


ADDENDUM TO REQUEST FOR PROPOSALS

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| AGENCY: Department of Transportation | CODE: 841 | BUREAU/DIVISION: Office of the Commissioner |
| CONTRACTING OFFICER: Vincent Pullo | | PHONE: 212-839-9292 |
| CONTACT PERSON: Dani Simons | | PHONE: 212-839-4249 |
| RFP TITLE: | | PIN: 84110MBAD456 |
| 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 | | |
| ADDENDUM NUMBER AND DATE: 1, 3/19/10 | | |
| AMENDMENT TO PAGES: see attached | | SECTIONS: see attached |
| REASON FOR AMENDMENT: Responses to questions from prospective proposers | | |
| IS THE BID/PROPOSAL OPENING DATE POSTPONED: <input checked="" type="checkbox"/> NO [] YES TO (<u> </u> DAYS) | | |
| LEGAL AFFAIRS APPROVAL OF THIS AMENDMENT: <input checked="" type="checkbox"/> OBTAINED DATE: <u>3/19/10</u> [] NOT REQUIRED (EXPLAIN): | | |
| CORPORATION COUNSEL APPROVAL OF THIS AMENDMENT AS TO FORM: [] OBTAINED DATE: <u> / / </u> <input checked="" type="checkbox"/> NOT REQUIRED (EXPLAIN): Standard clarifications based on questions raised at pre-proposal conference. | | |
| AGENCY CHIEF CONTRACTING OFFICER APPROVAL: <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <hr style="width: 100%;"/> SIGNATURE </div> <div style="text-align: right;"> DATE: <u>3/19/10</u> </div> </div> | | |

**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

Addendum #1

Date: 3/19/10

This is ADDENDUM #1 to the above referenced Request for Proposals (RFP), of which you have obtained a copy.

- I. **ATTACHED:** Sign-in sheet from 3/4/10 pre-proposal conference.
- II. **ATTACHED:** "Executive Summary: Summer Streets 2009 Recap Report"
- III. **AMEND** Section II(C), "Maximum Available Funding," of the RFP to reflect funding by New York City Fiscal Year for the Summer Streets component of the contract, as follows:

Fiscal Year 2010: \$150,000

Fiscal Year 2011: \$585,000

Fiscal Year 2012: \$290,000

Fiscal Year 2013: \$300,000

- IV. **AMEND** Section III(D), "Agency Assumptions Regarding Scope of Services," of the RFP to read as follows:

The projected budget for the Summer Streets component of the contract is anticipated to be distributed over a calendar year-basis in the following manner:

Calendar Year 2010: \$300,000

Calendar Year 2011: \$491,500

Calendar Year 2012: \$591,500

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.

- V. **QUESTIONS AND ANSWERS**

1. **QUESTION:** Per the City Record Online notice, a "deposit of \$50.00 in the

form of a certified check or money order made payable to New York City Department of Transportation is required to obtain Contract Bid/Proposal Documents." Are these documents different than the 29-page RFP itself? Can you tell me what the documents include?

ANSWER: The \$50 fee is for a hard copy of the RFP; it is the same document that is available for free online. If a hard copy is purchased and returned in an acceptable condition, the \$50 fee is refundable.

2. **QUESTION:** DOT anticipates no fewer than three (3) and no more than seven (7) single-day events in each year – 2010, 2011, and 2012 – for a minimum of nine (9) and a maximum of 21 events over the three years. Is that correct? What is the timeframe for each event?

ANSWER: That is DOT's assumption at the present time. Each Summer Streets event will last between six (6) and eight (8) hours, not including set-up and break-down time.

3. **QUESTION:** Why are funds available for 2013 if the program goes through 2012 only?

ANSWER: The budget presented in Section II(C) represents funding over four of the City's fiscal years, each of which covers the period January 1st through June 30th. The funding amount listed for 2013 is for Fiscal Year 2013, which covers a portion of the summer of 2012. The budget is clarified by Sections I and II of this addendum.

4. **QUESTION:** Will the event planner be responsible for determining zones or will it follow previously designated stations?

ANSWER: The previously used "rest areas" have worked well, and while DOT does not anticipate changing them, it is open to doing so if presented with a compelling reason.

5. **QUESTION:** What are the exact dates of each Summer Streets event?

ANSWER: Specific dates have not yet been selected but it is anticipated that Summer Streets 2010 would occur during the first three Saturdays in August.

6. **QUESTION:** When will the contract be awarded?

ANSWER: The contract will be awarded as soon as a winning consultant is identified and determined to be responsive and responsible per Section 2-08 of the New York City Procurement Policy Board (PPB) Rule. Per Section I (D) of the RFP, the anticipated start date of the contract is June 1, 2010.

7. **QUESTION:** Is the event planner responsible for press coverage?

ANSWER: DOT has a press office that will handle the majority of press outreach. The event planner must work in coordination with DOT's press office to arrange press conferences and help generate press interest.

8. **QUESTION:** Is the City insuring the event? Apart from normal insurance coverage, will the event planner need an additional rider on its policy?

ANSWER: The City is self-insured. The event planner will not be required to obtain insurance other than the standard coverage to be included in the terms of the contract negotiated with the selected proposer. The standard insurance coverage is as follows:

Commercial General Liability. Before performing any work on the Contract, the Contractor shall procure Comprehensive General Liability Insurance in the Contractor's name and naming the City of New York and the Department of Transportation as additional insured thereunder and endorsed to cover the liability assumed by the Contractor under the indemnity provisions of this Contract. This insurance policy shall be maintained during the term of this Contract and shall protect the City of New York, the Contractor and/or its subcontractors performing work under this Contract from claims for property damage and/or bodily injury, including death, which may arise from operations under this Contract, whether such operations are performed by the Contractor or anyone directly or indirectly employed by the Contractor. The coverage provided shall not be less than \$1,000,000 per occurrence. The coverage provided must be "occurrence" based; "claims-made" coverage will not be accepted.

