

Village of Haverstraw, NY
Downtown Revitalization Initiative
Haverstraw, NY 10927

REQUEST FOR PROPOSALS BRANDING, MARKETING, AND WAYFINDING INITIATIVE

Response Due September 30, 2024



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I. Project Overview

A. Purpose

The Village of Haverstraw is seeking proposals from qualified consultants to provide services in conjunction with the recently awarded grant through the New York State Downtown Revitalization Initiative (DRI). The selected consultants will provide assistance with the administration of the Village's Branding, Marketing, and Wayfinding Initiative. Minority and women-owned businesses are strongly encouraged to respond.

B. Project Organization

The proposer shall provide a project management team experienced in the design of this type of project to supervise and assume responsibility for all project tasks, activities, and reports.

C. Project Direction

Primary interface of the selected consultant with the Village of Haverstraw will be through the Mayor of Haverstraw's office. The Mayor, his staff, and the Village's planning consultant will be responsible for the direction, review, and approval of all work as well as the program administration of the contract for compliance with, and interpretation of, the project's scope, schedule, and budget.

In carrying out these functions, the Mayor will utilize the various departments and personnel of the Village as required to ensure the project is consistent with Village's policies, procedures, and experiences.

D. Period of Performance

All proposals shall be predicated on a period of performance commencing upon award of the agreement to the selected consultant. It is anticipated that the project should not exceed more than *twelve (12) months* to complete.

E. Site Visit

All proposers are encouraged to attend a site visit with the Village's staff and consultants on September 12, 2024 at 10:00 am. The site visit will begin at Village Hall, located at 40 New Main Street, Haverstraw, NY 10927, and will consist of a walkthrough of key points in the downtown area that are pertinent to this initiative. All proposers are also free to examine the project site during normal working hours prior to the proposal due date specified in Section IV.F. Proposal Delivery.

II. Scope of Work

A. Project Description

The Branding, Marketing, and Wayfinding Initiative aims to establish and market a brand for the Village of Haverstraw that will attract visitors, new residents, and businesses while expanding upon those already present. The Initiative will develop a brand for Haverstraw that recognizes the Village's history, assets, culture, and vision. The Initiative will also create a marketing and implementation strategy, design and install new wayfinding and signage to assist citizens and visitors in navigating towards and through Haverstraw's downtown, and support the initial development of infrastructure for digital marketing tools. The specific goals are outlined below:

1. Establish a definitive brand for the Village of Haverstraw and its downtown, including both a visual identity and clear messaging.

2. Develop a marketing plan that both leverages the marketable assets of the downtown area and targets key audiences while recognizing the Village's history, assets, and culture.
3. Create buy-in among citizens and stakeholders through community engagement and outreach.
4. Ensure continuity with a strategic implementation plan, oversight of marketing content production, and the development of clear branding guidelines that are consistent with the project profile in the Haverstraw Strategic Investment Plan developed as part of the DRI, which can be found here: https://www.ny.gov/sites/default/files/2022-12/Haverstraw_DRI_5_Strategic_Investment_Plan.pdf
 - a. This may be achieved through the implementation of a project advisory committee consisting of the consultant's and Village's personnel and any others deemed appropriate by both the consultant and Village. This committee will offer insight into the needs of the Village and how this project can meet said needs and have the greatest impact possible.
 - b. The consultant may also achieve this through stakeholder interviews, focus groups, or other forms of public engagement.
5. Design wayfinding, district, and other signage that will help visitors find and navigate the downtown area.

The selected consultant's scope of work includes the three primary elements:

Branding

1. Create branding designs and digital marketing tools to be used in the branding and marketing strategy.
2. Develop specific elements to be utilized in Village branding including:
 - a. Logos
 - b. Taglines
 - c. Color palette
 - d. Overall brand style
3. Provide guidelines on how to best utilize this branding style and elements across different mediums.

Marketing

4. Conduct a comprehensive assessment of the Village to determine what assets to potentially market through this initiative and beyond.
5. Give recommendations and guidance for various forms of marketing implementation including social media, Village website, print, and public relations.
6. Provide a marketing implementation strategy across all platforms including Haverstraw's social media platforms, their website, and physical media.
 - a. **Facebook:** <https://www.facebook.com/HaverstrawHappenings/>
 - b. **Instagram:** @HaverstrawHappenings, <https://www.instagram.com/haverstrawhappenings/?hl=en>
 - c. **Website:** <https://voh-ny.com/>

- d. Physical marketing could include, but is not limited to, materials such as posters, fliers, mailings, etc.
7. Provide marketing guidelines that outline how the Village can utilize the branding tools and strategies provided.

