bike Summit



Glens Falls Hospital: Bike Demonstrate Day—Glens Falls, NY

Planner for the Glens Falls demonstration project, a one-day street takeover event to demonstrate bike lane feasibility. Assisted in installation of temporary roadway restriping. Interacted with bike lane users throughout the event, including providing information on bike lane infrastructure and collecting feedback.

New York State Department of State: Coastal Lakeshore Economy and Resiliency

As a planner, assisted in a shoreline resiliency study of a four-county region along the coastline of Lake Ontario and the St. Lawrence River. Led an environmental justice and social vulnerability analysis to identify vulnerable populations and determine recommendations to direct resources before, during, or after disaster events to communities most vulnerable to flooding risks.

Village of Menands: Land Use Update—Menands, NY

Project Planner providing support to the project team to update street typology design

guidelines, transit oriented development incentives, parking requirements, and bicycle parking recommendations.

Village of Saranac Lake: Recreational Cannabis Regulations—Saranac Lake, NY

Project Planner providing support to the project team to develop cannabis land use regulations for cultivation, retail sales, and on-site consumption in accordance with newly developed State guidelines.

City of Albany: ADA Transition Plan—Albany, NY

Project Planner for the data collection and evaluation of the City's pedestrian infrastructure for compliance with ADA standards and PROWAG guidance. Worked with a team of students and City volunteers using Esri Maps/Survey 123 to develop an inventory of facilities, a plan to remedy deficiencies, and to develop a priority improvement plan. Project is funded by the Capital District Transportation Committee (CDTC).

Lake Champlain/Lake George Regional Planning Board: Five County Economic Recovery

**Project completed under previous employment.*

and Resiliency Plan “Forward Together”—Clinton, Essex, Hamilton, Washington, & Warren Counties, NY

As Planner, provided support to project team in preparation of analysis of region’s economy and the impacts of COVID on the region’s key industries/ market sectors. Prepared a series of case studies in supporting recommendations for Housing, Infrastructure, Childcare, Connectivity, Main Street Marketplace, and Workforce. The “Forward Together” Plan has launched a series of initiatives that have fostered action and collaboration across the North Country.

Town of Dryden: Comprehensive Plan Dryden 2045—Dryden, NY*

Completed a Comprehensive Plan for the Town which identifies growth and development trends alongside community priorities to manage land use and development over a 25-year time horizon. Work involved preparing analyses of sociodemographic, land use, housing, tax, transportation, and environmental data; development of vision statements, guiding principles, goals, strategies, and outcomes; and extensive community engagement through public workshops, surveying, and stakeholder interviews.

City of Syracuse: South Salina Street and Erie Boulevard BOA Plans—Syracuse, NY*

Completed a BOA Phase III implementation plan for Syracuse’s South Salina Street and Erie Boulevard corridors. The plans explore strategies for redevelopment of key brownfield sites along two key corridors in Syracuse’s downtown. Work included preparing analyses

of local sociodemographic, economic, transportation, and real estate data to identify priority market sectors for redevelopment.

Town of Salem: Pedestrian Connectivity and Streetscape Improvement Plan—Salem, NY

Project Planner providing support in preparation of existing conditions analysis, ADA assessment, stakeholder engagement, and design recommendations. Project is funded by the Adirondack-Glens Falls Transportation Council (A/ GFTC).

Town of Amherst: Local Waterfront Revitalization Plan—Amherst, NY*

As a planner, provided support to project team in preparation of a comprehensive land and water use plan for the Town’s natural, public, and developed resources along the Tonawanda Creek and Ellicott Creek. Work included an inventory and analysis of existing plans and regulations, demographics, housing, economic activity, cultural and historic sites, natural resources, transportation systems, and utilities and other infrastructure; recommendations for future land use and programs; and implementation strategies.

Lewis County: Housing Strategy—Lewis County, NY

As a planner, provided support to project team in preparation of a comprehensive housing strategy for Lewis County on a 20-year time horizon. Work included analysis of demographic trends, housing conditions, and housing market trends to forecast future housing needs; recommendations for programing and regulatory updates; and implementation strategies.

