

Request for Contract Approval	
Request ID #	5379
Contract #	5479
Contract Type	B) CAB Contracts
Contract Action	B) Amendment
Contract Action Type	N) None
Department	A1996 - Planning
Date submitted	3/9/20
Contact person	Rogers, Lucas
Contact Phone	5184475566
Vendor	Camoin Associates
Estimated Amount	\$75,000
Estimated Term	9 Months
Scope of Services	Phase II of Albany County Economic Development Initiative. Assistance in enacting plan recommendations, including Communications plan, website, project development, and business retention campaign.
Budget Line Item	AA8020
Fiscal Impact	County 100.00%
	State 0.00%
	Federal 0.00%
BID,RFP,RFQ Completed?	N/A

Budget Analyst

Date

For Contract Board Use:

Date Approved

Daniel P. McCoy
Albany County Executive

Bruce A. Hidley
Albany County Clerk

Andrew Joyce, Chairman
Albany County Legislature



DANIEL P. MCCOY
COUNTY EXECUTIVE

COUNTY OF ALBANY
OFFICE OF THE EXECUTIVE
112 STATE STREET, ROOM 1200
ALBANY, NEW YORK 12207-2021
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DANIEL C. LYNCH, ESQ.
DEPUTY COUNTY EXECUTIVE

March 9, 2020

Honorable Daniel P. McCoy
Albany County Executive
112 State Street, 12th Floor
Albany, New York 12207

Honorable Andrew Joyce, Chairman
Albany County Legislature
112 State Street, 7th Floor
Albany, New York 12207

Honorable Bruce A. Hidley
Albany County Clerk
Albany County Courthouse
15 Eagle Street, 1st Floor
Albany, New York 12207

Dear Messrs. McCoy, Joyce and Hidley:

The Office of the County Executive is requesting authorization to amend its agreement with Camoin Associates for an amount not to exceed \$75,000 for Phase II of the County's Economic Development Initiative. Camoin will assist the Director of Economic Development with an aggressive launch of the County's new economic development initiative with 30, 60, and 90 day goals as well as continued support. Specific activities include, but are not limited to: (1) develop a Stakeholder Communication Plan; (2) establish a website for economic development in Albany County; (3) commence project development activities; and (4) coordinate a Business Retention and Expansion Program.

Please do not hesitate to contact me if I can be of further assistance.

Sincerely

Daniel P. McCoy
Albany County Executive



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3/9/2020

Lucas Rogers
Senior Policy Analyst
Office of Albany County Executive
112 State Street, Room 1200
Albany, NY 12207

Re: Scope of Work - Albany County Economic Development Implementation Support

Dear Lucas:

In 2019, Camoin 310 led the County of Albany, NY in the preparation of an Economic Development Strategy. Following the conclusion of the strategy development process, the County of Albany is requesting assistance from Camoin 310 to provide leadership and staff-support to launch phase II of the strategy, which is detailed in Goal 1 of the Action Plan Matrix. The action steps are listed below, along with the services that can be provided by Camoin 310 to advance each step:

Scope of Work

Goal 1: Fill the gap that Exists in Albany County's Economic Development Ecosystem and Align Regional Resources

- Appoint Executive Liaison – Work closely with County's newly appointed Economic Development Director, Kevin O'Connor, offering strategic guidance and training during weekly project management calls and additional in-person meetings as needed.
- Form Ad Hoc Organizing Work Group – Provide guidance on formation and structure of group. Facilitate communications as needed. This may include production of meeting agendas, presentations, deliverables, etc.
- Develop a Stakeholders Communications Plan – Work with County to draft plan that identifies various stakeholders, messages, and communication channels. Support County on implementation of plan as requested (drafting communications, establishing messaging channels, conducting meeting facilitation, etc.)
- Explore a Sustainable Funding Model – Provide feedback and recommendations as various options are explored. May include best practice case study research.
- Create and Maintain a Website for Economic Development in Albany County – Draft RFP for website design firm selection and manage selection process. Act as project manager for development of the website and provide input into marketing strategy for website based on

County's overall economic development goals. Support content development for the website.

- Coordinate a Business Retention and Expansion Program in Support of Ongoing Business Retention & Expansion Efforts – Design business visitation program for the County based on economic development goals. Train those conducting business visits on best practices. Support County in engaging partners. Establish a contact relationship management tool (CRM) to manage program. Conduct business visits, as requested.

30-60-90 Day Plan

Camoin 310 will begin this engagement by supporting the County on its 90-Day Implementation Plan:

Month 1

- 1) Appointment of Kevin O'Connor as Director of Economic Development to serve as Executive Liaison on or about 2/10/20. (Goal 1) (Complete)
- 2) Public Release of Camoin/Bergman Study
- 3) Formalize Ad Hoc Working Group from Albany County Business Advisory Board (Goal 1)
- 4) Develop External Communications Plan (Goal 1)

Month 2

- 5) Issue website RFP as tool for Albany County Economic Development function (Goal 1)
- 6) Finalize organizational structure and socialize with Ad Hoc Working Group (Goal 1)
- 7) Initiate Planning Phase (Goal 2)
- 8) Commence Project Development activities (Goal 2)

Month 3

- 1) Advance priority initiatives
 - a) Specific Project activity underway e.g. Airport property, downtown development project, etc.
 - b) Engage in pre-development work for specific project.
- 2) Create and launch county-wide business retention campaign (Goal 1)
- 3) Flesh out plan for remainder of year based on Goals 3 & 4

Project Management

Camoin's Project Manager, Christa O. Franzi, and Principal, Dan Gundersen, will participate in weekly project management calls with County representatives. Camoin 310 will maintain a Project Management Plan that lists all Camoin 310 tasks and provides detailed status updates for each, including critical deadlines and priorities.

Compensation and Payment

Fee for services will be billed on a time-and-expenses basis, with a not-to-exceed of \$75,000. Such fee to be charged monthly, at the following rates:

a. Hourly labor rates

President / Senior VP	\$275.00 per hour (Dan Gundersen)
Principal	\$215.00 per hour (Christa Franzi)
Senior Professional	\$155.00 per hour (Sr. Analyst)
Professional	\$115.00 per hour (Analyst/Staff)
Rate in travel status	\$85.00 per hour (all personnel)

- b. Travel by private automobile will be charged at the maximum federal reimbursement rate per mile.
- c. All other expenses (e.g. purchase of proprietary data, travel related expenses, etc.) will be charged at cost.

Sincerely,

Christa Ouderkirk Franzi
Director & Senior Project Manager
Camoin 310

Dan Gundersen
Senior Vice President & Principal
Camoin 310