Michael R. Bloomberg
Mayor

Department of Transportation

Janette Sadik-Khan
Commissioner

REQUEST FOR PROPOSALS

Event Planning, Management, and Marketing Services for the New York City Department of Transportation's 2010-2012 Summer Streets Programs and Other Related Programs/Events

PROCUREMENT IDENTIFICATION NUMBER (PIN): 84110MBAD456

RELEASE DATE OF THE RFP: February 22, 2010

CONTRACT TERM: 1,095 Consecutive Calendar Days from the Date of the Notice to Proceed

AUTHORIZED AGENCY CONTACT PERSON

Proposers are advised that the Authorized Agency Contact Person for <u>all</u> matters concerning this Request for Proposals is:

Dani Simons
Director of Strategic Communications
New York City Department of Transportation
55 Water Street – 9th Floor
New York, New York 10041
Telephone: (212) 839-6421
Fax: (212) 839-4249
E-mail:dsimons@dot.nyc.gov

Michael W. Bloomberg
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THE CITY OF NEW YORK
DEPARTMENT OF TRANSPORTATION
REQUEST FOR PROPOSALS

TITLE: Event Planning, Management, and Marketing Services for the New York City Department of Transportation's 2010-2012 Summer Streets Programs and Other Related Programs/Events

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Name:	Dani Simons
Title:	Director of Strategic Communications
Mailing Address:	55 Water Street – 9th Floor New York, New York 10041
Telephone:	(212) 839-6421
Fax:	(212) 839-4249
E-Mail:	dsimons@dot.nyc.gov

SECTION I – TIMETABLE

A. **Release Date of this Request for Proposals:** February 22, 2010

All questions and requests for additional information concerning this RFP should be directed to **Dani Simons**, the Authorized Agency Contact Person, at:

Telephone: **(212) 839-6421**
Fax: **(212) 839-4249**
E-Mail Address: **dsimons@dot.nyc.gov**

Proposers should submit questions no later than seven (7) days prior to the proposed due date as the Agency may be unable to respond to questions received after that date.

B. **Pre-Proposal Conference:**

Date: March 4, 2010
Time: 1:00 PM
Location: 55 Water Street – Ground Floor, Bid Room, New York, New York 10041
(south side of building, towards river – across from Vietnam Veterans' Memorial)

Attendance by proposers is optional but recommended by the Agency.

C. **Proposal Due Date and Time and Location:**

Date: March 29, 2010
Time: 2:00 PM
Location: NYCDOT Contract Management Unit
55 Water Street – Ground Floor, Bid Window, New York, New York 10041
(south side of building, towards river – across from Vietnam Veterans' Memorial)

E-mailed or faxed proposals will not be accepted by the Agency.

Proposals received at this Location after the Proposal Due Date and Time are late and shall not be accepted by the Agency, except as provided under New York City's Procurement Policy Board Rules.

The Agency will consider requests made to the Authorized Agency Contact Person to extend the Proposal Due Date and Time prescribed above. However, unless the Agency issues a written addendum to this RFP that extends the Proposal Due Date and Time for all proposers, the Proposal Due Date and Time prescribed above shall remain in effect.

D. **Anticipated Contract Start Date:** June 1, 2010

SECTION II – SUMMARY OF THE REQUEST FOR PROPOSALS

A. Purpose of RFP

The Agency is seeking an appropriately qualified vendor to plan, manage, and market its "Summer Streets Program" for the years 2010, 2011, and 2012, which will promote sustainable transportation and healthy physical activity. Summer Streets was originally conceived as a way to inspire New Yorkers to think about their streets in a new way. Key to the vision for the event is to provide a route free from motor vehicles and of sufficient length to attract bicyclists as well as joggers, rollerbladers, and walkers; to create an event that occurs over several consecutive weekends; to promote local businesses; to keep the event free and open to the public; and to create ancillary programming to attract participants who might not self-identify as cyclists or joggers or even as people particularly interested in exercise.

In addition to the above, the New York City Department of Transportation reserves the right to increase the scope of the resultant contract to include similar campaigns and event planning activities of a smaller scale.

B. Anticipated Contract Term

It is anticipated that the term of the contract awarded from this RFP will be 1,095 Consecutive Calendar Days from the date of written Notice to Proceed.

C. Maximum Available Funding

The maximum available funding for the contract awarded from this RFP will be $1.5 million over four years, with the following maximum amounts intended for the Summer Streets Program:

2010: $150,000
2011: $585,000
2012: $290,000
2013: $300,000

In addition to the above, the resultant contract will be funded a maximum amount of $175,000 through its course for the successful proposer to provide assistance for similar campaign and event planning activities of a smaller scale. Under no circumstances shall the successful vendor construe the maximum contract amounts as an expectation of future business. The proposer's price proposal is understood to be for the purposes of price comparison only. In addition, the Agency reserves the right to increase or decrease available funding at any time.

C. Anticipated Payment Structure

It is anticipated that the payment structure of the contracts awarded from this RFP will be based on a combination of line-item budget reimbursement and performance-outcome measures (i.e. specific performance payment outcome measures and related financial incentives and/or disincentives, unit payments tied to outcomes, milestone payments tied to outcomes, and/or liquidated damages tied to outcomes). However, the Agency will consider proposals to structure payments in a different manner and reserves the right to select any payment structure that is in the City's best interest.

SECTION III – SCOPE OF SERVICES

A. Agency Goals and Objectives for this RFP

The Agency's goals and objectives for this RFP are:

- creation and implementation of effective marketing plans
- creation and implementation of an efficient staffing and logistics plans
- recruitment and management of volunteers and temporary event staff
- recruitment and coordination of programming partners
- recruitment and management of event sponsors
- development of a signage plan and the production of signage
- design and production of marketing materials and other materials, as necessary.