Workers' Compensation Insurance. Before performing any work on this Contract, the Contractor and each Subcontractor shall provide Workers' Compensation Insurance in accordance with the Laws of the State of New York, and the United States Longshoremen's and Harbor Workers' Act where applicable, on behalf of all employees providing services under this Contract.

Employers' Liability Insurance. Before performing any work on this Contract, the Contractor shall procure Employers' Liability Insurance, in the amount of at least \$1,000,000 per accident, providing compensation for bodily injury by accident or disease sustained by any employee of the insured arising out of and in the course of his/her employment by the Contractor.

Automobile Liability. Before performing any work on this Contract, the Contractor shall procure commercial auto liability insurance covering all owned, non-owned, hired and borrowed vehicles to be used in connection

with this Contract. The City of New York and the Department shall be named as additional insureds. Coverage shall be in an amount of at least \$1,000,000.00.

Unemployment Insurance. Before performing any work on this Contract, Unemployment Insurance coverage shall be obtained and provided by the Contractor for its employees.

9. QUESTION: Will the event planner be assisted by volunteers from City agencies or not-for-profit organizations during each event? This factor could make a substantial difference in pricing the staff costs.

ANSWER: The vendor will be responsible for recruiting volunteers. The vendor will have access to New York City Service and City e-mail lists as resources in recruiting volunteers.

10. QUESTION: Do you expect City employees to work or will the event planner provide all staff?

ANSWER: DOT staff will assist with some of the set-up for each event, but the event planner should expect and is responsible to provide staff or volunteers to do the majority of on-site work on the days of the events.

11. QUESTION: Will DOT provide a liaison to walk the event planner through (and expedite) the permit process?

ANSWER: DOT will coordinate the permitting process in cooperation with the Mayor's Office of Citywide Events Coordination and Management.

12. QUESTION: Does the existing budget include marketing, planner fees, rentals, portable toilets, signage, staff, permits, etc.? Is there additional sponsorship money available?

ANSWER: The existing budget includes planner fees, signage, staff, rentals and permits. It is anticipated that sponsorship money will also be raised by the vendor to pay for marketing and supplement equipment rentals, purchases, and programming costs.

13. QUESTION: Who is responsible for finding corporate sponsorships?

ANSWER: The event planner will be responsible for recruiting sponsors.

14. QUESTION: What percentage of the existing budget is City-funded and what percentage is sponsorship?

ANSWER: This is expected to evolve over time. DOT would ultimately like this event to be revenue neutral or revenue positive. This addendum

includes anticipated funding maximums per year (see Sections I and II of the addendum) and proposers should propose accordingly.

15. QUESTION: Is the planner commission separate from the existing funds?

ANSWER: There is no planner commission. The planner can propose a commission based on the amount of sponsorship revenue generated, as provided in the RFP.

16. QUESTION: Who are the existing corporate sponsors?

ANSWER: See the following Web page:

<http://www.nyc.gov/html/dot/summerstreets/html/about/partners.shtml>

17. QUESTION: Will the event planner provide entertainment or rely on street performers?

ANSWER: It is anticipated that the event planner will recruit entertainers.

18. QUESTION: Can a program be continued throughout the year? For example, like as was done on the streets of Paris, can bicycles be provided at a nominal fee (maybe free on Summer Streets days) to be returned at various locations? This could be an incentive for a bicycle company or local shops to provide bicycles.

ANSWER: While adding additional dates is possible, it is not anticipated that this event will be expanded year-round during the term of the anticipated contract.

19. QUESTION: Are there any restrictions on food vendors?

ANSWER: There will be no food vendors on the route other than those with existing street vending permits.

20. QUESTION: What aspect of San Francisco's Summer Streets program would you like to see integrated into New York City's program?

ANSWER: The mention of San Francisco was merely in reference to how they have been able to expand the number of dates for its program.

21. QUESTION: How may one request an evaluation of last year's event?

ANSWER: Please find attached an executive summary of the Summer Streets 2009 Recap Report.

22. QUESTION: Was there additional information that was shared at the pre-proposal conference on 3/4/10?

ANSWER: This addendum incorporates all questions provided by prospective proposers in writing, as was requested by DOT at the pre-proposal conference.

23. QUESTION: Does a proposer need a vendor number to submit a proposal, or will completing a Doing Business Data Form suffice?

ANSWER: Proposers must adhere to all submission requirements specified in the RFP. A vendor number, which is required for registration of an anticipated contract, shall not be required by DOT until after the selection of a winning proposer. However, in order for the anticipated contract to be registered according to the schedule specified in the RFP, the documentation required for a vendor number must be submitted in a timely manner.

24. QUESTION: In Section II (C) of the RFP, the maximum amount of funding increases significantly from 2010 to 2011. Is there a particular reason (i.e. increased event days or more projects throughout the year) that should be reflected in a proposer's estimated costs for 2011?

ANSWER: The maximum amounts of funding are different due to how the City's Fiscal Year is constructed, i.e. from July 1st of one Calendar Year through June 30th of the following Calendar Year. Although an event will occur during one Fiscal Year, planning for that event will begin the previous Fiscal Year. See also Sections III and IV of this addendum for budgeting clarification.

25. QUESTION: In Attachment D, does "per event" refer to stage events?

ANSWER: No. "Per event" refers to each event date.

26. QUESTION: In the budgeting of costs related to the production of actual events, which City permit fees, if any, should be factored into the cost of production?

ANSWER: The street activity permit fee will be borne by DOT. It is anticipated that other permits (e.g. noise permits) be covered by sponsor fees.

