

REQUEST FOR PROPOSALS

**Event Planning, Management, and Marketing Services for the New York City
Department of Transportation's 2009 Summer Streets Program
PIN: 84109MBAD374**

Date: 1/26/09

This is ADDENDUM #2 for the above referenced Request for Proposals (RFP), of which you have obtained a copy.

I. CHANGE IN PROPOSAL DUE DATE as follows:

Date: February 2, 2009
Time: 2:00 PM
Location: NYCDOT Contract Management Unit
40 Worth Street – Room 824A
New York, New York 10013

- II. REPLACE:** "Section II – Summary of the Request for Proposals" (Page 3 of RFP) with the attached "Revision per Question 6" replacement page.
- III. REPLACE:** "Section IV – Format and Content of the Proposal" (Pages 8-9 of RFP) with the attached "Revision per Question 32" replacement page.
- IV. REPLACE:** "Attachment D – Price Proposal Form" with the attached "Revised Attachment D" replacement page.
- V. QUESTIONS AND ANSWERS** as follows:

Last Year's Event

- 1. QUESTION:** Can a copy of the post-event report be provided?
ANSWER: The final report from Summer Streets 2008 is attached to this addendum for your reference.
- 2. QUESTION:** Can a copy of the vendor evaluation be provided?
ANSWER: A vendor evaluation for Summer Streets 2008 is not available.
- 3. QUESTION:** What was the average number of volunteers at each event last year?
ANSWER: NYCDOT had an average of 100 volunteers per weekend last year. It is anticipated that NYCDOT will have more volunteers this year.
- 4. QUESTION:** Were the videos on the Web site created by Lead Dog Marketing (the consultant for Summer Streets 2008) and included as part of its budget?

ANSWER: The videos were produced by a variety of partners who did the work *pro bono*. The production of videos is not included in this RFP's Scope of Work.

2009 Event Details

5. **QUESTION:** Does NYCDOT have the specific dates and times or at least the number days planned for this year? Does NYCDOT want to utilize the same route as Summer Streets 2008 or can an alternate route be proposed?

ANSWER: NYCDOT currently does not have a final list of dates or times. The schedule is likely to be similar to that of the 2008 event (i.e. three (3) weekend days, 7:00 AM through 1:00 PM each day). Proposers should provide unit prices based on these assumptions, even though they are not finalized yet and therefore subject to change. The route also has not yet been determined but will be established by the City in the near future.

6. **QUESTION:** The first paragraph of page 3 of the RFP refers to "an event that occurs over several consecutive days." Is this correct?

ANSWER: This was an error and is amended through this addendum; NYCDOT anticipates that the event will take place over several consecutive weekends, most likely several Saturdays in a row.

7. **QUESTION:** Page 4 of the RFP states that this event is for people of all races and ethnicities. Since this is the case, are you expecting outreach materials to be in multiple languages? If so, which ones?

ANSWER: Ideally, the outreach materials would be prepared in a minimum of three languages: English, Spanish and Chinese. However, proposers should be prepared to create materials for other target audiences, and should propose any other group they believe would be an appropriate target audience for this event.

8. **QUESTION:** How many meetings with NYCDOT and other City agencies is it estimated that the event management firm will be asked to attend throughout the event planning process?

ANSWER: Vendors should expect to meet weekly with the project manager as soon as the contract begins. Starting in the summer, these meetings will be replaced by weekly meetings with the intra-NYCDOT and interagency steering committees. Essentially, one meeting a week will take place during the spring, and either two meetings or one meeting and one conference call a week during the summer.

Sponsorship

9. **QUESTION:** Is finding and securing sponsors included in this fee? If not, once the sponsorship plan/package has been created, who will approach the sponsors, contract them and manage their participation?

ANSWER: 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 E, 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 selected vendor will be responsible for coordinating its sponsorship efforts with NYC & Co., which may also be involved in the solicitation of sponsorship monies for this event. Receipt of sponsorship monies by the selected vendor will be subject to restrictions by NYC & Co. Such monies will be used to reimburse the City for the costs of this event, and may be used as a supplement to the budget included in this RFP. For all monies received by the vendor through sponsorship opportunities, it is anticipated that the vendor will place the sponsorship funds in an escrow account to be managed and monitored by Safe Streets Fund, Inc. The account is to be used for event expenses as stated above, the selected vendor's commission fee, and the escrow/monitoring fee earned by Safe Streets Fund, Inc.