Wayfinding

8. Design a series of wayfinding elements such as directional signs, gateway signs, interpretative signs, and information kiosks.
9. Devise a plan for determining the locations within the Village for wayfinding element implementation. Locations should be considered both throughout the downtown area as well as the surrounding community to lead visitors towards the downtown.
 - a. The plan should include recommendations on determining future locations for wayfinding elements.
10. Prepare the necessary applications or municipal agreements along with obtaining the required permits or approvals from relevant agencies for the installation of signage.
11. Fabrication and installation of wayfinding signage and kiosks along with providing photo-documentation of the installed signage.

Other general tasks included in the scope of work:

12. Provide a clear timeline for development and strategy implementation along with proposed budgets.
13. Assist in the development of the Final Project Summary Report.

The selected consultant may engage sub-consultants and sub-contractors as necessary for portions of the projects so long as they meet the standards and requirements as laid out in this Request for Proposals.

B. Products and Deliverables

The selected consultant will be responsible for producing the following products:

1. Logos and taglines that can be used across various Village branding and marketing materials.
2. Universal graphic design guidelines and color palette.
3. Drafts and final designs of marketing materials including brochures, website, social media, etc.
4. Designs and siting for recommended wayfinding and district signage.
5. Draft applications and municipal agreements, required agency permits, and approvals.
6. Wayfinding signage and kiosks.
7. Strategic implementation plan and guidelines for marketing deployment across all platforms.
8. Photo-documentation of installed wayfinding signage, information kiosks, and any other verification of material implementation.
9. Completed Final Project Summary Report submitted to DOS.
10. Any other deliverables agreed upon by the Village and the selected firm.

The products are to be submitted in the following formats as applicable:

1. Draft products: one electronic copy of each product must be submitted in Adobe Acrobat PDF format, created using 300 dpi scanning resolution and Microsoft Word, if applicable.
2. Final products: one electronic copy of each product must be submitted in PDF format, created using 300 dpi scanning resolution and Microsoft Word, if applicable. In addition, one paper copy of each final product (including reports, designs, maps, drawings, and plans) must be submitted.
3. Electronic data for all GIS-based mapping products must be submitted in either ArcGIS format, or similar product acceptable to the Department, and comply with the requirements for the Contract GIS Products. Formal metadata must be provided with all digital GIS data which includes at minimum, a file summary/abstract, intended use, data, source data, and author information.
4. 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 products acceptable to the Department), as well as in JPG format.
5. Photographs and images must be submitted in JPG format with a minimum resolution of 300 dpi and must be dated and captioned with the location and a brief description of the activity being documented and include any associated metadata (including the photo's GPS location where available).

C. Statement of Rights

The Village reserves the right, and may at its sole discretion exercise, the following rights and options with respect to this Request for Proposals:

1. to reject any and all proposals;
2. to issue additional solicitations for proposals and/or amendments to this Request for Proposals;
3. to waive any irregularities in proposals received after notification to proposers affected;
4. to select any proposal as the basis for negotiations of a contract, and to negotiate with proposers for amendments or other modifications to their proposals;
5. to conduct investigations with respect to the qualifications of each proposer;
6. to exercise at its discretion and apply its judgment with respect to any aspect of this Request for Proposals, the evaluation of proposals, and the negotiation and award of any contract;
7. to enter into an agreement for only portions (or not to enter into an agreement for any) of the services contemplated by the proposals;
8. to select the proposal that best satisfies the interests of the Village and not necessarily on the basis of price or any other single factor.

D. Inquiries

All inquiries regarding the project and the proposal arising during the process of proposal preparation are to be made *in writing, via e-mail*, until September 18, 2024. Answers to those inquiries will be made to all potential proposers via email. Answers to all inquiries will be posted on the Village's website by September 23, 2024

Inquiries are to be directed in writing via e-mail to:

Mayor Michael F. Kohut

michael.kohut@vohny.com

E. Addenda and Supplements to this Request for Proposal

In the event that it becomes necessary to revise any part of this request for proposals, or if additional information is necessary to enable the proposer to make an adequate interpretation of the provisions of this request for proposals, a supplement to the request for proposals will be posted on the Village's website by September 23, 2024.