Local Housing Demand Forecasting

Used the latest open source software, Envision Tomorrow, to analyze demographic trends, housing supply data, and housing demand models. The analyses consider population and household 20-year projections as well as the types of housing needed based on the future population demographic makeup and preferences. Prepared housing demand forecasts in the following communities:

- Town of Warrensburg
- Town of Olive
- Town of Rush
- Town of Clermont

Stanly Community College: Facilities Master Plan—Stanly County, NC

As a planner, provided support in the preparation of a comprehensive facilities master plan for Stanly Community College. Work included analysis of regional demographic, workforce, and economic trends in conjunction with enrollment and programmatic data to forecast future facility needs.

Active Transportation and Complete Streets Training—Various Locations, NY*

Delivered training to eight NYS communities on a broad array of complete streets topics to municipal officials, planners, and advocates through an educational program designed specifically for New York State’s Complete Streets Act. Work included proposal development, curriculum development, scheduling, subcontractor management, grant management, and community engagement.



JOSHUA GREENE

Planner

Josh is a planner with experience in both the public and private sector, having worked previously as the environmental planner for the City of Niagara Falls. He has a broad range of experience including projects focused on SEQR and NEPA review, floodplain and brownfield development administration, site plan review, downtown revitalization development, and ecosystem service and sustainability planning. Throughout his experiences, Josh has effectively worked for municipalities and with various planning boards, federal and state agencies, and community groups to develop holistic projects that will benefit communities for generations.

EDUCATION

Rochester Institute of Technology: M.S. in Environmental Science

Daemen College: B.S. in Biology

ORGANIZATIONS

American Planning Association

Association of State Floodplain Managers

Congress for New Urbanism Member

Town of Walworth: Comprehensive Plan Update—Walworth, NY

Junior Planner for the Town's Comprehensive Plan Update. Conducted inventory and analysis of the Town's natural resources and recreational facilities.

analysis of the community's natural resources, mapped the Town's natural resources using GIS software, facilitated a public survey to illicit community needs and wants, and hosted webinars to share information with the public on resources and conditions within their Town.

Town of Romulus: Comprehensive Plan—Romulus, NY

Junior Planner for a Comprehensive Plan project. This plan focuses on hamlet revitalization, transportation and housing improvements, and natural resources and agriculture conservation. Conducted inventory and analysis of natural and agricultural resources within the town and supplying GIS mapping support.

Village of Attica: Comprehensive Plan—Attica, NY

Junior Planner on an update of the Village's Comprehensive Plan. This plan focuses on smart growth, sustainability, and downtown development. Conducted an inventory and analysis of the community's existing conditions and previous plans; administered community outreach through a public survey, stakeholder interviews, and committee meeting facilitation; and developed GIS maps of the Village's resources and characteristics.

Town of Rush: Comprehensive Plan Update—Rush, NY

Junior Planner for an update to the Town's Comprehensive Plan. This plan will express the community's priorities, guide decisions on investments, and identify recommended actions to meet the community's goals. Conducted inventory and

City of Niagara Falls: Downtown Revitalization Initiative—Niagara Falls, NY*

Operated as Project Manager for three DRI projects that the City of Niagara Falls was awarded

for their Bridge District. As the Project Manager, duties consisted of developing and publishing an RFP to solicit proposals, completing required contract reporting with the Department of State, and carrying out programmatic environmental reviews.

City of Niagara Falls Environmental Reviews—Niagara Falls, NY*

As the City's Environmental Planner, was responsible for conducting environmental reviews on behalf of the City. Projects requiring environmental reviews ranged from commercial development projects, solar farms, local ordinance adoption, and comprehensive plans. Identified potential negative impacts to the environments from a given project as well as solutions to correct the potential negative impacts to ensure the productive and enjoyable harmony between humans the environment.

Masters Thesis: Examining the Associations Between Neighborhood Socioeconomic Status and the Potential Distribution of our Urban Ecosystem Services in Rochester, NY*

Through this thesis, conducted a geospatial and statistical analysis to determine the correlation between the distribution of a municipality's socioeconomic status and the production of four ecosystem services (carbon storage, air pollution removal, climate regulation, and recreation potential). Through this analysis, it was determined that there are statistically significant positive correlations between a neighborhood's production of ecosystem services and socioeconomic status

characteristics such as increased homeownership and statistically significant negative correlations between a neighborhood's ecosystem service production and increased percentages of minority populations. The analysis from this thesis can be replicated to be a useful framework for city plans and policy makers to identify where urban green space development should be prioritized to improve the equity of ecosystem service production.

