



TOWN OF CANTON, NY

REQUEST FOR PROPOSALS

Grasse River Blueway Trail Marketing Plan

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Town of Canton
60 Main Street
Canton, NY 13617

Deadline for submission:
Friday December 27, 2019 4pm

Town of Canton, New York
Grasse River Blueway Marketing Plan
Request for Proposals

I. Summary

The Town of Canton is soliciting proposals for a qualified consultant to prepare a Marketing plan for the Grasse River Blueway Trail. The project location is the Grasse River Corridor from the Town of Russell to the Town of Massena, and encompassing the Towns of Canton, Madrid and Louisville. The marketing plan development will involve review of existing planning documents, visioning sessions to identify the natural resources, recreational and cultural opportunities, lodging, restaurants, and other businesses along the Blueway to be promoted, and design and production of marketing materials which may include but not be limited to brochures, video and website. The goal of the project is to ensure there is a sensible balance between development, open space and the natural resources along the Grasse River.

The Town of Canton has been awarded a grant in the amount of \$5,000 by the Department of State with funds provided under Title 11 of the Environmental Protection Fund to complete these projects. Canton has established a Committee to oversee and guide the marketing plan. The selected consultant will work closely with the Committee throughout the duration of the contract.

II. Scope of work, products and deliverables

As enumerated in the Department of State Contract Work Plan:

Grasse River Blueway Marketing Plan

Task 23: Second Project Meeting

In consultation with the Department of State (Department), the Town (Contractor) shall hold a second project meeting with the consultant(s) selected to prepare the Blueway Marketing Plan to review project requirements, site conditions, and roles and responsibilities; identify Blueway planning issues, new information needs and next steps; and transfer any information to the consultant(s) which would assist in completion of the Blueway Marketing Plan. The Contractor or its consultant(s) shall prepare and distribute a brief meeting summary clearly indicating the agreements/understandings reached at the meeting. Work on subsequent tasks shall not proceed prior to Department approval of the proposed approach as outlined in the meeting summary.

Products: Project meeting held with appropriate parties. Written meeting summary outlining agreements/understandings reached.

Task 24: Community Visioning Workshop and Marketing Plan

The Contractor, its consultant(s), and the Project Advisory Committee shall conduct a public workshop to engage community members in identifying key recreational options, locations, landmarks, businesses, events, and cultural opportunities along the Grasse River which can be used to promote the Blueway locally, regionally, nationally and internationally. Various methods of marketing will be identified and discussed, which may include but need not be limited to brochures, video and website. The results of the workshop will be synthesized and compiled into a Marketing Plan.

Product: Grasse River Blueway Marketing Plan submitted to the Department for review and approval.

Task 25: Draft Marketing Materials

Based on the results of the Visioning Workshop, the consultant, in consultation with the Project Advisory Committee and the Department, shall develop marketing materials for use in Grasse River Blueway promotion activities that may include but need not be limited to brochures, video and website. All drafts prepared for this task are subject to review and approval by the Department.

Products: Draft(s) marketing materials submitted to the Department for review and approval.

Task 26: Draft Website

The consultant shall develop a draft website for the Grasse River Blueway with maps identifying access sites and other resources along the blueway. The website will provide information and/or links to user/visitor resources contributing to the overall blueway experience. The website will provide a link to the Department's website through consultation with Department staff. The Contractor must ensure that all materials printed, fabricated, and/or produced acknowledge the contributions of the New York State Department of State to the project.

Products: Draft website developed - reviewed and approved by the Department.

Task 27: Public Workshop

Following completion of the draft marketing materials and website, the consultant shall conduct a public workshop and solicit public input regarding the draft materials.

Products: Public workshop held. Workshop summary submitted to the Department.

Task 28: Final Marketing Materials

The consultant(s), in consultation with the Project Advisory Committee and the Department, shall prepare final marketing materials for use in Grasse River Blueway promotion activities that may include but need not be limited to a brochure, video and website. The final marketing materials shall reflect the comments received from the public workshop and the Department during draft product review.

Products: Final marketing materials submitted to the Department for review and approval.

Task 29: Production of Marketing Materials and Implementation Plan

The consultant, shall coordinate production of the brochures, video, website or other materials as identified by the Project Advisory Committee and development of an implementation plan for unveiling of the marketing materials. Final materials are subject to review and approval by the Department. The Contractor must ensure that all materials printed and/or produced acknowledge the contributions of the New York State Department of State to the project.

Products: Materials printed/produced and implementation plan developed. Materials and implementation plan submitted to the Department for review and approval.

Task 30: MWBE Reporting

In accordance with Appendix A-1, Part I, Section M, Paragraph 8, Contractor shall be required to use the New York State Contract System ("NYSCS") to record payments to subcontractors (including a breakdown of payments issued to state-certified MWBE firms) and otherwise report compliance with the provisions of Article 15-A of the Executive Law and regulations in relation to funds used pursuant to this Agreement. Contractor shall be required to submit utilization plans in paper format until such time as submission is made available through the NYSCS and notification of such availability is provided to Contractor by the State. Upon such notification by the Department, Contractor shall submit required utilization plans through the NYSCS. So long as Contractor complies with the reporting requirements stated above in the manner directed by the Department, the requirement of Appendix A-1, Part I, Section M, Paragraph 7 of this Agreement for paper filing of Quarterly Reports shall be waived. Technical assistance for use of the NYSCS system can be obtained through the NYSCS website at <https://ny.newnycontracts.com> by clicking on the "Contact Us & Support" link.

