

*Lower
Manhattan*

LOWER MANHATTAN COMMUNICATIONS PLAN

\$ 500,000K

REQUEST FOR
PROPOSALS

March, 2002



City of New York

Michael R. Bloomberg, Mayor

Daniel L. Doctoroff, Deputy Mayor
for Economic Development and Rebuilding

Laurel



**New York City
Economic Development
Corporation**

John S. Chalsty, Chairman

Andrew M. Alper, President

110 William Street
New York, NY 10038

Request for Proposals (RFP): Communications Consultant

March 29, 2002

*Applications must be postmarked and mailed by
Thursday, April 18, 2002
or delivered by 3:00 PM
to*

**New York City Economic Development Corporation
110 William Street, 6th Floor
New York, NY 10038**

Attention: Paul Tamboia, Assistant Vice President, Administration

I. INTRODUCTION

Since the September 11, 2001 attack on the World Trade Center, City, State and Federal agencies have been working in partnership to help affected individuals and businesses survive the immediate physical and psychological damage and economic dislocation caused by the attack.

As our focus shifts from short-term emergency response to the long-term recovery and redevelopment of the area, a coherent communications strategy that effectively disseminates information about Lower Manhattan's progress in a timely fashion is more important than ever. The area's businesses, residents, and visitors must be informed on a regular basis – and in a consistent fashion – of the many aspects of Lower Manhattan's recovery. A coherent communications strategy will not only provide these constituents with much needed information, but will also restore a sense of confidence in the area as a place to live, work, and visit.

On behalf of New York City, the New York City Economic Development Corporation (EDC) is seeking proposals from qualified firms for consulting services in connection with the design and implementation of a Lower Manhattan Communications Plan (the Plan). This Plan will provide a blueprint for the effective dissemination of all relevant information about Lower Manhattan. As part of this Plan, the consultant selected will:

- **Provide a strategy for coordinating and communicating critical information about Lower Manhattan to target audiences on an ongoing basis**
- **Create, design, and produce targeted products and services, including a website and newsletter, to achieve the above goals**
- **Work closely with the relevant City, State, and Federal agencies and their partners to ensure that updated information is provided on a timely basis and disseminated effectively**

II. PLAN COMPONENTS

To be eligible for consideration, a proposal for consulting services must include the following components:

- **A strategy for coordinating and communicating critical information about Lower Manhattan to target audiences on an ongoing basis**

In close consultation with the Deputy Mayor for Economic Development and Rebuilding, the Chairman of Empire State Development Corporation, the President of the Lower Manhattan Development Corporation, the President of EDC and the press offices of these and other relevant agencies, the consultant will develop a strategy for coordinating and communicating critical information. This information will address Lower Manhattan issues ranging from air quality and other environmental concerns to traffic, transportation and infrastructure issues, grants, loans and incentives for businesses and residents, street and building access, security, temporary and permanent memorials, area events, and the status of area development.

This Plan will be targeted to key audiences including but not limited to: residents, potential residents, area businesses as well as those interested in moving to the area, area employees,

tourists, cultural and other not-for-profit organizations, those involved in the redevelopment effort, and families of the 9/11 victims.

- **Create, design and produce products and services, including a website and newsletter, to achieve the above goals**

The consultant will recommend and design specific products and services, including a website and newsletter, with up-to-date information about Lower Manhattan, to disseminate information to the target audiences described above.

The proposed Plan should include a breakdown of the following details regarding the website and newsletter:

- Project timetable, cost and deliverables for the website for three phases: 1) site design and launch; 2) site hosting; and 3) ongoing site management, including the update of content.
- Project timetable, cost and deliverables for the newsletter for two phases: 1) newsletter design and production, including a design template and 2) ongoing production and distribution of the newsletter.

The proposed Plan should also include a comprehensive publicity strategy consisting of elements above and beyond the website and newsletter. This may include the development of relevant area collateral and marketing materials, as well as a print and media advertising plan, and/or a community outreach plan. The Plan may also incorporate a combined strategy that includes elements of each. Proposals for this strategy will be evaluated in the context of the website and newsletter proposals, and should include innovative ideas about how to best market the redevelopment of Lower Manhattan.

For all aspects of the Plan, the consultant should create products and services that have a consistent overall look and feel. Writing should be clear, concise, and crisp. Creative design of printed or electronic materials should present relevant information in an easy-to-use and engaging format. The products and services designed as part of the plan must send the signal to Lower Manhattan's businesses, residents, and visitors that information about the area is consistent, up-to-date and reliable.

