

REQUEST FOR PROPOSALS

Development of the Bronx River Greenway Activity Guide

Issue date: **March 10th, 2014**

Submission Deadline: **April 10th, 2014**

Please send all submissions as ONE pdf file. No phone calls.

Description of work:

The Bronx River Alliance seeks a consultant to carry out the design for an Activity Guide for the full 8-mile length of the Bronx River Greenway in the Bronx. When complete, the Greenway will be a series of connected parks and trail along the Bronx River. A review of existing information and solicitation of feedback from Bronx River Alliance's staff and partners will be used to develop the design and incorporated all current outdoor Greenway activity options, and may include walking trails, running tracks and trails, cycling/rollerblading paths, playgrounds, boat launches, fitness equipment, and community gardens, in addition to other points of interest. We anticipate making the Guide available in print format, as well as a simple web-based format. A map of the Bronx River Greenway will be the graphic base to locate all activities and, where appropriate distance measurements will be included. The purpose of the Activity Guide is to promote the Bronx River Greenway's wide array of active recreational options available indicating, when needed, the main accesses of different facilities.

The funding available for professional services is up to \$5,000.

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RFP Contents:

Section I – Project Description

Section II- Proposal Submission Requirements

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Section I – Project Description

Purpose:

The purpose of the Bronx River Greenway Activity Guide is to promote the new and existing parks along the Bronx River, as well as the wide array of active recreational options available along the Bronx River Greenway. The Guide will be offered in print and web-based formats. The Activity Guide will cover the 8 miles of the river in the Bronx.

Background:

When complete, the Bronx River Greenway will be a continuous bike and pedestrian path extending from Hunts Point and Soundview into Westchester County to run the full 23-mile length of the river. In the Bronx, the greenway is not only a ten-mile long path but also a new linear park in the heart of the borough, providing access to the river itself, enhancing existing parks, and bringing green space to communities that have long lacked it. In addition, the greenway will connect neighborhoods currently separated by highways, railroads, and other barriers and provide Bronxites greater access to the borough's many cultural and recreational amenities. Over \$150 million has been committed for the development of the Bronx River Greenway in the Bronx.

The Bronx River Alliance was founded in 2001 to work in partnership with New York City Department of Parks & Recreation (NYC Parks) to plan and implement the greenway. The Alliance serves as a coordinated voice for the river and works in harmonious partnership to protect, improve, and restore the Bronx River corridor and greenway so that they can be healthy ecological, recreational, educational, and economic resources for the communities through which the river flows. The Alliance Greenway Team—planners, designers, and advocates from the community and government—guides the planning and implementation of the Bronx River Greenway. Our collaborative approach ensures that Bronx residents come to the table with designers and agency representatives to discuss design concepts and implementation priorities for the greenway.

Project Partners and Review:

All aspects of the Activity Guide will be guided, reviewed and approved by the Bronx River Alliance's staff that will include input from representatives of the Alliance Greenway Team, and local community groups as deemed appropriate by the Alliance.

Project Tasks:

The project scope will encompass the following tasks:

Task 1: Project Scoping Meeting

At the project scoping meeting, the Alliance and consultant shall review project requirements, roles and responsibilities, identify the information needs and next steps; and transfer any information to the consultant(s) which would assist the completion of the design. The consultant(s) shall prepare and distribute a brief meeting summary clearly indicating the agreements/understanding reached at the meeting. Work on subsequent tasks shall not proceed prior to approval of the proposed approach as outlined in the meeting summary.

Products: Scoping meeting with appropriate parties. Written meeting summary outlining agreements reached.

Task 2: Review existing information

With guidance from the Alliance's Greenway Coordinator, the consultant shall identify and review existing documents and/or information regarding the recreational outdoor activities along the Bronx River Greenway. The consultant shall develop a compilation of existing documents that could be use as examples, base maps or information that can facilitate the design of the activity map.

Products: Written summary outlining information given and requested by consultant to move forward the development of the Activity Guide.

Task 3: Preparation of first draft of Activity Guide

Based primarily on the review of existing information, and additional research as appropriate, the consultant shall develop a first draft of the guide (print and web-based versions) including map, activities, narrative and relevant data. The consultant shall design the first draft and prepare materials as needed to conduct a presentation among the Bronx River Alliance's staff to receive feedback.

Products: First draft of Activity Guide including map, locations, written narratives, and handouts and materials, if needed.
Written summary of outlining feedback from the Alliance's staff.

Task 4: Preparation of second draft of Activity Guide

Using feedback from the Bronx River Alliance's presentation, the consultant shall refine the Activity Guide and prepare the second draft of Activity Guide (print and web-based versions) that will be presented to the Alliance's staff.

Products: Second draft of Activity Guide
Written summary of final feedback from the Alliance's staff.

Task 5: Final Bronx River Greenway Activity Guide

The consultant shall prepare the Bronx River Greenway Activity Guide based on the ideas and views expressed in previous discussions with the Bronx River Alliance staff. The Activity Guide shall be submitted for review and approval. The Activity Guide shall reflect all comments to the satisfaction of the Bronx River Alliance and other stakeholders involved during the development of the final report.