B. Agency Assumptions Regarding Contractor Approach

The Agency's assumptions regarding the approach that will most likely achieve the goals and objectives set out above are:

- an end product that reflects the mission, vision and values of NYCDOT
- marketing that is attractive to people of all ages, races, ethnicities, and levels of physical ability, with outreach materials prepared in a minimum of three languages: English, Spanish, and Chinese
- physical activity programming (opportunities for walking, biking, running, rollerblading, etc.)
- arts and cultural programming appealing to a large and diverse group of people
- staffing, purchasing and design decisions that promote environmentally sensitive procurement, printing, and production methods
- regular consultation, including at least once weekly meetings, with NYCDOT and other City staff throughout the entire process.

C. Agency Assumptions Regarding Performance-Based Payment Structure

The Agency will negotiate specific performance-based outcome measures and related incentives/disincentives with the selected proposers in order to best assure that the selected proposer will perform the work under the contract awarded from this RFP in a manner that is cost-effective for the Agency and most likely to achieve the Agency's program goals and objectives as set forth above. Liquidated damages will be assessed if milestones are not completed within the negotiated timeframe.

D. Agency Assumptions Regarding Scope of Services

The Agency reserves the right to modify the Scope of Services for the contract resulting from this RFP. Modification may include, but is not limited to, assignment to the Contractor of programmatic tasks not previously specified. Payment for completion of these tasks will be made at rates negotiated between the Agency and the Contractor.

E. Compliance with Local Law 34 of 2007

Pursuant to Local Law 34 of 2007, amending the City's Campaign Finance Law, the City is required to establish a computerized database containing the names of any "person" that has "business dealings with the city" as such terms are defined in the Local Law. In order for the City to obtain necessary information to establish the required database, vendors responding to this solicitation are required to complete the attached Doing Business Data Form and return it with their proposal in a separate envelope. (If the responding vendor is a proposed joint venture, the entities that comprise the proposed joint venture must each complete a Data Form.)

If the City determines that a vendor has failed to submit a Data Form or has submitted a Data Form that is not complete, the vendor will be notified by the agency and will be given four (4) calendar days from receipt of notification to cure the specified deficiencies and return a complete Data Form to the agency. Failure to do so will result in a determination that the proposal is non-responsive. Receipt of notification is defined as the day notice is e-mailed or faxed (if the vendor has provided an e-mail address or fax number), or no later than five (5) days from the date of mailing or upon delivery, if delivered.

SECTION IV - FORMAT AND CONTENT OF THE PROPOSAL

Instructions: Proposers should provide all information required in the format below. The proposal should be typed on both sides of 8½" x 11" paper. The City of New York requests that all proposals be submitted on paper with no less than 30% postconsumer material content, i.e., the minimum recovered fiber content level for reprographic papers recommended by the United States Environmental Protection Agency (for any changes to that standard please consult: http://www.epa.gov/cpg/products/printing.htm). Pages should be paginated. The proposal will be evaluated on the basis of its content, not length. Failure to comply with any of these instructions will not make the proposal non-responsive.

A. Proposal Format

1. Proposal Cover Letter

The Proposal Cover Letter form (Attachment A) transmits the proposer's Proposal Package to the Agency. It should be completed, signed and dated by an authorized representative of the proposer.

2. Program Proposal

The Program Proposal is a clear, concise narrative that addresses the following:

a. Experience

Describe the successful relevant experience of the proposer, each proposed sub-contractor if any, and the proposed key staff in providing the work described in Section III of this RFP. Specifically address the following:

- List and describe at least three large events that the proposer has planned, marketed, and managed
- Describe the proposer's experience in recruiting and managing large teams of volunteers
- List and describe any events that the proposer has produced or co-produced with a large city agency or other large business/organization, along with estimates of attendance and media coverage generated by these events

In addition:

- Attach a listing of at least two relevant references, including the name of the reference entity, a brief statement describing the relationship between the proposer or proposed sub-contractor, as applicable, and the reference entity, and the name, title and telephone number of a contact person at the reference entity, for the proposer and each proposed sub-contractor if any.

- Attach for each key staff position a resume and/or description of the qualifications that will be required. In addition, provide a statement certifying that the proposed key staff will be available for the duration of the project.

b. Proposed Approach

Describe in detail how the proposer will provide the work described in Section III of this RFP and demonstrate that the proposer's proposed approach will fulfill the Agency's goals and objectives. Specifically address the following:

- Describe the proposer's commitment to environmental sustainability and social justice as reflected by internal policies and/or client relationships
- Describe the proposer's process for working with clients to develop and execute large-scale events

The Agency's assumptions regarding contractor approach represent what the Agency believes to be most likely to achieve its goals and objectives. However, proposers are encouraged to propose an approach that they believe will most likely achieve these goals and objectives. Proposers may also propose more than one approach. However, if an alternative approach affects other areas of the proposal such as experience, organizational capability or price, that alternative approach should be submitted as a complete and separate proposal providing all the information specified in Section IV of this RFP.

c. Organizational Capability

Demonstrate the proposer's organizational (i.e. programmatic, managerial and financial) capability to provide the work described in Section III. Specifically address the following:

- Identify the proposing firm's account manager for the project
- Describe the proposer's in-house and/or outsourced capabilities for graphic design services
- Identify the volunteer database, if any, that the proposer will use for this event
- Provide examples of sponsorship deals that the proposer has executed in the past two years, including name of sponsor(s) and value of sponsorships, and/or explain who the proposer would partner with to get sponsors for this event and their sponsorship experience

In addition:

- Attach a chart showing where, or an explanation of how, the proposed services will fit into the proposer's organization.
- Attach a copy of the proposer's latest audit report or certified financial statement, or a statement as to why no report or statement is available.

3. Price Proposal

Proposers are encouraged to propose innovative payment structures. The Agency reserves the right to select any payment structure that is in the City's best interest. For the purposes of comparison, proposers should submit a Price Proposal that meets the standards of Sections IV(3)(a) and IV(3)(b), below.

a. Proposed Pricing

The Price Proposal should include each of the following for providing the work described in Section III of this RFP:

- The proposed price per deliverable and total offering price in the format prescribed in the Price Proposal Form attached as Attachment D.
- The proposed rate and number of hours for each component of the contract's performance-based payment structure proposed in Section IV(3)(b), below.

b. Performance-Based Payment Structure

The selected vendor will be responsible for sponsorship solicitation and management, and for securing sponsorships on behalf of the City. NYCDOT will create a tier/fee schedule. The selected vendor will provide advice on the sponsorship package and assist with lead generation as directed by NYCDOT. Each proposer may propose, in Attachment F, a commission percentage for sponsorships as a performance incentive. This proposed commission will not be used as a basis for proposal evaluation, but will be a part of negotiations with the selected vendor. Said commission percentage would compensate the selected vendor for such services. The Agency's assumptions regarding performance-based payment structure represent what the Agency believes will most likely achieve its goals and objectives. However, proposers are encouraged to propose measures, incentives and disincentives that they believe will most likely achieve the Agency's goals and objectives in a cost-effective manner. Proposers may also propose more than one approach. While the proposer's proposed performance-based payment components may not be scored by the Agency's Evaluation Committee, they will be considered by the Agency in awarding the contract and structuring its payments to contractors.

4. Acknowledgment of Addenda

The Acknowledgment of Addenda form (Attachment B) serves as the proposer's acknowledgment of the receipt of addenda to this RFP, which may have been issued by the Agency prior to the Proposal Due Date and Time, as set forth in Section I (D), above. The proposer should complete this form as instructed on the form.

B. Proposal Package Contents (Checklist)

The Proposal Package should contain the following materials. Proposers should utilize this section as a checklist to assure completeness prior to submitting their proposal to the Agency.

1. A sealed inner envelope labeled "Program Proposal," containing one original set and five (5) duplicate sets of the documents listed below in the following order:
   - Proposal Cover Letter Form (Attachment A)
   - Program Proposal
     - oo Narrative (__)

[CONTINUED ON NEXT PAGE]

[CONTINUED FROM PREVIOUS PAGE]

  - oo References for the Proposer and, if applicable, each Sub-Contractor (__)
  - oo Resumes and/or Description of Qualifications for Key Staff Positions (__)
  - oo Organizational Chart (__)
  - oo Audit Report or Certified Financial Statement or a statement as to why no report or statement is available (__)
- Acknowledgment of Addenda Form (Attachment B) (__)
- Affirmation Form (Attachment C) (__)

2. A separate sealed inner envelope labeled “Price Proposal” containing one original set and five (5) duplicate sets of the Price Proposal.
   - Price Proposal Form (Attachment D) (__)
   - Proposed Performance-Based Payment Structure (Attachment E) (__)

3. All proposals must contain a third sealed inner envelope labeled “Doing Business Data Form” containing an original, completed Doing Business Data Form (see Attachment F).

4. A sealed outer envelope, enclosing the three sealed inner envelopes. The sealed outer envelope should have two labels containing:
   - The proposer’s name and address, the Title and PIN of this RFP and the name and telephone number of the Proposer’s Contact Person.
   - The location for submittal of proposals:
     NYCDOT Contract Management Unit
     55 Water Street – Ground Floor, New York, New York 10041

SECTION V – PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES

A. Evaluation Procedures

All technical proposals accepted by the Agency will be reviewed to determine whether they are responsive or non-responsive to the requisites of this RFP. Technical proposals that are determined by the Agency to be non-responsive will be rejected. The Agency's Evaluation Committee will evaluate and rate all remaining technical proposals based on the Evaluation Criteria prescribed below. The Agency reserves the right to conduct site visits and/or interviews and/or to request that proposers make presentations and/or demonstrations, as the Agency deems applicable and appropriate. The ratings by the Evaluation Committee will be added and averaged for each firm to establish the technical evaluation rankings. Based on these rankings, a shortlist of at least the top three (3) rated proposers and any other proposer whose rating is within five percent (5%) of the third-ranked proposer will be established.

Following analysis and evaluation of the responsive price proposals, a price per technical point value for each short-listed firm will be determined by dividing each proposed price by the corresponding technical evaluation rating. The proposer that offers the lowest price per technical point will be recommended for award and invited to contract negotiations.

Although discussions may be conducted with proposers submitting acceptable proposals, the Agency reserves the right to award contracts on the basis of initial proposals received, without discussions; therefore, the proposer's initial proposal should contain its best programmatic and price terms.

B. Evaluation Criteria

• Demonstrated quantity and quality of successful relevant experience.	50%
• Quality of proposed approach.	40%
• Demonstrated level of organizational capability.	10%

C. Basis for Contract Award

A contract will be awarded to the responsible proposer whose proposal is determined to be the most advantageous to the City, taking into consideration the price and such other factors or criteria which are set forth in this RFP. Contract award is subject to successful negotiation of contract terms with the apparent winner.