F. Cost of Proposal Preparation

No reimbursement will be made for any costs incurred for preparation of proposals and/or interviews.

G. Contract

If the Village selects a proposal, a formal written contract shall be entered into between the Village and the successful proposer. The proposal, or any part thereof, submitted by the successful proposer, may be attached or become a part of the contract. The contract shall not become binding until signed by both parties.

III. MWBE Outreach

The design shall be in accordance with all Federal, State, County, and Village codes and regulations. The selection of construction contractors will require MWBE outreach and procurement as required by the NYS DRI funding.

A portion of this work will be funded through the NYSDOS Minority and Women-owned Business Enterprise program. This program's goal is for at least 15% participation of MBEs and 15% participation of WBEs. This goal can be met through construction, design, and engineering firms. It is encouraged that this outreach makes every effort to achieve these goals.

IV. Proposal Requirements

A. Proposal Content and Format

This Request for Proposals is intended to provide interested consultants with an opportunity to demonstrate their ability to perform the required tasks. The content of the proposal should respond to information presented in this Request for Proposals. The proposal submission shall strictly adhere to the following format, including page limits, and is not intended to be an expensive or elaborate presentation. Any proposal that violates these requirements shall be judged non-responsive regardless of the remainder of its contents.

Proposal Format:

Part A: A brief understanding of the project objectives and scope of work. This part is limited to two pages.

Part B: A listing of recent and relevant experience in similar projects that includes the firm's function during those projects (prime or subconsultant, project cost, the firm's share of total project costs, etc.) Three references from the above list including a contact's phone number and an address at the agency where the work was performed. This part is limited to three pages.

Part C: One-page resumes of the key personnel of the consultant (principal, project manager and project designer only) and all subconsultants (project manager only) that will be assigned to this project.

Part D: Cost proposal that includes the following:

1. Breakdown of costs for surveying services, engineering design services, bid document development services, and construction inspection/administration services. Note that these services are only in relation to the installation of wayfinding and branding elements as needed and may be fulfilled by sub-consultants and sub-contractors.
 - a. This breakdown should demonstrate how the consultant intends to achieve the 30% MWBE requirements as applicable.
2. Any anticipated expenses shall be noted. Cost proposal should include a kickoff meeting, two rounds of revisions, and attendance at a Village Board meeting to present the proposed design.

Part E: Estimated project schedule.

Part F: Appendix that includes any materials relevant to the proposal including proof of insurance, conceptual designs, etc.

In addition, after the proposals have been submitted to the Village, interviews with the most qualified responsive parties may be scheduled. Each party may be expected to make a formal presentation on the content of its proposal and its ability to undertake the required work.

B. Proposer Qualifications

An individual must be duly licensed in New York State to provide professional engineering or architectural services as applicable to the scope of work. An entity providing engineering services and practicing as a corporation, limited liability company, limited liability partnership, partnership or joint enterprise must also have a certificate of authorization issued by the New York State Education Department to provide professional engineering services in the State of New York.

If an architect or engineer is licensed in any state besides New York they must have the appropriate permit issued by the New York State Education Department in order to work on this project.

C. Professional Liability and Other Insurance Coverage

All proposals shall include a statement by the proposer and its subconsultants, if any, concerning professional liability for negligent acts, errors and omissions and any other insurance coverage that would protect the Village of Haverstraw from loss or harm should the proposal be accepted. The standard insurance provisions are as follows:

The Consultant shall, at its sole expense, acquire, continuously maintain during the period in which the Consultant is performing services, and provide the Village with acceptable proof of the following types of insurance:

A. Commercial General Liability Insurance providing both bodily injury (including death) and property damage insurance in a limit not less than \$1,000,000 (One Million) for each occurrence, a general aggregate not less than \$2,000,000 (Two Million), and \$3,000,000 (Three Million) umbrella.

B. Automobile Liability with a limit of \$1,000,000 combined single limit for owned, hired, borrowed and non-owned vehicles and include a waiver of subrogation in favor of the Village of Haverstraw.

C. Workers' Compensation and Employers' Liability and NYS Disability: Statutory Workers' Compensation, Employers' Liability and NYS Disability Benefits Insurance for all employees. Workers' Compensation must include a waiver of subrogation in favor of the Village of Haverstraw.