It is the selected vendor's responsibility to negotiate an escrow/monitoring agreement with Safe Streets Fund, Inc. prior to commencement of services. Such agreement shall be subject to the approval of NYCDOT. It is anticipated that the Safe Streets Fund, Inc. escrow/monitoring fee shall be seven percent of the total sponsorship funds. Upon approval of NYCDOT, additional expenses beyond those budgeted for this RFP shall be paid through the escrow fund, subject to the expenses delineated above.

10. **QUESTION:** Can NYCDOT confirm that managing sponsor relationships, but not outreach to/recruitment of sponsors is included within the Scope of Work? Further, please clarify the role of the event producer in creating a sponsorship plan. Is the tier/fee schedule going to be based on pricing established in 2008, since the organizations that participated at that time will know what they paid and contributed in kind, or is NYCDOT expecting the vendor to start from scratch?

ANSWER: Managing sponsors will be the selected vendor's responsibility. Once a vendor is selected the pricing tiers will be shared with the vendor, who may use the sponsorship package created by NYCDOT and NYC & Co. to sell sponsorships as outlined above.

11. **QUESTION:** Who is responsible for filing all necessary paperwork related to fundraising?

ANSWER: The selected vendor is responsible for the services delineated in this RFP which relates to fundraising. If this question relates

to tax issues, the sponsor is responsible for knowing the tax status of any monies provided and/or raised.

12. **QUESTION:** Can proposers see last year's sponsorship kit?
ANSWER: No, the kit will not be made available for review.

Marketing and Outreach

13. **QUESTION:** Does NYCDOT encourage submission of a new brand visual identity by the proposer if it will be part of an effective marketing plan?
ANSWER: The brand identity is not required as part of your proposal. If a proposer believes that a new brand visual identity is essential to the success of the event, it may be included as part of its technical proposal.

14. **QUESTION:** Who designs and maintains the Web site for Summer Streets?
ANSWER: The selected proposer will be responsible for developing the "look and feel" of the site and providing visual elements such as logos, color schemes, and fonts. The site will be built and maintained by NYCDOT staff.

15. **QUESTION:** Does NYCDOT have a preferred vendors list for graphics, printing, media, etc?
ANSWER: The selected proposer for this RFP will be responsible for graphics only. Media purchasing, which is outside the scope of this RFP, will be performed by NYCDOT.

16. **QUESTION:** What are NYCDOT's expectations for advertising?
ANSWER: Proposers should review Section III, Scope of Services, to determine NYCDOT's goals and objectives in developing their program proposal.

Cost Assumptions

17. **QUESTION:** Should we assume that costs associated with marketing, such as printing and advertising, and the costs of production, such as equipment and insurance, are above and beyond the fee stipulated in the RFP? If so, what is the anticipated budget for these costs, and will the expenses be paid directly by NYCDOT or by the vendor?
ANSWER: The costs of production, as well as insurance costs, are included within the anticipated budget amount. Printing and marketing will also be the responsibility of the vendor, and the proposal price shall assume the anticipated budget in the RFP.
18. **QUESTION:** Is implementation of the programming plan included in the overall fee?

ANSWER: Implementation services for the event should be included in the proposers' price proposal. Attachment D, the Price Proposal Form, has been amended to clarify the implementation costs.

19. **QUESTION:** Should it be assumed that the cost of marketing and production expenses is above and beyond the \$300,000 allocated for services? For example, are the costs of signage, decor, t-shirts, printing and assembling marketing materials, advertising, performer fees, staging and sound equipment, security, maintenance, insurance, temporary rest rooms, documentation, etc. included in the \$300,000? If not, is there a set budget for these expenses?

ANSWER: Proposers should assume that these costs are part of the anticipated budget. Printing and marketing will also be the responsibility of the vendor, and the proposal price shall assume the anticipated budget in the RFP. Advertising and printing costs may be scaled based on the sponsorship dollars raised.

20. **QUESTION:** Is the \$300,000 in maximum available funding inclusive of both event activation budgets and agency fees, or is there a separate budget for event activation budgets?

ANSWER: There is no separate event activation budget; see Question 18.

21. **QUESTION:** Are the costs indicated for the line item "design of production-ready marketing materials" inclusive of man hours only dedicated against design and not any printing/production costs involved for signage?

ANSWER: Yes, this is correct.

