

**Village of Haverstraw  
40 New Main Street  
Haverstraw, NY 10927**

**RFP INQUIRY RESPONSES**

**BRANDING, MARKETING, AND WAYFINDING INITIATIVE**

**RESPONSE FROM VILLAGE: SEPTEMBER 23, 2024**

***PROPOSALS DUE: SEPTEMBER 30, 2023***



**THE OFFICE OF THE MAYOR**

This document is in response to all inquiries received regarding the Request for Proposals (RFP) for the Branding, Marketing, and Wayfinding Initiative. These inquiries have been collected since the launch of this RFP on August 26, 2024, until the close of the inquiry period on September 18, 2024.

**1. What is the budget for this project? Are creative services separate from production costs?**

The project budget is \$350,000 and is inclusive of both creative and production costs.

**2. Does the Village have preferred vendors for the fabrication of items such as banners, signs, etc.?**

Though the Village has a company they will typically use, they are not considered a preferred vendor for the purposes of this project. If the selected consultant has a vendor in mind for this type of work, they are welcome to include them in the proposal.

**3. Are there wayfinding/informational kiosks that already exist within the Village or is this an entirely new idea?**

No. Below is one example of a potential kiosk for the purposes of scale and type.

**4. Are there other communities that are inspirational for this project?**

There are no specific communities that are being used as inspiration for this project.

**5. Is it possible to request an extension for the submission deadline?**

All copies, hard and electronic, are due by 4:00 pm on September 30, 2024. If electronic copies are received prior to hard copies, we may wait a short time for the hard copies to be delivered in the event of mailing issues. The mailing date, however, should be before the deadline.

**6. Is there an incumbent that will be participating in this RFP?**

There is no incumbent consultant.

**7. Would an electronic submission be acceptable if the hard copies do not arrive in the mail on time due to courier issues?**

All copies, hard and electronic, are due by 4:00 pm on September 30, 2024. If electronic copies are received prior to hard copies, we may wait a short time for the hard copies to be delivered in the event of mailing issues. The mailing date, however, should be before the deadline.

**8. Is there a local preference or are you open to firms located elsewhere?**

There is no local preference.

**9. Should proposed locations of wayfinding materials be submitted in a GIS format?**

If possible, locations should be shared in a shapefile compatible with ArcGIS Pro.

**10. Is there money available for repairing the sidewalks after installation?**

Sidewalk repairs, if needed, should be included in the proposed budget.

**11. What is the format of the website? Is it made using WordPress?**

The website is made using WordPress. The consultant will work with Village staff on any edits being made to the website.

**12. Does the Village have a PR agency that they use?**

No, the Village does not currently have a public relations agency.

**13. Should the wayfinding be focused on pedestrian or vehicle-oriented signage?**

The signage and wayfinding should focus on both pedestrian and vehicle users.

**14. Is there an available map of the parking lots located in the downtown?**

A map and list of the parking lots are attached.

**15. Section II, Part A, Wayfinding, #11: The RFP states: “Fabrication and installation of wayfinding signage and kiosks along with providing photo-documentation of the installed signage.” Does this mean that installation is sought? Are we to supply that construction budget?**

Yes, fabrication and installation should be included in the budget.

**16. Would Haverstraw be open to having its building department install signs and provide construction services?**

The proposal should assume the project will include all installation and related construction.

**17. Is MBE and WBE participation mandatory at 15% each? Would 30% for either suffice?**

The Village is required to make its best efforts to achieve at least 15% participation of both MBE and WBE participants.

**18. Section IV, part F. Please confirm deadline dates for hard copy and electronic copy. Are they both due by 4:00 p.m. on September 30, 2024.**

All copies, hard and electronic, are due by 4:00 pm on September 30, 2024. If electronic copies are received prior to hard copies, we may wait a short time for the hard copies to be delivered in the event of mailing issues. The mailing date, however, should be before the deadline.

**19. The RFP states 30% of the budget should go to MBE and WBE firms. Would it be ok if the marketing team [made up of MBE and WBE companies], qualify as taking on the full allocation of the WBE and MBE budget?**

The Village is required to make its best efforts to achieve at least 15% participation of both MBE and WBE participants.

**20. For the design, engineering, and installation of the wayfinding — can that be priced out after the brand and marketing plan are established, and once the specified signage sites are finalized?**

Please provide an estimated budget for each component of this project.

**21. We are a NYS-Certified WBE design firm that will be designing more than 30% of the project should we receive the commission. Will that cover the 30% MWBE goals or will we still need to cover the 15% MBE goal?**

The Village is required to make its best efforts to achieve at least 15% participation of both MBE and WBE participants. This could be achieved through subconsultants, contractors, etc.

