



New York City
Department of
Environmental
Protection

STUART M. ERDFARB, P.E.
Agency Chief
Contracting Officer

6/10/02

Bob
This is what I have;
I'll e-mail it to you
also.
[Signature]

Erdfarb, Stuart

From: Erdfarb, Stuart
Sent: Thursday, June 06, 2002 1:01 PM
To: Ward, Chris
Subject: FW: Lower Manhattan Communications Consultant Selection

I spoke with Laura Blatchford. The procurement process used by EDC mirrors that used by DEC and EPA, but not by the City. It appears that all the right steps were taken and I see no reason not to confirm the EDC selection. Laura tells me, however, that the selection committee has not yet finalized its choice and is still looking at the two finalists. She mentioned that the contract may have to go through DEP in order to get the FEMA reimbursement. I told her that I did not know how that could be done. She asked for someone to speak to so I gave her Jeff Weinstein's telephone number at the Mayor's Office of Contracts. I did advise her, however, that calling him may open a Pandora's box and that she should tread carefully.

-----Original Message-----

From: Erdfarb, Stuart **On Behalf Of** Erdfarb, Stuart
Sent: Tuesday, June 04, 2002 12:41 PM
To: 'LBLATCHFORD@CITYHALL.NYC.GOV'
Cc: Ward, Chris
Subject: Lower Manhattan Communications Consultant Selection

I am the Agency Chief Contracting Officer at DEP and Commissioner Chris Ward asked that I review the process that was used by EDC to procure the Consultant for the Lower Manhattan Communications project. I have a few questions.

How was it decided that the committee (made up of the Deputy Mayor for Eco Devel & Bldg Office and EDC reps) would evaluate the top 23 firms as ranked by the EDC committee? Why 23? Subsequently, the top 7 were selected? If the top 7 were selected, what is the significance of the 23? Why was there an intermediate step?

When the final 2 firms were considered, were they re-scored and re-ranked based upon the presentations made at City Hall? If not, how was the selection of the BEST made?

Was **cost** considered at all? If not, how will cost be arrived at?

Thanks very much.

Stuart M. Erdfarb 718-595-3300

*6/7/02 : For Record.
 I spoke with Mrs. Blatchford
 and she satisfactorily answered my questions. I
 advised her to call Jeff Weinstein at Proc
 if she wanted to give the contract to DEP.*



Guzman, Diana

From: Blatchford, Laurel [LBlatchford@cityhall.nyc.gov]
Sent: Monday, June 03, 2002 9:40 AM
To: 'christopherw@dep.nyc.gov'
Cc: Greenberger, Sharon
Subject: FW: Selection Committee Meeting- Monday June 3, 2002



Lower Manhattan
 Communications...

Chris - As per our discussion earlier this AM, here's the draft selection committee memo prepared by EDC. It gives a good overview of the process and should provide you with some background. Let me know if you have any other questions and I look forward to speaking more about this later.

Laurel

> -----Original Message-----

> From: Richard Wager [mailto:rwager@nycedc.com]
 > Sent: Monday, June 03, 2002 9:40 AM
 > To: 'Blatchford, Laurel'
 > Subject: RE: Selection Committee Meeting- Monday June 3, 2002

> <<Lower Manhattan Communications Plan Selection Memo.doc>>

> -----Original Message-----

> From: Blatchford, Laurel [mailto:LBlatchford@cityhall.nyc.gov]
 > Sent: Monday, June 03, 2002 9:07 AM
 > To: 'Richard Wager'
 > Subject: RE: Selection Committee Meeting- Monday June 3, 2002

> Rich - Can you call me ASAP? Just want to speak with you about this meeting as well as some other stuff. Thanks - LB

> -----Original Message-----

> From: Richard Wager [mailto:rwager@nycedc.com]
 > Sent: Thursday, May 30, 2002 4:30 PM
 > To: 'sgreenberger@cityhall.nyc.gov';
 > 'lblatchford@cityhall.nyc.gov'
 > Subject: FW: Selection Committee Meeting- Monday June 3, 2002

> fyi

> -----Original Message-----

> From: Paul Tamboia
 > Sent: Thursday, May 30, 2002 4:20 PM
 > To: John Cirolia; Judy Fensterman; Mel Glickman; Susan Goldfinger; Seth Kaye; Ann Kayman; Liza Kent; Robert LaPalme; Steve Lazarus; Eve Michel; Mark Silversmith
 > Cc: Judith Capolongo; Jean Claude Toussaint; Sheryl Johnson; Paul Kelly; Jason Wright; Maryann Catalano; Kate Searcy; Zuzel Guerra; Jennifer Curattalo; Josh Sirefman; Richard Wager
 > Subject: RE: Selection Committee Meeting- Monday June 3, 2002

> The Following Item will be presented at the next EDC Selection Committee Meeting scheduled to take place on Monday June 3, 2002, at 10:30 a.m. in Conference Room 6B:

> Project:

> Presented By:

> Lower Manhattan communication Plan

> Richard Wager

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> Paul J. Tamboia, ACCO, CPPB
> Assistant Vice President
> NYC Economic Development Corporation
> ptamboia@nycedc.com
> 212-312-3583
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MEMORANDUM

TO: Selection Committee

FROM: Richard C. Wager
Robyn A. Yilmaz

RE: Lower Manhattan Communications Plan: Firm Selection

DATE: May 30, 2002

Background

In an effort to transition from short-term emergency response to long-term recovery and redevelopment of the downtown community, the Deputy Mayor's Office for Economic Development and Rebuilding, through the City's Economic Development Corporation, initiated a Request for Proposals process asking for firms to develop coherent communications strategies that effectively disseminate information about Lower Manhattan's progress. The target audiences for this strategy were identified as the area's businesses, residents, and visitors. The goal was to provide these constituents with much needed information, as well as to restore a sense of confidence in Lower Manhattan as a place to live, work, and visit.

RFP Process

Request for Proposal (RFP)

On March 29, 2002, EDC advertised a Request For Proposals (RFP) with the City Record that ran for 15 consecutive business days. In addition, EDC posted the RFP on its web page April 2, 2002 through April 18, 2002, allowing the public access to this solicitation 24 hours-a-day, 7 days-a-week for a period of 17 calendar days. Finally, a direct mailing was sent out to 50 consulting firms with expertise in communications. The firms selected for the direct mailing came from listings published by the Council of Public Relations Firms. The top 25 Public Relations firms, by revenue, and all 24 Ad agencies listed by the Council received the RFP. In addition, one agency selected from the EDC Bidders List received the RFP.

The Selection Process

EDC received 76 proposals from various firms throughout the City, as well as one from California. The selection process was implemented with the goal of being a thorough, consistent, and inclusive process. EDC representatives participated in each stage of the selection process. The process involved the following steps:

1. EDC Representatives reviewed all submissions, initially removing firms that did not substantially meet the "Required Submissions" section of the RFP. Seven firms failed to meet this minimum requirement and were removed from the pool of candidates.
2. The remaining 69 proposals were reviewed by the same EDC Representatives and ranked based upon the attached "RFP Evaluation Form" (see attached). This form asked for a ranking of the firm based upon 17 different criteria.

Handwritten notes:
 76 proposals received ~~ranked~~, 7 rejected by EDC.
 69 proposals were ranked by EDC.
 23 top firms were looked at and
 7 top firms were selected ~~by~~ by Committee
 2 best were picked & interviewed
 and best was picked by committee

Representatives from the Deputy Mayor's Office for Economic Development and Rebuilding, and EDC Representatives used the RFP Evaluation Form to evaluate the top 23 highest-ranking firms, and selected the top seven from this group. *why?*

3. The remaining seven firms were invited to give presentations to representatives from
 - o The Deputy Mayor's Office for Economic Development and Rebuilding
 - o Economic Development Corporation
 - o Office of Emergency Management
 - o Department of Transportation
 - o Department of Design & Construction
 - o Lower Manhattan Development Corporation
 - o Mayor's press office

Following each presentation, participating agency representatives and representatives from Deputy Mayor's Office discussed the strengths and weaknesses of each firm relative to the description provided in the RFP and relative to other firm proposals and presentations.

4. Of these seven, *based upon what?* two firms, Burson-Marsteller and Edelman Communications were selected as finalists to give presentations to:
 - a. The Deputy Mayor of Economic Development and Rebuilding & members of his staff
 - b. The Mayor's Director of Communications
 - c. The Mayor's Press Secretary
 - d. Representatives from Economic Development Corporation
 - e. The Vice President of Communications of The Lower Manhattan Redevelopment Corporation

Edelman presented on Thursday, May 16th in the Blue Room at City Hall. The presentation lasted approximately 35 minutes and was followed by Q&A.

Burson-Marsteller presented on Friday, May 17th in the Blue Room at City Hall. The presentation lasted approximately 35 minutes and was followed by Q&A.

Following both interviews, the Deputy Mayor expressed concern with different aspects of each strategy and asked the firms to submit further information and revised budgets the following week.

Recommendation

Following the submission of additional materials from the remaining two firms, the selection committee agreed unanimously that Edelman Communications had presented the proposal that could most effectively accomplish the goals set forth in the RFP. Edelman Communications' proposal reflected the Selection Committee's desire to create an information dissemination strategy that delivers a credible, accurate, timely, and user-friendly resource for all downtown stakeholders. In addition, Edelman presented strong organizational ideas on how to best collect information from the numerous different agencies working to rebuild the downtown community and how to package this information into a usable, pertinent product. And finally, Edelman presented a team of communications experts, unsurpassed in experience, results, and professionalism. For the above stated reasons, the selection Committee recommends Edelman Communications as the primary contractor for the Lower Manhattan Communications Plan. *Cost?*