22. **QUESTION:** It was understood from the briefing session that proposers will design outreach/marketing materials but that printing is to be executed by NYCDOT and is not part of the vendor budget. Is this correct? Are mailing and other distribution costs within or outside the vendor budget? There is no line item for these costs on the price proposal form.

ANSWER: NYCDOT has very limited capability to print outreach flyers and brochures and proposers should take into account this very limited capability when providing a price proposal. All other printing needs should be part of the vendor's budget.

23. **QUESTION:** In Attachment D, Price Proposal Form, the line items are labeled as "services," so the indicated costs would not be inclusive of any production hours involved, as applicable. Please confirm.

ANSWER: That is incorrect. Each service line item is inclusive of the production hours required to achieve the deliverable. Proposers should submit price proposals consistent with that approach.

24. **QUESTION:** Is the cost of on-site staffing part of the RFP? Since proposers don't know the number of days, times of the day, or length of the route, how should proposers express these costs? Should they be based on last year's parameters?

ANSWER: Costing for on-site staffing should be included under the appropriate line item in the Price Proposal Form and should assume three days. As the basis for proposing a cost, proposers shall use the RFP and this addendum.

25. **QUESTION:** This year, the requested budget seems to incorporate some, but not all, operation costs as well as fee structures. It is unclear, for example, if when mentioning “creation of décor and signage” and “design of production-ready marketing materials” NYCDOT is referring to the design services and/or including production of materials such as postcards, t-shirts, etc. It is also difficult to give production quotes without knowing how many days, etc. the event will be for. Should it be assumed that the best way to handle this is to approach it as if it were the same event as last year?

ANSWER: See answer to Question 19 above.

Performance Payments and Incentives

26. **QUESTION:** Re: Section II(D), Anticipated Payment Structure, can NYCDOT please further explain performance-outcome measures and the examples used (i.e. unit payments tied to outcomes)?

ANSWER: The main performance-outcome measure the Agency anticipates using is the one related to sponsorship, as outlined in the answer to Question 9 above. In addition, performance outcome measures may be used by any proposer wishing to articulate an approach that would help NYCDOT achieve its objectives for this event.

27. **QUESTION:** Re: Attachment E, Performance Outcome Measures and Related Financial Incentives and/or Disincentives, are you expecting performance-based compensation to be a part of this contract? If so, since you mentioned that performance-based pricing is more commonly part of contracts for bridges and road work, do you have a model for a performance-outcome payment structure for an event-related contract?

ANSWER: There are no examples to give to the proposers, as performance outcome measures and incentives/disincentives vary from project to project and are dependant on the individual’s business model and proposed approach. Proposers should use this addendum as part of the basis for a performance-based payment structure.

26. **QUESTION:** What are the liquidated damages on a daily basis?

ANSWER: The City’s standard consultant contract includes liquidated damages of \$100.00 per consecutive calendar day. However, utilizing Attachment E, proposers may propose any liquidated damages rate that would most likely achieve NYCDOT’s goals in this matter.

27. **QUESTION:** How are the liquidated damages assessed if milestones are not completed within the negotiated time frame?

ANSWER: Liquidated damages would be assessed if the selected proposer fails to complete the Scope of Work within the schedule fixed by

NYCDOT. Liquidated damages would be deducted from monies due to the vendor.

28. **QUESTION:** Re: Section IV(A)(2b), Proposed Approach, should proposers provide a top-line event plan in response to this section? Although we understand the points that NYCDOT specifically wants addressed, it is unclear how the approach would be explained while addressing said points.

ANSWER: It is up to each proposer to submit a proposal that would be responsive to the requirements of the RFP. If an individual proposer feels that a top-line proposed event plan is necessary to meet the requirements of the RFP and enhance its submission, then the proposer should include such a plan with its proposal.

29. **QUESTION:** The Scope of Work in the RFP does not include preparing a production budget (logistics, production, etc) at this point in time. But, the preparation and implementation of such a budget is part of the work once a contract is awarded. Is that correct?

ANSWER: The preparation of a budget for the event is part of the scope of the RFP, and shall be considered as part of the event management plan.

30. **QUESTION:** Re: Section IV(A)(3b), Performance-Based Payment Structure: Can this be explained further?

ANSWER: See the other questions and responses above concerning the performance-based payment structure.

31. **QUESTION:** There are many ways to measure performance. That being the case, what is NYCDOT's preference?

ANSWER: NYCDOT cannot express a preference to proposers as to the performance-based payment structure, other than its request for a commission fee, as specified above. Other than the information required by Attachment E (see above), proposers should provide information that would likely achieve NYCDOT's objectives and goals for this event.