Note: ACORD form is not acceptable proof of workers compensation coverage; must provide C-105.2 and Disability to be provided on DB-120.1

D. Professional Liability – \$2,000,000 each occurrence and \$2,000,000 annual aggregate. The professional insurance shall cover the professional services rendered to the Village of Haverstraw by the consultant. If written on a “claims-made” basis, the retroactive date must pre-date the inception of the contract or agreement. Coverage shall remain in effect for (2) years following the completion of the work.

E. Umbrella Liability or Excess Liability with a limit of \$3,000,000 each occurrence \$3,000,000 aggregate on a follow-form basis over the General Liability, Automobile Liability, Workers Compensation and Professional Liability.

Any agreement resulting from this RFP shall not be effective until the Consultant provides to the Village certificates of insurance evidencing compliance with the insurance requirements of this paragraph. The certificates will show the Village as an additional insured, which must be primary and non-contributory with respect to the additional insured.

Proposers must include the Indemnification and Hold Harmless Agreement as part of their proposal. The Agreement is attached the end of this RFP.

D. Proposals to be in Effect

Each proposal shall state that it is valid for a period of one hundred eighty (180) calendar days from the date of submission.

E. Proposal Submission

All respondents are required to submit one (1) original plus three (3) paper copies and one (1) electronic copy of their proposal. Any proposal that fails to meet this requirement may be judge non-responsive regardless of the remainder of its contents.

F. Proposal Delivery

Proposals and all attachments shall be submitted by all proposers as hard copies in sealed envelopes. All proposals must be received ***no later than 4:00 p.m. on September 30, 2024***, and should be addressed as follows:

Isabel Gonzalez-Soto – Village Clerk
Village of Haverstraw, Village Hall
40 New Main Street
Haverstraw, New York 10927

A PDF of the submitted documentation must also be e-mailed to michael.kohut@vohny.com by ***4:00 p.m. on September 30, 2024***.

Any materials received at a later time and/or date will be judged non-responsive. The Village is not responsible for any internal or external delivery delays that may cause any proposal to arrive beyond the stated deadline. To be considered, proposals must arrive at the place specified herein and be time stamped prior to the deadline.

V. Factors for Selection

A. General

Selection will be based upon the qualification of the proposer, its ability to satisfy the project requirements, schedule and approach as described in the proposal. The Village reserves the right, at its sole discretion, to reject any and all proposals and to waive minor irregularities. The Village also reserves the right to select any proposal as the basis for negotiating a contract; to exercise its discretion and apply its judgment with respect to any aspect of this request for proposals; the evaluation of proposals and the negotiation and award of any contract; and to weigh its evaluation criteria in any manner it deems appropriate.

B. Proposal Evaluation

The Village of Haverstraw will review qualifications in accordance with the submission requirements and review/evaluation criteria. Proposals that are submitted on time and comply with the mandatory requirements of the Request for Proposals will be evaluated in accordance with the terms of the Request for Proposals. The Village of Haverstraw will begin reviews after the September 30, 2024 deadline date. The expected timeframe for review is two weeks.

Proposals will be evaluated using the following criteria:

1. Responsiveness to the Request for Proposals.
2. Demonstrated understanding of the Project Objectives and Scope of Work.
3. Recent and relevant experience in similar projects.
4. Demonstrated reliability to perform and manage projects of the nature described herein.
5. Qualifications and relevant experience of the consultant team.
6. Cost-effectiveness of the proposal.
7. Schedule.

Evaluation criteria are not necessarily listed in order of importance. The Village reserves the right to weigh its evaluation criteria in any matter it deems appropriate.

C. Selection Process

The Village of Haverstraw will review qualifications in accordance with the submission requirements and review/evaluation criteria. Proposals that are submitted in a timely manner and comply with the mandatory requirements of the Request for Proposals will be evaluated in accordance with the terms of the Request for Proposals. The Village of Haverstraw will begin reviews after the September 30, 2024 deadline. The expected timeframe for review is two weeks.

D. Questions

Questions regarding this Request for Proposals should be submitted in writing via email to Bill Brady at wbrady@nelsonpoppe.com.

Appendix A

DRI Area



VILLAGE OF HAVERSTRAW

INDEMNIFICATION AND HOLD HARMLESS AGREEMENT

We agree to hold harmless, indemnify and defend the Village of Haverstraw from and against any and all claims, damages, liabilities, obligations, judgments, charges, costs, expenses and fees, including but not limited to personal injury and property damage or theft, arising from work for the Village of Haverstraw.

Consultant's Company Name: _____

Consultant's Name: _____

Signature: _____ Date: _____

Nature of Job: _____

Department work is being performed for: _____