**22. Please clarify if deliverables are to include all printing and fabrication. Should the fabrication budget be broken out separately from our Fees?**

The printing of marketing materials should not be included in the budget. The fabrication of signs should be included and separated in the proposed budget.

As an update to II. Scope of Work, B. Products and Deliverables, please note the below clarifications:

2. Universal graphic design guidelines and color palette **including RGB codes.**

4. Designs and siting for recommended wayfinding and district signage. **Signage should adhere to standard sizing guidelines.**

**23. What are the actual needs for a kiosk? Is it a surface meant to hold posters, notices or is it a small building? Is it to be analogue or digital (this will affect the production & ongoing maintenance costs)?**

The Village prefers that these kiosks be analogue as opposed to digital. Please see the below image of a potential kiosk for purposes of scale and type.

**24. Is it permissible to suggest a different sequence of Phases in our RFP response?**

Yes, the proposal should include recommended phasing.

**25. May we get the list of attendees to the site walkthrough?**

The Village prefers not to provide a list of attendees.

**26. Can we pitch for a portion of the project? For example, branding and marketing only?**

No, proposals must be for the entire project. However, joint proposals with other firms are welcomed.

**27. Is it a hard requirement for an entity to have a certificate of authorization issued by the New York State Education Department to Provide professional engineering services in the State of New York?**

No, not a hard requirement.

**28. Will there be existing materials (logos, brand elements, etc.) that need to be incorporated into the new branding and wayfinding designs?**

No, but discussions with the Village related to their existing logos and branding will occur during the project. However, the Village is interested in highlighting several elements of its identity: the Hudson River, it's unique history including the influence and history of the brick industry, and the diversity of its population.

**29. Are there key dates within the 12-month project timeline we should consider for with our project approach?**

There are no key dates within this project. The proposal should include a timeline.

**30. Will the selected vendor be expected to manage subcontractors for the fabrication and installation of wayfinding signage, or will the Village manage this portion?**

The selected vendor will be expected to manage the fabrication and installation of signage and kiosks.

**31. Is there a need to redesign the Village of Haverstraw website as part of the marketing initiative? Will the marketing implementation on the website need to leverage existing functionality or will new functionality need to be designed and built?**

No, a redesign of the website is not intended. It is expected that the website should incorporate the new branding and marketing that is developed.

**32. Has the Village worked with an external branding or marketing agencies in the past? If so, what were the results of that work?**

The Village has not worked with branding and marketing firms in the past.

**33. If you have partnered with a previous vendor, are they pitching for this project?**

No, the Village has not partnered with a previous vendor.

**34. Does the Village have a preferred methodology for community engagement, such as town halls or online surveys?**

Community engagement could include one or more community meetings or presentations. The Village also foresees the use of online surveys through posting on the Village website, social media posts (Instagram and Facebook), and physical fliers displayed in key Village locations. The Village will advise and assist in outreach to key stakeholders and community groups.

**35. Will the selected consultant be required to submit regular progress reports or updates? If so, what is the frequency and format of these reports?**

The Village expects regular communication from the consultant. The cost proposal should include a kickoff meeting, two rounds of revisions, and attendance at a Village Board meeting to present proposed branding, marketing and signage designs.

**36. Are there specific software tools or platforms the Village prefers for project management and communication?**

The Village and selected consultant will discuss tools or platforms for project management and communication.

**37. Who/what roles make up the Village of Haverstraw team as the decision makers for feedback and approvals?**

As noted in the RFP, a project advisory committee will be created by the Village. Final approval will be made through the Mayor and the Village Board of Trustees.

**38. How much time should we allocate to gathering feedback and approvals from the Village of Haverstraw team?**

The proposal should estimate the amount time necessary for feedback and approvals.

**39. Will the selected agency work directly with Nelson, Pope & Voorhis on this project?**

NPV, the Village's planning consultant, will likely be involved along with other Village staff and consultants.

**40. Can meetings regarding this project be conducted virtually, or if in-person meetings are required, how frequently will they take place?**

A majority of the meetings will likely take place virtually. The need for in-person meetings can be discussed and negotiated with the selected consultant.

**Other Relevant Information:**

Village of Haverstraw 2021 Comprehensive Plan: <https://docs.voh-ny.com/climate-action-and-sustainability/b/57D0D294-3D4F-40EC-AA18-E44C89F5AF5A/Comprehensive-Plan>

Chair Factory Development: <https://voh-ny.com/chair-factory-development/>

Example kiosk, for scale and type:

