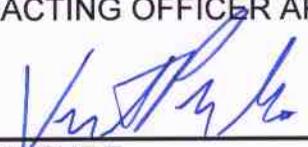


**ADDENDUM TO REQUEST FOR PROPOSALS**

AGENCY: <b>Department of Transportation</b>	CODE: <b>841</b>	BUREAU/DIVISION: <b>Office of the Commissioner</b>
CONTRACTING OFFICER: <b>Vincent Pullo</b>		PHONE: <b>212-839-9292</b>
CONTACT PERSON: <b>Dani Simons</b>		PHONE: <b>212-839-4249</b>
RFP TITLE:		PIN: <b>84110MBAD456</b>
<b>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</b>		
ADDENDUM NUMBER AND DATE: <b>1, 3/19/10</b>		
AMENDMENT TO PAGES: <b>see attached</b>		SECTIONS: <b>see attached</b>
REASON FOR AMENDMENT: <b>Responses to questions from prospective proposers</b>		
IS THE BID/PROPOSAL OPENING DATE POSTPONED: <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES TO ( <u>    </u> DAYS)		
LEGAL AFFAIRS APPROVAL OF THIS AMENDMENT:  <input checked="" type="checkbox"/> OBTAINED                      DATE: <u>3/19/10</u>  <input type="checkbox"/> NOT REQUIRED (EXPLAIN):		
CORPORATION COUNSEL APPROVAL OF THIS AMENDMENT AS TO FORM:  <input type="checkbox"/> OBTAINED                      DATE: <u>    /    /    </u>  <input checked="" type="checkbox"/> NOT REQUIRED (EXPLAIN): <b>Standard clarifications based on questions raised at pre-proposal conference.</b>		
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 1<sup>st</sup> through June 30<sup>th</sup>. 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 1<sup>st</sup> of one Calendar Year through June 30<sup>th</sup> 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.

**27.QUESTION:** Will all trash removal and recycling services be provided by the Department of Sanitation (DSNY) or DOT free of any additional charge?

**ANSWER:** DSNY provided recycling for this event at no additional charge in 2008 and 2009 and DOT anticipates that DSNY will do so again in 2010.

**28.QUESTION:** Will NYPD be the sole provider of security services for the events, and should any costs be factored in for its services?

**ANSWER:** NYPD will be the primary security provider. If sponsored activities warrant additional security, this should be factored into sponsorship fees and paid via those fees.

**29.QUESTION:** Is it expected that all emergency medical services would be provided by private ambulance contractors and no in-kind service supplied by the FDNY EMS network?

**ANSWER:** Yes.

**30.QUESTION:** Is there a minimum requirement for the number of ambulances/ EMTs on site per event?

**ANSWER:** It is anticipated that there be at least one EMS crew and ambulance per "rest area."

**31.QUESTION:** Is DOT seeking to keep the number/scope of rest areas, stages, and programming areas the same for budgetary purposes, or are there 2010 per event specifications that should be budgeted for?

**ANSWER:** For 2010, DOT anticipates keeping the number/scope of rest areas, stages, and programming areas the same as in 2009, unless there are compelling reasons to alter them.

**32.QUESTION:** Does DOT have any pre-existing advertising venues or arrangements with other City agencies, such as the MTA for subway/bus advertising?

**ANSWER:** No. DOT has limited access to bus shelters and sheltered bike parking.

**33.QUESTION:** Is the event planner for DOT responsible for Web site design, development, and implementation beyond what already exists at <http://www.nyc.gov/html/dot/summerstreets>.

**ANSWER:** DOT will be responsible for Web site development and production. The planner may be asked to do additional graphic design work for the site.

**34.QUESTION:** The RFP references that the printing cost of brochures and flyers will be covered by DOT, but in Appendix D, it requests that all printing and production costs be included. Please clarify.

**ANSWER:** DOT will print flyers for community outreach. The printing of postcards, signage, and posters will be the responsibility of the vendor.

**35.QUESTION:** Will the planner be expected to entirely rebrand the graphic identity of the event, or will it be expected to use pre-existing logos, colors, fonts, etc?