Graduate Research Project: Nature as a Social Determinant of Health*

Through this graduate research project, developed a survey that was used to interview city residents to understand their perceptions of nature in their neighborhood. Based on the analysis of the survey results, a report was composed and presented to the neighborhood which illustrated the findings of the survey and the identification of potential solution to improve their perceptions of nature in their neighborhood.

Sheila Hess – Principal Ecologist/Lead Planner

CC Environment & Planning • 716-560-1768 • shess@ccenvironment.com

EDUCATION

*M.S. Environment and Ecology, 1997
State University of NY-College of
Environmental Science and Forestry*

*B.S. Environmental Biology, 1994
State University of NY-College at Brockport*

AREAS OF EXPERTISE

- *Innovative Planner/Problem Solver*
- *Ecosystem Management*
- *Land Use Planning*
- *Writing: Educational, Technical, and Planning Documents*
- *Ecological Inventory and Assessment*
- *Climate Resiliency and BMPs*
- *Invasive Species Management*
- *Watershed Planning*
- *Complex Project Management*
- *Green Infrastructure Planning*
- *Permit Review, Mitigation and Compensation strategies*
- *Habitat Protection, Restoration and Management*

AFFILIATIONS

- *New York Green – Board*
- *The Wetland Trust - Board*
- *American Planning Association*
- *The Wildlife Society*
- *Society of Wetland Scientists*
- *NYS Wetlands Forum*
- *Friends of Iroquois NWR – Board*
- *WNY Land Conservancy*
- *Finger Lakes Land Trust*
- *Leadership Genesee - Board*
- *Association of State Wetland Managers*
- *Genesee Farm Bureau*
- *Ducks Unlimited, Inc.*
- *The Nature Conservancy*
- *ACORNS*
- *Finger Lakes PRISM*

SUMMARY OF EXPERIENCE

Sheila Hess formed CC Environment & Planning in 2009 and serves as Principal Ecologist and CEO. She works with communities, corporations, economic developers, agriculture, and conservation organizations to integrate natural resource conservation into land use planning, ecosystem management, and economic development strategies. Sheila leverages her 20 years of experience in ecology, natural resource conservation, planning, team leadership, and a broad network of peers, to create new opportunities for landscape level ecosystem restoration and protection. She facilitates collaborative and interdisciplinary problem-solving processes and focuses on solutions that serve as catalysts for sustainable change.

Sheila works at state, regional, and local levels to advance the integration of climate resilience into community and land-use planning. She participated extensively in the public review process that helped guide development of the Finger Lakes Regional Sustainability Plan, she served on the Sustainability Workgroup for the Finger Lakes Regional Economic Development Council and was successful in building a partnership that launched Green Genesee/Smart Genesee – one of the first Cleaner Greener Communities funded planning projects. Sheila is currently planning co-lead on a Countywide Climate Resiliency Plan in Genesee County and NYSERDA's New York State Climate Assessment Update.

Sheila is a founding member of both New York Green, Inc., and The Wetland Trust, two non-profit organizations emphasizing resiliency, sustainable communities, and the conservation of vulnerable natural resources, and serves on the board of several organizations.

CERTIFICATIONS/TECHNICAL TRAINING

- Green Infrastructure and Landscape Design
- Leadership Genesee 2013
- Watershed Assessment and Planning
- Wetland Classification, Assessment and Delineation
- Wetland/Stream Restoration and Mitigation
- Business Negotiation and Executive Leadership
- Geographic Information Systems (GIS) and Global Positioning Systems (GPS)
- Wildlife Trapping, Marking and Radio Telemetry



Katlyn Hojnacki – Senior Ecologist/Operations Manager

CC Environment & Planning • 585-219-4030 • khojnacki@ccenvironment.com

EDUCATION

*B.S. Wildlife Sciences, 2008
State University of NY-College of
Environmental Science and Forestry*

AREAS OF EXPERTISE

Habitat Management and Restoration

Invasive Species Management

Wildlife Surveys

Project Management

Environmental Assessments/Reviews

Land Use and Conservation Planning

*Writing: Educational, Technical, and
Planning Documents*

*GIS Data Management and Map
Production*

Public Education

AFFILIATIONS

The Wildlife Society

*New York State Chapter of The
Wildlife Society*

*Friends of Parker River National
Wildlife Refuge*

WNY Land Conservancy

SUMMARY OF EXPERIENCE

Katlyn Hojnacki has nearly 15 years of experience in Environmental and Biological Sciences. She has worked for and closely with state and federal conservation agencies including NYS Department of Environmental Conservation and U.S. Fish and Wildlife Service. Katlyn is skilled at managing multiple and diverse projects from field work to coordination, budgeting, and managing partnerships. Katlyn's approachable personality, communication skills, and broad technical background are assets in her development and administration of complex, multi-partner, and science-based conservation projects.