SECTION VI - GENERAL INFORMATION TO PROPOSERS

A. Complaints. The New York City Comptroller is charged with the audit of contracts in New York City. Any proposer who believes that there has been unfairness, favoritism or impropriety in the proposal process should inform the Comptroller, Office of Contract Administration, 1 Centre Street, Room 835, New York, NY 10007; the telephone number is (212) 669-3000. In addition, the New York City Department of Investigation should be informed of such complaints at its Investigations Division, 80 Maiden Lane, New York, NY 10038; the telephone number is (212) 825-5959.

B. Applicable Laws. This Request for Proposals and the resulting contract award(s), if any, unless otherwise stated, are subject to all applicable provisions of New York State Law, the New York City Administrative Code, New York City Charter and New York City Procurement Policy Board (PPB) Rules. A copy of the PPB Rules may be obtained by contacting the PPB at (212) 788-7820.

C. General Contract Provisions. Contracts shall be subject to New York City's general contract provisions, in substantially the form that they appear in "Appendix A—General Provisions Governing Contracts for Consultants, Professional and Technical Services" or, if the Agency utilizes other than the formal Appendix A, in substantially the form that they appear in the Agency's general contract provisions. A copy of the applicable document is available through the Authorized Agency Contact Person.

D. Contract Award. Contract award is subject to each of the following applicable conditions and any others that may apply: New York City Fair Share Criteria; New York City MacBride Principles Law; submission by the proposer of the requisite New York City Department of Business Services/Division of Labor Services Employment Report and certification by that office; submission by the proposer of the requisite VENDEX Questionnaires/Affidavits of No Change and review of the information contained therein by the New York City Department of Investigation; all other required oversight approvals; applicable provisions of federal, state and local laws and executive orders requiring affirmative action and equal employment opportunity; and Section 6-108.1 of the New York City Administrative Code relating to the Local Based Enterprises program and its implementation rules.

E. Proposer Appeal Rights. Pursuant to New York City's Procurement Policy Board Rules, proposers have the right to appeal Agency non-responsiveness determinations and Agency non-responsibility determinations and to protest an Agency's determination regarding the solicitation or award of a contract.

F. Multi-Year Contracts. Multi-year contracts are subject to modification or cancellation if adequate funds are not appropriated to the Agency to support continuation of performance in any City fiscal year succeeding the first fiscal year and/or if the contractor's performance is not satisfactory. The Agency will notify the contractor as soon as is practicable that the funds are, or are not, available for the continuation of the multi-year contract for each succeeding City fiscal year. In the event of cancellation, the contractor will be reimbursed for those costs, if any, which are so provided for in the contract.

G. Prompt Payment Policy. Pursuant to the New York City's Procurement Policy Board Rules, it is the policy of the City to process contract payments efficiently and expeditiously.

H. Prices Irrevocable. Prices proposed by the proposer shall be irrevocable until contract award, unless the proposal is withdrawn. Proposals may only be withdrawn by submitting a written request to the Agency prior to contract award but after the expiration of 90 days after the opening of proposals. This shall not limit the discretion of the Agency to request proposers to revise proposed prices through the submission of best and final offers and/or the conduct of negotiations.

I. Confidential, Proprietary Information or Trade Secrets. Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by the City. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by the City.

J. RFP Postponement/Cancellation. The Agency reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all proposals.

K. Proposer Costs. Proposers will not be reimbursed for any costs incurred to prepare proposals.

L. Charter Section 312(a) Certification.

The Agency has determined that the contract(s) to be awarded through this Request for Proposals will not directly result in the displacement of any New York City employee.

______________________________________ Agency Chief Contracting Officer

__________________ Date

APPENDIX: CONTRACTUAL AGREEMENT

SECTION I
TERM

This Agreement shall commence on the date that this instrument is signed by both parties and continue until **TBD** (the "Term"), unless terminated sooner as provided in Appendix A hereof or extended by mutual consent of the parties.

SECTION II
SCOPE OF SERVICES AND SCHEDULE

(a) Scope. The City hereby retains CONTRACTOR during the Term of this Agreement to coordinate the management and implementation of Summer Streets 2010-2012 and shall provide the services set forth in Exhibit A of this Agreement and in accordance with the schedule provided for in this Contract as set forth in Exhibit A.

(b) Schedule. Payment shall be made in accordance with Section IV Compensation and the Prompt Payment Rules of the City of New York.

(c) Printing Costs. Contractor shall be responsible for the printing costs of all deliverables other than for flyers and brochures, which shall be borne by the City.

SECTION III
COMPENSATION

(a) CONTRACTOR shall be entitled to a contract fee not-to-exceed **TBD** ($**TBD** plus a Sponsorship Commission as set forth below in (c), for all services rendered under this Agreement in accordance with the scope of services in Section II and Exhibit A. The fee set forth in this section includes all labor, overhead, profit and expenses (such as out-of-pocket, general, administrative, travel and per diem expenses of CONTRACTOR). All invoices for payment are subject to audit by DOT and all payments are subject to post audit by the Comptroller.

(b) The City shall pay CONTRACTOR for the delivery of services in accordance with the City's Prompt Payment Rules as follows:

1. $ **TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 1 (Development of event branding and marketing campaign);

2. $ **TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 2 (Creation of sponsorship plan, recruitment of sponsors and sponsor activation);

3. $ **TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 3 (Creation of marketing and public relations plan);

4. $ **TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 4 (Implementation of marketing and public relations plan);
5. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 5 (Creation of décor and signage plan for event);
6. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 6 (Design of production-ready marketing and promotion materials);

7. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 7 (Creation of a programming plan);

8. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 8 (Creation of a comprehensive event management plan);

9. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 9 (Recruitment and coordination of programming partners);

10. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 10 (Recruitment and coordination of volunteers);

11. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 11 (On-site event management PER EVENT);

12. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 12 (PER EVENT budget for equipment rental);

13 $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 13 (other event-related materials PER EVENT);

14. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 14 (Emergency medical services PER EVENT);

15. $**TBD** upon the satisfactory completion, and submission to DOT of all required deliverables, in connection with Item 15 (Post event report)

It is anticipated that Summer Streets 2010-2012 shall each consist of three event days. All prices set forth above, except those items indicating PER EVENT, represent one price covering all event days. All deliverables shall be submitted to DOT on or before the due dates set forth in Exhibit A.