**ANSWER:** The producer should expect to build upon the existing graphic identity of Summer Streets.

**36.QUESTION:** Is it possible for a proposer to submit its proposal as a proposed joint venture, with the understanding that the firm would file the appropriate paperwork to form an official joint venture if and when it is awarded a contract? Alternately, is it required that this paperwork be completed before submission of the proposal to qualify as a joint venture? If able to submit the proposal as a proposed joint venture, both companies could and would complete the Doing Business Data Form. Please also clarify whether the tax ID number on the cover letter and affirmation form should left as "TBD" or whether the tax ID number of one or both entities should be included.

**ANSWER:** A proposer may leave the item as "TBD," but if the proposer is selected, a tax ID must be obtained immediately. DOT strongly suggests that the proposed joint venture commence paperwork immediately.

**37.QUESTION:** How do you define the difference between sub-contractors and key staff? In our case, most staff are hired as freelance contractors (both individuals and companies). As we understand the RFP, a resume and/or description of the qualifications is required for each key staff, and references are required for each sub-contractor. Should references also be included for any independent contractor we intend to hire (including lower-level positions such as volunteer coordinator, graphic designer, etc)? If freelancers or entities are hired as contractors just to address one area and not in a supervisory or management position, would they just be

considered key staff for the purposes of this RFP or should they still be considered sub-contractors?

**ANSWER:** It is the proposer's responsibility to submit a proposal that meets the requirements of the RFP, including identifying the proposer's entire team. For the purposes of this RFP, "independent contractors" can be considered either key staff or subcontractors, depending on the proposer's own business model.

**38. QUESTION:** Section IV(2)(1) of the RFP requests a statement certifying that proposed key staff will be available for the duration of the project. As both full-time and contractual workers are subject to relocation and/or taking other positions, would it be acceptable to certify that the experience and qualifications of key staff would remain the same/similar for the duration of the project? Senior management for the project would, of course, remain consistent throughout the contract term.

**ANSWER:** No. However, DOT does recognize that individual employees may change positions, and equal substitutions of staff, subject to the approval of DOT, may be allowed in certain circumstance during the course of the anticipated contract. Proposers are warranting that senior management will be present during the term of the anticipated contract.

**39. QUESTION:** Please define the number of events each year that should be used to determine the annual total in Attachment D, as the "per event" items must be included in this calculation. The contractual agreement in the appendix specifies three per year as the expected number of events, but the notes at the bottom of Attachment D specify three to seven events per year.

**ANSWER:** At this time, DOT cannot be certain of the total number of events to be held. It is for this reason that prospective proposers are being asked to list certain prices on the basis of a single event.

**40. QUESTION:** Would all New York City permitting fees be waived for each event, or should a proposer allow fees for building permits, street activity permits, etc.?

**ANSWER:** Street activity permit fees and most other permit fees will be waived. Other fees may or may not apply depending on what activities are proposed, and it would be the proposer's responsibility to pay for such fees, if applicable.

**41.QUESTION:** Should a proposer include street cleaning costs in its proposal?

**ANSWER:** No.

**42.QUESTION:** Should a proposer include the costs of police services in its proposal? Emergency Medical Services (EMS) is defined but police services are undefined.

**ANSWER:** The vendor will be responsible for costs associated with EMS but not police services.

**43.QUESTION:** Why is DOT not using the same event planner it has worked with for the previous Summer Streets programs?

**ANSWER:** DOT, as a mayoral agency of the City of New York is subject to the City's Procurement Policy Board Rules and, therefore must periodically solicit proposals through a competitive process for these types of services.

**44.QUESTION:** What was the last event's budget for advertising and how was it distributed?

**ANSWER:** This information is not available.

**45.QUESTION:** What are the actual dates for the events and how much time is available from the contract award date? Does the event planner choose the locations and dates of the events?

**ANSWER:** It is anticipated that the contract will start by June 1, 2010 and that the events will take place during the first three Saturdays of August. It is anticipated that the location will be the same as for last year's events.

**46.QUESTION:** Where does one get information both from the media and from the DOT on the previous events?

**ANSWER:** The event Web site [www.nyc.gov/summerstreets](http://www.nyc.gov/summerstreets) is a useful resource.

**47.QUESTION:** Was there any growth in attendance between the 2008 and 2009 programs?

**ANSWER:** The total number of participants in the first year's program was approximately 150,000. Attendance during the second year was estimated at over 200,000.