- **Work closely with the relevant City, State, and Federal agencies and their partners to ensure that updated information is provided on a timely basis; the consultant will then be responsible for disseminating this information effectively**

The consultant will be responsible for working closely with the relevant agencies and their partners in the recovery effort to access updated Lower Manhattan information. The Deputy Mayor for Economic Development and Rebuilding and his staff will facilitate these relationships as necessary. The consultant will also be responsible for disseminating relevant information through the appropriate product and/or service. As part of this task, the consultant will oversee the content development for each product and service.

III. TEAM STRUCTURE & TIMETABLE

The Plan consultant will be responsible for all aspects of strategic development of the Plan and project management of its components. Consultants planning to use subcontractors for various aspects of the Plan may apply; large firms with in-house capacity for aspects of the Plan may also apply. There is no clear preference for one format over another; however, potential vendors should understand that the lead consultant will be held responsible for establishing a team structure that is cost-effective and responsive over the course of the project. Moreover,

potential vendors should understand that the winning bidder will structure his or her team in a way that maximizes its creative output and takes advantage of team members' core creative competencies.

In addition to the deliverables outlined above, the strategy must also include the following:

- A project action plan, accompanied by a timetable highlighting key project phases and specific deliverables
- A defined method for evaluating the success of the communications plan on an ongoing basis, including user response and feedback
- A broad plan for the eventual transition of relevant project functions back to the City at the conclusion of the contract
- A thorough documentation of the strategy and its implementation for potential use in future disasters

Project planning will begin as soon as the consultant is selected, and the presentation of an initial Plan will be expected within two weeks. The overall project is expected to take between nine and twelve months; an evaluation of the Plan's success will take place at six months.

IV. REQUIRED SUBMISSIONS

All firms responding to the Request for Proposals (each, a "Respondent") will be required to answer each of the following requests for information. The total length of the response should be no longer than 10 pages.

1. Please provide a history of your firm, including its date of establishment and recent client list.
2. Please describe your firm's qualifications to undertake this project and why your firm is best suited to this project.
3. Please describe the strategy you would employ and how team members would be organized.
4. Please describe the creative approach that will guide your development of an overall communications strategy, and demonstrate how you plan to thread together the diverse components of the overall plan. The creative approach should indicate how you will organize and present complex information in a clear, crisp, user-friendly manner, and how the various pieces will articulate a cohesive message. The submission should present your initial ideas for both design and content.
5. Please provide the names, resumes, relevant experience and other pertinent information concerning the firm's personnel who will be responsible for this assignment. Include the department from which personnel will be deployed, as well as the amount of overall time each professional is expected to dedicate to this assignment, and his or her role on the project.
6. Please describe firm experience in projects involving dissemination of public information and media campaigns.
7. Please describe your firm's experience in website development.

8. EDC reserves the right to designate one or more subcontractors to perform agreed upon services under the Plan. EDC also reserves the right to approve any subcontractors designated by the Consultant to perform services under the Plan. Please discuss the extent to which your firm has the capacity to perform Plan services in-house. Please describe firm practice and relevant experience working with subcontractors.
9. Please discuss any experiences your firm has had working with public sector entities and any concerns you have in accepting an engagement with a public entity.
10. Please discuss in detail the compensation you would seek for your services.
11. Please disclose the existence of any actual or potential conflicts of interest that you have or may have if you perform the services on behalf of EDC.

V. REVIEW AND SELECTION

Each proposal that is responsive to all of the submission requirements stated in this RFP will be reviewed for compliance with the selection criteria set forth below.

1. Management Capacity. Management teams that have prior comparable experience, particularly with respect to communications campaigns, will receive preference under this criterion. EDC will evaluate the overall qualifications and past performance of the management team. EDC will focus in particular on the relevant experience and other pertinent information concerning the firm's personnel who will be responsible for this assignment. EDC's evaluation will include a review of the Respondent's past performance record.
2. References. EDC may contact clients of the Respondent and ask for an evaluation of the Respondent's performance as communications consultant.
3. Effectiveness and Feasibility. EDC will evaluate the capacity of the Respondent to implement the project. Experience and skills of responsible persons and organizations will be significant factors in EDC's evaluation. EDC will evaluate the feasibility and soundness of the proposal, including the likelihood that implementation of the project will achieve the stated goals and objectives and will occur in a timely fashion.
4. Creativity. EDC will evaluate each proposal for creativity in design. This criterion will consider both the visual appeal of the proposal concept and its ability to present information on a variety of topics in an uncomplicated, user-friendly format.
5. Public Sector Involvement. EDC will evaluate the Respondent's prior experience with public sector entities.
6. Compensation. EDC will evaluate the Respondent's compensation proposal. Preference will be given under this criterion to Proposals that propose the most reasonable and flexible compensation arrangements.
7. Conflicts of Interest. EDC will evaluate the existence of any actual or potential conflicts of interest that the Respondent has or may have if it performs the consulting services for the Plan.