(c) Contractor shall be entitled to be paid a **TBD** percent (**TBD**%) of all sponsorship fees raised by Contractor in support of Summer Streets 2010-2012 (the “Sponsorship Commission”) through direct For the avoidance of doubt, any sponsorship fees raised by NYC & Co. in support of Summer Streets 2010-2012 shall not be subject to the Sponsorship Commission nor shall any sponsorship fees raised in support of Summer Streets 2010-2012 that were not secured as a result of contacts or relationships with potential sponsors initiated by Contractor . All monies raised shall be paid directly into the escrow account described above. The sum Contractor shall be entitled to receive as a Sponsorship Commission shall be determined after the final scheduled event day for Summer Streets 2010-2012.

(d) No event planned by CONTRACTOR in support of Summer Streets 2010-2012 nor any other marketing or sponsorship program developed by the Contractor in furtherance of Summer Streets 2010-2012 may be scheduled or implemented without the prior written consent of DOT.

(e) All invoices in support of payments shall be forwarded to :

Ms. Dani Simons
Director of Strategic Communications
New York City Department of Transportation
55 Water Street – 9th Floor
New York, New York 10041

SECTION IV
NOTICES

All notices and all other documentation required to be given under the terms of this Agreement, or which either party may desire to give to the other, shall be in writing and shall be sent by mail or e-mail to the following addresses:

Ms. Dani Simons
Director of Strategic Communications
New York City Department of Transportation
55 Water Street – 9th Floor
New York, New York 10041
dsimons@dot.nyc.gov

Contractor TBD

ATTACHMENT A

PROPOSAL COVER LETTER

RFP TITLE: Event Planning, Management, and Marketing Services for the New York City Department of Transportation's 2010-2012 Summer Streets Programs and Other Related Programs/Events

PIN: 84110MBAD456

Proposer:

Name: ____

Address: ____

____

Tax Identification #: ________________________________

Proposer's Contact Person:

Name: ____

Title: ____

Telephone #: _________________________________

Proposer's Authorized Representative:

Name: ____

Title: ____

Signature: ____

Date: _______________________________________

Is the response printed on both sides, on recycled paper containing the minimum percentage of recovered fiber content as requested by the City in the instructions to this solicitation?

☐ **Yes** ☐ **No**

ATTACHMENT B

ACKNOWLEDGMENT OF ADDENDA

RFP TITLE: Event Planning, Management, and Marketing Services for the New York City Department of Transportation's 2010-2012 Summer Streets Programs and Other Related Programs/Events

PIN: 84110MBAD456

COMPLETE PART I OR PART II, WHICHEVER IS APPLICABLE.

PART I:

Listed below are the dates of issue for each addendum received in connection with this RFP.

Addendum #1Dated ______________________________
Addendum #2 Dated ______________________________
Addendum #3 Dated ______________________________
Addendum #4 Dated ______________________________
Addendum #5 Dated ______________________________
Addendum #6 Dated ______________________________
Addendum #7 Dated ______________________________
Addendum #8 Dated ______________________________
Addendum #9 Dated ______________________________
Addendum #10 Dated _____________________________

PART II:

__________ No addendum was received in connection with this RFP.

Proposer (Print) ______________________________

Signature ________________________ **Date:**______________

ATTACHMENT C

AFFIRMATION FORM

The undersigned proposer or bidder affirms and declares that said proposer or bidder is not in arrears to the City of New York upon debt, contract or taxes and is not a defaulter, as surety or otherwise, upon obligation to the City of New York, and has not been declared not responsible, or disqualified, by any agency of the City of New York, nor is there any proceeding pending relating to the responsibility or qualification of the proposer or bidder to receive public contracts

Except____

____
Full Name of Proposer or Bidder

____
Address

____________	__________	__________
City	State	Zip Code

Check below and include appropriate number:

____ Individual or Sole Proprietorship *
Social Security Number __ __ - __ __ __ - __ __ __ __

____ Partnership, Joint Venture or unincorporated company
Employer Identification Number __ __ - __ __ __ __ __ __ __

____ Corporation
Employer Identification Number __ __ - __ __ __ __ __ __ __

If a corporation, place seal here:

by Signature ________________________________

Print Name ________________________________

Title ________________________________

Must be signed by an officer or duly authorized representative.

* Under the Federal Privacy Act the furnishing of Social Security Numbers by bidders on City contracts is voluntary. Failure to provide a Social Security Number will not result in a bidder's disqualification. Social Security Numbers will be used to identify bidders, proposers, or vendors to ensure their compliance with laws, to assist the City in enforcement of laws as well as to provide the City a means of identifying of businesses which seek City contracts.