**48.QUESTION:** Does the winning proposer get to choose the media to use for promoting these events?

**ANSWER:** Yes, but those choices must be approved by DOT.

**49.QUESTION:** Can other government agencies be approached as sponsors?

**ANSWER:** It is highly unlikely that other government agencies would become fiscal sponsors. Other City agencies already provide support through in-kind services.

**50.QUESTION:** Can a VIP section be created for these events?

**ANSWER:** It is possible depending on the parameters of the VIP section and must be approved by DOT.

**51.QUESTION:** What type of entertainment can be provided for these events?

**ANSWER:** Family-friendly and event-relevant entertainment is welcomed. DOT seeks to showcase a variety of performers as well as fitness-, health- and sustainability-related entertainment that is in keeping with the values of the program and the diversity of New York City.

**52.QUESTION:** Can spots be rented out to vendors at these events?

**ANSWER:** No street vendors will be permitted.

**53.QUESTION:** The RFP states in "Evaluation Procedures" that "the proposer that offers the lowest price per technical point will be recommended for award and invited to contract negotiations." Is this to be construed that the successful bidder will be awarded the contract based upon low bid?

**ANSWER:** No, this is not a bid. Proposals will be evaluated as described in the RFP, according to both technical quality and cost factors.

**54.QUESTION:** May we propose an alternative job/title structure and estimated number of hours instead of, or in addition to, the structure in Attachment E?

**ANSWER:** For the purposes of comparison, no alternative titles should be used. However, proposers should also refer to Section III, paragraph C, and Attachment F of the RFP with regards to proposing certain performance outcome measures and related financial incentives and/or disincentives.

**55.QUESTION:** Is it DOT or NYC & Co. who will give the event planner approval to approach potential sponsors it has targeted?

**ANSWER:** DOT will grant approval.

**56.QUESTION:** Under Section IV(2)(C), of the RFP, titled "Organizational Capability," reference is made to describing how the proposed services will fit into the proposer's organization. Does the Agency want to see assignments of work on this project as they relate to individuals assigned to the project, or existing workloads of the individuals assigned to this project as they are related to other projects?

**ANSWER:** Proposers shall determine the information necessary to demonstrate that the proposing firm can meet the DOT's requirements. Such information may include highlighting past successful projects.

**57.QUESTION:** How did DOT determine past attendance numbers? What measurement tools were used to estimate the 50,000 participants per event in the past?

**ANSWER:** DOT conducted screenline counts with hand clickers.

**58.QUESTION:** Who is responsible for street closure barricade placement labor?

**ANSWER:** Street barricades will be installed by NYPD; however, additional barricades may be necessary to create programming areas, and these would be moved in/out by the vendor.

**59.QUESTION:** Will the 2010 route be duplicated from last year's program?

**ANSWER:** For the purposes of this RFP, proposers should assume that the route will be substantially similar.

**60.QUESTION:** Are there restrictions on noise permits?

**ANSWER:** Proposers should consult applicable New York City law with regards to noise. No noise permits will be allowed before 10:00 AM.

**61.QUESTION:** Beyond street closure permits, does DOT aid in securing permits from other City agencies?

**ANSWER:** DOT will assist where possible, but the ultimate responsibility for securing permits from other agencies lies with the event planner.

**62. QUESTION:** What are the anticipated/desired hours of operation?

**ANSWER:** This has yet to be determined. For the purposes of this RFP, proposers should assume that the event's hours will be the same as last year.

**63. QUESTION:** What are the anticipated/desired hours of load-in/out?

**ANSWER:** DOT anticipates load-in to begin as early as necessary for the event to be set up and ready by 7:00 AM. Load-out will need to occur promptly after each event; in the past, DOT has been able to reopen streets within 30 minutes of the end time of the event, and would like to continue this practice.

**64. QUESTION:** Are we allowed to paint/mark the pavement to delineate event spaces?

**ANSWER:** No pavement markings should be made without first obtaining the written approval of DOT. However, proposers should not assume that pavement marking will be permitted.