Products: Five electronic copies of the Final Bronx River Greenway Activity Guide.
Specifications for printing
Web-based content is up on Bronx River Alliance's website:
www.bronxriver.org.

Schedule:

The overall project schedule shall not exceed the date of October 1st, 2014. It is anticipated that the term of the contract awarded from this RFP will be from **May 1st, 2014 to September 30th, 2014.**

General Consultant Responsibilities:

At the request of the Alliance, the consultant shall attend meetings to review the status of the project. The consultant shall prepare records of all meetings and conversations with the Alliance or other members involve during the development.

The consultant shall identify appropriate staff for the project. No changes shall be made without agreement of the Alliance following review of qualifications.

The consultant shall submit invoices for work completed following approval of project deliverables, as agreed upon at the initial scoping meeting. Invoices shall document tasks completed and percent of overall work completed, and demonstrate that this corresponds to the amount of payment requested.

Section II – PROPOSAL SUBMISSION REQUIREMENTS**General Instruction:**

Proposers shall submit ONE pdf file to the email address: Claudia.ibaven@parks.nyc.gov. No hard copies will be accepted and please no phone calls.

Proposers shall provide all information in the format outlined below:

- Hard copies of proposals shall be printed on 8.5" X 11" paper (double-sided is preferable).
- Pages should be paginated.
- While there is no page limit, proposals will be evaluated on the basis of content, not length.
- No proposals should be submitted in plastic sleeves or spiral binders.

Proposal format:

A. Proposal Cover Letter

The proposal cover letter should express the overall intent of the proposal.

B. Technical Proposal

The technical proposal is a clear, concise narrative that addressed the form's qualifications and organizational capability as follows:

- Qualifications
 - Contact information-name, address, and phone number of the firm

- Key personnel-names, respective titles, experience, and periods of service with the firm
Statement of Qualifications-narrative or other statement by the firm of its qualifications
for the proposed project
- Availability-brief statement certifying the availability of key firm personnel to undertake
to undertake the proposed project and their role
- Previous Projects-list and describe relevant projects completed by the proposer
(projects demonstrating experience with graphic design of large scale park maps
preferred)
- References-names and telephone numbers of persons or previous clients who can
provide a reference regarding the firm's past performance
- **Organizational Capability**
 - Demonstrate your firm's organizations (i.e. programmatic, managerial and financial)
capability to provide the work described in the scope of work outlined above in Section I
- **Work Plan**
 - Express how the firm will provide the scope of work described in Section I and
demonstrate that the proposer's approach will fulfill the project purpose
 - While proposals should follow the process outlined in Section I, creative modifications
to this process may also be suggested
 - Proposers may propose more than one approach
 - Submit a proposed project timeline

C. Cost Proposal

Cost proposals include a proposed total cost and an itemized breakdown of costs for each major task or milestone in the work plan. The Bronx River Alliance reserves the right to modify the payment structure.

Proposal Package Contents Checklist:

The proposal should contain the following materials. Proposers should utilize this section as a checklist to assure completeness prior to submitting their proposal:

- Proposal Cover Letter
- Technical Proposal
 - Qualifications
 - Organizational Capability
 - Detailed Work Plan (Approach and Timeline)
- Cost Proposal

Section III – PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES

Evaluation Procedures:

The selected consultant will have experience in graphic design of illustrative and creative park maps, information guides for parks, and relevant projects.

All proposals accepted by the Bronx River Alliance will be reviewed to determine whether they are responsive or non-responsive to the requisites of this RFP. Proposals that are determined by the Alliance to be non-responsive will be rejected. The Bronx River Alliance will evaluate and rate all remaining proposals based on the evaluation criteria prescribed below. The Bronx River Alliance reserves the right to conduct interviews and/or to request that proposers make presentations and/or demonstrations, as the Bronx River Alliance deems applicable and appropriate. Although discussions may be conducted with proposers submitting acceptable proposals, the Bronx River Alliance reserves the right to award contracts on the basis of initial proposals received, without discussions; therefore, the proposer's initial proposal should contain its best technical and price terms.

Evaluation Criteria:

The selection of the firm will be based on the following criteria:

- A. Quantity and Quality of Successful Relevant Experience of the Firm
 - Experience including but not limited to the ability to demonstrate excellence in graphic design skills in the development of park maps or information guides for parks or recreational facilities in print and simple web-based formats
 - Reputation among previous clients
- B. Demonstrated Level of Organizational Capability
 - Experience of personnel available to be assigned to the project
- C. Quality of Proposed Approach
 - Demonstrated understanding of the project
 - Familiarity with project area (Bronx River Greenway), and the Alliance
 - Demonstrated creativity
- D. Ability to Complete Project within Timeline
 - Proposed timeline and ability complete within desired schedule as outline in Section I

Basis for Contract Award

A contract will be awarded to the responsible proposer whose proposal is determined to be the most advantageous to the Bronx River Alliance, taking into consideration the criteria which are set forth in this RFP. Contract award shall be subject to the timely negotiations of a contract between the Bronx River Alliance and the selected proposer.