Katlyn employs a diverse skillset that includes field survey techniques, education and outreach, permitting, data analysis, GIS mapping, budgeting and management, report development, and land use planning. She has spent a significant amount of time providing public educational services, conducting and administering field surveys, using ArcMap for GIS mapping, and working with multiple stakeholders in developing numerous land use and conservation plans. This work has included regular communication with clients, colleagues, partners, volunteers, and members of the public (both informally and during formal public programs and presentations). Katlyn has excellent communication skills and employs a positive, clear, and concise manner with landowners, communities, companies, nonprofits, and agencies.

CERTIFICATIONS/TECHNICAL TRAINING

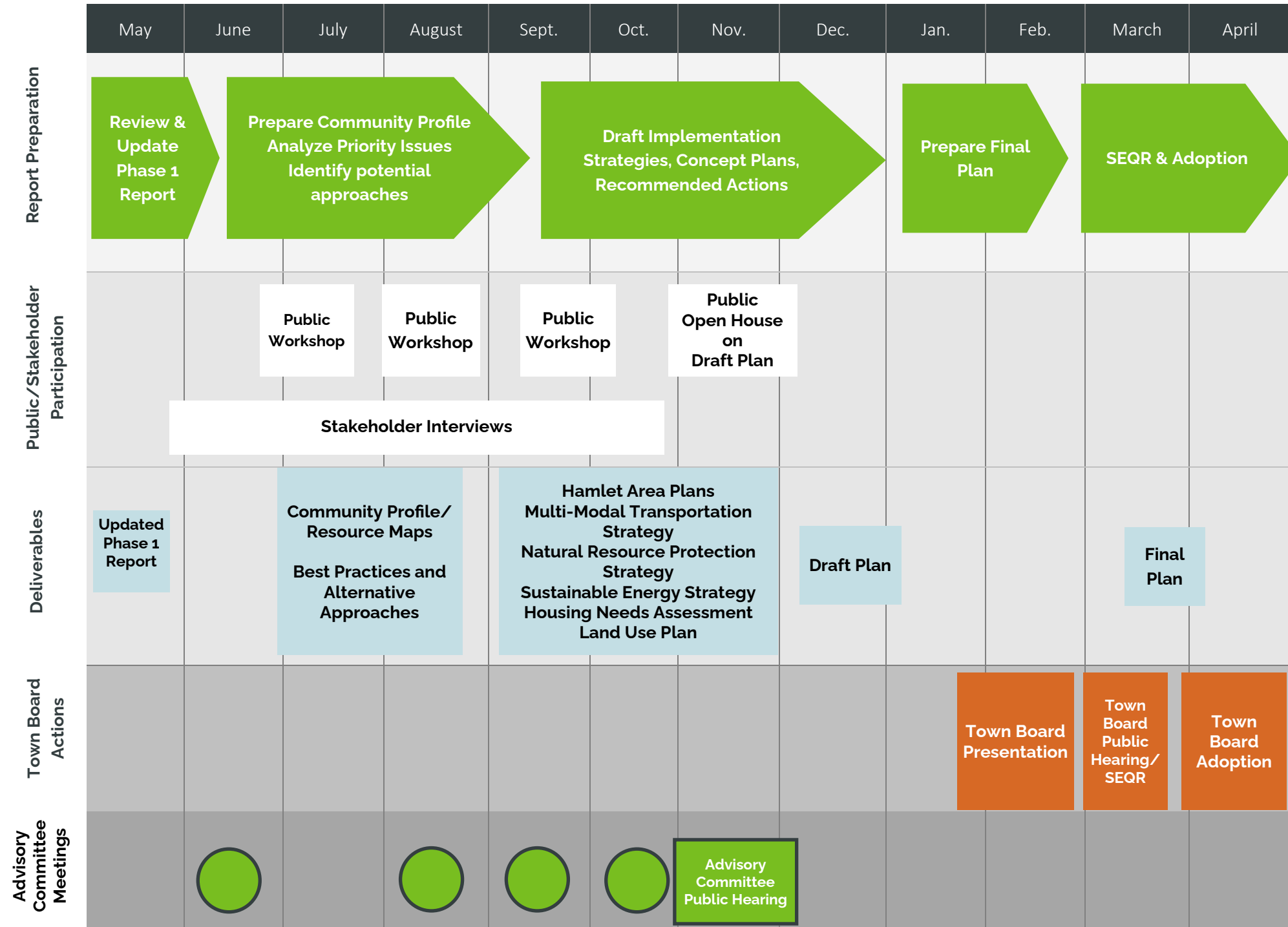
- Wetland Delineation and Evaluation
- Wildlife Surveys and Data Analysis
- Invasive Species Management
- Geographic Information Systems (GIS) and Global Positioning Systems (GPS)
- Wildland Firefighter Type II
- Motorboat Operator Certification
- Game of Logging Chainsaw Operation