**65. QUESTION:** What is the involvement of/anticipated relationship with the Department of Small Business Services (DSBS)?

**ANSWER:** DSBS assists with outreach to the Business Improvement Districts along the route; this is its only anticipated involvement.

**Prospective proposers are advised that no additional questions concerning this RFP will be considered.**

This ADDENDUM is hereby made a part of the original RFP document.

**NO FURTHER TEXT ON THIS PAGE**



Department of Transportation

JANETTE SADIK-KHAN, Commissioner

Subject: Summer Streets 2010-2012 RFP = Pre-Proposal Conference

Date: 3/4/10 (PIN: 84110MBAD456)

Time: 1:00 PM

Sign-In Sheet

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**Subject:** Summer Streets 2010-2012 RFP: Pre-Proposal Conference

**Date:** 3/4/10 (PIN: 84110MBAD456)

**Time:** 1:00 PM

Sign-In Sheet

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## **Executive Summary: Summer Streets 2009 Recap Report**

August 2009 saw the return of Summer Streets, NYCDOT's initiative to encourage New Yorkers to re-envision the way they think about their streets. The events open New York City Streets to people to play, walk, bike, stroll and enjoy. Summer Streets provides more space for healthy recreation and is a part of NYC's greening initiative by encouraging New Yorkers to use more sustainable forms of transportation.

Summer Streets was extremely successful in its inaugural year, 2008, with over 50,000 New Yorkers and visitors converging on Park Avenue each Saturday to enjoy a day of car-free roads. Summer Streets 2009 sought to build on the success of the previous year, attract a broader audience and improve the participant experience. Goals for Summer Streets 2009 included:

- Increase overall attendance while preserving the ability to walk and bike freely (i.e. to increase attendance and refine operations to reduce pedestrian/bike "traffic congestion")
- Increase attendance of people from other boroughs (beyond Manhattan) and draw a more diverse range of participants
- Increase attendance by families with children by creating more programming for families with small children, giving them fun activities and creating places for parents to pause and rest with children along the route
- Increase awareness of the event citywide
- Increase the amount of cash sponsorships for this event, working towards a goal of being revenue neutral or ideally revenue generating
- Continue to maintain this as a free, fun event, accessible for people regardless of age, income or fitness level
- Raising the profile of green and active transportation options in the City of New York and promoting the City's sustainability and health goals.

## Summer Streets 2009 Snapshot

### Dates & Times

- Saturday, August 8<sup>th</sup>, 7:00am – 1:00pm
- Saturday, August 15<sup>th</sup>, 7:00am – 1:00pm
- Saturday, August 22<sup>nd</sup>, 7:00am – 1:00pm

### Attendance

Total estimated attendance for all three Saturdays = **205,000**

- Estimated attendance for August 8<sup>th</sup> = 65,000
- Estimated attendance for August 15<sup>th</sup> = 85,000
- Estimated attendance for August 22<sup>nd</sup> = 55,000

### Sponsorship

Total value of sponsorships = **\$110,000**

Total generated media value = **\$825,465**

### Outreach

3,000 flyers in English, Chinese and Spanish were distributed door-to-door. Additional flyers and email blasts were sent to Community Boards.

50,000 postcards were distributed to individuals and stores in the Bronx, Brooklyn, Queens and Manhattan.

### Volunteers

Total number of volunteers = **131**

Total number of volunteers registered = **322**

### Programming

Total number of "activation areas" where programming took place = **5**

- "Family Rest Stop," 51<sup>st</sup> Street & Park Avenue
- "Music & Culture Rest Stop," 24<sup>th</sup> Street & Park Avenue
- "Fitness Station," 12<sup>th</sup> Street & 4<sup>th</sup> Avenue
- "Soho Station," Spring Street & Lafayette Street
- "Foley Square Station," Centre Street & Duane Street

Programming included:

- Free "rental" bikes and skates
- Bicycle repair
- Local bike makers showcase
- Aerobics classes and other fitness and sports demonstrations
- Musical performances
- Chalk art stations
- Pop-up tennis courts
- Interactive games with Knick's and Rangers mobile trucks
- Photo contest