VI. PROPOSAL CONDITIONS, TERMS AND LIMITATIONS

In addition to those stated elsewhere, this document requesting proposals and any transaction resulting from such proposals are subject to the conditions, terms and limitations stated herein and as follows:

1. The Respondent and its principals must complete a background questionnaire and be subject to investigation by EDC and the City's Inspector General. The designation may be revoked in EDC's sole discretion if any derogatory information is revealed by such investigation. For example, an applicant under this document requesting proposals may be rejected if he or she, as an individual, any business entity applicant or any principal shareholder, partner or member of a business entity applicant or any person or entity associated with the respondent, in EDC's sole discretion, is determined to have been convicted of a felony or crime involving moral turpitude, to be an "organized crime figure," to be under indictment or criminal investigation, to be in arrears or in default on any tax, debt, contract or obligation to or with the City or State of New York or otherwise to be a "prohibited person" as defined by the City.
2. Neither EDC nor the City is obligated to pay and shall not pay any costs incurred by any applicant at any time unless EDC or the City has expressly agreed to do so in writing.
3. This is a Request for Proposals, not a Request for Bids. EDC shall be the sole judge of each response's conformance with the requirements of this document and of the merits of the individual proposals. EDC reserves the right to waive any conditions or modify any provision of this document with respect to one or more applicants, to negotiate with one or more of the applicants with respect to all or any portion of any project, to establish additional terms and conditions, to encourage applicants to work together, and/or to reject any or all responses, if in its judgment, it is in the best interest of EDC and the City to do so. If all proposals are rejected, this letter requesting proposals may be withdrawn and the communications services sought herein may be resolicited. In all cases, EDC shall be the sole judge of the acceptability of the proposals.
4. EDC is dedicated to furthering the participation of minority and women-owned businesses in its work. All respondents are urged to include in their proposals methods for facilitating the participation in the project of businesses that have been certified by the New York City Department of Business Services ("DBS") as being women-owned or minority-owned. This can take any form a respondent considers appropriate including, but not limited to, proposals intended to ensure the utilization of certified minority- and women-owned businesses as subcontractors or as joint venture partners. Businesses that have been certified as being women- or minority-owned by the Port Authority of New York and New Jersey or the New York State Department of Economic Development may be eligible to receive expedited certification from DBS after completing the DBS "Expedited Certification Affidavit", which may be obtained by calling EDC's Contract Administration and Procurement Department at (212) 312-3969.
5. All proposals and other materials submitted to EDC in response to this Request for Proposals may be disclosed in accordance with the standards specified in the Freedom of Information Law, Article 6 of the Public Officers Law of the State of New York ("FOIL"). The entity submitting a proposal may provide in writing at the time of submission a detailed description of the specific information contained in its submission, if any, which constitutes a trade secret or which would, if disclosed, harm such entity's competitive position. This characterization shall not be determinative, but EDC will use

it for purposes of evaluating the applicability of any exemptions under FOIL should any request be made under FOIL to see the submission.

6. The information set forth in this RFP is believed to be accurate. However, the City and EDC, their officers, agents and employees assume no responsibility for errors or omissions contained herein.

VII. SUBMISSION REQUIREMENTS

Proposals must be submitted on or before 3:00 p.m., Thursday, April 18, 2002 in accordance with the following instructions. Six copies of the proposal should be sent to:

New York City Economic Development Corporation
110 William Street, 6th Floor
New York, NY 10038
Attention: Paul Tamboia, Assistant Vice President, Administration

The package containing the proposal should be marked "Response to Request for Proposals – Communications Plan." Questions concerning this RFP should be submitted in writing to Mr. Tamboia (email: ptamboia@nycedc.com; or c/o NYC EDC, 110 William Street, 2nd Floor, New York, NY 10038).