

# **Town of North Hempstead**



## **REQUEST FOR PROPOSALS FOR PLANNING SERVICES**

### **COMMUNITY-WIDE CULTURAL MAPPING AND INVENTORY**

**June 28, 2013**

# **TOWN OF NORTH HEMPSTEAD**

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### **I. INTRODUCTION**

The Town of North Hempstead (the “Town”) is a municipal corporation under the General Municipal Law and the Town Law of the State of New York (the “State”) serving a jurisdiction of 220,000 residents, located in northwestern Nassau County, New York.

The Town is looking to gather and analyze information on the cultural resources that exist throughout North Hempstead, by mapping resources to create a clear snapshot of the strengths and potential opportunities for the Town. Interests and activities that will be examined include, but are not limited to: visual arts, performing arts and theater, heritage programs, public and private recreation activities, music and/or film organizations and festivals, historical societies and centers, adult training, media arts, media (print, broadcast, online), literary arts, business and tourism organizations, libraries, schools, school districts, colleges and universities, minority programs, farmers’ markets, arts centers, and community centers.

The inventory and mapping will provide an accurate picture of the breadth and diverse array of programs, activities, organizations and facilities – both public and private – that exist within the Town in 2013. The information may provide the basis for future cultural planning, and assist the Town in directing resources for future investment strategies, tourism marketing, quality-of-life enhancements, skills training and economic development planning.

If your firm is interested in responding to this Request for Proposals, your submission must be addressed to:

Michael A. Levine, AICP  
Department of Planning & Environmental Protection  
Town of North Hempstead  
210 Plandome Road  
Manhasset, New York 11030

by: 3:00 P.M. Wednesday, July 17, 2013 and shall be based upon the General Information and Scope Of Services that follows.

## **II. PROCEDURES**

### **A. SUBMISSION PERIOD**

Respondents must submit their Proposals on or before 3:00 P.M. Wednesday, July 17, 2013 (the Submission Deadline). The Town's governing body, the Town Board, expects to select a firm for the Project (the "Awardee") from among the respondents on or about August 6, 2013.

### **B. PREPARATION OF PROPOSAL**

For ease of review, the Proposal must follow the outline in Section III of this RFP, entitled **Requirements**. Each response must be clearly numbered and the full question listed and answered. The Consultant shall demonstrate that it has relevant experience in performing projects of comparable value and scope to the type contemplated by this RFP. Each Proposal shall be prepared concisely, avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete, accurate and reliable presentation.

### **C. NUMBER OF COPIES OF PROPOSAL**

Ten (10) bound copies of the Proposal should be submitted to the Town.

### **D. SUBMISSION OF PROPOSALS**

The submission of Proposals shall be directed to the Town's authorized contact person (below).

All Proposals must be received at 210 Plandome Road before the Submission Deadline, either by hand delivery, courier or certified mail to the above office. If in-person or courier delivery is anticipated, it is strongly advised to make arrangements by email for package drop-off at least one day before the Submission Deadline. The Town is under no obligation to return Proposals. It is requested that any and all contact with the authorized contact person be made by fax, e-mail or letter.

Selected Proposers may be contacted by the Town's authorized contact person with questions aimed at clarifying their Proposal after submission.

**E. QUESTION AND ANSWER PERIOD**

Questions from potential respondents about the RFP, and the submission and content, shall be entertained for a period ending Tuesday, July 9th, 2013, 4:00p.m. Answers to inquiries shall be posted to the Town of North Hempstead website, referenced to this Request For Proposals, on Thursday, July 11th, 2013. All questions about the RFP and submission of Proposals shall be directed **in writing (email/fax/mail)** to the authorized contact person:

Neal A. Stone, MCIP, AICP  
Town of North Hempstead Department of Planning  
210 Plandome Road  
Manhasset, New York 11030  
(516) 869-7798 (fax)  
stonen@northhempsteadny.gov

**F. LONGEVITY OF PROPOSALS**

A Proposal may not be withdrawn following submission except at the request of the Town, or with the Town's written consent. A Proposal may be withdrawn at any time prior to the Submission Deadline. However, the successful Proposer may not withdraw or cancel or modify the Proposal for a period of forty-five (45) days following the Submission Deadline, except at the request of the Town, or with the Town's written consent.