SECTION 4
SCHEDULE

PROPOSED PROJECT SCHEDULE Town of Olive Smart Growth Comprehensive Plan—Phase 2





SECTION 5
BUDGET

COST PROPOSAL

Town of Olive Smart Growth Comprehensive plan

Project Fee Schedule									
	Project Manager	Senior Planner/ Technical Specialist	Planner/ GIS Specialist	LaBella Fee	CC Environment & Planning		Simon Gruber		TASK FEE
PROJECT TASKS	Hours	Hours	Hours	Fee	Hours	Fee	Hours	Fee	
Review and summarize findings from existing plans & studies/ Identify key issues and opportunities	4			\$ 500	4	\$ 480	4	\$ 320	\$ 1,300
Articulate community vision/ goals/ community priorities	4			\$ 500	4	\$ 480	4	\$ 320	\$ 1,300
Resource maps/ Document current conditions and trends (Community Profile)	4	8	16	\$ 2,580	20	\$ 2,400	4	\$ 320	\$ 5,300
Analyze issues and opportunities/ Prepare implementation strategy/ Plan document									
Hamlet area plans	4	20	8	\$ 3,140	4	\$ 480	6	\$ 480	\$ 4,100
Transportation and Utilities	4	20	4	\$ 2,820		\$ -	2	\$ 160	\$ 2,980
Energy Sustainability	4	12		\$ 1,700		\$ -	2	\$ 160	\$ 1,860
Natural resources and watershed protection; forest management	2			\$ 250	15	\$ 1,800	4	\$ 320	\$ 2,370
Economic development	4	16		\$ 2,100		\$ -		\$ -	\$ 2,100
Housing	4	16		\$ 2,100		\$ -		\$ -	\$ 2,100
Agriculture & forestry initiatives	6	4		\$ 1,150	8	\$ 960	4	\$ 320	\$ 2,430
Land use development and conservation plan	6	12	4	\$ 2,270	12	\$ 1,440	4	\$ 320	\$ 4,030
Prepare draft and final Comprehensive Plan	6	16	4	\$ 2,670	16	\$ 1,920	10	\$ 800	\$ 5,390
Environmental review and adoption	4	4		\$ 900	8	\$ 960	0	\$ -	\$ 1,860
Public Engagement/ Stakeholder interviews									
Stakeholder interviews/ meetings	2	4		\$ 650	8	\$ 960	10	\$ 800	\$ 2,410
Boiceville and Shokan walking tours/ design charrettes	4	12	4	\$ 2,020		\$ -	4	\$ 320	\$ 2,340
3 Special topic webinars/ workshops	4	12		\$ 1,700	8	\$ 960	16	\$ 1,280	\$ 3,940
Public Open House/ Committee public hearing - draft comprehensive Plan	6	8		\$ 1,550	8	\$ 960	8	\$ 640	\$ 3,150
Town Board public hearing	4			\$ 500		\$ -	4	\$ 320	\$ 820
Advisory Committee meetings (4)	24			\$ 3,000	12	\$ 1,440	8	\$ 640	\$ 5,080
Project Coordination/ Grant Administration	8	16		\$ 2,600	8	\$ 960	6	\$ 480	\$ 4,040
Subtotal (hours):	108	180	40		135		100		
Billing Rate	\$125	\$100	\$80		\$120		\$80		
Out-of-pocket (mileage, document reproduction, etc.)									\$ 1,100
Sub-Totals:				\$ 34,700	\$16,200		\$8,000		
									Total Fee: \$ 60,000