ATTACHMENT D

PRICE PROPOSAL FORM FOR SUMMER STREETS PROGRAMS

RFP TITLE: Event Planning, Management, and Marketing Services for the New York City Department of Transportation's 2010-2012 Summer Streets Programs and Other Related Programs/Events

PIN: 84110MBAD456

(Proposed prices are for the entire program, except where otherwise noted)*

Service	2010 Cost	2011 Cost	2012 Cost
Development of event branding and marketing campaign	$	$	$
Creation of sponsorship plan including sponsorship package (deck) with tiers and fees and list of potential sponsors, recruitment of sponsors and sponsorship activation	$	$	$
Creation of marketing/public relations plan that: • reaches NYCDOT's target audiences, with an emphasis on media partnerships, leveraging the City's existing assets, local partnerships, Out-of-Home (OOH) ads and grassroots promotions • includes an action plan that informing the community of the upcoming event and educating the community on the importance of the initiative for New Yorkers	$	$	$
Implementation of marketing/public relations plan	$	$	$
Creation of décor and signage identifying on-site elements that will draw crowds, engage people onsite, and bring NYCDOT's message to life	$	$	$
Design of production-ready marketing material, including: • Promotional collateral materials (e.g. postcards, stickers, spokecards, in-store displays, posters, outreach flyers) • Magazine and newspaper ads • Signage/banners and printed materials for rest stops and reunion stations • Route signage • Staff/volunteer t-shirts	$	$	$
Creation of a programming plan	$	$	$
Comprehensive event management plan (including staffing and production schedules)	$	$	$
Recruitment and coordination of programming partners	$	$	$
Recruitment, coordination, and management of volunteers	$	$	$
On-site event management **(per event)***	$	$	$
Proposed budget for rental equipment, possibly including, but not limited to: sound systems for performers, tables, tents, chairs, etc. **(per event)***	$	$	$
Proposed budget for other materials or equipment necessary to make this event successful and enjoyable, including but not limited to: first aid kits, sidewalk chalk,			

games, and other activities for participants **(per event)***	$	$	$
Emergency Medical Services to be on-site during the event **(per event)***	$	$	$
Submittal of post event reports (one brief after first event, one comprehensive recap after final event)	$	$	$
ANNUAL TOTAL	**$**	**$**	**$**
THREE-YEAR GRAND TOTAL	**$**		

*Notes:

1. **NYCDOT will calculate and compensate the selected proposer for the total implementation and management costs for Summer Streets 2010-2012 based on the proposed "per event" costs above, once the total number of events has been ascertained.**

2. **Summer Streets 2010-2012 each will consist of no fewer than three (3) and no more than seven (7) separate one-day events.**

3. **It is the Agency’s assumption that approximately one-half of the successful proposer’s efforts will be for planning, graphic design, marketing, and event coordination. The other half will be for procurement of event-related rentals, materials, etc.**

4. **The Agency will not pay trucking, shipping, or warehousing fees. Proposers should include these fees in its overhead costs.**

5. **Proposers should include all costs associated with production (ex: equipment and insurance), marketing (ex: printing and advertising), program implementation, and mailing/distribution in their proposed prices.**

ATTACHMENT E

FEE SCHEDULE FOR OTHER PROGRAMS/EVENTS

RFP TITLE: Event Planning, Management, and Marketing Services for the New York City Department of Transportation's 2010-2012 Summer Streets Programs and Other Related Programs/Events

PIN: 84110MBAD456

Instructions: Enter your firm's hourly rate for each job title and multiply that rate by the estimated number of hours to establish a total cost.

Job Title	Estimated Hours	Hourly Rate	Total Cost
Senior Account Manager – Partnerships/Sponsorship	600	$	$
Senior Account Manager – Event Management	700	$	$
Account Director – Partnerships/Sponsorship	300	$	$
Account Director – Event Management	1400	$	$
Creative Director	100	$	$
Graphic Designer	200	$	$
GRAND TOTAL			$

ATTACHMENT F

PERFORMANCE OUTCOME MEASURES AND RELATED FINANCIAL INCENTIVES AND/OR DISINCENTIVES

RFP TITLE: Event Planning, Management, and Marketing Services for the New York City Department of Transportation's 2010-2012 Summer Streets Programs and Other Related Programs/Events

PIN: PIN: 84110MBAD456

Instructions: Provide the information requested for proposed performance outcome measures as described in Section IV(A)(3)(b).

	Performance Outcome (Target Goal)	Measure of Performance	Associated Financial Incentive/Disincentive, Etc.
1.			
2.			
3.			
4.			
5.			

ATTACHMENT G

DOING BUSINESS DATA FORM

The City of New York
Mayor's Office of Contract Services
Doing Business Accountability Project

PIN: ______________________

Fall 07 – Spring 08 version

Doing Business Data Form – Contract Proposers

A Doing Business Data Form is to be completed by any vendor that submits a proposal for this contract (see Q&A sheet for more information). Please type or print in black ink, sign the last page, and return the complete Data Form, in a separate envelope, to the contracting agency along with your proposal. **The submission of a Data Form that is not accurate and complete may result in appropriate sanctions.**

This Data Form requires information to be provided on your principal officers, owners and senior managers. The name, employer, and title of each person identified on the Data Form will be included in a public database of people who do business with the City of New York; no other information reported on this form will be disclosed to the public. This Data Form is separate from the City's VENDEX requirements.

General Instructions for Sections 2, 3, and 4:

Title: The actual office title held by the officer, owner, or manager.
Employer (if not vendor): If the individual is not employed by the vendor, list his/her employer's name.

Certification:

Fill out the certification box on the last page completely, and return the completed Data Form, in a separate envelope, to the contracting agency along with your proposal. If you have questions, please contact the Doing Business Accountability Project at 212-788-8104 or DoingBusiness@cityhall.nyc.gov. Thank you for your cooperation.

NOTE: Under the Federal Privacy Act the furnishing of Social Security Numbers is voluntary. Failure to provide an SSN will not result in any vendor's disqualification. SSNs will not be disclosed to the public. SSNs will be used to: identify a vendor's officers, owners and managers; assist the City in enforcement of Local Law 34 by ensuring that it is applied only to those individuals intended to be covered; and provide the City a means of identifying individuals whose names are not required to be listed in the *Doing Business Database*.