**G. METHOD OF SELECTION OF AWARDEE**

Town representatives will evaluate each Proposal with emphasis on the following factors:

- Demonstrated relevant experience in performing projects of comparable value and scope to the type contemplated by this RFP
- Concept, methodology, and approach
- Reasonableness of fees and costs
- Expertise and technical approach of the Proposal, explaining the degree to which the Proposer's interpretation of the work meets the needs and goals of the Town
- Quality of project team's overall organizational strength
- References and reputation
- Strength of Proposer's current financial statements

- Quality of the Proposal – adherence to Part III, “**Requirements**” (following) – including the conciseness, clarity and readability of the proposal

#### **H. RIGHT OF REJECTION BY THE TOWN**

Notwithstanding any other provisions of this RFP, the Town reserves the right to select the Proposer that best meets the requirements of the RFP, and not necessarily to the lowest bidder. Further, the Town reserves the right, for any or no reason and in its sole and absolute discretion, to (1) amend, in whole or part, this RFP, (2) withdraw or cancel this RFP, or (3) accept or reject any or all Proposals prior to execution of the contract for the Project for any or no reason and with no penalty to the Town.

#### **I. NOTICE OF AWARD**

The Town shall inform the Awardee that they have been selected by means of a Notice of Award issued pursuant to a resolution adopted by the Board. Neither the selection of a Proposer as the Awardee nor the issuance of a Notice of Award shall constitute a binding commitment on behalf of the Town to enter into any contract with the Awardee, as any binding arrangement must be set forth in definitive documentation negotiated between and signed by the Awardee and the Town.

#### **J. CONTRACTING WITH AWARDEE**

The Town shall enter into contract negotiations with the Awardee. Contract negotiations will include the scope of services for the Project. Fees shall be based upon the hourly rates and other information provided by Awardee in their Proposal. The contract may contain provisions not identified or described herein. The Town shall enter into a written contract or contracts (hereinafter, the “Contract”) with the selected Proposer(s) in a form satisfactory to the Town Board.

The Town reserves the right to negotiate the terms and conditions of the Contract(s) with the selected Proposer(s), if any. These negotiations could include all aspects of Services and fees. Neither the selection of a Proposer nor the negotiation of the Contract with such Proposer(s) shall constitute a binding commitment on behalf of the Town to enter into a Contract with such Proposer(s), as any binding arrangement must be set forth in the Contract signed by both parties and is subject to all requisite approvals.

**K. SCHEDULE**

The Awardee shall be prepared to start work within five (5) business days of notice to proceed, and should anticipate completion of all work before end of calendar year 2013.

**III. REQUIREMENTS**

**A. SCOPE OF SERVICES**

Cultural mapping is an identification of a community's cultural resources and an analysis of needs gathered through a broadly based inventory. It is the basis for the preparation of a cultural planning process. The intent is to gather information to catalogue the breadth and diverse array of programs, activities, organizations and facilities that exist within the Town.

In developing the cultural profile, the work shall include descriptions of type of activity, description, frequency, number of people involved, mission, location, and age.

The three main elements of this project will be to:

1. Define and identify the existing arts, culture and heritage resources of the Town of North Hempstead,
2. Identify strengths, weaknesses, gaps and opportunities in the inventory as well as potential synergies, and
3. Graphically represent the cultural inventory of the Town.

Resources (in #1) above may be best categorized by the following:

- Facilities or buildings,
- Public art,
- Festivals and events,
- Heritage buildings or sites,
- Community organizations (arts, culture and heritage related), and
- Creative occupations/industries (artists, writers, crafts, furniture, music, clothing, graphic design, etc.).

Depictions (in #3) above may include, but is not limited to, tools such as:

- Geographic maps (GIS),
- Graphs and/or diagrams,
- Aerial photos, and
- Photographs, statistics and/or illustrations.

A draft report of the inventory and mapping will be presented digitally, and in writing to Town staff, revised if necessary, and then finalized to be made available on the Town of North Hempstead website. Ten (10) hard copies of the final report will be included in the deliverables to the Town.