Administrative

32. **QUESTION:** Under Section IV(B), Proposal Package Contents (Checklist), the checklist does not indicate where Attachment C, Affirmation Form, should be placed in the package. Please advise.

ANSWER: Attachment C should be included in the Program Proposal. Please see attached revision to the RFP in this addendum.

33. **QUESTION:** On Page 3 of the RFP, the term of the contract is stated as 180 consecutive calendar days, but the budget is "\$300,000.00 over one year." How do these reconcile?

ANSWER: The \$300,000.00 is for the 180 days of the contract. "\$300,000.00 over one year" means that there is \$300,000.00 available for this year's event.

34. **QUESTION:** Due to the size of my firm, I do not have an audit report nor does my financial statement need to be certified. Is there something that should be provided instead?

ANSWER: Please provide a written explanation as to why you do not have an audited financial statement and as much information as possible about your organization's financial health, including but not limited to business tax returns for the last year available.

35. **QUESTION:** What is the minimum amount of professional and general liability insurance required by each vendor?

ANSWER: The general insurance requirements for the resultant contract will be as stated below:

Required Insurance Coverage: Before performing any work on the Contract, the Contractor shall procure and maintain for the duration of the Contract, insurance against any claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work in this Contract by the Contractor, its agents, representatives, employees or subcontractors. The Contractor shall procure the required insurance from companies licensed and authorized by the New York State Department of Insurance to do business in New York State and with a Best's rating of A-7 or better.

1. 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.
2. 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.

3. 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.
 4. 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.
 5. Unemployment Insurance. Before performing any work on this Contract, Unemployment Insurance coverage shall be obtained and provided by the Contractor for its employees.
36. **QUESTION:** Regarding the vendor's delivery of the completed RFP, is it acceptable to be delivered by a messenger service? The document indicates e-mailed or faxed proposals will not be accepted by the Agency.
ANSWER: Proposers may messenger their proposals. Messengered proposals must be hand delivered to the bid window at 40 Worth Street, Room 824A, by the deadline. It is each proposer's sole responsibility to ensure that the proposals are submitted by the due date and time.
37. **QUESTION:** Are proposers allowed to include any relevant pictures (of past events described in the narrative) in the proposal as they deem necessary?
ANSWER: Pictures are permitted in the narrative. In addition, proposers may create five (5) copies of a CD with JPG files or a PDF file containing all images for the evaluation committee to review. The CD should be submitted with the Program Proposal.
38. **QUESTION:** Are proposers allowed to include a disc with video footage from previous events as part of their submissions?
ANSWER: Proposers should not include such material as it will not be evaluated as part of their technical proposal.
39. **QUESTION:** If a proposer cannot provide all required services in-house, would it be acceptable for the proposer to hire subconsultants that it would direct and manage?
ANSWER: Yes. Subcontractors may be proposed as part of a team, and shall be clearly marked as such.

40. **QUESTION:** Will subcontractors be hired to work on any part of this project, particularly public information, employee information, marketing, and advertising?
ANSWER: See the answer to Question 39, above. A proposer may hire subcontractors that it will direct and manage. The proposer will be the one held responsible for getting the work done. Subcontractors are subject to the approval of NYCDOT.
41. **QUESTION:** Does NYCDOT have a desired font style and size?
ANSWER: Please follow the requirements of Section IV, Format and Content of the Proposal, of the RFP.
42. **QUESTION:** How long does it take NYCDOT to pay on expenses?
ANSWER: Payment for services is dependent on the completion of deliverables as delineated in the contract and the submission of proper invoices. Expenses must be paid in accordance with the Prompt Payment Guidelines of the New York City Procurement Policy Board (PPB) Rules.
43. **QUESTION:** As payment is connected to performance, can we see last year's production timeline?
ANSWER: A production timeline is not available.
44. **QUESTION:** Does NYCDOT have definitive target goals? If so, what are they?
ANSWER: NYCDOT will be measuring internal target goals through earned media, attendance, attendee enjoyment, and public satisfaction (as measured through calls to 311, letters to NYCDOT and elected officials, and e-mail messages through the Summer Streets Web site).
45. **QUESTION:** Are there any Minority- and Women-Owned Business Enterprise (M/WBE) goals related to this project?
ANSWER: No, as this procurement is not subject to Local Law 129.

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