Section 1: Vendor Information

Vendor Name: ____

Vendor EIN: ______________________

Vendor Filing Status (select one):

☐ New Vendor/Full Data Form. *Fill out the entire form.*

☐ Change from previous Data Form dated __________. *Fill out only those sections that have changed, and indicate the name of the person(s) who no longer hold positions with the vendor.*

☐ No Change from previous Data Form dated __________. *Skip to the bottom of the last page.*

Vendor Type: ☐ Corporation (any type) ☐ Partnership (any type) ☐ Sole Proprietor
☐ Other (specify): ____________________________________

Vendor Address: ____

Vendor Main Phone #: ____________________ Vendor is a Non-Profit: ☐ Yes ☐ No

Vendor Main E-mail: ____

Section 2: Principal Officers

Please fill in the required identification information for each officer listed below. If the vendor has no such officer or its equivalent, please check the "Position does not exist" box. If the vendor is filing a Change Data Form and the person listed is replacing someone who was previously disclosed, please check the "This person replaced" box and fill in the name of the person being replaced so his/her name can be removed from the *Doing Business Database*, and indicate the date that the change became effective.

Chief Executive Officer (CEO) ☐ This position does not exist

The highest ranking officer or manager, such as the CEO, President or Executive Director; or, if those positions do not exist, the Chairperson of the Board.

Name: ____

Office Title: ______________________ SSN: ______________________

Employer (if not vendor): ______________________________

Birth date: ______________________ Home phone #: ______________________

Home address: ______________________________________

☐ This person replaced CEO: ______________________ On date: __________

Chief Financial Officer (CFO) ☐ This position does not exist

The highest ranking financial officer, such as the CFO, Treasurer, Comptroller, Financial Director, or VP for Finance.

Name: ____

Office Title: ______________________ SSN: ______________________

Employer (if not vendor): ______________________________

Birth date: ______________________ Home phone #: ______________________

Home address: ______________________________________

☐ This person replaced CFO: ______________________ On date: __________

Chief Operating Officer (COO) ☐ This position does not exist

The highest ranking operational officer, such as the COO, Chief Planning Officer, Director of Operations, or VP for Operations

Name: ____

Office Title: ______________________ SSN: ______________________

Employer (if not vendor): ______________________________

Birth date: ______________________ Home phone #: ______________________

Home address: ______________________________________

☐ This person replaced COO: ______________________ On date: __________

Section 3: Principal Owners

Please fill in the required identification information for all individuals who, through stock shares, partnership agreements or other means **own or control 10% or more of the vendor**. If no individual owners exist, please check the appropriate box below to indicate why, and skip to the next page. If the vendor is owned by other companies, those companies do not need to be listed. If an owner was identified on the previous page, fill in his/her name and write "See above." If the vendor is filing a Change Data Form, list any individuals who are no longer owners at the bottom of this page. If more space is needed, attach additional pages labeled "Additional Owners."

There are no owners listed because (select one):

☐ The entity is not-for-profit ☐ There are no individual owners ☐ No owner holds 10% or more shares in the entity

☐ Other (explain): ____

Principal Owners (who own or control 10% or more of the vendor):

Name: ______________________ SSN: ______________________
Employer (if not vendor): ______________________
Office Title: ______________________ Birth date: ______________________
Home address: ______________________
Home phone #: ______________________

Name: ______________________ SSN: ______________________
Employer (if not vendor): ______________________
Office Title: ______________________ Birth date: ______________________
Home address: ______________________
Home phone #: ______________________

Name: ______________________ SSN: ______________________
Employer (if not vendor): ______________________
Office Title: ______________________ Birth date: ______________________
Home address: ______________________
Home phone #: ______________________

Remove the following previously-reported Principal Owners:

Name: ______________________ Removal date: ______________
Name: ______________________ Removal date: ______________
Name: ______________________ Removal date: ______________

To list more Principal Owners, please attach additional pages.

Section 4: Senior Contract Managers

Please fill in the required identification information for all senior managers who oversee any of the vendor's contracts with the City. Senior managers include anyone who, either by title or duties, has substantial discretion over the solicitation, letting, or administration of any contract with the City. You must list at least one Senior Manager or your Data Form will be considered incomplete. If a senior manager has been identified on a previous page, fill in his/her name and write "See above." If the vendor is filing a Change Data Form, list any individuals who are no longer senior managers at the bottom of this section. If more space is needed, attach additional pages labeled "Additional Senior Managers."

Senior Contract Managers:

Name: ______________________ SSN: ______________________
Employer (if not vendor): ______________________
Office Title: ______________________ Birth date: ______________________
Home address: ______________________
Home phone #: ______________________

Name: ______________________ SSN: ______________________
Employer (if not vendor): ______________________
Office Title: ______________________ Birth date: ______________________
Home address: ______________________
Home phone #: ______________________

Name: ______________________ SSN: ______________________
Employer (if not vendor): ______________________
Office Title: ______________________ Birth date: ______________________
Home address: ______________________
Home phone #: ______________________

Remove the following previously-reported Senior Contract Managers:

Name: ______________________ Removal date: ____________
Name: ______________________ Removal date: ____________
Name: ______________________ Removal date: ____________

To list more Senior Contract Managers, please attach additional pages.

I certify that the information submitted on these four pages and _____ additional pages is accurate and complete. I understand that willful or fraudulent submission of a materially false statement may result in the vendor being found non-responsible and therefore denied future City awards.

Name: ______________________
Signature: ______________________ Date: ______________________
Vendor name: ______________________
Title: ______________________ Work phone #: ______________________

Return the completed Data Form, in a separate envelope, to the contracting agency along with your proposal.