The winning team will have approximately six (6) months to complete the project and submit the final report.

The consultant may wish to canvass and survey the community to garner organizational profiles to better understand and illustrate various missions and objectives of groups and activities within the Town.

A minimum of four (4) meetings with Town staff should be anticipated and budgeted.

## **B. WRITTEN PROPOSAL SUBMISSION ELEMENTS**

Satisfactory Proposals shall be comprised of the following:

- 1) Narrative Response: The Narrative Response shall be included in the Proposal document near the beginning, and be comprised of:
  - a) Service Summary/Cover Letter: This should provide a description of the key points of your Statement, specifically addressing why your firm is qualified to provide services to complete this project. **THE EMAIL ADDRESS, TELEPHONE NUMBER, AND FACSIMILE NUMBER** of your Proposal's contact person(s) must be included in your cover letter.
  - b) Qualifications: Provide background information on your firm, including but not limited to:
    - i) business overview
    - ii) age of the business
    - iii) names, addresses and position of all persons having a financial interest in the company
    - iv) state of formation (as applicable)
    - v) number of employees
    - vi) annual revenue of the Proposer

- vii) summary of relevant accomplishments, particularly those involving services similar to those required for the Project.
- viii) any other information that will permit the Town to determine capability of Proposer to meet all contractual requirements.
- ix) Identify:
  - (1) Has your firm has ever been cited by any authority for unscrupulous practice? If yes, provide details.
  - (2) Does your firm have any past or present suits with any current or former customers? If yes, provide details.
- c) If available, a copy of the most recent Dun and Bradstreet Financial Report (complete full report) on your firm, as well as any updates subsequent to the date of the complete report.
- d) If available, two (2) years most recent annual financial statements and all quarterly reports of financial statements since the last available annual financial statement, in form and content satisfactory to the Town.
- e) Resumes and Organizational Chart: Please provide resumes of the individuals who would comprise your operational team and the principal-in-charge. Describe only the people who would actually work on the Town's account. Specify the role each would play, as well as what backup coverage would be available in time of conflicting engagements. Illustrate the relationship(s) of the individuals and firms to each other that would comprise your operational team and principal-in-charge on an organizational chart. Include a list of any sub-contractors who may be used to perform the Scope of Services.
- f) A copy of the professional license(s) issued by the State Department of Education with respect to performing architectural, landscape architectural and/or engineering services, and proof of licensure to do business in the State.
- g) Fees/Costs: Provide information pertaining to fees or costs, including the fully burdened billable hourly rates charged for the services of employees of the firm. In addition to being organized pursuant to an employee roster, fees and costs should be listed for

out-of-pocket expenses. Provide a proposed cost to deliver the Scope of Services required for the Project.

- h) Additional information that you believe pertinent to the Town's requirements. (Please include your company/team internet links to websites.)
- 2) References: Names, titles, addresses and phone numbers of key contacts for five (5) customers, particularly those for whom the Proposer has undertaken projects similar to the Project.
- 3) Identify all adverse determinations against your firm, or its employees or persons acting on its behalf, with respect to actions, proceedings, claims or complaints concerning violations of federal, state or municipal equal opportunity laws or regulations.
- 4) Has your firm, or any of its employees present or past, or anyone acting on its behalf, ever been convicted of any crime or offense arising directly or indirectly from the conduct of your firm's business, or has any of your firm's officers, director or persons exercising substantial policy discretion ever been convicted of any crime or offense involving business or financial misconduct or fraud? If so, please describe any such convictions and surrounding circumstances in detail.
- 5) A description of any action, suit, proceeding or investigation pending or threatened against your firm including, without limitation, any proceeding known to be contemplated by government authorities or private parties.
- 6) Has your firm, or any of its employees, or anyone acting on its behalf, been indicted or otherwise charged in connection with any criminal matter arising directly or indirectly from the conduct of your firm's business which is still pending, or has any of your firm's officers, directors or persons exercising substantial policy discretion been indicted or otherwise charged in connection with any criminal matter involving business or financial misconduct or fraud which is still pending? If so, please describe any such indictments or charges and surrounding circumstances in detail.
- 7) Has your firm, or any of its employees present or past, or anyone acting on its behalf, ever signed and sealed surveys for which your firm has not actively participated in the production thereof; or been investigated by the New York Department of State for such activity? If so, please describe any such circumstances in detail.
- 8) Conflicts of Interest:
  - a) Please disclose:

- i) Any material financial relationships that your firm or any firm employee has that may create a conflict of interest or the appearance of a conflict of interest in contracting with or representing the Town or the District.
  - ii) Any family relationship that any employee of your firm has with a member, employee, or official of the Town or the District that may create a conflict of interest or the appearance of a conflict of interest in contracting with or representing the Town or the District.
  - iii) Any other matter that your firm believes may create a conflict of interest or the appearance of a conflict of interest in contracting with or representing the Town or the District.
- b) Please describe any procedures your firm has, or would adopt, to assure the Town and the District that a conflict of interest would not exist for your firm in the future.
- 9) Subconsultants: All subconsultants that are known to be part of the Prime's Proposal Team must supply all information required in this subsection (III.B.1-8) as part of the Proposal's Written Submission Elements. All subconsultants introduced to the project under the Prime after contracted by the Town must also supply same as above.

#### **IV. ADDITIONAL CONDITIONS AND INFORMATION**

- 1) All materials submitted in response to this RFP will become the property of the Town.
- 2) The Town reserves the right to conduct discussions with, and to request additional information from, one or more respondents. No respondent shall have any rights against the Town as a result of such discussions.
- 3) The Town reserves the right to negotiate separately with any source whatsoever.
- 4) The Town reserves the right to waive any irregularity in any Proposal received or any other aspect of this procurement.
- 5) Proposers are advised that with respect to this RFP, no contact with the Town personnel in any way related to this solicitation is permitted, except as shall be authorized by the employee designated herein as the Town's contact person as identified in Part II (E) hereof.

- 6) Each Proposal will be prepared solely at the cost and expense of the Proposer with the express understanding that there will be no claim whatsoever for reimbursement from the Town.
- 7) Submission of a Proposal shall constitute an offer on the part of the successful Proposer to become the Awardee, and to enter into a contract to undertake or complete the Project.
- 8) News releases or other public announcements relating to this RFP shall not be made by any party receiving this RFP without the prior written approval of the Town.
- 9) The Town and its respective officials and employees make no representation or warranty and assume no responsibility for the accuracy of the information set forth in this RFP. Further, the Town does not warrant nor make any representations as to the quality, content, accuracy or completeness of the information, text, graphics, links or other facet of this RFP once it has been downloaded or printed from this or any server, and hereby disclaims any liability for technical errors or difficulties of any nature that may arise in connection with the Webpage on which this RFP is posted, or in connection with any other electronic medium utilized by Proposers or potential Proposers in connection with or otherwise related to the RFP.
- 10) Proposals submitted to the Town may be disclosed in accordance with the standards specified in the Freedom of Information Law, Article 6 of the State Public Officers Law (“FOIL”). A Proposer submitting a Proposal may provide in writing, at the time of its submission, a detailed description of the specific information contained in its submission which it has determined is a trade secret and which, if disclosed, would substantially harm such Proposer’s competitive position. This characterization shall not be determinative, but will be considered by the Town when evaluating the applicability of any exemptions in response to a FOIL request.

**EXHIBIT 'A'**

**NON-COLLUSIVE PROPOSAL SUBMISSION CERTIFICATION**

To be included in Proposal

By submission of this proposal, each proposer and each person signing on behalf of any proposal certifies, and in the case of a joint proposal each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his or her knowledge and belief:

1. The prices in this proposal have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other proposer or with any competitor;
2. Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the proposer and will not knowingly be disclosed by the proposer prior to opening, directly or indirectly, to any other proposer or to any competitor; and
3. No attempt has been made or will be made by the proposer to induce any other person, partnership or corporation to submit or not to submit a proposal for the purpose of restricting competition.

I, the undersigned, attest under penalty of perjury that I am an authorized representative of the Proposer and that the foregoing statements are true and accurate.

Name of Proposer:

Signature of Authorized Representative

\_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_