In the event Contractor does not have the capacity to use the NYSCS in the manner required above, an exception may be granted by the Department of State

upon Contractor's written request and showing of good cause to allow for paper reporting. If such an exception is granted by the Department of State, paper reporting in a manner and form directed by the Department shall be required including but not limited to the submission of Quarterly MWBE Contractor Compliance Report (Form F) forms in accordance with Section M, Paragraph 7, of Appendix A-1 of this Agreement.

Products: Ongoing reporting through NYSCS during the life of the contract.

Task 31: Project Status Reports

The Contractor or its consultant(s) shall submit project status reports semi-annually (every June 30 and December 31) on the form provided, including a description of the work accomplished, the status of all tasks in this work plan, schedule of completion of remaining tasks, and an explanation of any problems encountered.

Products: Completed project status reports submitted to DOS during the life of the contract.

Task 32: Final Project Summary Report and Measurable Results forms

The Contractor or its consultant(s) shall work with the Department project manager to complete the Final Project Summary Report and Measurable Results forms. Final payment shall not be authorized until these forms have been completed and filed with project deliverables.

Products: Completed Final Project Summary Report and Measurable Results forms submitted to DOS.

Project Deliverables and Format

All materials printed, constructed, and/or produced acknowledge the contributions of the Department to the project. The materials must include the Department of State logo and the following acknowledgment:

"This (document, report, map, etc.) was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund."

All required products submitted to the Department of State, must be clearly labeled with the NYS Comptroller's Contract #. The Consultants shall submit:

- Draft products: two paper copies of each product. In addition, all draft products must be submitted as an electronic copy in Microsoft Word and Adobe Acrobat Portable Document Format –PDF (created using 300 dpi

scanning resolution).

- Final products: two paper copies of each product. In addition, all final products (including reports, designs, maps, drawings, and plans) must be submitted as an electronic copy in Microsoft Word and Adobe® Acrobat® Portable Document Format - PDF (created using 300 dpi scanning resolution) and be submitted on a labeled CD-R type CD. The CD must be labeled with the contractor name, the Department of State contract #, and project title.
- Electronic data for all Geographic Information System-based mapping products must be included in either ArcGIS format, or similar product acceptable to the Department of State, and comply with the requirements for Contract GIS Products.
- Electronic data for all designs, drawings, and plans must be submitted in the original software that they were created (such as CAD format or other similar product acceptable to the Department of State) as well as in JPEG or GIF format.
- Pictures and photographs must be dated and captioned with the location and a brief description of the activity being documented. Electronic data for all pictures and photographs must be submitted in JPEG or GIF format or other similar product acceptable to the Department of State.

The contributions of the Department must also be acknowledged in community press releases and other notices issued for the project, including web site postings and other forms of digital distribution. Project press releases and other notices shall be submitted to the Department for review and approval prior to release, to ensure appropriate attribution.

III. Qualifications

The Consultant should have, at a minimum, the following experience:

- Has conducted projects similar in scope and objectives to this RFP; AND demonstrates relevant experience in the following subject areas:
 - Branding and marketing of places
 - Public Engagement
 - Familiarity with Grasse River Blueway Trail and related initiatives.

IV. Proposal requirements

Please organize your response to this RFP as described in this section. At a minimum, your response should include the following sections:

- A) Cover Letter

B) Firm Information

- Company Information
- Project Team and Resumes
- Subcontractor Information (team and resumes), if applicable
- Relevant Experience
- References

C) Cost

- Detailed cost estimate
- Hourly rates/billing structure used to prepare proposed cost estimate

D) Ability to satisfy Minority and Women-Owned Business Enterprises utilization requirements

E) Additional Information (Optional)

- In a separate section of the proposal, please include any additional information that you think is relevant to this RFP and will be helpful to the Town in evaluating your proposal, i.e. sample of work, etc.

A qualified consultant will be selected based on the following criteria:

- Quality and completeness of the response.
- Understanding of the project.
- Applicability of proposed alternatives or enhancements to information requested.
- Cost-effectiveness of the proposal.
- Qualifications and relevant experience with respect to the tasks to be performed.
- Reputation among previous clients.
- Ability to complete all project tasks within the allotted time and budget.

V. Timeline

The Town's anticipated timeline for this project is as follows:

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|---|-------------------|
| - RFP response deadline | December 27, 2019 |
| - RFP review, consultant selection/Board approval | January 15, 2020 |
| - Contract execution | January 31, 2020 |
| - Project completion | June 30, 2020 |

VI. Minority/Women Business Enterprise Requirements

Funding for this project is being provided by the New York State Department of State with funds provided under Title 11 of the Environmental Protection Fund. The selected consultant must comply with all provisions in the contract between the NYS DOS and the Town, including the DOS Minority and Women-Owned Business Enterprises (MWBE) goals. NYS DOS has established an overall MWBE participation goal of 30% with 15% from Minority-Owned Business Enterprises (MBE) and 15% from Women-Owned Business Enterprises (WBE). Respondents must demonstrate how they expect to achieve these goals.

VII. Submission

All valid submissions must be received by **4 PM December 27, 2019**.

Five paper copies and a thumb drive with a saved copy mailed or delivered to:

**Town of Canton
Office of Community Economic Development
60 Main Street
Canton, NY 13617**

Questions about this request can be submitted to:

Leigh Rodriguez, Director of Economic Development

(315) 386-2871 x5

lrodriquez@cantonny.gov

Issuance of this RFP does not commit the Town to award any contract, to pay any costs incurred in preparation and/or submission of a proposal, or to procure or contract for services or supplies. All proposals submitted shall become the property of the Town of Canton. The Town reserves the right to, at any time, cancel this RFP, reject any or all responses to this RFP, to modify scope of work, to re-advertise for new RFP responses, or to award contract to any party it deems best. The project related timeline mentioned above is tentative and the Town reserves the right to modify/delay the project timelines, in part or full, as and when it deems necessary.