For information or assistance, call the Doing Business Accountability Project at 212-788-8104.

DOING BUSINESS ACCOUNTABILITY PROJECT
CONTRACT, FRANCHISE AND CONCESSION PROPOSERS
FALL 07 – SPRING 08

Q & A: The *Doing Business Data Form* and the *Doing Business Database*

What is the purpose of this Data Form?

To collect accurate, up-to-date identification information about vendors that have business dealings with the City of New York in order to comply with Local Law 34 of 2007 (LL 34), the recently passed campaign finance reform law. LL 34 limits municipal campaign contributions from principal officers, owners and senior managers of City vendors and mandates the creation of a *Doing Business Database* to allow the City to enforce the law. The information requested in this Data Form must be provided, regardless of whether the vendor or the people associated with it make or intend to make campaign contributions. No sensitive personal information collected will be disclosed to the public.

Why have I received this Data Form?

The contract, franchise or concession for which you are proposing is considered a business dealing with the City under LL 34. Most types of contracts, franchises and concessions valued at more then $5,000 are considered business dealings. Exceptions include transactions awarded on an emergency basis or by non-pre-qualified competitive sealed bid. Later in 2008, the types of transactions considered business dealings will be expanded to include grants, economic development agreements, pension fund investments and real property and land use transactions with the City.

What vendors will be included in the *Doing Business Database*?

Vendors that hold contracts for goods or services, or franchises or concessions, valued at more than $100,000, or contracts for construction valued at more than $500,000, are considered to be doing business with the City for the purposes of this law and will be included in the *Doing Business Database*. As noted above, later in 2008 other types of transactions will also result in vendor inclusion in the database.

What individuals will be included in the *Doing Business Database*?

The principal officers, owners and certain senior managers of vendors listed in the *Doing Business Database* are themselves considered to be doing business with the City and will also be included in the database.

- **Principal officers** are the Chief Executive Officer (CEO), Chief Financial Officer (CFO) and Chief Operating Officer (COO), or their functional equivalents. See the Data Form instructions for examples of titles that apply.
- **Owners** are individuals who own or control 10% of more of the vendor. This includes stockholders, partners and anyone else with an ownership or controlling interest in the vendor.
- **Senior managers** include anyone who, either by job title or actual duties, has substantial discretion over the solicitation, letting or administration of any contract, franchise or concession with the City. If the vendor holds any City contracts, franchises or concessions, you must list at least one Senior Manger, or your Data Form will be considered incomplete. Later in 2008, senior managers responsible for the additional types of transactions indicated above will also be included in the *Doing Business Database*.

I provided some of this information on the VENDEX Questionnaire. Why do I have to do it again?

Although the *Doing Business Data Form* and the VENDEX Questionnaire request some of the same information, they serve entirely different purposes. In addition, the Data Form requests information concerning senior managers, which is not part of the VENDEX Questionnaire

What happens if I don't submit a complete and accurate Data Form?

Vendors are required to supply information of this type upon request of the City. The submission of a Data Form that is not accurate and complete may result in appropriate sanctions.

Will the information on this Data Form be available to the public?

Campaign contributions will continue to be public information, as they have been in the past. Similarly, the names of vendors' top officers and owners, which have previously been made public through the VENDEX database, will continue to be public, as will the additional names (senior managers) now required by this Data Form. Each person's employer and title will be made public. However, no sensitive personal identifying information will be made available to the public, and home address and phone number information will not be used for communication purposes.

No one in my organization plans to contribute to a candidate; do I have to fill out this Data Form?

Yes. All vendors are required to return this Data Form with complete and accurate information, regardless of the history or intention of the vendor or its officers, owners or senior managers to make campaign contributions. The *Doing Business Database* must be complete so that the Campaign Finance Board can verify whether future contributions are in compliance with the law.

I have already completed a Doing Business Data Form. Do I have to submit another one?

Yes. A vendor is required to submit a Doing Business Data Form each time it proposes for, or enters, a transaction considered business dealings with the City. However, the Form has both a No Change option, which only requires a vendor to report its EIN and sign the last page, and a Change option, which allows a vendor to only fill in applicable information that has changed since the previous completion of the Doing Business Data Form.

How does a person remove him/herself from the *Doing Business Database*?

Any person who believes that s/he should not be listed may apply for removal from the database by contacting the Doing Business Accountability Project of the Mayor's Office of Contract Services. Reasons that a person would be removed include his/her no longer being the principal officer, owner or senior manger of the vendor. Vendors may also contact the DBA Project to add or remove such individuals. Removal and update forms will be available on-line at nyc.gov\mocs, or by contacting the Doing Business Accountability Project at 212-788-8104.

How long will a vendor and its officers, owners and senior managers remain listed on the *Doing Business Database*?

- **Contract proposers**: for one year from the proposal date or date of public advertisement of the solicitation, whichever is later.
- **Franchise and Concession proposers**: for one year from the proposal submission date.
- **Contract and Concession holders**: generally for the term of the contract or concession, plus one year.
- **Franchise holders**: from the commencement or renewal of the franchise, plus one year.
- **Line item and discretionary appropriations**: from the date of budget adoption until the end of the contract, plus one year.

For information on other types of transactions, contact the Doing Business Accountability Project at 212-788-8104.

What are the new campaign contribution limits for people doing business with the City?

Please contact the NYC Campaign Finance Board for information on contribution limits, at **www.nyccfb.info**, or 212-306-7100.

The Data Form is to be returned, in a separate envelope, to the contracting agency along with your proposal.

If you have any questions about the Data Form please contact the Doing Business Accountability Project at 212-788-8104 or DoingBusiness@cityhall.nyc.gov.